



# **MONITORING OF THE REPORTING OF MEDIA IN SERBIAN LANGUAGE**

## **LOCAL ELECTIONS KOSOVO 2013 FINAL REPORT**

December 2013

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## **1. Goals of the media monitoring**

The goal of the media monitoring is to encourage media in Serbian (both in Kosovo and Serbia) to objectively and professionally report on topics and events related to the Kosovo Local elections, as well as comparative analysis of reporting on topics and events related to the Kosovo Local Elections 2013.

The goal of the media monitoring is to support the media in developing the sustainable reporting during the pre-election period, as well as enhancing role of media as mechanism for providing relevant information on participants in election process and their programs and election procedures and election legal framework to the citizens.

### **Specific objectives:**

- To make an assessment on the media reporting in Serbian language regarding the elections (following professional and ethical standard, legal regulations...)
- Providing the information to the public about media reporting in the pre-election period (raising citizens' awareness and critical approach in analysis)
- Enhancing public debates on role of the media in the society
- Assessment of the ambient and the way of media functioning
- Comparative analysis of the reporting on the Kosovo Local Elections 2013, in the media in Serbia and Kosovo

### **Monitored actors:**

- Participants at the elections/candidates
- Political parties
- State officials from Belgrade and Pristina talking about Kosovo Local Elections
- Representatives of institutions which regulates/control election process
- Experts/analytcs
- Civil society representatives

## **2. Methodology of the media monitoring**

### **2.1 Quantitative analysis**

The quantitative analysis of the monitoring consists of the content analysis of the representative media sample. Media monitors are going to measure the total time dedicated to a certain entity and how (tone) they have been presented – positively, neutrally or negatively. The results will be presented graphically with the aim to illustrate possible differences between the media and within the monitored time frame.

In the monitoring of electronic media, the monitors have measured the time of the direct and indirect appearances of the designated entities presented in seconds. The time of their mentioning (indirectly) by the presenter or a third party has also been calculated and added to the total time.

It is important to mention that media's attitudes towards the entities lie in focus of this research and not the attitudes of the monitored entities themselves. With the positive or negative tone in reporting about an entities or topic the media can influence the attitudes of the spectators in a positive or negative way. The monitors are marking the tone used by the media for each designated entity, with the aim to gather information on how each of them has been presented in a particular medium.

A mark has been given to all monitored entities in order to assess if they were presented in a positive, neutral or negative way. In order to do this, a five-grade scale has been used: marks 5 and 4 mean that a particular entity has been presented very positive or positive in the media; in both cases the spectators/readers are induced to a favorable attitude towards that entity. The mark 3 is "neutral", the presentation of the entities is based on factual data without a positive or negative connotation. The marks 2 or 1 mean that a particular entity has been shown in a negative or very negative light.

It is important to mention that the evaluation of a presented entity includes the consideration of the context (background) of a broadcasted item or written article. The presenting tone is marked positive when both, the entity as well as the context, are positive. Accordingly, if both factors are negative, the presentation has to be marked as negative. The neutral mark is assigned to a neutrally presented entity and context. If the presentation of an entity does not correlate to the context of the message that has been sent, the monitors will decide on the tone mark based on the factor that dominates in the reporting (i.e. either according to its content or context).

## ***2.2 Qualitative analysis***

The qualitative analysis relates to the estimation of the media in regard to certain special principles, such as ethical or professional standards that can be presented relatively easy in numbers. The monitors are recording lies, distortion of facts, unequal presentation, unfair behavior, and tardiness of information, bias and all the things that may be important for the manner of how an entity has been covered by the media. This data will be included in comments and conclusions in narrative report.

The qualitative methodology is focused on the presented content, and the analysis will primarily include the way of media presentation of certain information (such as quality and diversity of information, findings about the structure – topics and subtopics) which will allow an assessment of the general quality of media coverage based on their informative significance.

## ***2.3 Period covered and sample***

Media monitoring will last for two months and will cover 12 electronic media in Kosovo and 6 electronic and print media in Serbia. Media monitoring will be conducted by 12 monitors trained to apply methodology of media monitoring that has been developed by BIRODI and one of the leading media monitoring organizations – MEMO 98 from Slovakia.

**Media covered in Kosovo are:** RTK1 (news in Serbian), RTK 2, TV Puls, TV Most, TV MIR, TV Kiss, TV HERC, Radio Gračanica, Radio KiM, Radio Kontakt +, SWS City radio Štrpce and independent production of Media Centre Media Center Čaglavica (talk shows „Slobodno srpski“, „Srpsko-srpski dijalog“), as well as news of KOSMA media network.

**Media covered in Serbia are:** RTS1, B92, RTV Pink (TV channels); Danas, Večernje Novosti, Blic (daily newspapers).

Media monitoring will cover central informative news at monitored TV channels, as well as special programs (interviews, round tables, debates etc.) related to the elections.

### 3. Results

#### 3.1 RTS - Serbian Radio Television

Of all the monitored televisions RTS was the one who mostly followed elections for the local self/government on Kosovo. Precisely, during the monitoring period RTS dedicated 3:38:4 from a total number of 94 monitored news items, 32 of them had the announcement, which is the lowest percent comparing to Pink and B 92. Looking at the genre structure 88 news items (94%) was made in a form of news, report, or a report with a statement, and interview was made in only 5 cases. The source for the media news report in 54 cases was taken from the redaction, than there were the candidate statements ((20), Tanjug agency (8) and TV Most (7). All of the mentioned gives us a right to say that on the RTS dominated the informative approach when it comes to reporting about local Kosovo elections.

The thematic framework of the observed news items on the RTS is characterized by the domination of topics that are directly related to the holding of elections, except for issues of health and safety. So we have domination of the election in relation to program topics. Topics about economic progress (unemployment, investment), infrastructure, education, implementation of the Brussels Treaty are marginalized. In the foreground is put electoral process, election campaigns in general, and visits of the public officials during the election campaign and incidents.

#### Topics – RTS (%)

Topic	%
Health	15.9
elections	13.7
Election campaign	12.4
Incidents	10.1
safety	6.6
Election procedures, records, papers	6.1
Regularity of the elections	5.5
Anti-election campaign	4.7
Election results	4.5
The visits of Serbian officials to KiM	3.6
Serbian municipalities unity	3.6
Brussels agreement	3.1
Dialogue Belgrade-Priština	2.8
Institutions after elections	2.2
Pre-election incidents	2.1
Election monitoring	1.0

Among the actors that were identified by BIRODI monitors the most opportunities to talk was given to Serbian Government, Serbian List of Citizens, while, the EEU, Central electoral commission of Kosovo, and the Kosovo police force were the actors that were mostly talked about.

## Who was talking?<sup>1</sup>

About who/ in whose name was talking <sup>2</sup> Actor	Direct	Indirect	Total	Index
Tomislav Nikolić	90	111	201	0.810811
Serbian Progressive Party	20	25	45	0.8
Institutions (Serbia)	46	59	105	0.779661
Serbian Democratic Party	74	112	186	0.660714
European Union	169	331	500	0.510574
Central Election Commission	105	339	444	0.309735
Kosovo Police	37	178	215	0.207865
Actors from abroad	9	47	56	0.191489
Government of Kosovo	11	59	70	0.186441
OSCE	21	140	161	0.15

## About whom/ In whose name were spoken<sup>3</sup>

Actor	Direct	Indirect	Total	Index
Liberal-Democratic Party	16	1	17	16
Socialistic Party of Serbia	13	4	17	3.25
Democratic party	27	11	38	2.454545
Citizens' Initiative "SDP"	228	122	350	1.868852
NATO	39	23	62	1.695652
NGOs (Kosovo)	77	47	124	1.638298
Serbian Orthodox Church	66	47	113	1.404255
Government of Serbia	2740	2095	4835	1.307876
Citizens' Initiative "Srpska"	853	666	1519	1.280781
Healthcare Institutions	14	14	28	1

When we look at the actors and the positive and negative balance we can clearly see that there are two trends. First- that the Serbian Government and election supporters were more positively represented than those who were against the elections who were together with anyone who had Kosovo-albanian connotation and were marginalized and a little or significantly negatively presented.

## "Positive" list<sup>4</sup>

Actor	Positive seconds	Total seconds	Percentage
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<sup>1</sup> The value that is in the graph with a certain actor is the result of dividing the total time that an actor had as someone who talks about himself or another actor or topic (direct representation) and the total time in which the same actor was mentioned by another party not dependent on whether it is positive or negative context (indirect representation. values ranging up to 0 when an actor does not say anything up to 99% when the maximum predstavjen immediately when a story. In this graph representations of those who talked more than talk about them.

<sup>2</sup> In this graph is representations of those that are more talk than talk.

<sup>4</sup> Positive and negative list is presentation of the actor which are presented pozitivlz or negativlu in more than 50% of their total time

Serbian Orthodox Church	113	113	100.00%
Internally Displaces Persons	45	45	100.00%
Democratic Party	38	38	100.00%
Those who will vote	33	33	100.00%
Healthcare Institutions	28	28	100.00%
SAD	19	19	100.00%
Embassies in Serbia	17	17	100.00%
Liberal-democratic party (Serbia)	17	17	100.00%
Socialistic Party of Serbia	17	17	100.00%
Adrijana Hodžić	4	4	100.00%
Tomislav Nikolić	188	201	93.53%
Government of Serbia	4066	4835	84.10%
Serbian candidates	14	17	82.35%
Citizens' Initiative "SDP"	281	350	80.29%
Citizens' Initiative "Srpska"	1202	1519	79.13%
NGOs ( Kosovo)	98	124	79.03%
Serbs from Kosovo	303	425	71.29%
Government of Kosovo	46	70	65.71%
UN	51	81	62.96%
Serbian Progressive party	27	45	60.00%
Hašim Taci	67	122	54.92%

#### "Negative" list

Actors	Negative seconds	Total seconds	Percentage
Serbs who will not vote	45	45	100.00%
SKS – Union of Kosovo Serbs	8	8	100.00%
Atifete Jahjaga	5	5	100.00%
Serbian Radical Party	3	3	100.00%
Dveri	1	1	100.00%
Those who participate in incidents	193	203	95.07%
Marko Jakšić	75	83	90.36%
Albanian political parties	13	15	86.67%
Representatives of anti-election campaign	103	120	85.83%
Priština	228	319	71.47%
Democratic Party of Kosovo	26	42	61.90%
NATO	38	62	61.29%
Serbian Democratic Party	101	186	54.30%
OSCE	87	161	54.04%
Independent Liberal Party	26	51	50.98%
International Community	94	186	50.54%
Actors from abroad	28	56	50.00%

### 3.2 TV B92

Within 2:10:54's television deal with the topic of Kosovo's local elections emitting 69 items, of which almost half (32) had an announcement. This means that the B92 has given significant priority to reporting on this issue. In terms of genre structures 67 contributions were in the form of monologue, while during the monitoring period only two interviews were announced. It should be noted that the B92, even if it was not part of the monitoring, their most watched show was the one that deals with topics from the field of politics. "The impression of the Week" devoted to the topic of local elections in which they admittedly were only representatives of the Serbian community in Kosovo. From a total of 49 monitored news items as a source had its newsroom, 13 statements of candidates, while 9 had contributions as a source of Beta.

