



Montenegro
THE AGENCY FOR ELECTRONIC MEDIA
Ref. no. 02 – 1365
Podgorica, 16 October 2017

REVIEW OF THE PROGRAMME STRUCTURE OF LOCAL PUBLIC RADIO BROADCASTERS

LEGAL FRAMEWORK

Article 56 of the Electronic Media Law (EML)¹ stipulates that the programme base of a general radio broadcast is to contain the schedule which determines: type of programme, or their classification into specific groups; envisaged shares of specific programme groups; envisaged maximum share of advertising contents; envisaged share of in-house audiovisual works; transmission time.

Article 74 stipulates that public broadcasters are obliged to produce and transmit radio and/or television broadcasts with news, cultural, art, educational, scientific, children's, entertainment, sport and other programmes ensuring the exercise of rights and interests of citizens and other entities in the information sector.

Public service implies autonomous and independent production, editing and broadcasting of programmes not in the service of political, economic or other levers of power; informing the public in an objective and timely fashion of political, economic, cultural, educational, scientific, sport and other major events and occurrences in the country and abroad, as well as production and broadcasting of programmes intended for different groups in society, free of discrimination, particularly taking into account specific societal groups such as children and the young, members of minority nations and other minority communities, persons with disabilities, socially and health-disadvantaged groups, etc.

Public broadcasters are obliged to cherish public communication culture and linguistic standards; to produce and transmit programmes expressing Montenegrin national and cultural identity, and cultural and ethnic identity of minority nations and other minority communities; and to produce and transmit programmes in languages of minority nations and other minority communities within the areas where they reside.

Pursuant to Art 76 of the EML, the type and scope of all public services provided by the public broadcaster are to be set in an agreement concluded between the local self-government unit and the local public broadcaster. Apart from the programme requirements set in Art 74 of the EML, it also identifies the programmes intended to foster the development of science, education and culture, information made available to persons with hearing and visual disabilities, as well as the ones provided in languages of minority nations and other minority communities.

METHODOLOGICAL FRAMEWORK

Aiming to check consistency in observing the reported programme structure, the AEM sent a request² to all local public radio broadcasters asking them to provide the updated versions of the following documents:

1) **the programme base**, by providing the overview requested in the schedule attached to the request. The overview contains the main elements of the programme base in line with Article 56 of the

¹ Official Gazette of Montenegro nos. 046/10, 040/11, 053/11, 006/13, 055/16

² Ref. no. 02- 953 of 26 June 2017

EML, as follows: type of programme, duration and brief description of the programmes, envisaged shares of specific programme groups, the information on the total share of in-house production, purchased or rebroadcast programmes. With a view of more precise identification of the programmes requested, broadcasters are referred to the Rulebook on Terms for Identifying Programmes as In-house Production.

2) daily, weekly and monthly **programme schemes** for the general radio programme, or if the programme scheme is unified, or planned with unchanging structure, with the monthly scheme being a collection of identical weekly schemes, then a weekly scheme.

Between June and September 2017, based on programme schemes, data were collected referring to the type of programmes, their duration and brief description, envisaged shares among different groups of programmes, the respective shares of in-house production, purchased or rebroadcast programmes; the results of the quantitative analysis of the requested data are as presented below³.

BASELINE DATA

The total of 14 local public broadcasters (LPB) hold broadcasting licences, as follows:

- LPB "Radio Andrijevica" d.o.o. for broadcasting the programme of Radio Andrijevica;
- LPB "Radio Bar" d.o.o. for broadcasting the programme of Radio Bar;
- LPB "Radio Berane" d.o.o. for broadcasting the programme of Radio Berane;
- LPB "Radio Bijelo Polje" d.o.o. for broadcasting the programme of Radio Bijelo Polje;
- LPB "Radio Televizija Budva" d.o.o. for broadcasting the programme of Radio Budva;
- LPB "Radio i televizija Cetinje" d.o.o. for broadcasting the programme of Radio Cetinje;
- LPB "Radio Danilovgrad" d.o.o. for broadcasting the programme of Radio Danilovgrad;
- Public broadcaster "Radio Televizija Herceg Novi" d.o.o. for broadcasting the programme of Radio Herceg Novi;
- LPB "Radio Kotor" d.o.o. for broadcasting the programme of Radio Kotor;
- LPB "Radio i Televizija Nikšić" d.o.o. for broadcasting the programme of Radio Nikšić;
- LPB "Radio Televizija Pljevlja" for broadcasting the programme of Radio Pljevlja;
- LPB "Radio Rožaje" d.o.o. for broadcasting the programme of Radio Rožaje;
- LPB "Radio Tivat" d.o.o. for broadcasting the programme of Radio Tivat;
- LPB "Radio televizija Ulcinj" d.o.o. for broadcasting the programme of Radio Ulcinj.

