



Montenegro
THE AGENCY FOR ELECTRONIC MEDIA

LGBT RIGHTS IN THE PROGRAMMES OF NATIONAL TV BROADCASTERS IN MONTENEGRO

**REPORT ON THE MONITORING OF TV PROGRAMMES
AROUND THE PRIDE PARADE HELD IN PODGORICA IN 2014**

Podgorica, December 2014

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I INTRODUCTION

The first Pride Parade was held in Montenegro on 24 July 2013 in Budva, organised by the LGBT Forum Progres.

The second Pride Parade in Montenegro was held on 20 October 2013 in Podgorica, under the slogan "Montenegro Proudly".

The third Pride event under the slogan "Traditionally Proud" was held on 02 November 2014 in Podgorica. Originally it was scheduled for 26 October, but was eventually postponed because the same day was reserved for the traditional Podgorica Marathon.

Over the previous years, as was the case with some other countries in this region (Serbia, Croatia, and others), Prides in Budva and Podgorica were held in the atmosphere of sharply clashed views, bigotry and intolerance regarding the whole set of rights and the status of the LGBT individuals in society, which even resulted in assaults against NGO activists and violent attempts to prevent the events from taking place or from proceeding smoothly.

Under such circumstances, when the society at large shows a clear lack of emancipation regarding the long-lasting and deeply-rooted views, prejudice and stereotypes regarding the aspects which touch upon the issues of individual and collective identity, or even the fundamental and unalienable rights, particularly in the societies undergoing deep and comprehensive transition, the role of the media is not only exceptionally important but also prominently multidimensional. Thus, apart from contributing to the preservation of the spirit of tolerance, understanding and the aspiration towards constructive solutions in the public dialogues, the task of the media always goes beyond their core function of the quality information also due to the fact that in covering these issues the media, particularly the electronic ones, have (or could have) the exceptional educational function. The acceptance and incorporation of new realities may not be authentic and sustainable if imposed from the outside and maintained through the power of fear or discipline; rather, it is necessary for the widest public to truly grasp the essence of the problem and, based on own judgements, build a constructive attitude. This fact gives to the media an additional educational and emancipatory function to foster understanding of the problem that lies at the heart of any emancipation (acceptance, not succumbing to pressures).

On such grounds and against such background, pursuant to the Conclusion by the Council, the Agency for Electronic Media decided, apart from its regular monitoring exercise, to have a wider analytical insight into the manner in which some TV stations in Montenegro treat these issues in their current affairs sections aired on the eve of, during and immediately after the Pride event held in Podgorica on 02 November 2014. The monitoring included the programmes of five TV stations having the status of national broadcasters: one public broadcaster, TVCG1, and four commercial broadcasters of general programmes: TV Atlas, TV Vijesti, TV Pink M and TV Prva. Under Article 1(1) of the Law on Electronic Media, in order to be regarded as a national broadcaster, a TV station is to cover at least 75% of the population in not fewer than 10 local self-governments in Montenegro.

As regards the programmes, the present monitoring focused on all contents that touched upon the Pride Parade, and all the matters regarding the status of the LGBT community in Montenegro in the widest sense.

The monitoring was done 24 hours a day between 02 October, when the first announcements of the Pride Parade were released, until 03 November 2014, a day after the event.

The present **Report** is divided into five chapters, aiming to present the data collected in a systematised, logical and meaningful way for the sake of ease of use.

Following the **Table of Contents** and the **Introduction**, there is the **Chapter II Context**, describing the scope of the monitoring exercise and against which provisions the selected programmes were observed. The relevant Law and the Rulebook provisions are cited in full.

Chapter III Quantitative Data, contains the tables and the narrative part with the description of the aired programmes subject to monitoring. Each section begins with the basic information on the broadcaster, followed by all aired programmes with the basic information of their contents, genre, form and duration. The TV stations are presented in the alphabetical order, and each presentation of individual broadcasters is followed by a summary data with tables and diagrams showing the programmes covered by monitoring.

Chapter IV Summary Data contains all data of the programmes aired by all broadcasters covered, their contents and structure.

Chapter V Final Remarks and Conclusions, is the synthesis of the main assessments and views of authors regarding the programmes monitored based on the findings presented in the Report. The assessments and views do not pretend to give qualitative assessments or value judgements, except in the case of several general assessments and conclusions clearly stemming from the findings.

II CONTEXT

2.1. Legal framework

The basic provisions governing the operation of electronic media in Montenegro, in the light of the issues in the focus of the current Report, are found in the **Media Law** (Official Gazette of the Republic of Montenegro 51/02, 62/02 and the Official Gazette of Montenegro 46/10 and 40/11), the **Electronic Media Law** (Official Gazette of Montenegro 46/10, 40/11, 53/11 and 06/13) and the **Rulebook on Programme Standards in the Electronic Media** (Official Gazette of Montenegro 35/11 of 21 July 2011).

The following provisions of the above pieces of legislation were used as the basic criteria for assessments and conclusions regarding the programmes aired:

2.1.1. THE MEDIA LAW

Article 23

It is forbidden to publicise information and opinions that instigate discrimination, hatred or violence against persons or a group of persons based on their belonging or not belonging to a certain race, religion, nation, ethnic group, sex or sexual orientation.

The founder of the medium and the author shall not be held accountable if the information referred to in paragraph 1 of this Article is part of scientific or authorial work the subject of which is a public issue and is publicised:

- without the intention to instigate discrimination, hatred or violence, especially if that information is a part of an objective news report;
- with the intention to critically indicate the discrimination, hatred or violence or any phenomena which represent or might represent instigation to such behaviour.

2.1.2. THE ELECTRONIC MEDIA LAW

Article 48

(1) Provision of AVM service threatening the constitutional order and national security shall be prohibited.

(2) An AVM service must not incite, enable incitement or spread hatred or discrimination on the grounds of race, ethnic background, skin colour, language, religion, political or other belief, national or social background, financial standing, trade union membership, education, social status, marital or family status, age, health status, disability, genetic heritage, gender identity or sexual orientation.

(3) The publication of information revealing the identity of a minor under 18 years of age involved in any case of violence, regardless of whether being a witness, a victim or an offender, or disclosing any particulars of the family relations and private life of a child shall be prohibited.

2.1.3. THE RULEBOOK ON PROGRAMME STANDARDS IN THE ELECTRONIC MEDIA

Article 17

- (1) Programmes of the electronic media shall not be aimed at violating the guaranteed human freedoms and human and citizen rights or provoking national, racial and religious intolerance of hatred.
- (1) The electronic media shall not broadcast the programmes promoting the belonging to an ethnic group, sex or sexual orientation as a form of discrimination.
- (2) The electronic media are obliged to avoid using offensive terms that might be associated with certain social group.

Article 8.

Broadcasting of the programmes referred to in Article 17 is allowed if they are a part of scientific, author's or documentary work, published:

- a) with no intention to instigate discrimination, hatred or violence, or as a part of an objective report;
- b) with the intention of critically pointing at the discrimination, hatred, violence or factors that instigate or could instigate such a behaviour.

2.2. Methodological approach

In monitoring the current affairs programmes the table of the following form, structure and contents was used for recording and presentation purposes:

No.	Show	Genre	Journalistic form	Contents	Slot	Duration Sec.

The table has seven columns, with an indefinite number of rows to go under each column with different elements and their numerical values.

The columns contain the following information and contents:

1. Column one shows the **ordinal number** of the programmes aired during the day observed and their chronological order of broadcasting.
2. Column two refers to the **title of the show**.
3. Column three headed **Genre** refers to the type (category, genre...) of the aired programme/show.
4. Column four, **Journalistic form**, shows the journalistic form of the item aired that was covered by monitoring. Here, it should be borne in mind that it has long ceased to be relatively easy to classify media coverage into genres and forms. The technological advancement and speedy convergence and digitisation processes, and new sensibilities and habits of the audience as a result of the overwhelming use of ICT gradually erases until recently quite clear division lines between the different media types themselves, let alone the different genres and forms they use to present their programme contents. Thus, it is quite common, especially on internet portals, to have a blend of journalistic and audio-visual media (journalistic reports with the possibility of clicking to access the audio-visual element; i.e. reports may be both read and viewed, as a mixture of press and television); the programmes of TV stations have increasingly more mixed contents, such as **infotainment** (information and entertainment programmes), and as regards the form there are increasingly more so-called interpretative news, reports with the elements of comments, etc.

For the sake of the ease of use and trying to avoid the report from becoming too busy and dense, the authors decided to group programmes into genres, and items aired into different forms, based on the predominant and prevailing elements in their contents and form.

Thus, the form headed as **News** includes shorter feature, focused mostly on providing information on one issue/topic only, even if they contain some elements which are not typical for this form (such as value judgment, reviews etc.).

The heading **Reports** contains the items organised and implemented with the intention of informing on an event and its process, something that has a progression, several elements and does not fall into a non-recurrent/on-the-spot act (press conferences, sessions, pride parade and the like).

The heading **Longer feature** contains longer forms produced as a set of several different elements of contents (information, reports, reminiscence, statements, service information...) – hence, the form which is as a whole not possible to be classified in any "clean" category, but contains "a bit of everything".

The programmes headed as **Review/analysis/commentary** best illustrate reactions or comments to a certain event, expert opinions of a certain event or problem, etc.

Interview is the heading for the programmes in which a public figure appears as a guest in studio within a current affairs programme, and gives responses to the questions posed by an anchor.

Finally, the heading *in-studio guests* is used to refer to specialised shows (usually talk-shows) elaborating on certain issues, confronting views, etc.

Such a decision regarding structuring and presenting the contents is motivated by the desire to note the informational, but also the wider (explicative, educational and other) aspects of the efforts invested by the monitored TV stations in covering these issues – in quantitative (number), temporal (duration) and other terms which may serve as the qualitative basis (types, thematic diversity etc.) for analysis.

5. The fifth column is headed **Contents** and includes the shortest response possible to the question “what is it about”.

6. The sixth column refers to the **time** when the programme was aired within a show, or the time of airing the show fully devoted to the issue.

7. The last, seventh column entitled **Duration** shows the duration of the programme/show in seconds. This has been assessed as easier and more practical than when shown in minutes or hours (for instance, it is more readily understandable that a feature lasted for 60 seconds than for 0.5 minute).