Looking at the issues, B92 has focused on electoral issues, while the program themes were largely marginalized. It should also be noted that the issues that were dominant and could have a program character, were outside the scope of which would be suitable to local elections, ie. "Big" issues have taken place of the "small" issues that are appropriate to the local character of choice. The issue of Health deviates from this pattern.

#### Topics – B92 (%)

Topics	%
Healthcare	15.1
Elections	14.7
Election campaign	11.7
Incidents	10.7
Election Results	6.5
Security	5.5
Serbian state officials' visits	5.0
Election Campaign, voter records, ballots	4.2
Serbian state officials' visits	3.8
Anti-election campaign	3.7
Regularity of election process	3.5
Communities of Serbian Municipalities	3.0
Election Analysis	2.7
Dialogue Belgrade-Priština	2.5
Brussels Agreement	1.5
Pre-election incidents	1.5
Institutions after elections	1.5
Election observation	1.0

The table shows that the maximum opportunity to be actively presented at the B92 had the Civil List SDP Serbian President Tomislav Nikolic and non-governmental organizations in Kosovo, as the most indirectly represented were the European Union, the Government of Serbia, Serbian Orthodox Church, the Serbian Citizens' Initiative, Serbian advanced party and the Albanian political parties.



## Who was talking?

Actor	Dir	Ind	Total	Indeks
All those who go to the pools	43	7	50	6.142857
<b>NVO (Kosovo)</b>	<b>146</b>	<b>27</b>	<b>173</b>	<b>5.407407</b>
Internally displaced persons	28	6	34	4.666667
Institutions (Serbia)	85	23	108	3.695652
Embassies (Serbia)	43	12	55	3.583333
<b>Tomislav Nikolić</b>	<b>116</b>	<b>33</b>	<b>149</b>	<b>3.515152</b>
LDP	40	19	59	2.105263
DSS	82	52	134	1.576923
Kosovo Albanians	56	36	92	1.555556
<b>SDP</b>	<b>240</b>	<b>164</b>	<b>404</b>	<b>1.463415</b>
DS	18	13	31	1.384615
Serbs that are not going to the elections	35	28	63	1.25

## About who/in whose name was talked about?

Actor	Dir	Ind	Total	Indeks
<b>EU</b>	<b>268</b>	<b>288</b>	<b>556</b>	<b>0.930556</b>
<b>Serbian Government</b>	<b>895</b>	<b>1016</b>	<b>1911</b>	<b>0.880906</b>
Serbian orthodox church	18	23	41	0.782609
Serbian Citizen initiative	407	533	940	0.763602
SNS	24	37	61	0.648649
Albanian political parties	35	56	91	0.625
Central electoral commission	88	158	246	0.556962

Similar to the findings in the case of RTS, on B92 there is a dependency of the representation and the connotations of the line support or boycott of the local elections, and (non) belonging to the Kosovo-Albanian side.

## “Positive” list

Actor	Positive seconds	Total seconds	Percentage
UN	89	89	100.00%
Those who will vote	50	50	100.00%
Serbian Orthodox Church	41	41	100.00%
Internally-displaced persons	34	34	100.00%
Atifete Jahjaga	7	7	100.00%
Adrijana Hodžic	3	3	100.00%
Serbian Progressive Party	59	61	96.72%
Tomislav Nikolić	138	149	92.62%
Serbs who will vote	55	63	87.30%
Government of Serbia	1650	1911	86.34%

Independent Liberal Party	15	18	83.33%
Serbian Democratic Party	101	134	75.37%
Citizens Initiative "Srpska"	688	940	73.19%
Institutions (Serbia)	79	108	73.15%
Citizens Initiative SDP	283	404	70.05%
OSCE	79	135	58.52%
Government of Kosovo	47	86	54.65%
Liberal Democratic Party	31	59	52.54%
EU	280	556	50.36%

#### "Negative" list

Actor	Negative seconds	Total seconds	Percentage
Priština	126	126	100.00%
Those who participate in incidents	72	72	100.00%
Actors from abroad	32	32	100.00%
Embassies (Kosovo)	30	30	100.00%
Marko Jakšić	150	171	87.72%
Representatives of anti-election campaign	58	72	80.56%
Democratic Party	18	31	58.06%

### 3.3 TV PINK

Within total time of 2:07:03, which is actually the less of the dedicated time among televisions, Pink has released 83 reports that as a subject had local elections in Kosovo, of whom 47 had the announcement in central primetime show. All monitored reports from the primetime shows were in the form of monologue genres (news, report, and report with the statement). Similarly, the remaining two televisions and Pink are largely reliant on the editorial sources (56), statements of candidates (20) and Beta (7). After examining the findings of the table we see that on the television, there domination of electoral issue in relation to the program. With the exception of health and safety issues, other issues that are the most represented are related to the electoral process.

#### Topics – Pink (%)

Topics	%
Healthcare	18.6
Elections	17.4
Election campaign	8.8
Security	8.5
Serbian state officials' visits	6.7
Incidents	6.7
Communities of Serbian Municipalities	6.3
Regularity of elections	5.9
Election Results	3.5
Election results, procedures, ballots	3.2
Anti-election campaign	3.1
Pre-election incidents	2.8
Brussels Agreement	2.7

In the part of the monitoring, by which we wanted to find out who had the biggest the opportunity to talk to Pink, monitors BIRODI noted that that mostly had the institutions of Serbia, and the Serbian Government, Citizens Initiative SDP and Citizens Initiative Srpska was most directly presented .

### Who was talking?

Actor	Dir	Ind	Total	Indeks
DS	32	10	42	3.2
Health institutions	14	6	20	2.333333
NVO (Kosovo)	89	39	128	2.282051
SKS	52	27	79	1.925926
Civil society	40	24	64	1.666667
<b>Institutions (Serbia)</b>	<b>113</b>	<b>70</b>	<b>183</b>	<b>1.614286</b>
Adrijana Hodžic	14	9	23	1.555556

### About whom/in whose name is speaking?

Actor	Dir	Ind	Total	Indeks
<b>Citizen Initiative SDP</b>	<b>131</b>	<b>135</b>	<b>266</b>	<b>0.97037</b>
SAD	16	17	33	0.941176
Serbian Orthodox Church	53	62	115	0.854839
<b>Citizens Initiative Srpska</b>	<b>351</b>	<b>437</b>	<b>788</b>	<b>0.803204</b>
Everyone who will take part at the elections	50	66	116	0.757576
Tomislav Nikolić	24	34	58	0.705882
<b>Serbian Government</b>	<b>1073</b>	<b>1619</b>	<b>2692</b>	<b>0.662755</b>
Kosovo Government	53	93	146	0.569892
EU	126	248	374	0.508065
Hašim Taci	32	64	96	0.5

Within the frames of the "positive" and "negative" list there is a clear trend that we noted in the case of the remaining two televisions. First, that those who are for elections and who are representing the Serbian side are shown as more positive, and had more space. Those who were for the elections, and do not represent the Serbian interests are positively represented, but with less time. The others that the opponents of the elections and "opponents" of Serbian interests in Kosovo were negatively and marginally represented by the media.

### “Positive” list

Actor	Positive seconds	Total seconds	Percentage
Serbian Orthodox Church	115	115	1
Democratic Party	42	42	1
UN	27	27	1
Adrijana Hodžić	23	23	1

Healthcare Institutions	20	20	1
Socialist Party of Serbia	17	17	1
Embassies (Serbia)	13	13	1
Public companies	6	6	1
Embassies (Kosovo)	6	6	1
Atifete Jahjaga	5	5	1
Kosovo Albanians	2	2	1
NGOs (Kosovo)	126	128	0.984375
Those who will vote	111	116	0.956897
Internally-displaced persons	35	39	0.897436
Government of Serbia	2387	2692	0.886701
Tomislav Nikolić	51	58	0.87931
Institutions (Serbia)	158	183	0.863388
SKS - Union of Kosovo Serbs	67	79	0.848101
Citizens Initiative "Srpska"	663	788	0.841371
SAD	23	33	0.69697
EU	244	374	0.652406
Citizens Initiative SDP	171	266	0.642857
Civil society	40	64	0.625
Serbian Democratic Party	106	172	0.616279
Government of Kosovo	88	146	0.60274
Hašim Tači	53	96	0.552083
Serbian candidates	4	8	0.5

#### Negative“ list

Actor	Negative seconds	Total seconds	Percentage
Those who participate in incidents	109	109	1
Actor from abroad	24	24	1
Serbs who will not vote	12	12	1
Serbian radical party	3	3	1
Dveri	2	2	1
Other	2	2	1
Priština	182	186	0.978495
OSCE	133	145	0.917241
Representatives of anti-election campaign	32	35	0.914286
Albanian political parties	18	26	0.692308

### 3.4 VEČERNJE NOVOSTI

From a total of 97 media reports, just a little more than one quarter (27) had an announcement on the front page which puts this daily newspaper on the first place. Talking about genre structure in this daily newspaper dominates informative approach, because the monologue forms (news, report and article) are represented with 79.4. From a total of 97 reports 4 of them were in the form of column.

Among the monitored subjects dominates the topic of elections as a process and an event, and the election programs and candidate plans are at a second place. The topics about infrastructure and education were not even mentioned in Novosti.

#### Topics – Novosti (%)

Topics	%
Elections	34.8
Regularity of elections	12.3
Serbian state officials' visits	8.4
Incidents	5.9
Communities of Serbian Municipalities	5.7
Brussels Agreement	5.6
Healthcare	5.2
Election results	3.5

Looking at the two lists, we can clearly see that Serbian side is significantly positively presented, especially the one that have decided to take part at the local elections, while the Albanian side, and those against the elections are more or less presented negatively.

#### “Positive” list - Večernje Novosti

Actor	Positive cm2	Total cm2	Percentage
Serbian Orthodox Church	115	115	1
Democratic Party	42	42	1
UN	27	27	1
Adrijana Hodžić	23	23	1
Healthcare Institutions	20	20	1
Socialist party of Serbia	17	17	1
Embassies (Serbia)	13	13	1
Public companies	6	6	1
Embassies (Kosovo)	6	6	1
Atifete Jahjaga	5	5	1
Kosovo Albanians	2	2	1
NVO (Kosovo)	126	128	0.984375

Those who will vote	111	116	0.956897
Internally-displaced persons	35	39	0.897436
Government of Serbia	2387	2692	0.886701
Tomislav Nikolić	51	58	0.87931
Institutions (Serbia)	158	183	0.863388
SKS - Union of Kosovo Serbs	67	79	0.848101
Citizens initiative "Srpska"	663	788	0.841371
SAD	23	33	0.69697
EU	244	374	0.652406
Citizens initiative SDP	171	266	0.642857
Civil society	40	64	0.625
Serbian Democratic Party	106	172	0.616279
Government of Kosovo	88	146	0.60274
Hašim Tači	53	96	0.552083
Serbian candidates	4	8	0.5

### „Negative“ list - Večernje Novosti

	Negative cm2	Total cm2	Percentage
Albanian political parties	35	35	1.00
SKS - Union of Kosovo Serbs	1	1	1.00
Kosovo Albanians	75	76	0.99
Those who participate in incidents	42	43	0.98
Representatives of anti-election campaign	410	433	0.95
Priština	271	291	0.93
SAD	12	20	0.60
Hašim Taci	126	246	0.51
Serbian Public party of Kosovo SNPK	1	2	0.50

### 3.5 DANAS

Observed by the number of announcements, 15 out of 97, the topic of local Kosovo elections was not of greater interest to the Danas editorial. However, in the monitored texts we can mostly recognize an analytical method of reporting, which reflects in the variety of generic structure. A quarter of the articles were in the form of comments, columns, satire. Related to this, most of the sources for the articles, the journalist of Danas have "found" in the newsroom (82), while 10 occurred as a statement of the candidates in the local elections. However, the framework does not differ from the conclusion that is valid for the other media, because at the pages of Danas dominated so-called electoral, not the program themes.