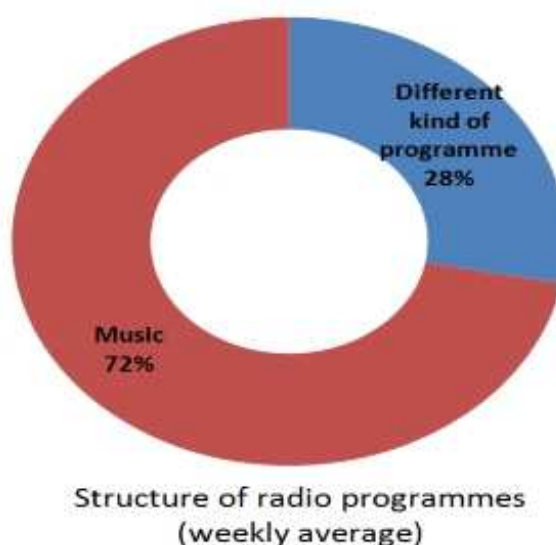
Local public broadcasters are obliged to provide good quality reception of radio programmes for at least 85% of the population residing within the territory of the given local self-government unit.

PROGRAMME STRUCTURE

All 14 local public radio broadcasters air their programmes 24 hours a day, or 10,080 minutes of radio broadcasting per one operator a week.

Pursuant to the EML, Art 55, broadcasters are obliged to transmit radio programmes in Montenegrin language or in other language in official use. The use of Montenegrin language is not mandatory in programmes intended for members of minority nations and other minority communities.

On average, local public radio stations have weekly broadcasts composed 72% of music and 28% of different kind of programmes (by category, genre or production source).



³ A methodological note: the results include the data obtained based on the programme schemes provided and are not compared with the time slots of the actual broadcasts.

The above means that an average local radio station broadcasts 2,806 minutes (around 47 hours) a week, or 400 minutes (some 7 hours) a day of diverse programmes, while the rest of air time is accounted for by music.

Compared to an average commercial radio station, this means on average 17 hours of other-than-music programmes a week, or 3 hours more on daily basis.

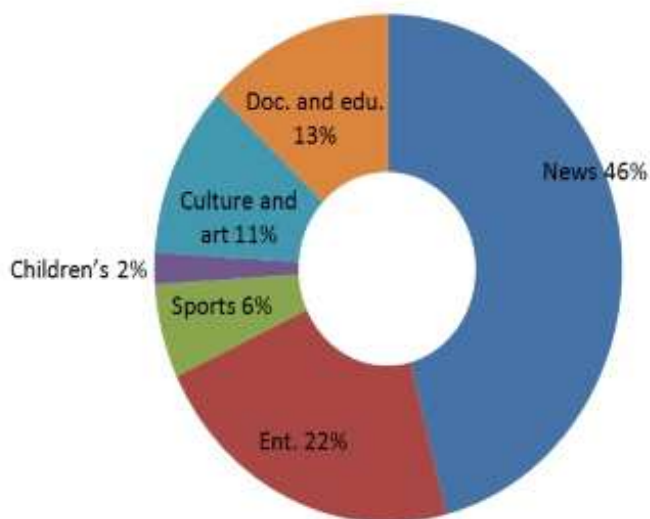
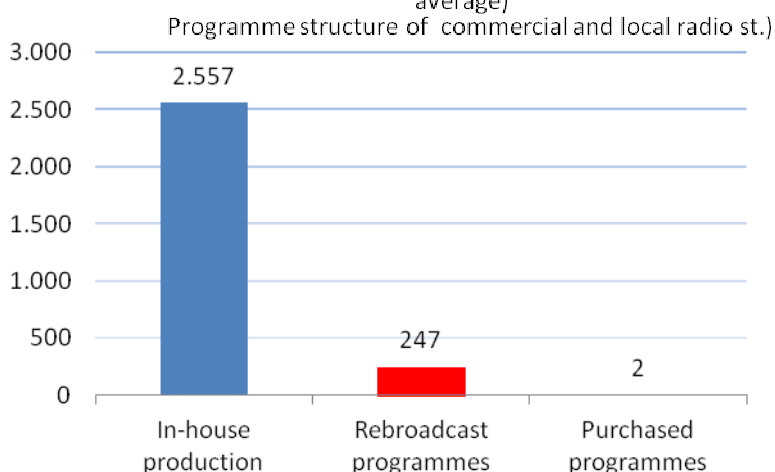
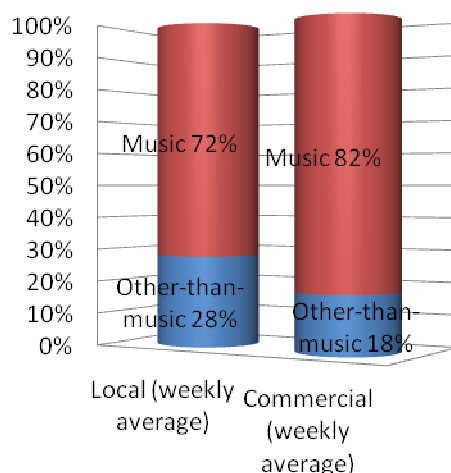
In-house production is deemed to include news, culture, art, music, sport and other contents, as well as other original programmes, produced by the broadcaster or as per its orders and for its account⁴.

In-house production of radio broadcasters means programmes containing at least 20% of original audio material or the copyrighted part.

Out of the 2,806 minutes of various (other-than-music) programmes aired weekly, 91% is in-house production, while the remaining 9% is the rebroadcast programme. This refers to the news programmes of the Radio of Montenegro (RCG1) and Radio Free Europe. One station only has purchased programme (a children's show, 30 minutes a week) which is quite negligible.

Seen by the type of aired programmes, current affairs and entertainment are predominant in the daily schemes, while children's programmes are least present.