The shadowed cells in the tables are used for reruns of the programmes already aired and are marked with a capital R in brackets (R).

Such a methodological approach, as well as the terms used, the design and the layout of the report (especially tables and charts), are a result of the fact that such activities of “investigative” monitoring and a wider coverage of the current issues are becoming the standard methodology of the Agency for Electronic Media, striving for as much harmonisation of the approaches, methods and presentation techniques for the sake of the ease of use of data and comparisons in different temporal, static and dynamic cross-sections. Without the unity and harmonisation of such elements, the regression analysis, the time series analysis or comparative analyses could not be possible.

III QUANTITATIVE DATA

TV ATLAS

A. BASIC INFORMATION

FOUNDER: commercial company RTV Atlas.

PROGRAMME STRUCTURE: The programmes of the TV Atlas include all genres, particularly the entertainment and sport programmes, as well as current affairs. The talk-shows are also very present.

CURRENT AFFAIRS PROGRAMMES: The central current affairs show "FORUM" aired at 18:00, 20:00 and 23:00, with one rerun around 01:00. The average duration is 30 minutes.

DISTRIBUTION CHANNELS: The TV programmes of this television have recently started to be distributed through cable systems: BBM, M Kabl, Total TV and Extra TV.

B: MONITORING RESULTS

Thursday, 2 October 2014

No.	Show	Genre	Journalistic form	Contents	Slot	Duration Sec.
1	Forum	Prime time current affairs programme	Longer feature	Announcement of the Pride at the organisers' press conference	18:00	159 seconds
2	Forum	Current affairs programme	News	Announcement of the Pride at the organisers' press conference	20:00	30 seconds
3	Forum	Current affairs programme	Longer feature (R)	Announcement of the Pride at the organisers' press conference (R)	23:00	150 seconds (R)

Friday, 3. October 2014.

No.	Show	Genre	Journalistic form	Contents	Slot	Duration Sec.
1	Forum	Prime time current affairs programme	News	Statement by the Interior Minister Raško Konjević in the show entitled „Živa istina“	18:00	18 seconds
2	Forum	Current affairs programme	News (R)	Statement by the Interior Minister Raško Konjević in the show entitled „Živa istina“ (R)	23:00	18 seconds (R)

Monday, 6 October 2014

No.	Show	Genre	Journalistic form	Contents	Slot	Duration Sec.
1	Forum	Current affairs programme	News	Statement by the Mayor of Podgorica Slavoljub Stijepović on the participation to the Pride Parade	20:00	35 seconds

Tuesday, 7. October 2014.

No.	Show	Genre	Journalistic form	Contents	Slot	Duration Sec.
1	Forum	Prime time current affairs programme	News	Organisers announce the new date for the Pride event	18:00	26 seconds
2	Forum	Current affairs programme	News (R)	Organisers announce the new date for the Pride event (R)	20,00	24 seconds (R)

Wednesday, 22 October 2014

No.	Show	Genre	Journalistic form	Contents	Slot	Duration Sec.
1	Forum	Prime time current affairs programme	Longer feature	Survey by the NGO Progres on the discrimination of LGBT persons in the labour market	18:00	82 seconds

Sunday, 26 October 2014

No.	Show	Genre	Journalistic form	Contents	Slot	Duration Sec.
1	Forum	Prime time current affairs programme	Longer feature	Reaction by the Pride organisers on the Metropolitan Amfilohije's statement	18:00	50 seconds

Monday, 27. October 2014.

No.	Show	Genre	Journalistic form	Contents	Slot	Duration Sec.
1	Forum	Prime time current affairs programme	News	Information on the assault on a member of the NGO LGBT Forum Progres in Tivat	18:00	52 seconds
2	Forum	Current affairs programme	News	Information on the assault on a member of the NGO LGBT Forum Progres in Tivat	20:00	43 seconds

Thursday, 30 October 2014

No.	Show	Genre	Journalistic form	Contents	Slot	Duration Sec.
1	Forum	Prime time current affairs programme	Longer feature	Announcement of the Pride Parade, the route and other technical data	18:00	58 seconds
2	Forum	Current affairs programme	Longer feature (R)	Announcement of the Pride Parade, the route and other technical data (R)	20:00	58 seconds (R)

Friday, 31 October 2014

No.	Show	Genre	Journalistic form	Contents	Slot	Duration Sec.
1	Forum	Prime time current affairs programme	Longer feature	Announcements on the eve of the Pride event on 2 November	18:00	228 seconds
2	Forum	Current affairs programme	Longer feature	Announcements and a statement by a Basic Prosecutor on the eve of the Pride event on 2 November	20:00	53 seconds
3	Forum	Current affairs programme	News	Statement by Metropolitan Amfilohije regarding the Pride	20:00	25 seconds

Saturday, 1 November 2014

No.	Show	Genre	Journalistic form	Contents	Slot	Duration Sec.
1	Forum	Prime time current affairs programme	Interview	In-studio interview with Danijel Kalezić, Chair to the Management Board of Queer Montenegro	18:00	430 seconds
2	Forum	Current affairs programme	Longer feature	Information on the eve of the Pride and excerpts of the in-studio interview with Danijel Kalezić, Chair to the Management Board of Queer Montenegro	20:00	125 seconds

Sunday, 2 November 2014

No.	Show	Genre	Journalistic form	Contents	Slot	Duration Sec.
1	Forum	Prime time current affairs programme	Longer feature	Report from the Pride Parade	18:00	379 seconds
2	Forum	Prime time current affairs programme	Longer feature	Security aspects, report from the Police Directorate's press conference and statements by citizens	18:00	237 seconds
3	Forum	Prime time current affairs programme	News	Statement by Minister Raško Konjević on the Pride event	18:00	19 seconds
4	Forum	Current affairs programme	Report	Report from the Pride Parade	20:00	61 seconds
5	Forum	Current affairs programme	News	Police activities during the Pride Parade	20:00	24 seconds
6	Forum	Current affairs programme	News	Statement by Minister Raško Konjević and the Italian ambassador on the Pride event	20:00	19 seconds

Monday, 3 November 2014

No.	Show	Genre	Journalistic form	Contents	Slot	Duration Sec.
1	Forum	Prime time current affairs programme	Review/ commentary	Security aspect of the Pride parade – an analysis by a crime specialist and opinions of citizens	18:00	319 seconds
2	Forum	Current affairs programme	Review/ commentary	A crime specialist's overview of the security aspects of the Pride Parade	20:00	52 seconds

C: TV ATLAS - SUMMARY

Between 2 October and 3 November 2014, the TV Atlas aired **27 items** within their current affairs programmes, of **total duration of 2,774 seconds**, or more than 46 minutes. Out of these, 23 items were originals, and 4 reruns.

All items on TV Atlas, regarding these matters, were shown within their main current affairs programme, Forum, aired each day at 18:00, or within some current affairs programmes of the same name, with the same concept and structure, aired later – at 20:00 and 23:00.

C1: GENRES – QUANTITATIVE AND TEMPORAL DATA

The schedule and the duration of coverage according to the type of programmes is featured below.

	Genre	Title	No of	Duration in sec
1	Primetime current affairs programme	Forum (at 18,00)	13	2.057
2	Current affairs programme	Forum (at 20,00)	12	549
3	Current affairs programme	Forum (at 23,00)	2	168
Total:		3	27	2.774

Table 1. Number and duration of items aired by type of programmes

Table 1 shows that the relevant items were aired evenly in the primetime and other current affairs programmes, which helped them being shown over a longer time interval, in various slots, thus being accessible by a wider audience, viewers of the TV Atlas.



Chart 1. A share of the total programme

Chart 2. Duration by types of programmes

The charts 1 and 2 show the shares of these items aired within the above three programmes, both quantitatively (in terms of the number of items) and in terms of the duration.

C2: QUANTITATIVE AND TEMPORAL SHARES OF JOURNALISTIC FORMS

The table below shows the types, number of items and duration of journalistic forms used in covering this issue.

	Journalistic form	No of items	Duration in sec
1	News	12	333
2	Report	1	61
3	Longer feature	11	1.579
4	Review/commentary	2	371
5	Interview	1	430
Total:		5	2.774

Table 2. Types, number of items and duration of journalistic forms used in covering this issue.

The diversity of journalistic forms is an additional important factor in successfully reaching as large audience as possible of as different categories of viewers as possible given that the diversity of forms covers a wider range of audience preferences.

The table shows that the predominant form used was newscast, which is only natural given the nature of the event, the time when aired (announcement, preparations, etc.) and the type (genre) of programmes (current affairs programmes aim for short forms, newscast being the most common). By the nature of things, the report as a form was used during and immediately after the events.

Longer features, reviews/commentaries and interviews were used when aspiring to more thorough and wider information to the viewership of various essential aspects of the issues, which is particularly important with a view of the educational function and achieving better understanding among the audience.

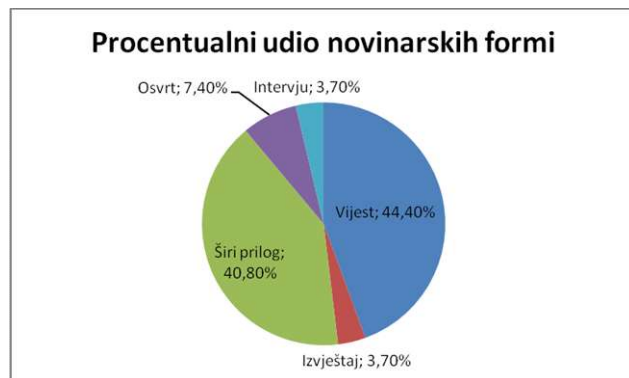


Chart 3. Shares of different journalistic forms

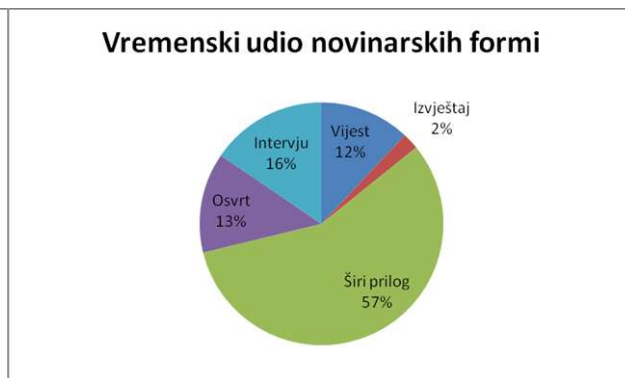


Chart 4. Duration of different journalistic forms

Charts 3 and 4 are the visual illustration of the data from Table 2, i.e. the shares of journalistic forms in the total by the quantity criterion (number of items) and their duration.