## Topics – Danas (%)

Topics	%
Elections	36.0
Incidents	9.2
Regularity of elections	7.8
Dialogue Belgrade - Priština	6.9
Election campaign	5.3
Serbian state officials' visits	5.2
Healthcare	4.8
Brussels Agreement	4.1
Communities of Serbian Municipalities	3.2
EU integrations	3.0
Anti-election campaign	2.9
Election procedures, voter registries, ballots	2.8
Security	2.4
Election analysis	1.7
Election results	1.6

Observing the positive and negative list of actors we can conclude that Danas have given more space, and have reported more positively about Kosovo-Albanian side, as well as it had more balanced way of reporting than the media we have analyzed previously considering the Government of Serbia and the list that it have supported openly. However even in the case of Danas, the negative list was mostly reserved for the Kosovo-Albanian side, especially for those who are seen as “enemies” for the Serbian interests at Kosovo, but also for the all those who were against Serbian presence at the Kosovo local elections.

## “Positive” list - Večernje Novosti

Actor	Positive cm2	Total cm2	Percentage
Atifete Jahjaga	28	28	1
Democratic Initiative	27	27	1
LSV	23	23	1
NATO	10	10	1
For mutual future Klokot	10	10	1
Tomislav Nikolic	583	596	0.98
Active Serbia	189	193	0.98
Serbian Progressive Party	54	55	0.98
Embassies (Kosovo)	45	47	0.96
Actors from abroad	903	946	0.95
Democratic Party	119	131	0.91
Serbian Orthodox Church	331	370	0.89
Citizens initiative SDP	353	453	0.78

Marko Jakšić	230	310	0.74
Serbian Democratic Party	295	402	0.73
Government of Kosovo	186	255	0.73
EU	1238	1728	0.72
Independent Liberal Party	667	955	0.7
Adrijana Hodžić	53	76	0.7
Socialist party of Serbia	33	53	0.62
Hašim Tači	395	651	0.61
Representatives of anti-election campaign	148	248	0.6
Prosecution	27	45	0.6
Institutions (Serbia)	161	285	0.56
Government of Serbia	2663	4928	0.54

### „Negative“ list - Danas

Actor	Negative cm2	Total cm2	Percentage
Albanian political parties	0	180	1
UN	0	55	1
Democratic Union of Kosovo	0	49	1
Alliance for new Kosovo	0	34	1
Alliance for Kosovo Future	0	15	1
Turkish democratic party	0	7	1
Initiative for Malisevo	0	5	1
Serbian radical party	0	1	1
KFOR	0	180	0.98
SKS - Union of Kosovo Serbs	1	15	0.93
NGOs (Serbia)	0	112	0.84
Kosovo Serbs	1	545	0.83
Samoopredeljenje	0	214	0.71
Kosovo Albanians	16	55	0.71
OSCE	46	479	0.63
Democratic party of Kosovo	44	116	0.62
Priština	51	238	0.61
Central election commission	82	640	0.6

### 3.6 BLIC

Daily newspaper Blic had the most articles dedicated to the Kosovo Local Elections, 107 in total, among which only 4 articles had headline on the first page. Blic have been reporting in informative way, and had only 5 columns which were dedicated to the Kosovo Local Elections. 91 articles were in the form of news and reports. Blic, also, used sources from its own media, while only 8 articles had statements. Topical analysis shows that electional topics prevailed over program topics.



## Topics – Blic (%)

Topics	%
Elections	34.4
Incidents	11.4
Serbian state officials' visits	7.3
Regularity of elections	5.5
Dialogue Belgrade - Priština	5.5
Communities of Serbian Municipalities	5.2
Healthcare	5.2
Election campaign	3.9
Election results	3.4
Anti-election campaign	2.7
EU integration	2.5
Election procedures, voter registries, ballots	2.3
Brussels Agreement	2.1

When it comes to the positive and negative space, in tables below we can see that Blic has given some more space to the Kosovo-Albanian side, i.e. that Blic is, together with Danas, is balanced when it comes to the reporting about Government of Serbia and Citizens Initiative Srpska supported by Serbian government.

## “Positive” list - Blic

Actor	Positive cm2	Total cm2	Percentage
Tomislav Nikolic	52	52	1
Socialist party of Serbia	37	37	1
Active Serbia	24	24	1
Atifete Jahjaga	18	18	1
Democratic Party	17	17	1
Independent Liberal Party	4	4	1
SKS - Union of Kosovo Serbs	1	1	1
Institutions (Serbia)	83	86	0.965116
KFOR	21	22	0.954545
Citizens initiative SDP	513	548	0.936131
NVO (Kosovo)	115	124	0.927419
Serbian Democratic Party	69	85	0.811765
Serbian Orthodox Church	186	233	0.798283
Government of Kosovo	70	90	0.777778
Democratic party of Kosovo	58	83	0.698795
Kosovo police	28	41	0.682927
EU	130	230	0.565217
Government of Serbia	998	1839	0.542686

Actors from abroad	65	124	0.524194
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**"Negative" list - Blic**

Actor	Negative cm2	Total cm2	Percentage
Alliance for future of Kosovo	6	6	1
Serbian radical party	6	6	1
Those who participate in incidents	6	6	1
NATO	1	1	1
Kosovo Albanians	34	37	0.918919
Representatives of anti-election campaign	185	306	0.604575
Serbian Progressive Party	7	12	0.583333

## 4. MEDIA IN THE NORTHERN KOSOVO

### Kosovska Mitrovica

#### 4.1 TV KOSMA

Radio Kosma dedicated 3:05:33 to the election topic, in 123 broadcasted news items. 46 of the news item were announced in the beginning of the news. In 91% of the news items, they were in the form of reports or reports with statement, which puts this media outlet in the group of media that covered election topic in the informative way. When it comes to the sources used, there are two important points. The first is that sources from the media outlet were used in more than one fourth of the cases (35%). Almost identically, the statements were used as the source (30). The second important thing is significant presence of other media outlets, especially those from Belgrade and media from Kosovo which broadcast in Serbian language.

It the table bellow, it is shown that Kosma, as most of the media monitored, covered election related topics. Topics related to the programs of the candidates, which should be in the focus of the voters, were not the priority. This can be also mentioned when it comes to the Brussels agreement which regulates issues that influence everyday life, such as rule of law, fight against the corruption and straightening of the institutions.

#### Topics – Kosma (%)

Topics	%
Elections	43.2
Communities of Serbian Municipalities	8.1
Serbian state officials' visits	7.0
Election results	7.0
Election campaign	5.9
Brussels Agreement	5.7
Anti-election campaign	4.1
Election procedures, voter registries, ballots	3.9
Pre-election incidents	3.3
Dialogue Belgrade -Priština	2.9
EU integrations	1.6
Security	1.4
Pressure on employees on Kosovo	1.3
Infrastructure	1.0

Results of the tables show that Unique Serbian List Vidovdan and the Democratic Party of Kosovo were able more than the others to speak or present their program to Kosmo. On the other hand, it Citizens 'Initiative Serbian (three times more prevalent) and the Citizens' Initiative SDP were the most directly presented. Opponents of taking part at local elections were marginalized in the media compared to those who were to go to the polls.

## Who was speaking?

Actor	Direct	Indirect	Total	Index
Democratic Party	45	48	93	0.9375
<b>Citizens initiative "Srpska"</b>	<b>663</b>	<b>834</b>	<b>1497</b>	<b>0.794964</b>
SAD	102	129	231	0.790698
<b>Citizens initiative SDP</b>	<b>259</b>	<b>339</b>	<b>598</b>	<b>0.764012</b>
<b>Public persons</b>	<b>56</b>	<b>74</b>	<b>130</b>	<b>0.756757</b>
"Sabor srpskog jedinstva"	50	69	119	0.724638
NGOs (Serbia)	30	44	74	0.681818
Tomislav Nikolić	60	119	179	0.504202

## About whom/ In whose name were spoken?

Actor	Direct	Indirect	Total	Index
<b>Serbian list Vidovdan</b>	<b>49</b>	<b>11</b>	<b>60</b>	<b>4.454545</b>
Temporary Councils	40	11	51	3.636364
<b>Democratic party of Kosovo</b>	<b>100</b>	<b>32</b>	<b>132</b>	<b>3.125</b>
Adrijana Hodžić	25	13	38	1.923077

Serbian Government, Serbian Citizen Initiative, Committee on anti-election campaign and the Citizens' Initiative SDP are presented as the most positive, while the representatives of Kosovo institutions had the most negative presentation.

## "Positive" list

Actor	Positive seconds	Total seconds	Percentage
Serbian list Vidovdan	49	60	0.816667
Institutions (Kosovo)	12	18	0.666667
"Sabor srpskog jedinstva"	50	119	0.420168
Citizens' Initiative "Srpska"	513	1497	0.342685
Citizens initiative SDP	167	598	0.279264
Government of Serbia	493	2409	0.204649
Representatives of anti-election campaign	159	787	0.202033
Independent Liberal Party	34	177	0.19209
Democratic Party	16	93	0.172043
Kosovo police forces	4	73	0.054795

## "Negative" list

Actor	Positive seconds	Total seconds	Percentage
Priština	22	195	0.112821
Hašim Tači	18	194	0.092784
Serbian Orthodox Church	8	148	0.054054
Independent Liberal Party	6	177	0.033898

## 4.2 RADIO KONTAKT PLUS

During the Kosovo Local Election 2013 pre-election campaign this radio station dedicated 4:18:47 of total time in the central informative news, within 152 news items. 27%, i.e. 41 news items was announced. This radio reported mostly in informative way, i.e. 86% of the news items were in form of reports or reports with statements. Kontakt plus based its reporting on its own media sources (65) and statement of the actors (62) which is over the 80% of total sources. It is important to mention that this TV station had the largest number of interviews. Election topics prevailed over program topics. Among other topics, security and EU integration were present.

### Topics – Kontakt plus (%)

Topics	%
Elections	38.3
Communities of Serbian Municipalities	9.1
Brussels Agreement	7.9
Pre-election incidents	7.6
Serbian state officials' visits	6.4
Election results	6.3
Election procedures, voter registries, ballots	5.2
Anti-election campaign	4.7
Election campaign	2.7
Dialogue Beograd-Priština	2.5
Security	1.7
EU integrations	1.6
Pressure on employees in Kosovo	1.4

Among monitored actors the most opportunity to talk had the institutions of Kosovo and the Civil List SDP, while Government of Serbia (almost three times more than the list that is supported by embassies based in Pristina, the Socialist Party of Serbia and actors from the United State, they were indirectly represented.