Current affairs programmes are predominant with all 14 local public broadcasters, and mostly refer to short broadcasts (up to 10 minutes) and one prime-time news programme with national and world news. These programmes are separated in terms of their contents and form from other programmes and are recognisable as "traditional" news programme. The total share of such programmes is increased on weekly basis by collage programmes, mixed programmes composed of current affairs (primarily local services and other information) and music (for example, the Morning Programme), but also feature broadcasts dealing with particular aspects of social life, and primarily for information purposes (e.g. local news column).

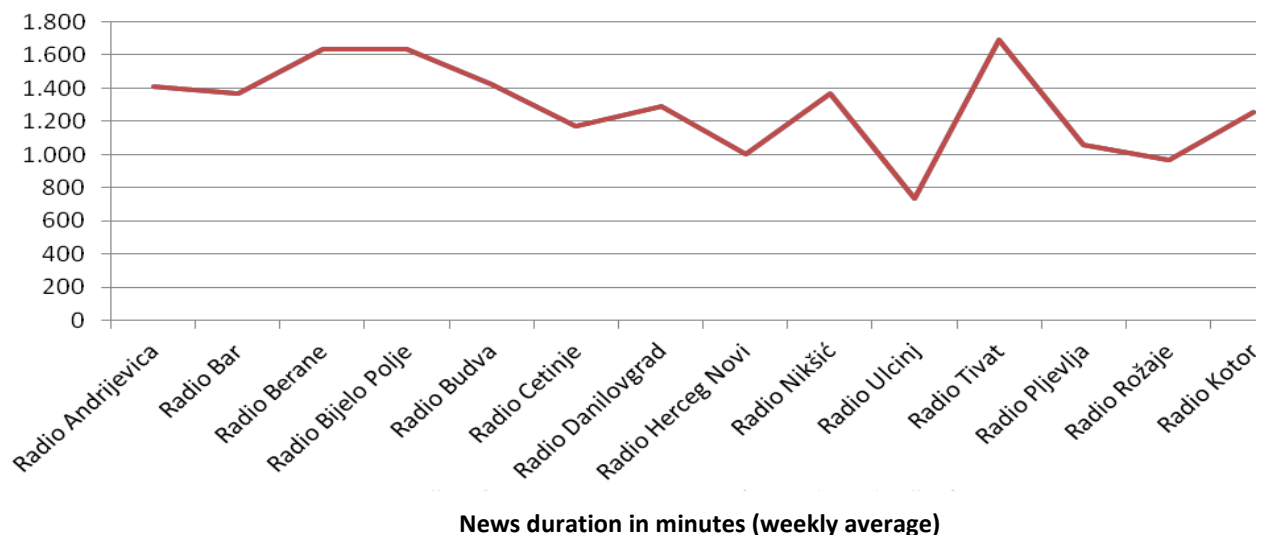


Programme structure by type

⁴ Rulebook on Requirements for Programmes Deemed as In-house Production (Official Gazette of Montenegro 011/12)

Art 59 of the EML stipulates that a broadcaster is obliged to broadcast at least 12 hours of programmes on daily basis, and to assign at least 10% of total weekly air time to news and current affairs from the coverage zone. In addition, a broadcaster is obliged to broadcast at least 30 minutes of news a day within which it should have at last one slot lasting at least 20 minutes.

According to their respective programme schemes, Radio Rožaje and Radio Ulcinj do not have a central news programme of the stipulated duration.



Radio Bar, Radio Bijelo Polje and Radio Tivat have regular broadcasts devoted to the matters relevant for persons with disabilities (the total of 280 minutes a week).

Radio Berane and Radio Tivat have programmes dealing with the RAE⁵ community (the total of 160 minutes a week).

Four local public broadcasters (Radio Andrijevica, Radio Bar, Radio Berane and Radio Danilovgrad) have programmes following the activities of nongovernmental organisations active within their municipalities (445 minutes a week in total).

Radio Rožaje and Radio Ulcinj have bilingual programmes, in Bosnian and Albanian, and Montenegrin and Albanian, respectively.

Entertainment programmes are mostly characterised by talk programmes, collage programmes with news from the world of entertainment and top lists.

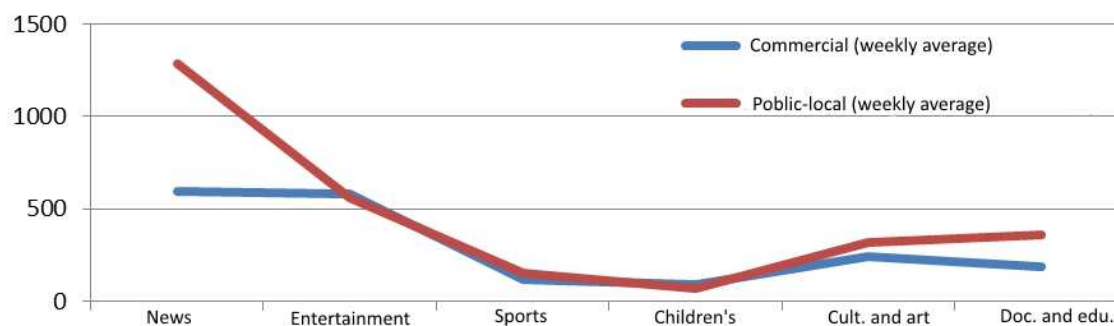
Culture and art programmes are predominantly focusing on local heritage and customs, culture news, interviews and monologue forms covering different topics in the area of culture. A substantial share of such programmes is devoted to local culture and art festivals. Given that the review primarily refers to the standard programme scheme, the share of such programmes can increase significantly given the seasonal programme scheme fluctuations (summer-winter).