By reviewing the quantitative data on the daily basis, the structure of the total number of items aired, relevant to the present monitoring, consists of 23 originals and 4 reruns in full or abridged versions. It should be borne in mind that in different programmes (different genres) the same footage is used differently, of different contents type and duration. Had there been, however, obvious changes in the contents of one item compared to the previous item on the same theme/event, even in case of not so major changes, these were not regarded as reruns.

TV VIJESTI

A. BASIC INFORMATION

FOUNDER: commercial company TV Vijesti.

PROGRAMME STRUCTURE: the programme structure of TV Vjesti predominantly includes current affairs programmes, serials and entertainment programmes.

CURRENT AFFAIRS PROGRAMMES: the primetime current affairs programmes starts at 18:30, and lasts over 30 minutes. Similar current affairs programme is aired each day at 22:00.

DISTRIBUTION CHANNELS: Apart from the broadcasting over the network of terrestrial transponders, the TV Vijesti programmes are also distributed via cable systems: BBM, M Kabl, Cabling, Extra TV and Total TV.

B: MONITORING RESULTS

Thursday, 2 October 2014

No.	Show	Genre	Journalistic form	Contents	Slot	Duration Sec.
1	Boje jutra	Morning programme	News	Announcement of the possibility of having the Pride event	7:00	40 seconds
2	Boje jutra	Morning program	News (R)	Announcement of the possibility of having the Pride event (R)	08:00	40 seconds (R)
3	Vijesti	Current affairs programme	News (R)	Announcement of the possibility of having the Pride event (R)	10:00	40 seconds (R)
4	Vijesti	Current affairs programme	News (R)	Announcement of the possibility of having the Pride event (R)	12:00	40 seconds (R)
5	Vijesti	Current affairs programme	Report	Announcement of the Pride Parade at the organizers' press conference	14:00	60 seconds
6	Vijesti u pola 5	Current affairs programme	Longer feature	Announcement of the Pride Parade at the organizers' press conference	16:30	149 seconds
7	Vijesti u pola 7	Primetime current affairs programme	Longer feature (R)	Announcement of the Pride Parade at the organizers' press conference (R)	18:30	149 seconds (R)
8	Vijesti	Current affairs programme	Report	Announcement of the Pride Parade at the organizers' press conference	22:00	60 seconds

Saturday, 4 October 2014

No.	Show	Genre	Journalistic form	Contents	Slot	Duration Sec.
1	Vijesti	Current affairs programme	News	Announcement of the possibility to postpone the Pride event due to the Marathon	14,00	33 seconds
2	Vijesti u pola 5	Current affairs programme	News (R)	Announcement of the possibility to postpone the Pride event due to the Marathon (R)	16:30	33 seconds (R)
3	Vijesti u pola 7	Primetime current affairs programme	News	Announcement of the possibility to postpone the Pride event due to the Marathon	18:30	24 seconds

Monday, 6 October 2014

No.	Show	Genre	Journalistic form	Contents	Slot	Duration Sec.
1	Vijesti u pola 5	Current affairs programme	News	Statement by the Mayor of Podgorica Slavoljub Stijepović on taking part in the Pride event	16,30	36 seconds
2	Vijesti u pola 7	Primetime current affairs programme	News (R)	Statement by the Mayor of Podgorica Slavoljub Stijepović on taking part in the Pride event (R)	18:30	40 seconds (R)
3	Vijesti	Current affairs programme	News (R)	Statement by the Mayor of Podgorica Slavoljub Stijepović on taking part in the Pride event (R)	22:00	40 seconds (R)

Tuesday, 7 October 2014

No.	Show	Genre	Journalistic form	Contents	Slot	Duration Sec.
1	Boje jutra	Morning program	News (R)	Statement by the Mayor of Podgorica Slavoljub Stijepović on taking part in the Pride event (R)	07:00	38 seconds (R)
2	Boje jutra	Morning program	News	Announcing the possible new date for the Pride event, 02 November	08:00	26 seconds (R)
3.	Vijesti	Current affairs programme	News (R)	Announcing the possible new date for the Pride event, 02 November (R)	12:00	26 seconds (R)
4	Vijesti u pola 5	Current affairs programme	Longer feature	Press conference by the organisers: new date for the Pride event	16:30	110 seconds
5	Vijesti u pola 7	Primetime current affairs programme	Longer feature (R)	Press conference by the organisers: new date for the Pride event (R)	18:30	112 seconds (R)
6	Vijesti	Current affairs programme	Report	Press conference by the organisers: new date for the Pride event	22:00	41 seconds

Wednesday, 22 October 2014

No.	Show	Genre	Journalistic form	Contents	Slot	Duration Sec.
1	Vijesti u pola 7	Primetime current affairs programme	Report	The Social Council on the discrimination of the LGBT people in labour	18:30	50 seconds
2	Vijesti	Current affairs programme	News	The Social Council on the discrimination of the LGBT people in labour	22:00	15 seconds

Friday, 24 October 2014

No.	Show	Genre	Journalistic form	Contents	Slot	Duration Sec.
1	Vijesti u pola 5	Current affairs programme	Longer feature	Marking the 5 th anniversary of the LGBT visibility in Montenegro and comments on anti-Pride graffiti in Podgorica	16,30	183 seconds
2	Vijesti u pola 7	Primetime current affairs programme	Longer feature (R)	Marking the 5 th anniversary of the LGBT visibility in Montenegro and comments on anti-Pride graffiti in Podgorica (R)	18:30	181 seconds (R)
3	Vijesti	Current affairs programme	Review/ commentary	Comments by Danijel Kalezić of Queer Montenegro on the graffiti in Podgorica and the announcement of the event by Montenegrin and Coastal Metropolitan	22:00	87 seconds

Saturday, 25 October 2014

No.	Show	Genre	Journalistic form	Contents	Slot	Duration Sec.
1	Vijesti u pola 5	Current affairs programme	Longer feature	Comment by Metropolitan Amfilohije on the Pride event at the service held in Podgorica	16,30	157 seconds
2	Vijesti u pola 7	Primetime current affairs programme	Longer feature (R)	Comment by Metropolitan Amfilohije on the Pride event at the service held in Podgorica (R)	18:30	159 seconds (R)
3	Vijesti	Current affairs programme	Longer feature	Comment by Metropolitan Amfilohije on the Pride event at the service held in Podgorica	22:00	78 seconds

Monday, 27 October 2014

No.	Show	Genre	Journalistic form	Contents	Slot	Duration Sec.
1	Vijesti	Current affairs programme	News	Information on the assault against a member of the NGO LGBT Forum Progres	14,00	27 seconds
2	Vijesti u pola 7	Primetime current affairs programme	News (R)	Information on the assault against a member of the NGO LGBT Forum Progres (R)	18:30	27 seconds (R)

Tuesday, 28 October 2014

No.	Show	Genre	Journalistic form	Contents	Slot	Duration Sec.
1	Vijesti u pola 5	Current affairs programme	News	Statement by the Minister Suad Numanović on his participation to the Pride event	16,30	49 seconds
2	Vijesti u pola 5	Current affairs programme	News	Information that the Director of the LGBT forum Progres Stevan Milivojević won the "Natalia Bracelet" as the first LGBT activist in Montenegro	16,30	55 seconds
3	Vijesti u pola 7	Primetime current affairs programme	News (R)	Statement by the Minister Suad Numanović on his participation to the Pride event (R)	18:30	49 seconds (R)
4	Vijesti	Current affairs programme	News (R)	Information that the Director of the LGBT forum Progres Stevan Milivojević won the "Natalia Bracelet" as the first LGBT activist in Montenegro (R)	22:00	55 seconds (R)

Wednesday, 29 October 2014

No.	Show	Genre	Journalistic form	Contents	Slot	Duration Sec.
1	Boje jutra	Morning program	News (R)	Statement by the Minister Suad Numanović on his participation to the Pride event (R)	08:00	48 seconds (R)

Thursday, 30 October 2014

No.	Show	Genre	Journalistic form	Contents	Slot	Duration Sec.
1	Vijesti	Current affairs programme	News	Information on the parade route and security measures	10,00	45 seconds
2	Vijesti	Current affairs programme	News (R)	Information on the parade route and security measures (R)	12:00	45 seconds (R)
3	Vijesti	Current affairs programme	News	Information on the parade route	14:00	28 seconds
4	Vijesti	Current affairs programme	News	Statement by Marina Perazić, a Croatian singer, on her participation to the Pride event	14:00	29 seconds
5	Vijesti u pola 5	Current affairs programme	Longer feature	Current information regarding the upcoming Pride event	16:30	95 seconds
6	Vijesti u pola 7	Primetime current affairs programme	News	Information on organising the Pride parade and statement by Health Minister Miodrag Radunović on taking part in the event	18:30	71 seconds
7	Vijesti	Current affairs programme	News	The Government decision on the participation of members of ministries to the Pride event	22:00	50 seconds

Friday, 31 October 2014

No.	Show	Genre	Journalistic form	Contents	Slot	Duration Sec.
1	Vijesti u pola 5	Current affairs programme	Longer feature	Current information on the eve of the event – statements by members of state authorities and organisers	16,30	193 seconds
2	Vijesti u pola 5	Current affairs programme	Longer feature	Status and life challenges of LGBT persons – personal experiences and testimonies	16,30	185 seconds
3	Vijesti u pola 7	Primetime current affairs programme	Longer feature (R)	Current information on the eve of the event – statements by members of state authorities and organisers (R)	18:30	193 seconds (R)
4	Vijesti u pola 7	Primetime current affairs programme	Longer feature (R)	Status and life challenges of LGBT persons – personal experiences and testimonies (R)	18:30	186 seconds (R)
5	Vijesti u pola 7	Primetime current affairs programme	News	Statement by Metropolitan Amfilohije regarding the pride event	18:30	43 seconds

6	Vijesti	Current affairs programme	Longer feature (R)	Current information on the eve of the event – statements by members of state authorities and organisers (R)	22:00	193 seconds (R)
7	Vijesti	Current affairs programme	News (R)	Statement by Metropolitan Amfilohije regarding the pride event (R)	22:00	43 seconds (R)
8	Vijesti	Current affairs programme	News	Service information on the traffic rerouting in Podgorica during the Pride Parade	22:00	26 seconds
9	Petkom u 8	Current affairs programme	Political talk-show	On the Pride Parade	20:00	6.311 seconds (1 hour, 45 minutes and 11 seconds)

Saturday, 1. November 2014.