## Who is talking?

Actor	Dir	Ind	Total	Indeks
Democratic initiative	18	6	24	3
Democratic party of Kosova	50	27	77	1.851852
Public companies	37	21	58	1.761905
<b>Institutions (Kosovo)</b>	<b>53</b>	<b>48</b>	<b>101</b>	<b>1.104167</b>
<b>Citizens list SDP</b>	<b>461</b>	<b>448</b>	<b>909</b>	<b>1.029018</b>

Actor	Dir	Ind	Total	Indeks
SAD	102	103	205	0.990291
<b>Embassies (Priština)</b>	<b>190</b>	<b>209</b>	<b>399</b>	<b>0.909091</b>
Assembly of Serbian unity	52	61	113	0.852459
SPS	94	125	219	0.752
<b>Citizen initiative of Serbia</b>	<b>610</b>	<b>1057</b>	<b>1667</b>	<b>0.577105</b>
DSS	45	80	125	0.5625
SLS	32	59	91	0.542373
<b>Serbian Government</b>	<b>1529</b>	<b>2919</b>	<b>4448</b>	<b>0.52381</b>

On the "Positive" list of the Kontakt plus radio the following actors dominated: Government of Serbia and two rivalry lists, with remark that Citizens initiative led by Oliver Ivanović had two time less space that list led by Krstimir Pantić. The same pattern in the terms of space distribution is applied to the representatives of anti-election campaign opposite to the Citizens initiative Srpska. On the negative list, which is the smallest because of the dominantly neutral way of the reporting, the most of the space got Hašim Tači and authorities in Pristina.

## “Positive” list

Actor	Positive seconds	Total seconds	Percentage
Democratic Initiative	24	24	1
Public companies	37	58	0.637931
Sabor srpskog jedinstva	52	113	0.460177
Tomislav Nikolic	103	283	0.363958
Others	37	109	0.33945
<b>Citizens' Initiative SDP</b>	<b>223</b>	<b>909</b>	<b>0.245325</b>
<b>Citizens' Initiative “Srpska”</b>	<b>353</b>	<b>1667</b>	<b>0.211758</b>
Serbian Democratic Party	70	388	0.180412
Government of Serbia	<b>784</b>	<b>4448</b>	<b>0.176259</b>
Representatives of anti-election campaign	153	942	0.16242

## "Negative" list

Actor	Negative seconds	Total seconds	Percentage
Democratic Union of Goranaca	1	1	1
<b>Priština</b>	<b>33</b>	<b>316</b>	<b>0.10443</b>
Serbian Orthodox Church	7	75	0.093333
Atifete Jahjaga	1	17	0.058824
<b>Hašim Tači</b>	<b>7</b>	<b>134</b>	<b>0.052239</b>

### 4.3 TV MIR

Television MIR broadcasted 153 news items in total on Kosovo Local Election 2013 election related topics. Total duration of the broadcasting is 4:08:02. One third of the analysed news items (50) were announced. 73% of the news items were in the form of reports or reposts with statements. When it comes to the sources the own media sources prevailed (66) and actors statement (64). Election related topics were dominant in TV MIR reporting.

### Topics – MIR (%)

Topics	%
Elections	39.8
Communities of Serbian Municipalities	12.3
Brussels Agreement	8.4
Pre-election incidents	5.9
Serbian state officials' visits	5.1
Election campaign	4.7
Election procedures, voter registries, ballots	4.2
Anti-election campaign	3.3
Election results	3.2
Regularity of elections	1.9
Foreign state officials' visits	1.7
Pressure on employees on Kosovo	1.5
Healthcare	1.5
Ad hominem	1.1

The pattern identifies in other media was replicated in the TV MIR reporting. Government of the Serbia had the most time to talk about themselves and other actors, almost double compared to the secondly placed. The same pattern was applied on Citizens initiative Srpska and Serbian Democratic Party as informal leader of anti-election campaign, while Citizens initiative SDP had double less media space and possibility to present itself. When it comes to the indirect coverage, representatives of anti-election campaign got the most time, three times more was mentioned than were directly presented. This is also result for the Pristina authorities and representatives of the political actors out of the Kosovska Mitrovica.

## Who was speaking?

Actors	Direct	Indirect	Total	Index
Public persons	46	7	53	6.571429
Serbian Orthodox Church	204	47	251	4.340426
Tomislav Nikolić	273	126	399	2.166667
<b>Serbian Democratic Party</b>	<b>855</b>	<b>475</b>	<b>1330</b>	<b>1.8</b>
<b>Citizens initiative SDP</b>	<b>541</b>	<b>304</b>	<b>845</b>	<b>1.779605</b>
<b>Citizens initiative Srpska</b>	<b>1145</b>	<b>649</b>	<b>1794</b>	1.764253
Government of Serbia	<b>2256</b>	<b>1330</b>	<b>3586</b>	<b>1.696241</b>
Democratic Party	221	135	356	1.637037
NGOs (Kosovo)	240	157	397	1.528662
Institutions (Serbia)	341	231	572	1.47619
Serbian radical party	14	10	24	1.4

## About who/in whose name is talking?

Actor	Dir	Ind	Total	Indeks
Union of Kosovo Serbs	49	53	102	0.924528
NGOs (Serbia)	115	149	264	0.771812
Hašim Tači	120	179	299	0.670391
UN	57	97	154	0.587629
International community	49	106	155	0.462264
Representatives of anti-election campaign	91	239	330	0.380753
Independent liberal party	41	174	215	0.235632
Media	31	137	168	0.226277
OSCE	36	256	292	0.140625
Central election commission of Kosovo	33	757	790	0.043593
EU	18	617	635	0.029173

Although there is inequality in time dedicated to the actors, the tone of the coverage is balanced when it comes to the "Positive list" and "main" actors. Similar to the most of the media, "Negative" list mostly consists of representatives of Kosovo-Albanian actors, especially Central election commission.



#### “Positive” list

Actor	Positive seconds	Total seconds	Percentage
Union of Kosovo Serbs	1	1	1
Serbian list Vidovdan	57	58	0.982759
Democratic party of Kosovo	21	22	0.954545
Narodna pravda	156	172	0.906977
Temporary Councils	15	17	0.882353
Public persons	46	53	0.867925
Union of Kosovo Serbs	49	102	0.480392
<b>Citizens Initiative "Srpska"</b>	<b>686</b>	<b>1794</b>	<b>0.382386</b>
<b>Serbian Democratic Party</b>	<b>502</b>	<b>1330</b>	<b>0.377444</b>
Independent Liberal Party	74	215	0.344186
UN	53	154	0.344156
Democratic Party	120	356	0.337079
Representatives of opposition	5	17	0.294118
Government of Serbia	<b>1049</b>	<b>3586</b>	<b>0.292526</b>
<b>Citizens Initiative SDP</b>	<b>224</b>	<b>845</b>	<b>0.265089</b>
Institutions (Kosovo)	3	15	0.2

#### "Negative" list

Actor	Negative seconds	Total seconds	Percentage
Institutions (Kosovo)	7	15	0.466667
Priština	43	180	0.238889
<b>Central Election Committee</b>	<b>69</b>	<b>790</b>	<b>0.087342</b>
<b>Hašim Tači</b>	<b>24</b>	<b>299</b>	<b>0.080268</b>
Government of Kosovo	6	99	0.060606
Temporary Councils	1	17	0.058824

#### 4.4 TV MOST

Television Most, with 12:54:03, is television that reported about election in the most intensive way. This television had the largest number of news items (274) among which 121 had announcement at the beginning. On this television prevails informative approach, i.e. 91.9% of the news items were in the form of reports or reports with statements. 88,9% of the news items had own media source (133) or statement of the actors (112). When it comes to the topics within monitored news items, the election topics prevailed over program topics, less than 1%.

## Topics – Most (%)

Topics	%
Elections	39.6
Election campaign	13.1
Serbian state officials' visits	9.5
Communities of Serbian Municipalities	9.2
Election results	5.3
Dialogue Beograd-Priština	4.5
Pre-election incidents	3.4
Election procedures, voter registries, ballots	3
Brussels Agreement	2.6
Anti-election campaign	2
Incidents	1.3

Based on the results in tables below, it is obvious that within almost 3 hours of program in total, Government of Serbia was balancedly presented - half of the time in direct and half of the time in indirect way. Also, the Citizens initiative SDP was presented in the same way, but within the 10 times less time in total. At the other side, in the direct way the following actors prevailed: Citizens' initiative Srpska, Central Election Commission, and president of Serbia, Tomislav Nikolić.

## Who was speaking?

Actors	Direct	Indirect	Total	Index
Citizens' initiative Budućnost za Novo Brdo	40	0	40	1
Citizens' initiative Opstanak	13	0	13	1
Otadzbina	8	0	8	1
United regions of Serbia	83	1	84	83
Analytics, experts	22	1	23	22
Media	344	45	389	7.644444
Serbian radical party	14	2	16	7
SAD	51	8	59	6.375
Serbian public party of Kosovo	60	10	70	6
Adrijana Hodžic	99	21	120	4.714286
Jedinstvena Srbija	81	23	104	3.521739
Citizens of Kosovo	163	52	215	3.134615
Sabor srpskog jedinstva	54	19	73	2.842105
Socialist Party of Serbia	183	65	248	2.815385
NGOs (Kosovo)	230	100	330	2.3
<b>Serbian Democratic Party</b>	221	101	322	2.188119
Government of Serbia	<b>6690</b>	<b>5034</b>	<b>11724</b>	<b>1.328963</b>
Citizens' initiative <b>SDP</b>	<b>627</b>	<b>475</b>	<b>1102</b>	<b>1.32</b>
Serbian Orthodox Church	185	159	344	1.163522

<b>Institutions (Srbija)</b>	<b>821</b>	<b>777</b>	<b>1598</b>	<b>1.056628</b>
Healthcare Institutions	183	175	358	1.045714

#### About whom/ In whose name were spoken

Actor	Direct	Indirect	Total	Index
Tomislav Nikolić	310	333	643	0.930931
Kosovo police forces	148	167	315	0.886228
Embassies (Beograd)	23	30	53	0.766667
OSCE	74	99	173	0.747475
Serbian Progressive Party	84	120	204	0.7
Representatives of anti-election campaign	125	211	336	0.592417
Democratic Party	32	55	87	0.581818
<b>Central Election Committee</b>	<b>463</b>	<b>979</b>	<b>1442</b>	<b>0.472932</b>
Citizens' initiative Srpska	<b>6138</b>	<b>14229</b>	<b>20367</b>	<b>0.431373</b>
Independent Liberal Party	80	199	279	0.40201
International community	116	302	418	0.384106

Looking at the results presented in "positive" and "negative" lists, it can be concluded that Government of Serbia and list it supported, Citizens' initiative Srpska, were the most dominant, in the terms of time dedicated and tone of presentation. Among negatively presented actors, institutions from Pristina and representatives of the anti-election campaign prevailed.