Documentary and educational programmes are characterised by broadcasts with predominant educational component on health-related issues, healthy life styles, environment, tourism, agriculture, etc.

One local broadcaster has no sports programmes (Radio Pljevlja), while three public broadcasters (Radio Cetinje, Radio Ulcinj and Radio Pljevlja) have no children's programmes.

Compared to an average commercial radio station, local public radio broadcasters have significantly more current affairs, documentary, educational, culture and art programmes. As for sports and entertainment programmes, these are at approximately the same level, while they produce somewhat less children's programmes than commercial stations.

⁵ Roma, Ashkali, Egyptians

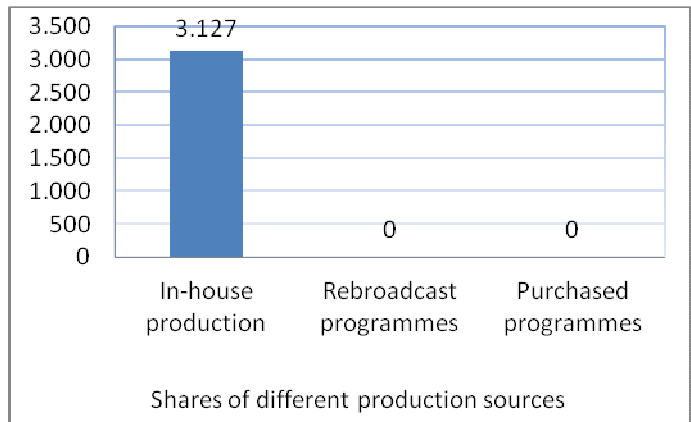
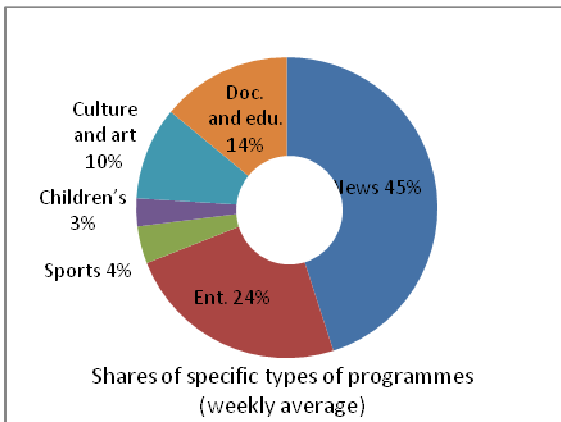


Structure by type of programme of commercial and local public radio station (average)

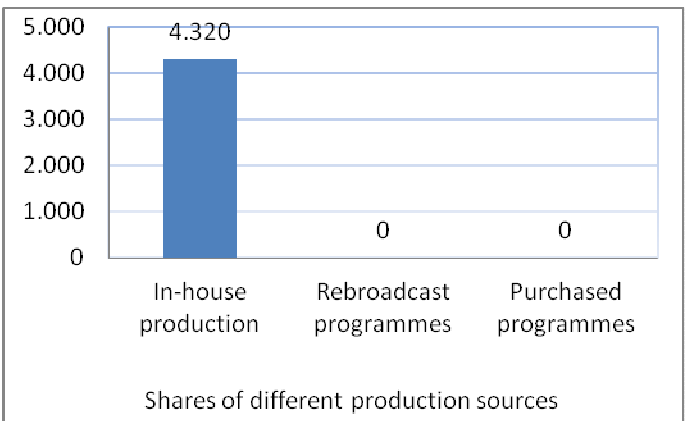
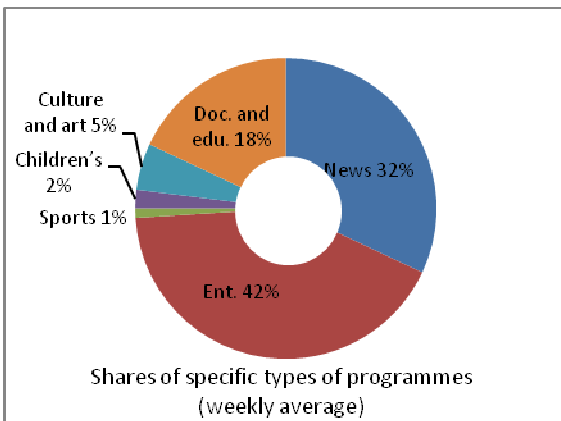
Below is the overview of the programme breakdown by the type of programmes and production sources for each local public radio broadcaster⁶.

⁶ Breakdown by the type of programmes includes the data on shares of specific types of programmes in the overall (other-than-music) programmes. Production breakdown presents the data on the shares of different production sources (in-house production, rebroadcast and purchased programmes) in the total (other-than-music) programmes.