No.	Show	Genre	Journalistic form	Contents	Slot	Duration Sec.
1	Vijesti	Current affairs programme	News	Protoiereus Velibor Džomić calling on citizens to refrain from violence – an excerpt from the Petkom u 8 show	12:00	45 seconds
2	Vijesti	Current affairs programme	News (R)	Protoiereus Velibor Džomić calling on citizens to refrain from violence – an excerpt from the Petkom u 8 show (R)	14:00	43 seconds (R)
3	Vijesti u pola 5	Current affairs programme	News (R)	Protoiereus Velibor Džomić calling on citizens to refrain from violence – an excerpt from the Petkom u 8 show (R)	16:30	44 seconds (R)
4	Vijesti u pola 5	Current affairs programme	Longer feature	On the participation of political party representatives and members from ministries to the event	16:30	89 seconds
5	Vijesti u pola 7	Primetime current affairs programme	Longer feature	Information on the eve of the event and an interview with Danijel Kalezić on behalf of the organisers	18:30	332 seconds
6	Vijesti u pola 7	Primetime current affairs programme	Longer feature	Statements by politicians from Ulcinj on the pride event	18:30	164 seconds
7	Vijesti	Current affairs programme	Longer feature	Information on the eve of the event	22:00	106 seconds
8	Vijesti	Current affairs programme	Longer feature	Still not known who will take part in the event on behalf of the Government	22:00	59 seconds

Sunday, 2 November 2014

No.	Show	Genre	Journalistic form	Contents	Slot	Duration Sec.
1	Vijesti	Current affairs programme	Report	Report from the event – live	12:00	224 seconds
2	Vijesti	Current affairs programme	Report	Report from the event – statements by participants	14:00	142 seconds
3	Vijesti	Current affairs programme	News	Police activities during the event	14:00	20 seconds
4	Vijesti	Current affairs programme	Longer feature	Statements by Mayor Slavoljub Stijepović and Danijel Kalezić	14:00	96 seconds
5	Vijesti u pola 5	Current affairs programme	Report	Report from the event	16:30	198 seconds
6	Vijesti u pola 5	Current affairs programme	Report	Report from the press conference by the Police Directorate	16:30	123 seconds
7	Vijesti u pola 5	Current affairs programme	Report	Statements of the participants from abroad	16:30	72 seconds
8	Vijesti u pola 7	Primetime current affairs programme	Report	Report from the event	18:30	205 seconds
9	Vijesti u pola 7	Primetime current affairs programme	Report	Report from the press conference by the Police Directorate	18:30	191 seconds
10	Vijesti u pola 7	Primetime current affairs programme	Interview	Live in-studio interview: Danijel Kalezić, Chair of the Management Board, Queer Montenegro	18:30	132 seconds
11	Vijesti u pola 7	Primetime current affairs programme	Longer feature	Massages from the Pride Parade	18:30	179 seconds
12	Vijesti u pola 7	Primetime current affairs programme	Interview	Live in-studio interview: Danijel Kalezić, Chair of the Management Board, Queer Montenegro, continued	18:30	133 seconds

Monday, 3 November 2014

No.	Show	Genre	Journalistic form	Contents	Slot	Duration Sec.
1	Boje jutro	Morning programme	Report	Report on the Pride Parade – basic data	08:00	42 seconds
2	Vijesti u pola 5	Current affairs programme	News	Press release by the NGO Crnogorska kulturna mreža on the occasion of the Pride event	16:30	49 seconds

C: TV VIJESTI - SUMMARY

Between 2 October and 3 November 2014, the TV Vijesti aired one show fully devoted to these issues and **73 items** within current affairs programmes, of the **total duration of 12,781 seconds**, or somewhat over **3 hours and 30 minutes**. Out of the total, 50 were originals, and 23 reruns.

C1: GENRES – QUANTITATIVE AND TEMPORAL DATA

The schedule and the duration of coverage according to the type of programmes is featured below.

	Genre	Title	No of	Duration in sec
1	Morning programme	Boje jutra /Vijesti/	6	234
2	Primetime current affairs programme	Vijesti u pola 7	20	2.620
3	Current affairs programme	Vijesti u pola 5	17	1820
4	Current affairs programme	Vijesti u 22	13	853
5	Current affairs programme	Vijesti /u 10 – 14/	16	943
6	Political talk-show	Petkom u 8	1	6.311
	Total	6	73	12.781

Table 3. Number and duration of items aired by type of programmes

Table 3 shows that the TV Vijesti covered the relevant topic in various genres, that the items were aired evenly in the primetime and other current affairs programmes from the morning until late at night, which helped them being accessible to the widest viewership of this TV station, both in terms of numbers and in terms of any other criteria for segmenting audience.

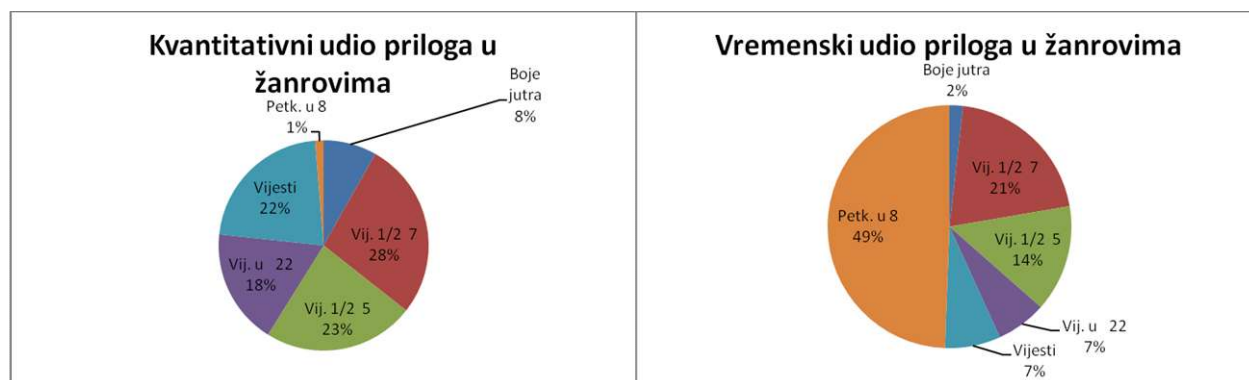


Chart 5. A share of the total programme

Chart 6. Duration by types of programmes

The charts 5 and 6 show the shares of these items aired within the above six different programmes, both in terms of the number of items and their total duration.

C2: QUANTITATIVE AND TEMPORAL SHARES OF JOURNALISTIC FORMS

The table below shows the types, number of items and duration of journalistic forms used in covering this issue.

	Journalistic form	No of items	Duration in sec
1	News	35	1.362
2	Report	12	1.408
3	Longer feature	22	3.348
4	Review/commentary	1	87
5	Interview	2	265
6	In-studio interview	1	6.311
Total:		73	12.781

Table 2. Types, number of items and duration of journalistic forms used in covering this issue.

Table 4 shows that the predominant form used was newscast, which is only natural given the nature of the event, the time when aired (announcement, preparations, etc.) and the type (genre) of programmes (current affairs programmes aim for short forms).

The report as a form was used during and immediately after the events.

Longer features and interviews were used when aspiring to more thorough and wider information to the viewership of various essential aspects of the issues, which is particularly important with a view of the educational function and achieving better understanding among the audience.

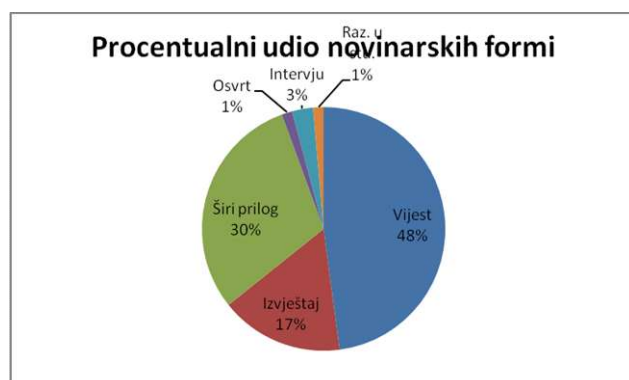


Chart 7. Shares of different journalistic forms

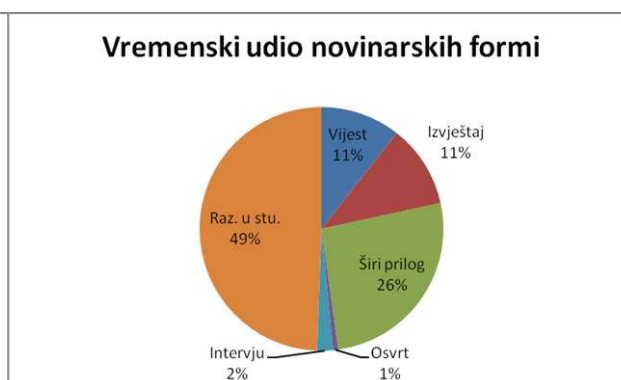


Chart 8. Duration of different journalistic forms

Charts 7 and 8 are the visual illustration of the data from Table 4, i.e. the shares of journalistic forms in the total by the quantity criterion (number of items) and their duration.