#### “Positive” list

Akter	Pozitivni sekundi	Ukupne sekundi	Procenat
Union of Kosovo Serbs	21	21	1
Temporary Councils	66	72	0.916667
Adrijana Hodžić	99	120	0.825
Jedinstvena Srbija	81	104	0.778846
Sabor srpskog jedinstva	54	73	0.739726
SAD	33	59	0.559322
<b>Citizens' initiative SDP</b>	<b>434</b>	<b>1102</b>	<b>0.393829</b>
Government of Serbia	<b>4029</b>	<b>11724</b>	<b>0.343654</b>
Independent Liberal Party	82	279	0.293907
Democratic Party	25	87	0.287356
<b>Citizens' initiative Srpska</b>	<b>5398</b>	<b>20367</b>	<b>0.265037</b>
Citizens of Kosovo	47	215	0.218605
<b>Institutions (Srbija)</b>	<b>345</b>	<b>1598</b>	<b>0.215895</b>
Serbian Progressive Party	34	204	0.166667
Socialistic Party of Serbia	35	248	0.141129
Tomislav Nikolić	76	643	0.118196
Representatives of anti-election campaign	35	336	0.104167

Serbian Orthodox Church	4	344	0.011628
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### "Negative" list

Actors	Negative seconds	Total seconds	Percentage
Institutions (Kosovo)	19	27	0.703703704
NGOs (Serbia)	30	47	0.638297872
<b>Priština</b>	<b>68</b>	<b>267</b>	<b>0.254681648</b>
OSCE	43	173	0.248554913
Union of Kosovo Serbs	1	6	0.166666667
KFOR	5	36	0.138888889
<b>Kosovo police forces</b>	<b>23</b>	<b>315</b>	<b>0.073015873</b>
<b>Representatives of anti-election campaign</b>	<b>20</b>	<b>336</b>	<b>0.05952381</b>
<b>International community</b>	<b>21</b>	<b>418</b>	<b>0.050239234</b>
Independent Liberal Party	14	279	0.050179211

### 4.5 TV Kiss

Television Kiss broadcasted 94 news items dedicated to the election related topics in total, among which 9 were announced at the beginning of the news. All monitored news items lasted 5:53:52 in total. Informative approach was identified on this television, 91,5% of the news items was in the form of report or report with the statement. When it comes to the sources used, media outlet itself dominated (44), followed by statements (29) and Tanjug (13). Among the topics covered, the election related topics prevailed, while there are no many topics related to the priorities of the citizens and scope of work of the local self-government (not more than 1%).

### Topics Kiss (%)

Topics	%
Elections	46.3
Communities of Serbian Municipalities	11.9
Anti-election campaign	9.6
Serbian state officials' visits	9.4
Election results	4.6
Brussels Agreement	4.2
Pre-election incidents	3.6
Dialogue Beograd-Priština	2.3
Institutions Kosova	1.5
Election procedures, voter registries, ballots	1.1
Foreign state officials visits	1
Incidents	1

Looking at the table below, which deals with the way of presentation it could be concluded that Serbian government and civic initiatives SDP had the most opportunities for their own presentation, while the most talked about were Citizens' Initiative Serbian and ten times smaller rivals going to the local elections.

### Who was speaking?

Actors	Direct	Indirect	Total	Index
<b>Tomislav Nikolić</b>	<b>134</b>	<b>176</b>	<b>310</b>	<b>0.761364</b>
Obraz	47	80	127	0.5875
Serbian Orthodox Church	101	190	291	0.531579
International community	23	62	85	0.370968
Hašim Tači	54	164	218	0.329268
<b>Representatives of anti-election campaign</b>	<b>132</b>	<b>514</b>	<b>646</b>	<b>0.256809</b>
<b>Citizens initiative "Srpska"</b>	<b>2092</b>	<b>9450</b>	<b>11542</b>	<b>0.221376</b>
UN	30	158	188	0.189873

Actors	Direct	Indirect	Total	Index
Serbian radical Party	98	16	114	6.125
Serbian Democratic Party	406	149	555	2.724832
<b>Citizens initiative SDP</b>	<b>114</b>	<b>54</b>	<b>168</b>	<b>2.111111</b>
Government of Serbia	<b>2653</b>	<b>2029</b>	<b>4682</b>	<b>1.307541</b>
Democratic Party	35	31	66	1.129032

Citizens Initiative "Srpska" is the actor with the most positive time of all the actors. At the second place there are representatives of the anti-election campaign. The actors with the most negative space are Democratic Party and Serbian radical party.

### "Positive" list

Actor	Positive seconds	Total seconds	Percentage
Dveri	1	1	1
Obraz	1	1	1
Atifete Jahjaga	2	6	0.333333
<b>Representatives of anti-election campaign</b>	<b>163</b>	<b>646</b>	<b>0.252322</b>
Independent Liberal Party	1	4	0.25
International community	15	85	0.176471
Institutions (Kosovo)	2	15	0.133333
Citizens Initiative "Srpska"	<b>1104</b>	<b>11542</b>	<b>0.095651</b>
Pristina	9	109	0.082569

**"Negative" list**

<b>Actor</b>	<b>Negative seconds</b>	<b>Total seconds</b>	<b>Percentage</b>
<b>SRS</b>	<b>127</b>	<b>127</b>	<b>1</b>
Analytics/experts	86	86	1
Otadzbina	80	80	1
Union of Kosovo Serbs	1	1	1
Sabor srpskog jedinstva	47	48	0.979167
<b>Serbian Democratic Party</b>	<b>317</b>	<b>555</b>	<b>0.571171</b>
Democratic Party	35	66	0.530303
Hašim Taci	112	218	0.513761

## 5. CENTRAL KOSOVO

### 5.1 RTK 2

At the second RTK program during pre-election campaign there was 2:55:39 of time within 106 news items dedicated to the election. 36 of the total number of news items were announced at the beginning of the news. All broadcasted news items were of informative character, i.e. they were in the form of short news, reports or reports with statements. Statements of the monitored actors were source of the information in 40 news items; newsroom was source in 32 news item, while in 5 it was Tanjug. Similar to the other monitored media outlets in Central Kosovo at the RTK2 the topics of elections in general and status of Kosovo (Brussels Agreement) dominated, while program of the contestants stay on the side.

#### Topics – RTK 2

Topics	%
Elections	79.7
Serbian state officials' visits	7.2
Brussels agreement	5.5
Community of Serbian Municipalities	3.8
Voter registries	1.6
Internally displaced persons	1.0
Ad hominem	0.9
Anti-election campaign	0.4

At the RTK2 the most of the direct time was given to the representatives of Government of Kosovo, Government of Serbia, Central Election Commission, and Atifere Jahjaga and Krstimir Pantić as Deputy Director of the Office for KIM. Indirectly presented actors were Independent Liberal Party, than EU, Citizens' Initiative SDP, Kosovo institutions from Pristina and Kosovo Police Forces.

#### Who was speaking? (Seconds)

Actor	Dir	Ind	Total	Index
Serbian National Party of Kosovo	53	3	56	17.66667
Atifete Jahjaga	298	32	330	9.3125
Čedomir Jovanović	60	8	68	7.5
Representatives of anti-election campaign	29	4	33	7.25
<b>Krstimir Pantić - Deputy Director of the Office for KIM</b>	<b>171</b>	<b>35</b>	<b>206</b>	<b>4.885714</b>
Movement Samoopredeljenje	26	6	32	4.333333
Embassies in Kosovo	80	22	102	3.636364
Democratic initiative	21	6	27	3.5
Democratic League of Kosova	23	7	30	3.285714
<b>Socialistic Party of Serbia</b>	<b>170</b>	<b>53</b>	<b>223</b>	<b>3.207547</b>
Election observers	70	26	96	2.692308
<b>Citizens' Initiative SDP</b>	<b>207</b>	<b>77</b>	<b>284</b>	<b>2.688312</b>
International Community	29	15	44	1.933333
Adrijana Hodzic	49	27	76	1.814815
Democratic Party of Bošnjak	6	4	10	1.5
SAD	102	70	172	1.457143

<b>Central Election Commission</b>	<b>335</b>	<b>232</b>	<b>567</b>	<b>1.443966</b>
<b>Government of Serbia</b>	<b>900</b>	<b>647</b>	<b>1547</b>	<b>1.391036</b>
<b>Government of Kosovo</b>	<b>310</b>	<b>233</b>	<b>543</b>	<b>1.330472</b>

#### About whom/ In whose name were spoken?

<b>Actor</b>	<b>Dir</b>	<b>Ind</b>	<b>Total</b>	<b>Index</b>
Democratic Party	77	79	156	0.974684
OSCE	123	139	262	0.884892
<b>Independent Liberal Party</b>	<b>355</b>	<b>406</b>	<b>761</b>	<b>0.874384</b>
VAKAT – list from Prizren	7	10	17	0.7
NGOs (Kosovo)	118	172	290	0.686047
Social-democracy SD	102	149	251	0.684564
<b>Institutions (Kosovo)</b>	<b>146</b>	<b>224</b>	<b>370</b>	<b>0.651786</b>
<b>EU</b>	<b>124</b>	<b>268</b>	<b>392</b>	<b>0.462687</b>
<b>Kosovo Police Forces</b>	<b>86</b>	<b>251</b>	<b>337</b>	<b>0.342629</b>
Democratic party of Kosovo	9	43	52	0.209302
Democracy in action	22	179	201	0.122905
Union of Kosovo Serbs	5	44	49	0.113636

The most positive time at the RTK2 was dedicated to the Kosovo president Atifete Jahjaga, Krstimir Pantić as Deputy Director of Office for KIM and Citizens' initiative SDP. The most of the negative time on this television was dedicated to the Democratic Party of Kosovo and Priština authorities.

#### “Positive” list (in seconds)

<b>Actor</b>	<b>Positive seconds</b>	<b>Total seconds</b>	<b>Percentage</b>
Vidovdan	88	88	1
Representatives of anti-election campaign	33	33	1
New force	12	12	1
Healthcare institutions	3	3	1
Narodno jedinstvo	2	2	1
Democratic Initiative	26	27	0.962963
Serbian National Party of SNPK	53	56	0.946429
<b>Atifete Jahjaga</b>	<b>225</b>	<b>330</b>	<b>0.681818</b>
<b>Krstimir Pantic - Deputy Director of Office for KIM</b>	<b>139</b>	<b>206</b>	<b>0.674757</b>
International Organizations	57	85	0.670588
International Community	29	44	0.659091
Serbian Orthodox Church	6	10	0.6
<b>Citizens' initiative "SDP"</b>	<b>149</b>	<b>284</b>	<b>0.524648</b>
Democracy in action	103	201	0.512438



## "Negative" list (in seconds)

Actor	Negative seconds	Total seconds	Percentage
Democratic Party of Kosovo	29	52	0.557692
Priština	34	79	0.43038
International Community	7	44	0.159091
OEBS	30	262	0.114504
Belgrade	8	75	0.106667

## 5.2 TV PULS

This television, during pre-election campaign, dedicated 147 news items, 59 of them were announced at the beginning of the news. Genre structure is 100% informative. Sources of information used by journalists were from their newsroom (47), statement of the monitored actors (46) and Tanjug news (30). Topic related to the elections in general, dominates, as well as statutory topics. Statutory topics (Brussels Agreement and Ahtisari plan) are in the middle between election and program topics, because they are not of such importance when it come to the citizens' everyday life.