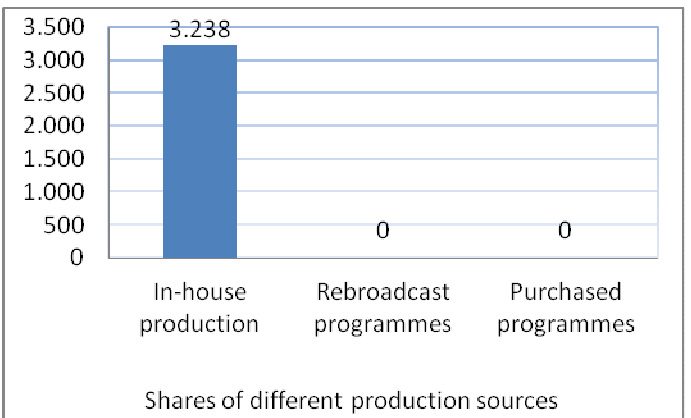
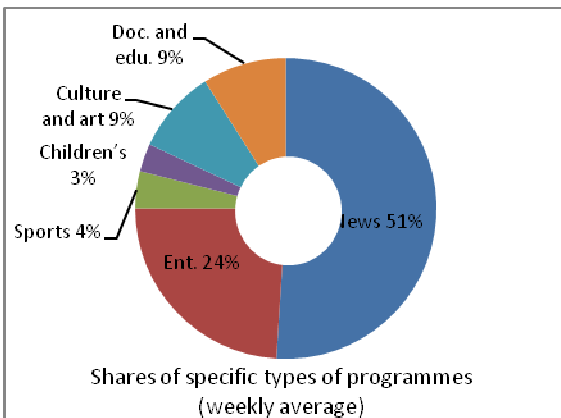
Radio Andrijevica



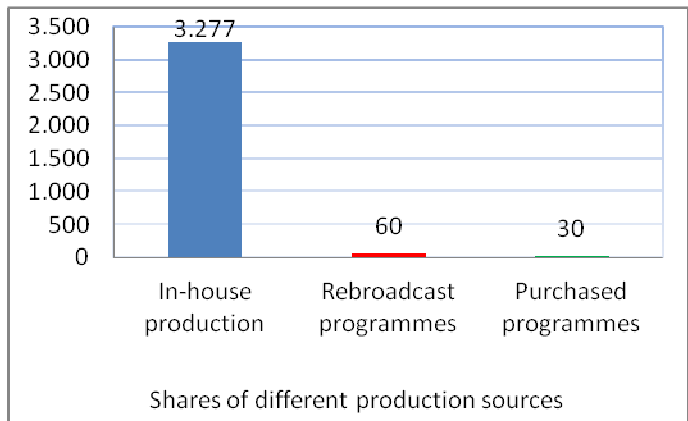
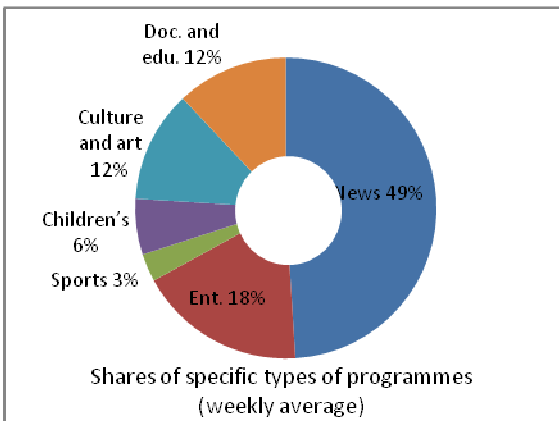
Radio Bar



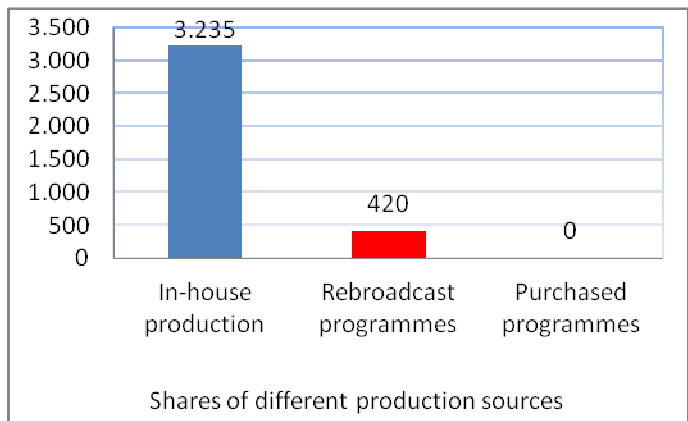
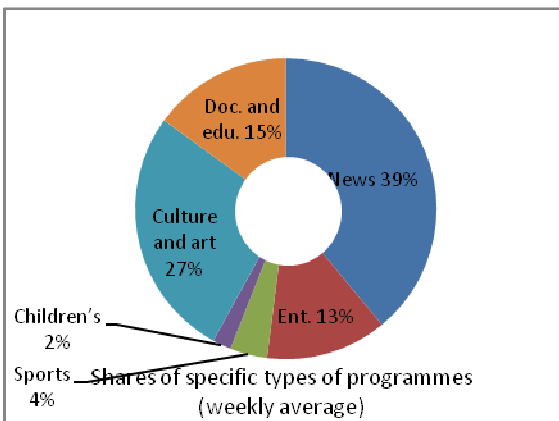
Radio Berane