By reviewing the quantitative data on the daily basis, the structure of the total number of items aired, relevant to the present monitoring, consists of one specialised show fully devoted to these issues, then 49 originals and some reruns in full or abridged versions. It should be borne in mind that a large number of reruns contributes to better information of a wider viewership and is indicative of the importance attached to certain issues by the media outlet; hence, frequent reruns in the given case may be regarded as good practice, particularly on the themes where, in addition to the information, the educational effect is also pursued.

TV PINK M

A. BASIC INFORMATION

FOUNDER: Pink M Company.

PROGRAMME STRUCTURE: The programme structure of Pink M predominantly has entertainment and music contents.

CURRENT AFFAIRS PROGRAMMES: The current affairs programme is present through a short form of 3-minute news at each full hour of programme.

The primetime current affairs programme Info Monte is aired daily at 18:00, lasting some 25 minutes on average.

DISTRIBUTION CHANNELS: Apart from the broadcasting over the network of terrestrial transponders, the TV Pink M programmes are also distributed via cable systems: BBM, M Kabl, Cabling, Extra TV and Total TV.

B: MONITORING RESULTS

Thursday, 2 October 2014

No.	Show	Genre	Journalistic form	Contents	Slot	Duration Sec.
1	Minut-dva	Current affairs programme	News	Announcement of the Pride Parade	12:00	33 seconds
2	Minut-dva	Current affairs programme	News (R)	Announcement of the Pride Parade	13:00	33 seconds (R)
3	Minut-dva	Current affairs programme	News (R)	Announcement of the Pride Parade	14:00	33 seconds (R)
4	Minut-dva	Current affairs programme	News (R)	Announcement of the Pride Parade	15:00	33 seconds (R)
5	Minut-dva	Current affairs programme	News (R)	Announcement of the Pride Parade	16:00	33 seconds (R)
6	Minut-dva	Current affairs programme	News (R)	Announcement of the Pride Parade	17:00	33 seconds (R)
7	InfoMonte	Primetime current affairs programme	Longer feature	Announcement of the Pride Parade	18:00	113 seconds
8	Minut-dva	Current affairs programme	News (R)	Announcement of the Pride Parade	19:00	33 seconds (R)
9	Minut-dva	Current affairs programme	News (R)	Announcement of the Pride Parade	20:00	33 seconds (R)
10	Minut-dva	Current affairs programme	News (R)	Announcement of the Pride Parade	21:00	33 seconds (R)
11	Minut-dva	Current affairs programme	News (R)	Announcement of the Pride Parade	22:00	33 seconds (R)
12	Minut-dva	Current affairs programme	News (R)	Announcement of the Pride Parade	23:00	33 seconds (R)

Saturday, 4 October 2014

No.	Show	Genre	Journalistic form	Contents	Slot	Duration Sec.
1	Dobro jutro	Morning program/Minut-dva	News	Unofficial news of the probable Pride event postponement	09:00	24 seconds
2	Dobro jutro	Morning program/Minut-dva	News (R)	Unofficial news of the probable Pride event postponement	10:00	18 seconds (R)
3	Dobro jutro	Morning program/Minut-dva	News (R)	Unofficial news of the probable Pride event postponement	11:00	17 seconds (R)
4	Minut-dva	Current affairs programme	News (R)	Unofficial news of the probable Pride event postponement	12:00	24 seconds (R)
5	Minut-dva	Current affairs programme	News (R)	Unofficial news of the probable Pride event postponement	12:00	24 seconds (R)
6	Minut-dva	Current affairs programme	News (R)	Unofficial news of the probable Pride event postponement	13:00	24 seconds (R)
7	Minut-dva	Current affairs programme	News (R)	Unofficial news of the probable Pride event	14:00	24 seconds (R)

No.	Show	Genre	Journalistic form	Contents	Slot	Duration Sec.
				postponement		
8	Minut-dva	Current affairs programme	News (R)	Unofficial news of the probable Pride event postponement	15:00	24 seconds (R)
9	Minut-dva	Current affairs programme	News (R)	Unofficial news of the probable Pride event postponement	16:00	24 seconds (R)
10	Minut-dva	Current affairs programme	News (R)	Unofficial news of the probable Pride event postponement	17:00	24 seconds (R)
11	Minut-dva	Current affairs programme	News (R)	Unofficial news of the probable Pride event postponement	19:00	24 seconds (R)
12	Minut-dva	Current affairs programme	News (R)	Unofficial news of the probable Pride event postponement	20:00	24 seconds (R)
13	Minut-dva	Current affairs programme	News (R)	Unofficial news of the probable Pride event postponement	21:00	24 seconds (R)
14	Minut-dva	Current affairs programme	News (R)	Unofficial news of the probable Pride event postponement	22:00	24 seconds (R)
15	Minut-dva	Current affairs programme	News (R)	Unofficial news of the probable Pride event postponement	23:00	24 seconds (R)

Monday, 6 October 2014

No.	Show	Genre	Journalistic form	Contents	Slot	Duration Sec.
1	InfoMonte	Primetime current affairs programme	News	Statement by the Mayor of Podgorica Slavoljub Stijepović on the participation to the Pride event	18:00	30 seconds

Tuesday, 7 October 2014

No.	Show	Genre	Journalistic form	Contents	Slot	Duration Sec.
1	Minut - dva	Current affairs programme	News	Press conference by the organisers: rescheduled Pride event date	14:00	15 seconds
2	Minut - dva	Current affairs programme	News (R)	Press conference by the organisers: rescheduled Pride event date (R)	15:00	15 seconds (R)
3	Minut - dva	Current affairs programme	News (R)	Press conference by the organisers: rescheduled Pride event date (R)	16:00	15 seconds (R)
4	Minut - dva	Current affairs programme	News (R)	Press conference by the organisers: rescheduled Pride event date (R)	17:00	15 seconds (R)

No.	Show	Genre	Journalistic form	Contents	Slot	Duration Sec.
5	InfoMonte	Primetime current affairs programme	Longer feature	Press conference by the organisers: rescheduled Pride event date	18:00	100 seconds

Friday, 24 October 2014

No.	Show	Genre	Journalistic form	Contents	Slot	Duration Sec.
1	Minut-dva	Current affairs programme	News	Comments by Danijel Kalezić of Queer Montenegro on the graffiti in Podgorica	15:00	22 seconds
2	Minut-dva	Current affairs programme	News (R)	Comments by Danijel Kalezić of Queer Montenegro on the graffiti in Podgorica	16:00	22 seconds (R)
3	Minut-dva	Current affairs programme	News (R)	Comments by Danijel Kalezić of Queer Montenegro on the graffiti in Podgorica	17:00	22 seconds (R)
4	InfoMonte	Primetime current affairs programme	Longer feature	Miscellaneous information on the eve of the Pride event	18:00	144 seconds
5	Minut-dva	Current affairs programme	News (R)	Comments by Danijel Kalezić of Queer Montenegro on the graffiti in Podgorica	19:00	22 seconds (R)
6	Minut-dva	Current affairs programme	News (R)	Comments by Danijel Kalezić of Queer Montenegro on the graffiti in Podgorica	20:00	22 seconds (R)
7	Minut-dva	Current affairs programme	News (R)	Comments by Danijel Kalezić of Queer Montenegro on the graffiti in Podgorica	21:00	22 seconds (R)
8	Minut-dva	Current affairs programme	News (R)	Comments by Danijel Kalezić of Queer Montenegro on the graffiti in Podgorica	22:00	22 seconds (R)
9	Minut-dva	Current affairs programme	News (R)	Comments by Danijel Kalezić of Queer Montenegro on the graffiti in Podgorica	23:00	22 seconds (R)

Friday, 31 October 2014

No.	Show	Genre	Journalistic form	Contents	Slot	Duration Sec.
1	Minut-dva	Current affairs programme	News	Statement by the President of Montenegro Filip Vujanović on the eve of the Pride event	13:00	28 seconds
2	Minut-dva	Current affairs programme	News (R)	Statement by the President of Montenegro Filip Vujanović on the eve of the Pride event	14:00	28 seconds (R)

No.	Show	Genre	Journalistic form	Contents	Slot	Duration Sec.
3	Minut-dva	Current affairs programme	News (R)	Statement by the President of Montenegro Filip Vujanović on the eve of the Pride event	15:00	28 seconds (R)
4	Minut-dva	Current affairs programme	News (R)	Statement by the President of Montenegro Filip Vujanović on the eve of the Pride event	16:00	28 seconds (R)
5	Minut-dva	Current affairs programme	News (R)	Statement by the President of Montenegro Filip Vujanović on the eve of the Pride event	17:00	28 seconds (R)
6	InfoMonte	Primetime current affairs programme	Širi prilog	Current information on the eve of the Pride event – statements by representatives of state authorities and organisers	18:00	134 seconds
7	Minut-dva	Current affairs programme	News (R)	Statement by the representative of the police on security aspects of the event	19:00	43 seconds (R)
8	Minut-dva	Current affairs programme	News (R)	Statement by the representative of the police on security aspects of the event	20:00	43 seconds (R)
9	Minut-dva	Current affairs programme	News (R)	Statement by the representative of the police on security aspects of the event	21:00	43 seconds (R)
10	Minut-dva	Current affairs programme	News (R)	Statement by the representative of the police on security aspects of the event	22:00	43 seconds (R)
11	Minut-dva	Current affairs programme	News (R)	Statement by the representative of the police on security aspects of the event	23:00	43 seconds (R)

Saturday, 1 November 2014

No.	Show	Genre	Journalistic form	Contents	Slot	Duration Sec.
1	Minut-dva	Current affairs programme	News (R)	Statement by the representative of the police on security aspects of the event	00:00	43 seconds (R)

Sunday, 2 November 2014

No.	Show	Genre	Journalistic form	Contents	Slot	Duration Sec.
1	Minut-dva	Current affairs programme	News	Announcement of the Pride Parade	10:00	23 seconds
2	Minut-dva	Current affairs programme	News	Announcement of the Pride Parade	11:00	19 seconds
3	Minut-dva	Current affairs programme	Longer feature	The event is in progress, no incidents, statements by	12:00	41 seconds