### Topics – PULS (%)

Topics	%
Elections	70.6
Serbian state officials' visits	10.3
Voter registries	0.8
Brussels agreement	5.5
Internally displaced persons	1.0
Ad hominem	1.1
Anti-election campaign	4.3
Community of Serbian Municipalities	6.4

During the period covered by monitoring, the most of the direct time was given to the Government of Serbia, Independent Liberal Party and Citizens' Initiative Srpska, while on the indirect way the following actors were presented: EU representatives, OSCE and civil society from Kosovo.

### Who was speaking? (seconds)

Actor	Dir	Ind	Total	Index
National initiative	77	2	79	38.5
Heads of the Counties	103	4	107	25.75
Representatives of anti-election campaign	30	2	32	15
Serbian Orthodox Church	19	4	23	4.75
Democratic Initiative	85	18	103	4.722222
NGOs (Serbia)	123	29	152	4.241379
Embassies in Belgrade	57	14	71	4.071429
SAD	122	30	152	4.066667
Socialist Party of Serbia	353	89	442	3.966292

Mutual Future	68	19	87	3.578947
<b>Independent Liberal Party</b>	<b>636</b>	<b>185</b>	<b>821</b>	<b>3.437838</b>
Serbian Progressive Party	176	74	250	2.378378
Adrijana Hodzić	34	15	49	2.266667
<b>Serbian Government</b>	<b>2200</b>	<b>1098</b>	<b>3298</b>	<b>2.003643</b>
Serbian National Party of Kosovo SNPK	157	81	238	1.938272
Serbian Democratic Party	201	108	309	1.861111
<b>Citizens' initiative "Srpska"</b>	<b>705</b>	<b>443</b>	<b>1148</b>	<b>1.591422</b>
Kosovo Government	278	175	453	1.588571
Citizens' initiative SDP	79	50	129	1.58
Educational institutions	6	4	10	1.5
Analytics/experts	70	50	120	1.4
Tomislav Nikolić	91	71	162	1.28169
Embassies in Kosovo	39	34	73	1.147059
Kosovo Police Forces	188	176	364	1.068182
Krstimir Pantić - DEputy Director of the Office for KIM	318	304	622	1.046053

#### About whom/ In whose name were spoken?

Actor	Dir	Ind	Total	Index
<b>OSCE</b>	<b>195</b>	<b>197</b>	<b>392</b>	<b>0.989848</b>
Institutions (Kosovo)	20	22	42	0.909091
<b>EU</b>	<b>269</b>	<b>306</b>	<b>575</b>	<b>0.879085</b>
Democratic Party	34	44	78	0.772727
International Community	46	61	107	0.754098
Atifete Jahjaga	25	35	60	0.714286
<b>NGOs (Kosovo)</b>	<b>89</b>	<b>141</b>	<b>230</b>	<b>0.631206</b>

At this television the most of the positive time was dedicated to the Citizens' initiative "Srpska", Independent Liberal Party and Kosovo Government. Most of the negative time got the Pristina authorities, OSCE and Kosovo Police Forces.

#### "Positive" list (in seconds)

Actor	Positive sekunde	Total seconds	Percentage
<b>Citizens' initiative of Gorani</b>	<b>24</b>	<b>24</b>	<b>1</b>
Mutual Future	68	87	0.781609
Adrijana Hodzic	34	49	0.693878
Belgrade	64	112	0.571429
Heads of the Counties	52	107	0.485981
Institutions (Kosovo)	20	42	0.47619
<b>Independent Liberal Party</b>	<b>378</b>	<b>821</b>	<b>0.460414</b>
Analytics/experts	55	120	0.458333
Embassies in Belgrade	30	71	0.422535

<b>Kosovo Government</b>	<b>165</b>	<b>453</b>	<b>0.364238</b>
<b>Citizens' initiative "Srpska"</b>	<b>355</b>	<b>1148</b>	<b>0.309233</b>
Serbian Governemnt	985	3298	0.298666

#### "Negative" list

<b>Actor</b>	<b>Negative seconds</b>	<b>Total seconds</b>	<b>Percentage</b>
<b>Priština</b>	<b>76</b>	<b>251</b>	<b>0.302789</b>
Movement Samoopredeljenje	2	12	0.166667
<b>OSCE</b>	<b>56</b>	<b>392</b>	<b>0.142857</b>
Analytics/experts	11	120	0.091667
Citizens' initiative SDP	11	129	0.085271
<b>Kosovo Police Forces</b>	<b>27</b>	<b>364</b>	<b>0.074176</b>

### 5.3 TV RTK 1

RTK 1 broadcasted in total 2:30:16 news dedicated to the election related topics and presentation of the monitored actors. Within that time 86 news items were broadcasted, all without announcement at the beginning of the news. All the news items were in the form of reports and reports with statement. Dominant source of information were statements of the monitored actors (44), newsroom information (30) and Tanjug (6). At RTK1 main topics were related to the elections and statutory character.

#### Topics – RTK1

<b>Topics</b>	<b>%</b>
Elections	79.7
Serbian state officials' visits	7.2
Brussels agreement	5.5
Community of Serbian Municipalities	3.8
Voter registries	1.6
Internally displaced persons	1.0
Ad hominem	0.9
Anti-election campaign	0.4
Ahtisari plan	0.0

Among all monitored actors at the RTK1 in the direct way were presented Independent Liberal Party, Citizens' initiative "Srpska" and UN, while in the indirect way were presented Government of Serbia, EU and Central Election Commission.

### Who was speaking? (Seconds)

Actor	Dir	Ind	Total	Index
NGOs (Kosovo)	93	2	95	46.5
Mutual Future N. Brdo	41	1	42	41
Democratic Party	38	1	39	38
Serbian Orthodox Church	11	0	11	11
NGOs (Serbia)	110	20	130	5.5
International Community	100	25	125	4
Krstimir Pantić - zamenik direktora kancelarije za Kosovo	65	24	89	2.708333
Democratic Party of Kosovo	27	10	37	2.7
National Council of Greece	8	3	11	2.666667
Serbian National Party of Kosovo	49	19	68	2.578947
<b>Independent Liberal Party</b>	<b>676</b>	<b>389</b>	<b>1065</b>	<b>1.737789</b>
Tomislav Nikolic	31	18	49	1.722222
<b>Citizens' initiative "Srpska"</b>	<b>374</b>	<b>248</b>	<b>622</b>	<b>1.508065</b>
Socijal-democracy	66	44	110	1.5
<b>UN</b>	<b>262</b>	<b>179</b>	<b>441</b>	<b>1.463687</b>
Citizens' Initiative SDP	105	75	180	1.4
Kosovo Government	322	256	578	1.257813
OSCE	132	112	244	1.178571

### About whom/ In whose name were spoken?

Actor	Dir	Ind	Total	Index
Atifete Jahjaga	128	130	258	0.984615
<b>EU</b>	<b>309</b>	<b>412</b>	<b>721</b>	<b>0.75</b>
<b>Serbian Government</b>	<b>530</b>	<b>709</b>	<b>1239</b>	<b>0.747532</b>
Socialist Party of Serbia	5	19	24	0.263158
<b>Central Election Commission</b>	<b>209</b>	<b>798</b>	<b>1007</b>	<b>0.261905</b>
SAD	33	144	177	0.229167

The most of the positive time on the RTK 1 had the Independent Liberal Party and Citizens' initiative "Srpska", while the most of the negative time got the authorities in Pristina and Government of Serbia (6 times less).

### "Positive" list (in seconds)

Actor	Positive seconds	Total seconds	Percentage
Mutual Future Novo Brdo	41	42	0.97619
Serbian National Party of Kosovo	61	68	0.897059
International organizations	22	30	0.733333
Democratic Party of Kosovo	27	37	0.72973
Union of Kosovo Serbs	23	32	0.71875
<b>Independent Liberal Party</b>	<b>582</b>	<b>1065</b>	<b>0.546479</b>
<b>Citizens' initiative "Srpska"</b>	<b>293</b>	<b>622</b>	<b>0.471061</b>

## "Negative" list

Actor	Negative seconds	Total seconds	Percentage
Priština	39	101	0.386139
Serbian Government	79	1239	0.063761
International Community	3	125	0.024
OSCE	3	244	0.012295
<b>Central Election Commission</b>	2	1007	0.001986

## 5.4 KIM RADIO

During the pre-election campaign Radio KIM dedicated to the elections 1:52:17 time in total. 43 of the 83 news items in total were announced at the beginning of the news. All the news items had informative character. Journalist from the Radio KIM used statements of the actors as the source of the (40) and information from their own newsroom (32). Topical framework on this radio station is similar to the other monitored media outlets, elections in general dominate as topic.

### Topics – KIM radio (%)

Topics	%
Elections	70.4
Serbian state officials' visits	12.3
Anti-election campaign	4.5
Brussels agreement	3.4
Zajednica srpskih opština	3.4
Voter registries	2.1
Ad hominem	2.0
Internally displaced persons	1.8
Ahtisari plan	0.2

Opportunities to present their attitudes and activities were the side of civil society organizations from Kosovo, Kosovo Government and civil society organizations from Serbia.

### Who was speaking? (Seconds)

Akter	Dir	Ind	Total	Indeks
<b>NGOs (Serbia)</b>	<b>303</b>	<b>32</b>	<b>335</b>	<b>9.46875</b>
Democratic Initiative	47	8	55	5.875
Analytics/experts	57	12	69	4.75
<b>NGOs (Kosovo)</b>	<b>422</b>	<b>141</b>	<b>563</b>	<b>2.992908</b>
Private companies	76	31	107	2.451613
Others	122	94	216	1.297872
<b>Kosovo Government</b>	<b>233</b>	<b>189</b>	<b>422</b>	<b>1.232804</b>
SAD	79	72	151	1.097222

**About whom/ In whose name were spoken?**

<b>Actor</b>	<b>Dir</b>	<b>Ind</b>	<b>Total</b>	<b>Indeks</b>
Institutions (Serbia)	25	28	53	0.892857
Democratic Party	38	51	89	0.745098
Krstimir Pantic - <b>Central Election Commission</b>	31	45	76	0.688889
<b>Citizens' initiative "Srpska"</b>	<b>297</b>	<b>457</b>	<b>754</b>	<b>0.649891</b>
<b>Vlada Srbije</b>	<b>443</b>	<b>729</b>	<b>1172</b>	<b>0.607682</b>
National Council of Greece	16	27	43	0.592593
Independent Liberal Party	108	236	344	0.457627
Atifete Jahjaga	17	39	56	0.435897
Socialist Party of Serbia	56	130	186	0.430769
Adrijana Hodzic	32	82	114	0.390244
Serbian Orthodox Church	16	53	69	0.301887

KiM Radio dedicated most of the positive time to the Kosovo Government and Independent Liberal Party, while the most of the negative time was dedicated to a Central Election Commission, and again Independent Liberal Party.