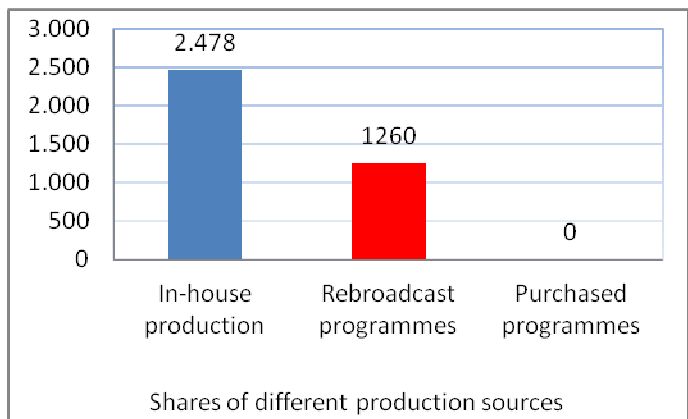
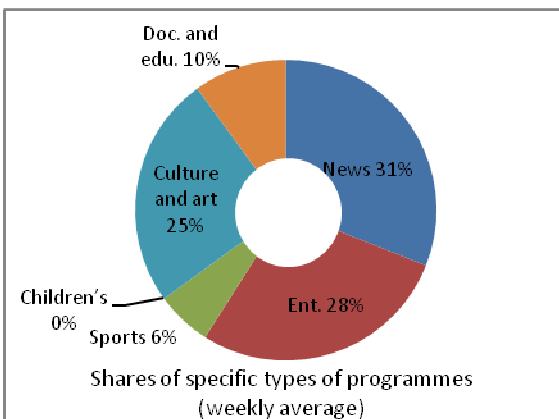
Radio Bijelo Polje



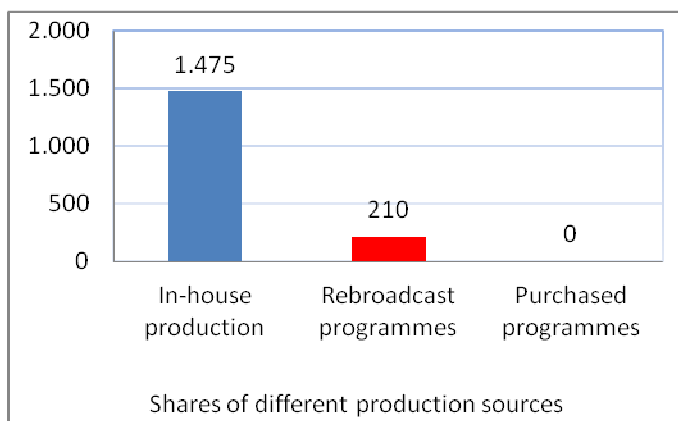
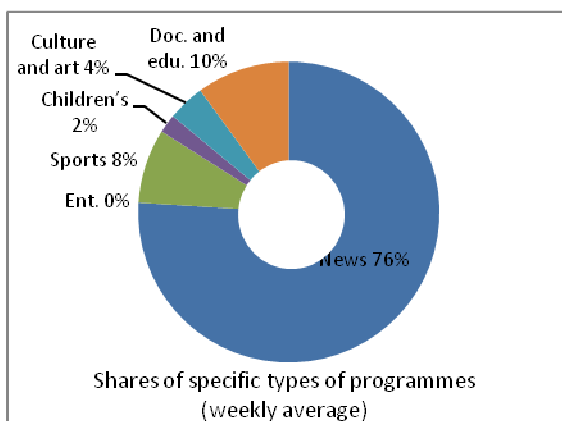
Radio Budva



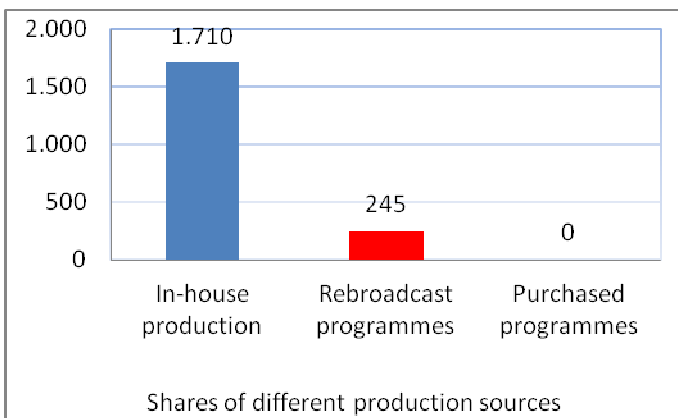
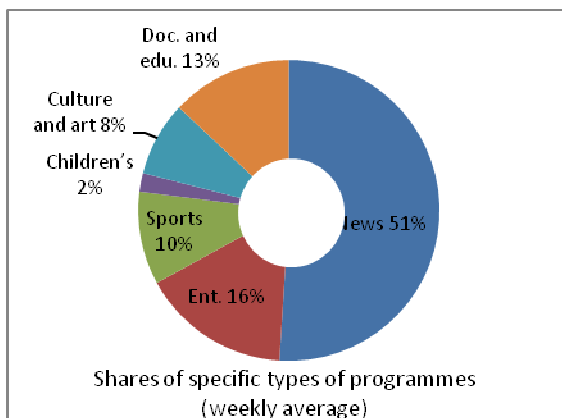
Radio Cetinje