No.	Show	Genre	Journalistic form	Contents	Slot	Duration Sec.
				organisers immediately before the beginning ...		
4	Minut-dva	Current affairs programme	News	Information about the event held and the basic information	13:00	27 seconds
5	Minut-dva	Current affairs programme	Report	Report from the Pride event	14:00	45 seconds
6	Minut-dva	Current affairs programme	Report	Report from the Pride event	15:00	61 seconds
7	Minut-dva	Current affairs programme	Report (R)	Report from the Pride event	16:00	61 seconds (R)
8	Minut-dva	Current affairs programme	Report (R)	Report from the Pride event	17:00	61 seconds (R)
9	InfoMonte	Primetime current affairs programme	Report	Report from the Pride event	18:00	182 seconds
10	InfoMonte	Primetime current affairs programme	Report	Press conference by the police after the event	18:00	116 seconds
11	Minut-dva	Current affairs programme	Report (R)	Report from the Pride event	19:00	89 seconds (R)
12	Minut-dva	Current affairs programme	Report (R)	Report from the Pride event	20:00	89 seconds (R)
13	Minut-dva	Current affairs programme	Report (R)	Report from the Pride event	21:00	89 seconds (R)
14	Minut-dva	Current affairs programme	Report (R)	Report from the Pride event	22:00	89 seconds (R)
15	Minut-dva	Current affairs programme	Report (R)	Report from the Pride event	23:00	89 seconds (R)
16	Minut-dva	Current affairs programme	Report (R)	Report from the Pride event	20:00	89 seconds (R)

Monday, 3 November 2014

No.	Show	Genre	Journalistic form	Contents	Slot	Duration Sec.
1	Minut-dva	Current affairs programme	News	Congratulations by the US Embassy for the successful event	12:00	23 seconds
2	Minut-dva	Current affairs programme	News (R)	Congratulations by the US Embassy for the successful event	13:00	23 seconds (R)
3	Minut-dva	Current affairs programme	Longer feature	Statements by MPs and congratulations by the US Embassy for the successful event	14:00	72 seconds
4	Minut-dva	Current affairs programme	Longer feature (R)	Statements by MPs and congratulations by the US Embassy for the successful event	15:00	72 seconds (R)
5	Minut-dva	Current affairs programme	Longer feature	Statements by MPs on the pride event	16:00	51 seconds
6	Minut-dva	Current affairs programme	Longer feature	Statements by MPs on the pride event	17:00	51 seconds (R)

No.	Show	Genre	Journalistic form	Contents	Slot	Duration Sec.
7	InfoMonte	Primetime current affairs programme	Longer feature	Statements by MPs and NGO representatives	18:00	180 seconds
8	Minut-dva	Current affairs programme	Longer feature (R)	Statements by MPs on the pride event	19:00	51 seconds (R)
9	Minut-dva	Current affairs programme	Longer feature (R)	Statements by MPs on the pride event	20:00	51 seconds (R)
10	Minut-dva	Current affairs programme	Longer feature (R)	Statements by MPs on the pride event	21:00	51 seconds (R)
11	Minut-dva	Current affairs programme	Longer feature (R)	Statements by MPs on the pride event	22:00	51 seconds (R)
12	Minut-dva	Current affairs programme	Longer feature (R)	Statements by MPs on the pride event	23:00	51 seconds (R)

C: TV PINK M - SUMMARY

Between 2 October and 3 November 2014, the TV Pink M aired **82 items** within current affairs programmes, of the **total duration of 3,762 seconds**, or approximately **1 hour and 3 minutes**. Out of the total, 19 were originals, and 63 reruns.

C1: GENRES – QUANTITATIVE AND TEMPORAL DATA

The schedule and the duration of coverage according to the type of programmes is featured below.

	Genre	Title	No of items	Duration in sec
1	Morning programme	Vijesti	3	59
2	Current affairs programme	Minut-dva	71	2.704
3	Primetime current affairs programme	InfoMonte	8	999
	Total	3	82	3.762

Table 5. Number and duration of items aired by type of programmes

Table 5 shows that the TV Pink M covered the relevant topic solely in the primetime current affairs programme and in short newscast Vijesti with a lot of reruns. This has helped the items being aired evenly throughout the day, thus being accessible to the widest viewership of this TV station.



Chart 9. A share of the total programme

Chart 10. Duration by types of programmes

The charts 9 and 10 show the shares of these items aired within the three different programmes, both in terms of the number of items and their total duration.

C2: QUANTITATIVE AND TEMPORAL SHARES OF JOURNALISTIC FORMS

The table below shows the types, number of items and duration of journalistic forms used in covering this issue.

	Journalistic form	No of items	Duration in sec
1	News	55	1.489
2	Report	12	1.060
3	Longer feature	15	1.213
	Total:	82	3.762

Table 6. Types, number of items and duration of journalistic forms used in covering this issue.

Table 6 shows that the predominant form used was newscast, which is only natural given the nature of the event, the time when aired (announcement, preparations, etc.) and the type (genre) of programmes (current affairs programmes aim for short forms). For the same reason, reports were also used and longer features to a somewhat lesser degree.



Chart 11. Shares of different journalistic forms

Chart 12. Duration of different journalistic forms

Charts 11 and 12 are the visual illustration of the data from Table 6, i.e. the shares of journalistic forms in the total by the quantity criterion (number of items) and their duration.

By reviewing the quantitative data on the daily basis, it may be noted that the structure of the total number of items aired, relevant to the present monitoring consists of 19 originals and their frequent reruns in full or abridged versions. It should be borne in mind that a large number of reruns contributes to better information of a wider viewership and is indicative of the importance attached to certain issues by the media outlet; hence, frequent reruns in the given case may be regarded as good practice.

TV PRVA

A. BASIC INFORMATION

FOUNDER: AST d.o.o.

PROGRAMME STRUCTURE: The TV Prva's programme structure includes primarily entertainment programmes.

CURRENT AFFAIRS PROGRAMMES: The primetime current affairs programme Vijesti Prve is aired daily at 19:00 sati, lasting on average around 30 minutes.

DISTRIBUTION CHANNELS: Apart from the broadcasting over the network of terrestrial transponders, the TV Pink M programmes are also distributed via cable systems: BBM, M Kabl, Cabling and Extra TV.

B: MONITORING RESULTS

Thursday, 2 October 2014

No.	Show	Genre	Journalistic form	Contents	Slot	Duration Sec.
1	Vijesti Prve	Primetime current affairs programme	Report	Announcement of the Pride at the press conference by the organisers	19:00	100 seconds
2	Noćni žurnal	Current affairs programme	Report (R)	Announcement of the Pride at the press conference by the organisers (R)	23:50	100 seconds (R)

Friday, 3 October 2014

No.	Show	Genre	Journalistic form	Contents	Slot	Duration Sec.
1	Tačno 1	Current affairs programme	Report (R)	Announcement of the Pride at the press conference by the organisers (R)	13:00	100 seconds (R)
2	Vijesti Prve	Primetime current affairs programme	News	Statement by Raško Konjević, the Interior Minister on the Živa istina show	19:00	12 seconds
3	Noćni žurnal	Current affairs programme	News (R)	Statement by Raško Konjević, the Interior Minister on the Živa istina show (R)	23:20	12 seconds (R)

Saturday, 4 October 2014

No.	Show	Genre	Journalistic form	Contents	Slot	Duration Sec.
1	Vijesti Prve	Primetime current affairs programme	News	Postponement of the Pride event by the Organisation Board	19:00	18 seconds

Monday, 6 October 2014

No.	Show	Genre	Journalistic form	Contents	Slot	Duration Sec.
1	Vijesti Prve	Primetime current affairs programme	News	Statement by the Mayor of Podgorica Slavoljub Stijepović on participation to the pride event	19:00	32 seconds

Tuesday, 7 October 2014

No.	Show	Genre	Journalistic form	Contents	Slot	Duration Sec.
1	Vijesti Prve	Primetime current affairs programme	Longer feature	Press conference by the organisers: rescheduled Pride date	19:00	116 seconds

Wednesday, 8 October 2014

No.	Show	Genre	Journalistic form	Contents	Slot	Duration Sec.
1	Tačno 1	Current affairs programme	Longer feature (R)	Press conference by the organisers: rescheduled Pride date (R)	13:00	116 seconds (R)
2	Noćni žurnal	Current affairs programme	News	EC Progress Report – the rule of law section – status of LGBT persons	23:30	12 seconds

Thursday, 9 October 2014

No.	Show	Genre	Journalistic form	Contents	Slot	Duration Sec.
1	Tačno 1	Current affairs programme	News (R)	EC Progress Report – the rule of law section – status of LGBT persons (R)	13:00	12 seconds (R)

Wednesday, 22 October 2014

No.	Show	Genre	Journalistic form	Contents	Slot	Duration Sec.
1	Vijesti Prve	Primetime current affairs programme	Longer feature	Survey by the NGO „Progres“ on the discrimination of LGBT people in the labour market	19:00	110 seconds

Monday, 27 October 2014

No.	Show	Genre	Journalistic form	Contents	Slot	Duration Sec.
1	Vijesti Prve	Primetime current affairs programme	News	Information on the assault against a member of the NGO LGBT Forum Progres	19:00	17 seconds

Thursday, 30 October 2014

No.	Show	Genre	Journalistic form	Contents	Slot	Duration Sec.
1	Tačno 1	Current affairs programme	News	Announcement of the Pride event, its route and other logistic information	13:00	32 seconds
2	Vijesti Prve	Primetime current affairs programme	Longer feature	The Government invited ministries to appoint representatives for the event	19:00	54 seconds

Saturday, 1 November 2014

No.	Show	Genre	Journalistic form	Contents	Slot	Duration Sec.
1	Vijesti Prve	Primetime current affairs programme	Longer feature	Information on the eve of the Pride event	19:00	59 seconds

Sunday, 2 November 2014

No.	Show	Genre	Journalistic form	Contents	Slot	Duration Sec.
1	Vijesti Prve	Primetime current affairs programme	Report	Report from the Pride Parade	19:00	186 seconds
2	Vijesti Prve	Primetime current affairs programme	Report	Report from the press conference by the Police on the activities before and during the Pride event	19:00	125 seconds
3	Vijesti Prve	Primetime current affairs programme	Longer feature	Statements and comments by public figures and citizens	19:00	144 seconds

Monday, 3 November 2014

No.	Show	Genre	Journalistic form	Contents	Slot	Duration Sec.
1	Tačno 1	Current affairs programme	Report (R)	Report from the Pride Parade (R)	13:00	189 seconds (R)
2	Tačno 1	Current affairs programme	Report (R)	Report from the press conference by the Police on the activities before and during the Pride event (R)	13:00	127 seconds (R)
3	Tačno 1	Current affairs programme	Longer feature (R)	Statements and comments by public figures and citizens (R)	13:00	144 seconds (R)
4	Vijesti Prve	Primetime current affairs programme	News	Congratulations by the US Embassy in Podgorica on the successful event	19:00	39 seconds

C: TV PRVA - SUMMARY

Between 2 October and 3 November 2014, the TV Prva aired **23 items** within current affairs programmes, of the **total duration of 1,856 seconds**, or somewhat over **30 minutes**. Out of the total, 15 were originals, and 8 reruns.