**"Positive" list (in seconds)**

<b>Actor</b>	<b>Positive seconds</b>	<b>Total seconds</b>	<b>Percentage</b>
Representatives of anti-election campaign	24	24	1
New force	23	23	1
GI Goranaca	23	23	1
Heads of the Counties	10	10	1
Krstimir Pantic - Deputy Director of Office for KIM	74	76	0.973684
Democratic Initiative	47	55	0.854545
<b>Kosovo Government</b>	<b>311</b>	<b>422</b>	<b>0.736967</b>
Serbian Orthodox Church	50	69	0.724638
Democratic Party	64	89	0.719101
Atifete Jahjaga	38	56	0.678571
Serbian Democratic Party	22	36	0.611111
<b>Independent Liberal Party</b>	<b>194</b>	<b>344</b>	<b>0.563953</b>
Others	120	216	0.555556

## "Negative" list

Actor	Negative seconds	Total seconds	Percentage
Pristina	69	151	0.456954
International Community	5	23	0.217391
Serbian Progressive Party	6	37	0.162162
<b>Independent Liberal Party</b>	<b>53</b>	<b>344</b>	<b>0.15407</b>
<b>Central Election Commission</b>	<b>29</b>	<b>261</b>	<b>0.111111</b>
Belgrade	4	37	0.108108

## 5.5 RADIO GRAČANICA

Radio Gračanica is one of the media that covered pre-election campaign in the most intensive way. Within the central informative news, this topic got 3:35:39. When it comes to the type of the reporting, the informative style prevails, as well as the fact that as sources were used newsroom information (63), statements of the actors 34 and Tanjug (8). Elections in general were dominant topic.

### Topics – Radio Gračanica

Topics	%
Elections	55.7
Serbian state officials' visits	17.9
Brussels Agreement	11.5
Community of Serbian Municipalities	10.2
Voter registries	1.9
Internally displaced persons	1.5
Ad hominem	0.7
Anti-election campaign	0.6
Ahtisari plan	0.1

Radio Gračanica dedicated the most of the direct time to the Serbian Government and Krstimir Pantic as Deputy Director of the Office for KIM. The most Indirectly presented actors were: Citizens' initiative "Srpska", President of Serbia Tomislav Nikolić and Socialist Party of Serbia.

### Who was speaking? (Seconds)

Akter	Dir	Ind	Total	Index
Krstimir Pantic - Deputy Director of the Office for KIM	458	314	772	1.458599
Serbian Government	2916	2796	5712	1.042918

**About whom/ In whose name were spoken?**

Actor	Dir	Ind	Total	Indeks
<b>Citizens' initiative "SDP"</b>	66	81	147	0.814815
<b>Socialist Party of Serbia</b>	<b>190</b>	<b>313</b>	<b>503</b>	<b>0.607029</b>
Serbian Orthodox Church	34	61	95	0.557377
<b>Citizens' initiative "Srpska"</b>	<b>288</b>	<b>705</b>	<b>993</b>	<b>0.408511</b>
Kosovo Police Forces	43	123	166	0.349593
<b>Tomislav Nikolić</b>	<b>95</b>	<b>471</b>	<b>566</b>	<b>0.201699</b>

The most positive seconds on Radio Gračanica were dedicated to the following actors: international community and Citizens' initiative "SDP", while the most negatively were presented: Independent Liberal Party and Government in Priština.

**"Positive" list (in seconds)**

Actor	Positive seconds	Total seconds	Percentage
International Community	76	131	0.580153
OSCE	71	146	0.486301
<b>Citizens' initiative "SDP"</b>	66	147	0.44898
Krstimir Pantic, Deputy Director of Office for KIM	294	772	0.380829
Serbian Government	1971	5712	0.345063
DS	11	34	0.323529
Embassies in Serbia	28	101	0.277228
SPS	121	503	0.240557

**"Negative" list**

Actor	Negative seconds	Total seconds	Percentage
Independent Liberal Party	11	25	0.44
Pristina	87	223	0.390135
International Community	30	131	0.229008
CIK	14	219	0.063927
OEBS	5	146	0.034247
Serbian Government	50	5712	0.008754
Kosovo Government	3	389	0.007712
Kosovo Police Forces	1	166	0.006024
Citizens' initiative "Srpska"	0	993	0



## 6. KOSOVO - SOUTH

### 6.1 TELEVISION HERC

Television Herc broadcasted election topics in 6:03:20, within 89 news items, with 6 of them with the announcement at the beginning of the news. Short news, report, with and without statement, was the dominant way of presentation which puts this media outlet in the group of those who reported informatively. When it comes to the sources used, dominant sources are from the media itself (89) and from the Tanjug (6). Topics covered were narrow and they were focus at the elections in general, while Brussels agreement and dialogue between Belgrade and Pristina were much less covered.

#### Topics – Herc (%)

Topics	%
Elections	93.4
Dialogue Beograd-Priština	1.4
Communities of Serbian Municipalities	4.0
Brussels Agreement	1.2

Among actors with the most direct time got Government of Serbia, Citizens initiative Srpska and Independent Liberal party. Social-democracy, Central election commission and Government of Kosovo were mostly presented in indirect way in this television.

#### Who was speaking?

Actor	Direct	Indirect	Total	Index
Belgrade Delegation	50	1	51	50
Kosovo Citizens	334	10	344	33.4
Socialist party of Serbia	369	25	394	14.76
NGOs (Serbia)	114	8	122	14.25
Serbian Democratic Party	361	52	413	6.942308
Democratic Initiative	110	17	127	6.470588
Institutions (Serbia)	418	68	486	6.147059
Serbian Orthodox Church	144	27	171	5.333333
Representatives of anti-election campaign	37	7	44	5.285714
Tomislav Nikolić	136	28	164	4.857143
NATO	49	16	65	3.0625
Government of Serbia	<b>3360</b>	<b>1129</b>	<b>4489</b>	<b>2.976085</b>
Citizens' initiative SDP	264	89	353	2.966292
<b>Citizens' initiative Srpska</b>	<b>3432</b>	<b>1343</b>	<b>4775</b>	<b>2.555473</b>
Institutions (Kosovo)	43	17	60	2.529412
Kosovo police forces	75	38	113	1.973684
International community	227	134	361	1.69403
<b>Independent Liberal Party</b>	<b>1408</b>	<b>1027</b>	<b>2435</b>	<b>1.370983</b>
EU	238	215	453	1.106977

Actor	Direct	Indirect	Total	Index
Government of Kosovo	244	265	509	0.920755
UN	189	225	414	0.84
Social-democracy SD	818	1956	2774	0.4182
Priština	28	70	98	0.4
Central Election Committee	188	661	849	0.284418
Democratic Union	16	86	102	0.186047

The most positive actors at the TV Herc are Government of Serbia, Independent Liberal party, Socialist Party of Serbia and Citizens initiative SDP. Negatively presented actors are Government of Serbia, Government in Pristina and European Union.

#### “Positive” list

Actor	Positive seconds	Total seconds	Percentage
Kosovo police forces	113	113	1
Dragan Markovic	85	85	1
Momir Stojanovic	60	60	1
Serbian Progressive Party	51	51	1
Liberal-democratic party	25	25	1
<b>Socialist party of Serbia</b>	<b>369</b>	<b>394</b>	<b>0.936548</b>
Democratic Initiative	110	127	0.866142
Democratic Union	88	102	0.862745
Representatives of anti-election campaign	37	44	0.840909
<b>Citizens Initiative SDP</b>	<b>281</b>	<b>353</b>	<b>0.796034</b>
Serbian Orthodox Church	132	171	0.77193
NGOs (Serbia)	86	122	0.704918
Government of Serbia	<b>3103</b>	<b>4489</b>	<b>0.691245</b>
Institutions (Serbia)	329	486	0.676955
<b>Independent Liberal Party</b>	<b>1426</b>	<b>2435</b>	<b>0.585626</b>
International community	186	361	0.515235
Tomislav Nikolic	83	164	0.506098

#### "Negative" list

Actor	Negative seconds	Total seconds	Percentage
Priština	41	98	0.418367
Belgrade	2	43	0.046512
EU	12	453	0.02649
Government of Serbia	36	4489	0.00802

## 6.2 CITY RADIO Štrpce

City radio is the media that dedicated the less time to the Kosovo Local Elections. 0:18:19 in total, i.e. only 14 news items with Kosovo elections related topics. Source used for the news was its own newsroom. The most dominant topic was elections.

### Topics – City radio (%)

Topics	%
Elections	100.0
Dialogue Belgrade-Pristina	0.0
Community of Serbian Municipalities	0.0
Brussels Agreement	0.0

All of the actors were presented indirectly, which means that the journalist presented actors statements within the news item.

### Directly-indirectly presentation of the actors (absolute values, seconds)

Actor	Dir	Ind	Total	Index
Citizens' initiative "Srpska"	0	214	214	0
Central Election Commission	0	196	196	0
Independent Liberal Party	0	148	148	0
Others	0	121	121	0
EU	0	114	114	0
Serbian Government	0	104	104	0
Kosovo Government	0	41	41	0
Democratic Party of Kosovo	0	30	30	0
SAD	0	26	26	0
SUKS in Montenegro	0	26	26	0
Belgrade	0	24	24	0
Citizens' initiative "SDP"	0	21	21	0
Union of Kosovo Serbs	0	20	20	0
Priština	0	12	12	0
Democratic Party	0	1	1	0
Institucije (Srbija)	0	1	1	0

Actors presented on the City Radio were mostly neutral or positively presented. Positively presented actors were Citizens' initiative "Srpska" and Independent Liberal Party.

### “Positive” list

Actor	Positive sekunde	Total seconds	Percentage
Citizens' initiative "Srpska"	55	214	0.257009
Central Election Commission	0	196	0
Independent Liberal Party	71	148	0.47973

Others	0	121	0
EU	0	114	0
Serbian Government	0	104	0
Kosovo Government	0	41	0
Democratic Party of Kosovo	0	30	0
SAD	0	26	0
SUKS in Montenegro	0	26	0
Belgrade	0	24	0
Citizens' initiative SDP	0	21	0
Union of Kosovo Serbs	0	20	0
Priština	0	12	0
Democratic Party	0	1	0
Institutions (Serbia)	0	1	0

## 7. The role of the Republic Broadcasting Agency and media reporting related to the Kosovo Local Election

The role of the Republic Broadcasting Agency (RBA) related to the media reporting of the media from Serbia on Kosovo Local Elections 2013, from the beginning to the end of the pre-election campaign, stay unclear and unrecognized. RBA didn't give Council general binding instructions for broadcasters related to the Kosovo local Elections 2013, except statement of the RBA director Dragan Lukic to newspaper „Danas“ on October 28th 2013, "RBA in general monitoring monitors work of the broadcasters, and it will monitor reporting of radio and TV stations while pre-election campaign for Kosovo and Metohija Local Elections 2013. *In compliances with Council general binding instructions to the radio and TV stations in pre-election campaign for local, province and parliamentary elections, presidential elections and elections for National Council of national minorities, which was announced in Official Gazette of the Republic of Serbia, the broadcasters are obligated to follow pre-election silence. RBA will not send Council general binding instructions for monitoring pre-election campaign because it exists on the web site of the RBA*<sup>5</sup>. Insight in decisions of the regular and special RBA sessions shows that topic "media and local Kosovo elections" was not discussed. Analysis of the reaction of the various actors regard role of the RBA shows that its role stays unrecognized and unclear, to the media and election contestants (especially in terms of respect of the pre-election silence and propaganda for some of the contestants). Having in mind all mentioned, we can conclude that work of the media in Serbia, was monitored according to the previous RBA general binding instructions, as well as there were no violation of the pre-election science.