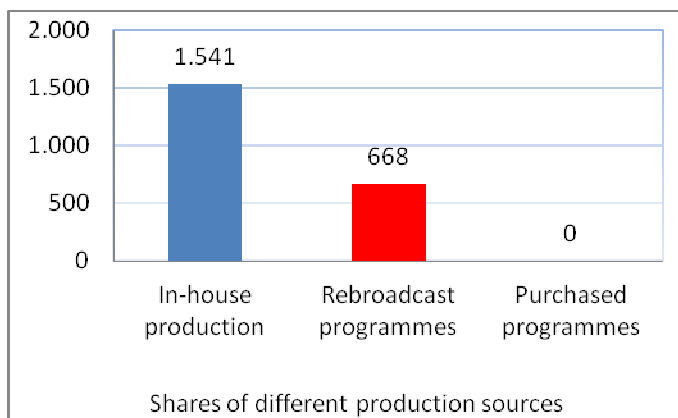
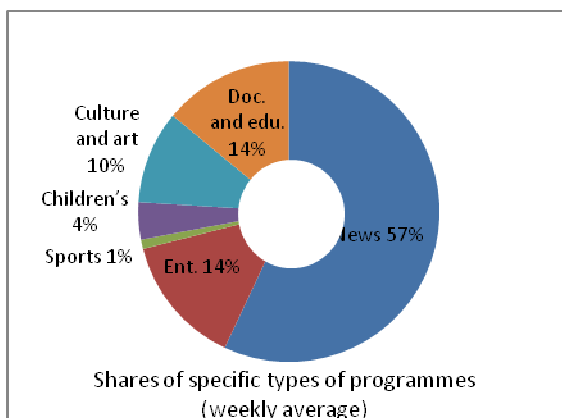
Radio Danilovgrad



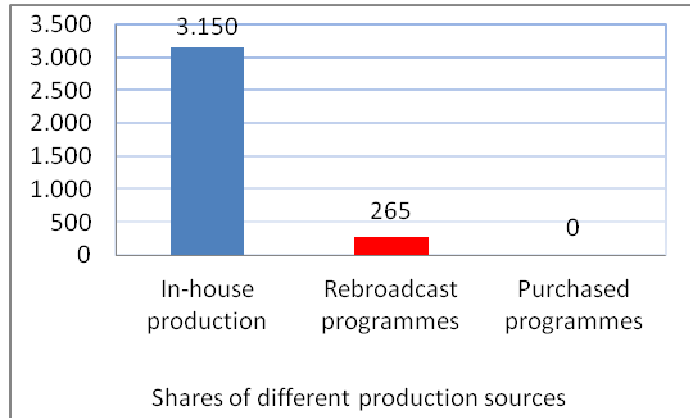
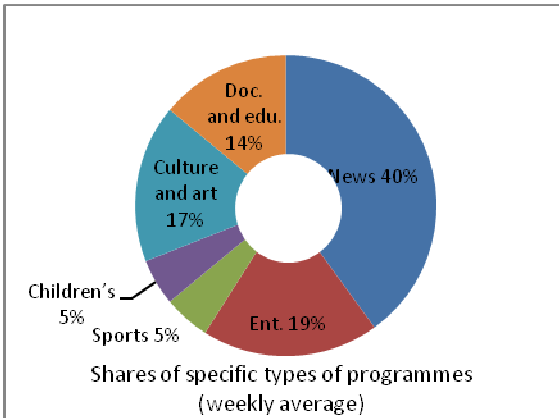
Radio Herceg Novi



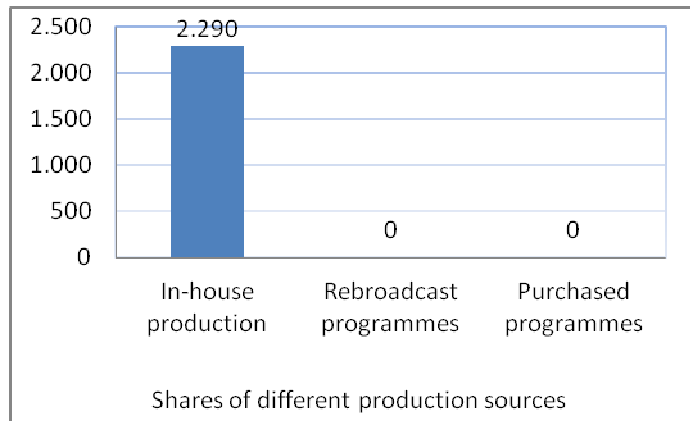
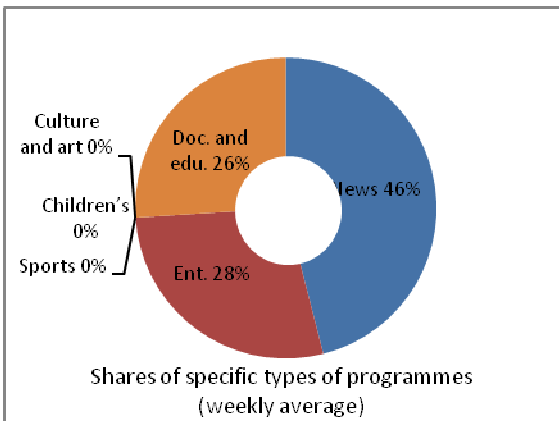
Radio Kotor