C1: GENRES – QUANTITATIVE AND TEMPORAL DATA

The schedule and the duration of coverage according to the type of programmes is featured below.

	Genre	Title	No of items	Duration in sec
1	Primetime current affairs programme	Vijesti Prve	13	1.012
2	Current affairs programme	Tačno 1	7	720
3	Current affairs programme	Noćni žurnal	3	124
Total		3	23	1.856

Table 7. Number and duration of items aired by type of programmes

Table 7 shows that the TV Prva covered the relevant topic in various programmes, and that the coverage was evenly distributed in the primetime and other current affairs programmes aired over a wide period of time, thus being accessible to the widest viewership of this TV station.



Chart 13. A share of the total programme

Chart 14. Duration by types of programmes

The charts 9 and 10 show the shares of these items aired within the three different programmes, both in terms of the number of items and their total duration.

C2: QUANTITATIVE AND TEMPORAL SHARES OF JOURNALISTIC FORMS

The table below shows the types, number of items and duration of journalistic forms used in covering this issue.

	Journalistic form	No of items	Duration in sec
1	News	9	186
2	Report	7	927
3	Longer feature	7	743
Total:		23	1.856

Table 8. Types, number of items and duration of journalistic forms used in covering this issue.

The table above shows very uniform distribution of the three standard journalistic forms used.

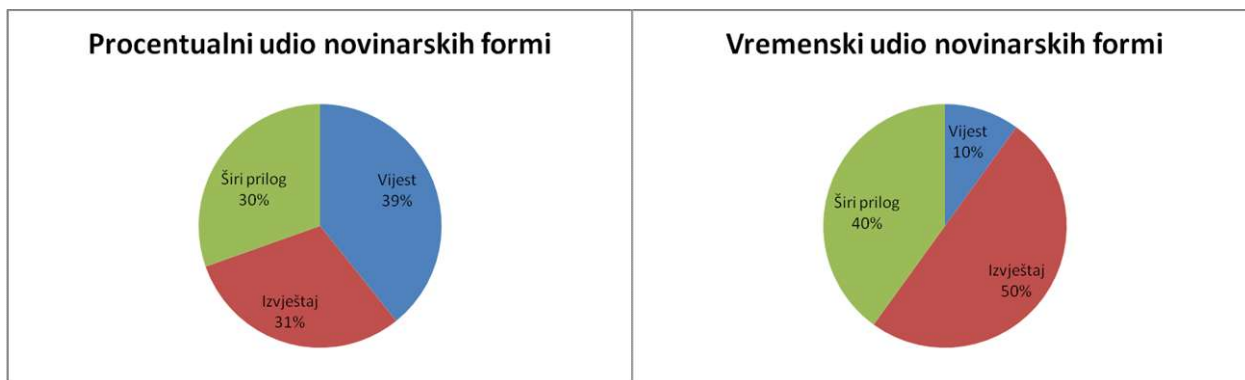


Chart 15. Shares of different journalistic forms

Chart 16. Duration of different journalistic forms

Charts 15 and 16 are the visual illustration of the data from Table 8, i.e. the shares of journalistic forms in the total by the quantity criterion (number of items) and their duration.

By reviewing the quantitative data on the daily basis, it may be noted that the structure of the total number of items aired, relevant to the present monitoring consists of 15 originals and their frequent reruns in full or abridged versions. It should be borne in mind that a large number of reruns contributes to better information of a wider viewership and is indicative of the importance attached to certain issues by the media outlet; hence, frequent reruns in the given case may be regarded as good practice.

TV MONTENEGRO (TVCG)

A. BASIC INFORMATION

FOUNDER: Montenegro.

PROGRAMME STRUCTURE: All different programme types are present in the programme structure of the TVCG.

CURRENT AFFAIRS PROGRAMMES: the primetime current affairs programme Dnevnik is aired at a standard slot 19:30, lasting on average 30 minutes. Dnevnik has three editions: at 15:30, 19:30 and 22:30. In the mornings, between 8:00 and 13:00 shorter newscast Vijesti is aired each hour.

DISTRIBUTION CHANNELS: Apart from the broadcasting over the network of terrestrial transponders, the TV Pink M programmes are also distributed via cable systems: BBM, M Kabl, Cabling, Extra TV and Total TV.

B: MONITORING RESULTS

Thursday, 2 October 2014

No.	Show	Genre	Journalistic form	Contents	Slot	Duration Sec.
1	Dnevnik 1	Current affairs programme	Report	Announcement of the Pride event at the press conference held by the organisers	15:30	62 seconds
2	Dnevnik 2	Primetime current affairs programme	Longer feature	Announcement of the Pride even	19:30	119 seconds
3	Dnevnik 3	Current affairs programme	Longer feature (R)	Announcement of the Pride even (R)	22:00	119 seconds (R)

Friday, 3 October 2014

No.	Show	Genre	Journalistic form	Contents	Slot	Duration Sec.
1	Vijesti	Current affairs programme	News	Information on the date of the Pride event being 26 October	00:00	23 seconds
2	Vijesti	Current affairs programme	News	Pride event costs	12:00	25 seconds

Saturday, 4 October 2014

No.	Show	Genre	Journalistic form	Contents	Slot	Duration Sec.
1	Dnevnik 1	Current affairs programme	News	Information about rescheduling the Pride Parade	15:30	29 seconds
2	Dnevnik 2	Primetime current affairs programme	News (R)	Information about rescheduling the Pride Parade	19:30	26 seconds (R)

Monday, 6 October 2014

No.	Show	Genre	Journalistic form	Contents	Slot	Duration Sec.
1	Dnevnik 2	Primetime current affairs programme	News	Statement by the Mayor of Podgorica Slavoljub Stijepović on the participation to the Pride event	19:30	28 seconds
2	Dnevnik 3	Current affairs programme	News (R)	Statement by the Mayor of Podgorica Slavoljub Stijepović on the participation to the Pride event	22:00	28 seconds (R)

Tuesday, 7 October 2014

No.	Show	Genre	Journalistic form	Contents	Slot	Duration Sec.
1	Vijesti	Current affairs programme	News	Rescheduled date of the Pride even	14:00	15 seconds
2	Dnevnik 1	Current affairs programme	Longer feature	Press conference by the organisers: rescheduled date of the Pride event	15:30	106 seconds
3	Dnevnik 2	Primetime current affairs programme	Longer feature	Press conference by the organisers: rescheduled date of the Pride event	19:30	76 seconds
4	Dnevnik 3	Current affairs programme	News	Press conference by the organisers: rescheduled date of the Pride event	22:00	56 seconds

Friday, 24 October 2014

No.	Show	Genre	Journalistic form	Contents	Slot	Duration Sec.
1	Dnevnik 1	Current affairs programme	Longer feature	Comments on the graffiti in Podgorica against the Pride Parade	15:30	81 seconds
2	Dnevnik 2	Primetime current affairs programme	Longer feature (R)	Comments on the graffiti in Podgorica against the Pride Parade (R)	19:30	81 seconds (R)
3	Dnevnik 3	Current affairs programme	Longer feature (R)	Comments on the graffiti in Podgorica against the Pride Parade (R)	22:00	81 seconds (R)

Sunday, 26 October 2014

No.	Show	Genre	Journalistic form	Contents	Slot	Duration Sec.
1	Vijesti	Current affairs programme	News	The parade route	10:00	44 seconds
2	Vijesti	Current affairs programme	News (R)	The parade route (R)	12:00	45 seconds (R)
3	Dnevnik 1	Current affairs programme	News (R)	The parade route (R)	15:30	46 seconds (R)

Monday, 27 October 2014

No.	Show	Genre	Journalistic form	Contents	Slot	Duration Sec.
1	Dnevnik 1	Current affairs programme	News	Information on the assault against a member of the NGO LGBT Forum Progres	15:30	31 seconds
2	Dnevnik 2	Primetime current affairs programme	News (R)	Information on the assault against a member of the NGO LGBT Forum Progres	19:30	27 seconds (R)
3	Dnevnik 3	Current affairs programme	News (R)	Information on the assault against a member of the NGO LGBT Forum Progres	22:00	32 seconds (R)

Tuesday, 28 October 2014

No.	Show	Genre	Journalistic form	Contents	Slot	Duration Sec.
1	Dnevnik 3	Current affairs programme	News	Reaction of a member of the Ministry for Human and Minority Rights regarding the assault against an LGBT activist	22:00	25 seconds

Wednesday, 29 October 2014

No.	Show	Genre	Journalistic form	Contents	Slot	Duration Sec.
1	Dobro jutro Crna Goro	Morning programme/Vijesti	News (R)	Reaction of a member of the Ministry for Human and Minority Rights regarding the assault against an LGBT activist	08:00	24 seconds (R)

Thursday, 30 October 2014

No.	Show	Genre	Journalistic form	Contents	Slot	Duration Sec.
1	Dnevnik 2	Primetime current affairs programme	News	The Government invited ministries to appoint representatives for the event	19:30	39 seconds
2	Dnevnik 3	Current affairs programme	News (R)	The Government invited ministries to appoint representatives for the event (R)	22:00	30 seconds (R)
3	Dnevnik 3	Current affairs programme	News	Statement by the Ministry of Labour and Social Welfare on the eve of the event	22:00	22 seconds
4	Dnevnik 3	Current affairs programme	News	Statement by Danijel Kalezić from the U centar show aired at the TVCG	22:00	28 seconds
5	U centar	Political talk-show	In-studio discussion	Guest: Danijel Kalezić, chair to the Management Board of the Queer Montenegro	20:00	3.608 seconds