## 8. The role of the Independent Media Commission (IMC) and reporting on Kosovo Local Elections

Independent Media Commission (IMC) issue Recommendation on implementation of the Article 3.3 of the Law No. 03/L-072 and Chapters of the Law No. 03/L-073 on Kosovo General Elections<sup>6</sup> that was given to the media in Serbian language in Kosovo few days prior to beginning of the pre-election campaign 3rd October 2013. During the pre-election campaign, until the 1st December 2013 IMC "monitored audio-visual broadcasters - 3 national televisions, 18 regional and local televisions and 4 providers of program services (PPS). Monitored news, election chronicles interviews, debates and political advertisements, in prime-time, i.e. from 17:00 to 24:00", as it was stated in Report from the IMC session on 2nd December 2013<sup>7</sup>. At that meeting IMC decided to give Warning to those who violated IMC instructions and Law on general elections, according to the Article no. 30 of the Law on IMC. Two members of the IMC directly and indirectly participates in pre-election process as candidates, what violated integrity of this independent institution<sup>8</sup>. IMK instructions for media didn't provide clear and precise instructions, thus the media have the problems to got the explanations unclear articles of the instructions. IMC didn't provide announce and explanations to the media prior to the pre-election silence, so the media interpreted instructions in different ways.

## 9. Media monitoring - Main findings:

- Ambient for the work of the journalists/media in Serbian language in Kosovo during pre-election and post-election period was unfavorable, including different forms of formal and informal pressures and nature of the campaign in the municipalities with Serbian majority (threats, extortions, pressures on public companies employees and their family members). Having in mind the circumstances and limited technical and human resources, media tried to respect the minimum of the recommendations and forms given by the IMC Instructions and Law on general elections in Kosovo; Media reporting during pre-election campaign lack investigative reporting/shows, "deepen" analysis of the events and topics related to the elections, timely and correct reporting on violation of the election procedures and voting rights of the citizens, as well as the larger number of special programs dedicated to the elections and election contestants;

<sup>5</sup> "RBA control according to the Serbian regulation"

[http://www.danas.rs/danasrs/politika/rra\\_kontrolise\\_u\\_skladu\\_sa\\_propisima\\_srbije.56.html?news\\_id=270068](http://www.danas.rs/danasrs/politika/rra_kontrolise_u_skladu_sa_propisima_srbije.56.html?news_id=270068)

<sup>6</sup> IMK instruction for Local Elections: <http://www.kpm-ks.org/materiale/dokument/1381231693.2511.pdf>

<sup>7</sup> Monitoring audio-visual media services <http://kpm-ks.org/?mod=njoftimet&id=666&gjuha=2>

<sup>8</sup> <http://gazetajnk.com/?cid=1%2C3%2C6590>

- Media monitoring shows that there were cases of "advantage of incumbencies", for Aleksandar Vulin, Minister without portfolio responsible for Kosovo-Metohija and Krstimir Pantić, in the role of the candidate of the Citizens initiative Srpska and Deputy director of the Office for Kosovo and Metohija;
- When it comes to the actors and topics in media and in the campaign we can conclude that elections in the municipalities with Serbian majority were in the function of the realization of the Brussels agreement - in the part related to the establishing the Community of Serbian Municipalities;
- Media in Serbian in Kosovo got the instruction from the IMC few days prior to the beginning of the pre-election campaign, what was short time for adequate cognize with its articles and resolving the dilemmas. During the pre-election campaign media had dilemmas and differently interpret the Instructions, and some of them stay unsolved in communication with IMC;
- Media in Serbian in Kosovo are significantly fulfill their function of the timely and fully informing of the public on election related topics and pre-election activities (announcements of the CEC, OSCE, KPF and other relevant institutions and organizations, covering pre-election rallies and debates);
- Media in Serbian in Kosovo were dominantly neutrally reported and stay "on the side", i.e. their reporting didn't contribute to the conducting the elections in compliances with democratic standards;
- Media in Serbian in Kosovo reported on all the relevant actors, but media monitoring showed that there were unequal covering and promotions, what resulted in favoring some of the actors in the northern Kosovo. In the reporting of those media the following actors were dominant: Government of Serbia, Citizens initiative „Srpska“ and Citizens initiative SDP Oliver Ivanović. Representatives of the anti-election campaign and political parties registered out of northern Kosovo were less presented in term of time and more negatively presented;
- In reporting of the media in Serbian language informative approach dominated, which means that most of the news item were in the form of short news, reports and reports with statements;
- Topical framework was mostly dedicated to the election-related issues (election procedures, relation to the Brussels agreement etc.), while political parties' programs (economy, education, infrastructure, local and urban development) were marginalized. „Status-related“ topics related to the establishing of the Community of Serbian Municipalities and applying the Ahtisari plan were present in the reporting of the media in central Kosovo;
- In their reporting media in Serbian language didn't contribute to the affirmation of the hate speech and ad hominem criticism;
- Media in Serbian in Kosovo dedicated lot of attention to the following the IMC instructions and minimum of the legally regulated standards for presentation of the political contestants, but they were not much into analytical approach of presented programs of the political parties/attitudes/statements of the politicians and their "deeper" presenting to the public (through special programs, debates, authors' analysis of the programs/public presentations, independent analytics' statements etc.)
- Media in Serbian in Kosovo which broadcast mostly in northern Kosovo intensively reported on Serbian state officials' visits and activities of the Citizens initiative "Srpska";
- Media in Serbian in Kosovo had special programs according to their capacities, while the following media secede in positive way: Radio „Kontakt plus“, Radio Gračanica and Radio KiM, as well as i TV Mir, RTK 2 and TV Puls;
- Media in Serbian in Kosovo and Serbia didn't intensively covered voter education in the election process (who has the right to vote, how to accomplish that right, voting procedures etc.);
- Media in Serbian in Kosovo superficially reported on problems with election procedures and regulations, and voter registries and it that sense they didn't fulfill their role of the timely and full informing of the public;
- Media in Serbian in Kosovo missed opportunity to, in informative and special programs, analyze quality of the candidates on the lists (background, biography, previous work experiences, work results) as well as their value orientation. Public lack important information about the candidates and results of their previous activities;

- Media in northern Kosovo (except Kontakt plus and TV Mir) superficially or not at all reported on events that labeled Local Elections in Serbian municipalities: incidents (bombing and physical attacks on contestants, pressures on voters by the contestants, violation of the pre-election silence by the political parties' activists organized voting of the public companies' employees and "group" voting); TV „Puls“, RTK2, Radio Kontakt plus, Radio Gračanica and Radio KiM reported on irregularities in election process on Election days;
- During media monitoring, there were cases of misuses of the humanitarian aid for promotion organizers/actors in pre-election process, especially in reporting of the media from northern and central Kosovo;
- During the Election day (3th November, 17th November and 1st December) journalist in the field were victims of the verbal threatens and deterrence (northern Kosovo and Gračanica), while on Election day 1st December, also there was physical attack on journalist of TV „Puls“ in Gnjilanu, as well as fire of the car of correspondent of the Tanjug Agency in<sup>9</sup>;
- In period covered (7. October – 7. December 2013), media monitoring was under the difficulties in takeover the programs of the monitored media outlets (low quality of live streaming, changes in program scheme). In terms of technical quality of the program we can mention Radio Kontakt plus, TV Puls, RTK2 i Radio FWF City Štrpce;

### 10. Assessment of the media reporting integrity in pre-election process (Media in northern Kosovo)

1 - Reported sufficiently; 2 - Reported but insufficient; 3 - Reported and misused 4 - Didn't reported

Category	Mark	Explanation
Events - in general	1, 2	Media reported on election related events (discussions, relies, presentations, press conferences) and transmitted information from events
Event related to the actors participated in elections	1,2	Media reported on actor activities in dominantly unbalances way and superficial (unbalanced coverage of all the actors, activities of Citizens' initiative "Srpska" dominated)
Event related to state officials	1	Media regularly report on officials activities, especially on Serbian state officials'
Security/incidents	2,3	Media reported on incidents, mostly by using statement of the security forces, but superficial and without analysis, with little information on victims and possible motives. Attacks on workers of Public company „Standard“ on election day 1.12.2013. didn't covered, as well as events on 7.11. when one of the actor was head of the Citizens initiative „Srpska“
Election procedures and violation of procedures	2, 4	Media superficially reported on election procedures, by transmitting statement of Central Election Commission (CEC), OSCE and Kosovo Police Forces, as well as Serbian Government officials and election contestants; In the same time, the ways in which the citizens can reach their voting rights or instruction for voting were not significantly covered; there were no reporting on authorities of OSCE and CEC and possibilities for citizens

<sup>9</sup>SEEMO criticised pressure in journalists in Kosovo <http://www.nuns.rs/info/news/20830/seemo-osudio-pritisak-na-novinare-na-kosovu.html>

		to file complains on the election process - violations noted
Voters' rights	2	Media reported superficially on cases when the votes could not vote, but they didn't deeper investigate on incidents or mass phenomenon (voter register, voting with identity cards from Serbian institutions and UNMIK, voting by circling the number or ticking
Jurisdiction of the local self-government	4	Media didn't inform citizens on authorities of local institutions (that have been voted for): authorities of the mayors, Local self-governments and alderman;
Debates of election contestants	4	Media has some debates with contestants, except participation of the contestants in talk-shows
Election day	3	Media reported on election day, but events that violated voters (pressures and organized voting for employees of the public companies), and violation of the pre-election science were not reported (except incidents with ballot boxes on 3. November 2013)

1 - Reported sufficiently; 2 - Reported but insufficient; 3 - Reported and misused 4 - Didn't reported

Category	Mark	Explanation
Events - in general	1	Covered in informative reporting on events, with remark that events from Kamenica were not covered in sufficient extent
Event related to the actors participated in elections	1	Covered in informative reporting on events, with remark that events from Kamenica were not covered in sufficient extent
Event related to state officials	1	Covered in informative reporting on events
Security/incidents	2	Covered in informative reporting, without deeper analysis of causes and "background" of the incidents;
Election procedures and violation of procedures	1	Basic information on election process were covered
Voters' rights	2	Problems related to the voting rights were not covered in full extent in media reporting
Jurisdiction of the local self-government	4	Media didn't inform citizens on authorities of local institutions (that have been voted for): authorities of the mayors, Local self-governments and alderman;
Debates of election contestants	1	There were debates, for example on RTK2, TV Puls, Radio KiM, kao i emisije „Slobodno Srpski“ and „Srpsko Srpski



		dijalog“
Election day	1	Well covered by the media, with live reporting, and informative way of reporting on irregularities

**Recommendations:**

- Investments of the international community in investigative reporting projects (series, TV debates, tet-a-tet shows) and role of the media in enhancing political participation within the Serbian community in framework defined by Brussels agreement;
- Starting the consultative process within media in Serbian in order to enhance their economic, human resources, technical and informative sustainability (investigative reporting, dialogue, debates, et.);
- Donators community, in consultative process with media in Serbian, should develop programs in function of professional and syndical organizing of the journalists and protection of the rights, integrity and security of the journalists;
- Enhancing the system for financing the media and development of the clear and transparent criteria for supporting the media in Serbian in Kosovo, which will be equally available for all the media;
- Creation of the strategic framework for the sustainable development of the media in Serbian which will be mutual result of the work of the media representatives;
- There is a need for enhancing the cooperation between civil society and media, as precondition for development of the media freedoms;