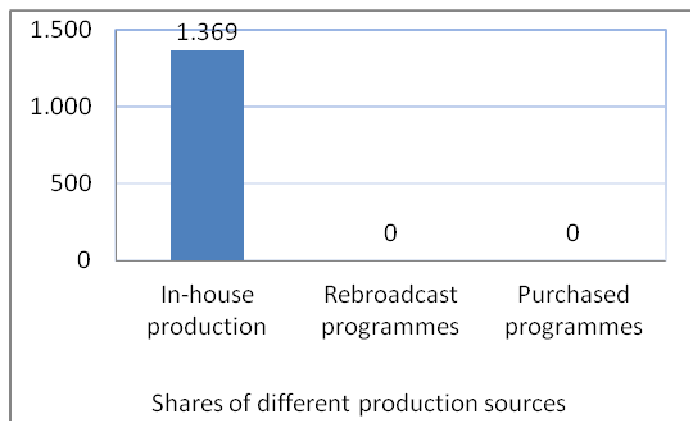
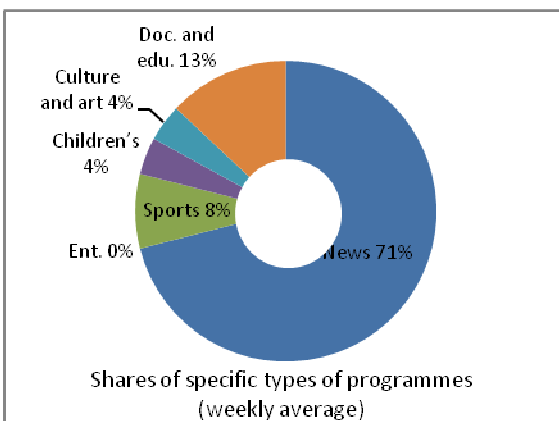
Radio Nikšić



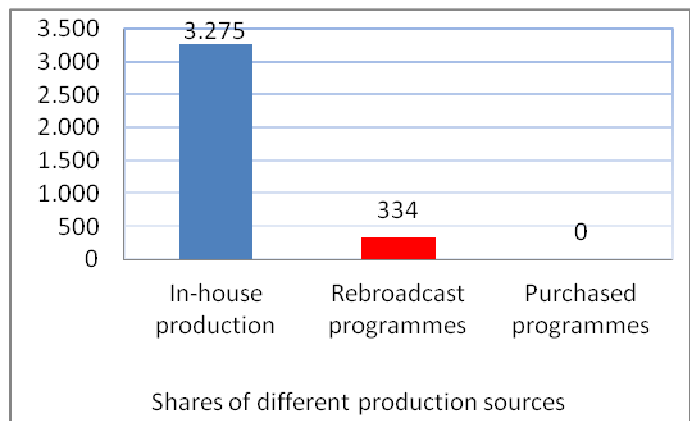
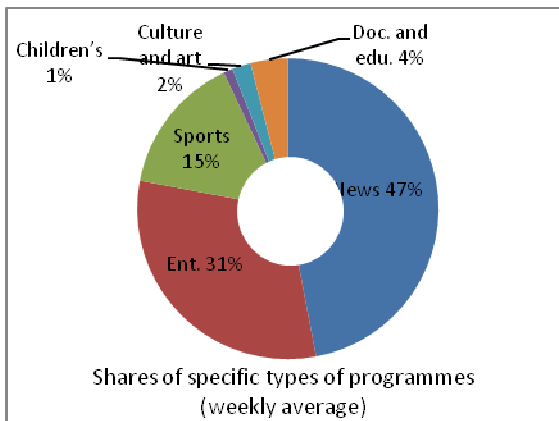
Radio Pljevlja



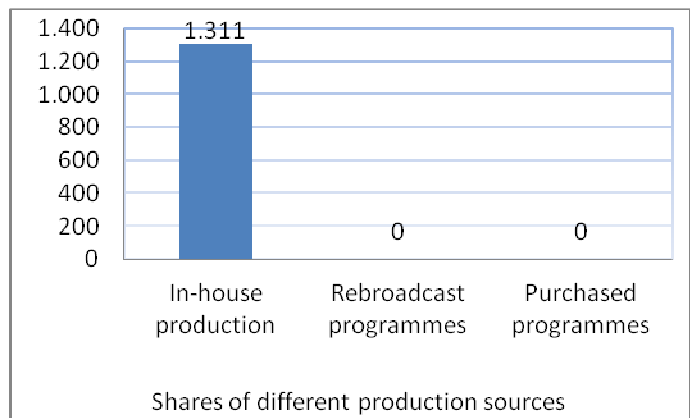
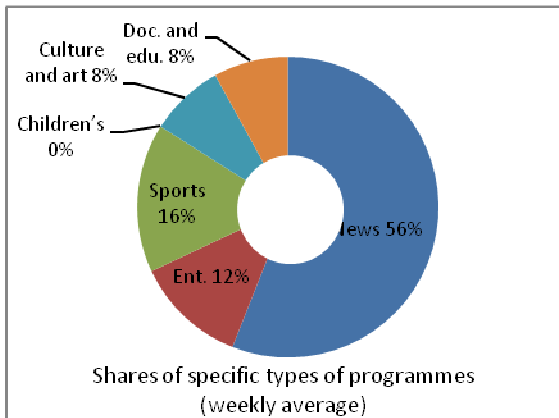
Radio Rožaje



Radio Tivat



Radio Ulcinj



Monitoring Department
Sunčica Bakić