Friday, 31 October 2014

No.	Show	Genre	Journalistic form	Contents	Slot	Duration Sec.
1	Dobro jutro Crna Goro	Morning programme /Vijesti	News	The Government invited ministries to appoint representatives for the event	06:30	13 seconds
2	Dobro jutro Crna Goro	Morning programme /Vijesti	News (R)	The Government invited ministries to appoint representatives for the event	07:00	15 seconds (R)
3	Dobro jutro Crna Goro	Morning programme /Vijesti	News (R)	The Government invited ministries to appoint representatives for the event	08:00	29 seconds (R)
4	Dobro jutro Crna Goro	Morning programme /Vijesti	News (R)	The Government invited ministries to appoint representatives for the event	09:00	29 seconds (R)
5	Vijesti	Current affairs programme	News	Statement by the President of Montenegro Filip Vujanović while meeting the representatives of the LGBT association Queer Montenegro on the eve of the Pride	12:00	28 seconds
6	Vijesti	Current affairs programme	News (R)	Statement by the President of Montenegro Filip Vujanović while meeting the representatives of the LGBT association Queer Montenegro on the eve of the Pride	14:00	28 seconds (R)
7	Dnevnik 1	Current affairs programme	Longer feature	Topical information on the eve of the Pride event – statements by the Police representatives and organisers	15:30	112 seconds
8	Dnevnik 2	Primetime current affairs programme	Longer feature	Statements by representatives of state authorities and organisers at the press conference	19:30	230 seconds
9	Dnevnik 3	Current affairs programme	Longer feature (R)	Statements by representatives of state authorities and organisers at the press conference	22:00	230 seconds (R)

Saturday, 1 November 2014

No.	Show	Genre	Journalistic form	Contents	Slot	Duration Sec.
1	Dobro jutro Crna Goro	Morning programme	Longer feature (R)	Statements by representatives of state authorities and organisers at the press conference (R)	07:30	152 seconds (R)
2	Dobro jutro Crna Goro	Morning programme/Vijesti	Longer feature	Miscellaneous information from the Pride Parade	08:00	53 seconds
3	Dobro jutro Crna Goro	Morning programme/Vijesti	Longer feature	Miscellaneous information from the Pride Parade	09:00	145 seconds
4	Dobro jutro Crna Goro	Morning programme/Vijesti	Longer feature (R)	Miscellaneous information from the Pride Parade (R)	10:00	53 seconds (R)
5	Dobro jutro Crna Goro	Morning programme	Report	An excerpt from the panel discussion on the Support as a Family Values, in support of the Pride event, organised by the NGO Juventas	08:30	344 seconds
6	Vijesti	Current affairs programme	News	Information on traffic rerouting during the Pride event	12:00	19 seconds

Sunday, 2 November 2014

No.	Show	Genre	Journalistic form	Contents	Slot	Duration Sec.
1	Dobro jutro Crna Goro	Morning programme/Vijesti	News	Announcement of the Pride event and logistic information	08:00	48 seconds
2	Dobro jutro Crna Goro	Morning programme/Vijesti	News (R)	Announcement of the Pride event and logistic information (R)	09:00	49 seconds (R)
3	Vijesti	Current affairs programme	Report	Information immediately before the event and live report	10:00	147 seconds
4	Vijesti	Current affairs programme	Report	Report on the beginning of the event and the live report from the event	12:00	138 seconds
5	Dnevnik 2	Primetime current affairs programme	Two connected longer features	Report on the progress of the Pride event, statements by participants, support from abroad...	19:30	429 seconds
6	Dnevnik 2	Primetime current affairs programme	interview	In-studio interview with the Deputy police Director Nikola Janjušević	19:30	385 seconds
7	Dnevnik 3	Current affairs programme	Two connected longer features (R)	Report on the progress of the Pride event, statements by participants, support from abroad...	22:00	426 seconds (R)

8	Dnevnik 3	Current affairs programme	Report	Excerpts from the Deputy Police Director Nikola Janjušević in Dnevnik 2	22:00	105 seconds
9	Dnevnik 3	Current affairs programme	News	Statement by the Interior Minister Raško Konjević	22:00	33 seconds

Monday, 3 November 2014

No.	Show	Genre	Journalistic form	Contents	Slot	Duration Sec.
1	Dobro jutro Crna Goro	Morning programme/Vijesti	News	Information on the Pride event held	07:00	21 seconds
2	Dobro jutro Crna Goro	Morning programme/Vijesti	Longer feature	Report from the Pride Parade and statements by participants	08:00	184 seconds
3	Dobro jutro Crna Goro	Morning programme/Vijesti	Report	Excerpts from the Deputy Police Director Nikola Janjušević in Dnevnik 2	08:00	100 seconds
4	Dobro jutro Crna Goro	Morning programme/Vijesti	News (R)	Information on the Pride event held (R)	09:00	21 seconds (R)
5	Vijesti	Current affairs programme	News	Congratulations by the US Embassy in Podgorica on the successful event	12:00	24 seconds
6	Dnevnik 1	Current affairs programme	News (R)	Congratulations by the US Embassy in Podgorica on the successful event (R)	15:30	24 seconds (R)

C: TVCG - SUMMARY

Between 2 October and 3 November 2014, the TVCG aired one programme fully devoted to the issue and **59 items** within current affairs programmes, of the **total duration of 8,570 seconds**, or approximately **2 hours and 20 minutes**. Out of the total, 39 were originals, and 23 reruns.

C1: GENRES – QUANTITATIVE AND TEMPORAL DATA

The schedule and the duration of coverage according to the type of programmes is featured below.

	Genre	Title	No of items	Duration in sec
1	Morning programme	Dobro jutro Crna Goro /Vijesti/	16	1.280
2	Current affairs programme	Dnevnik 1	8	491
3	Primetime current affairs programme	Dnevnik 2	10	1.440
4	Current affairs programme	Dnevnik 3	13	1.215
5	Current affairs programme	Vijesti 10, 12, 14...	11	536
6	Political talk-show	U centar	1	3.608
	Total		59	8.570

Table 9. Number and duration of items aired by type of programmes

Table 9 shows that the TVCG covered the relevant topic in various types of programmes, and that the coverage was evenly distributed in the primetime and numerous other current affairs programmes from the morning until late at night, thus being accessible to the widest viewership of this TV station.



Chart 17. A share of the total programme

Chart 18. Duration by types of programmes

The charts 17 and 18 show the shares of these items aired within the three different programmes, both in terms of the number of items and their total duration.

C2: QUANTITATIVE AND TEMPORAL SHARES OF JOURNALISTIC FORMS

The table below shows the types, number of items and duration of journalistic forms used in covering this issue.

	Journalistic form	No of items	Duration in sec
1	News	34	1.004
2	Report	6	896
3	Longer feature	17	2.677
4	Interview	1	385
5	In-studio interview	1	3.608
	Total:	59	8.570

Table 10. Types, number of items and duration of journalistic forms used in covering this issue.

Table 10 shows that the predominant form used was newscast, which is only natural given the nature of the event, the time when aired (announcement, preparations, etc.) and the type (genre) of programmes (current affairs programmes aim for short forms). The report as a form was used during and immediately after the events.

Longer features and interviews were used when aspiring to more thorough and wider information to the viewership of various essential aspects of the issues, which is particularly important with a view of the educational function and achieving better understanding among the audience.



Chart 19. Shares of different journalistic forms

Chart 20. Duration of different journalistic forms

Charts 19 and 20 illustrate the data from Table 4, i.e. the shares of journalistic forms in the total by the quantity criterion (number of items) and their duration.

By reviewing the quantitative data on the daily basis, the structure of the total number of items aired, relevant to the present monitoring, consists of one specialised show fully devoted to these issues, then 39 originals and some reruns in full or abridged versions. It should be borne in mind that a large number of reruns contributes to better information of a wider viewership and is indicative of the importance attached to certain issues by the media outlet; hence, frequent reruns in the given case may be regarded as good practice, particularly on the themes where, in addition to the information, the educational effect is also pursued.

IV SUMMARY DATA

Over the period observed, in relation to the third Pride Parade held in Podgorica on 02 November 2014, the total of 264 items were aired in current affairs programmes of the TV Atlas, TV Vijesti, TV Pink M, TV Prva and TVCG1, of total duration of 29,743 seconds, or **more than 8 hours of programme**.

A: SHARES OF EACH TV STATION IN THE TOTAL NUMBER AND DURATION OF THE PROGRAMMES AIRED

Table 11 shows the share of each TV covered in the total number and the duration of programmes devoted to the issues covered by the present monitoring.

	TV station	Number of items	Duration in sec
1	TV Atlas	27	2.774
2	TV Vijesti	73	12.781
3	TV Pink M	82	3.762
4	TV Prva	23	1.856
5	TVCG1	59	8.570
	Total	264	29.743

Table 11. The share of each TV station in terms of the number of items and total duration



Chart 21. Share in the total number of items

Chart 22. Share of the total duration of items

Charts 21 and 22 show the shares of each TV station in the total number of items and the overall duration of broadcast programmes aired on their programmes. In terms of the number of items aired, TV Pink M takes the lead (31%), and in terms of the total duration TV (43%).

B: NUMBER AND QUANTITATIVE AND TEMPORAL SHARES OF DIFFERENT JOURNALISTIC FORMS AIRED AT ALL TV STATIONS COVERED

The table below shows the data on the number of journalistic forms used, the number of items of each form and their total duration.

	Journalistic form	Number of items	Duration in sec
1	News	145	4.374
2	Report	38	4.352
3	Feature	72	9.560
4	Review/ commentary/ analysis	3	458
5	Interview	4	1.080
6	In-studio discussion	2	9.919
Total:		6	264
		264	29.743

Table 12. The numbers of different journalistic forms, numbers of items and their duration at each TV station covered

Table 12 shows that the most frequently used journalistic form was newscast, which is to be expected given the circumstances, and although few, the talk-shows account for the greatest share in the total duration, again expected, given the usual duration of such shows.

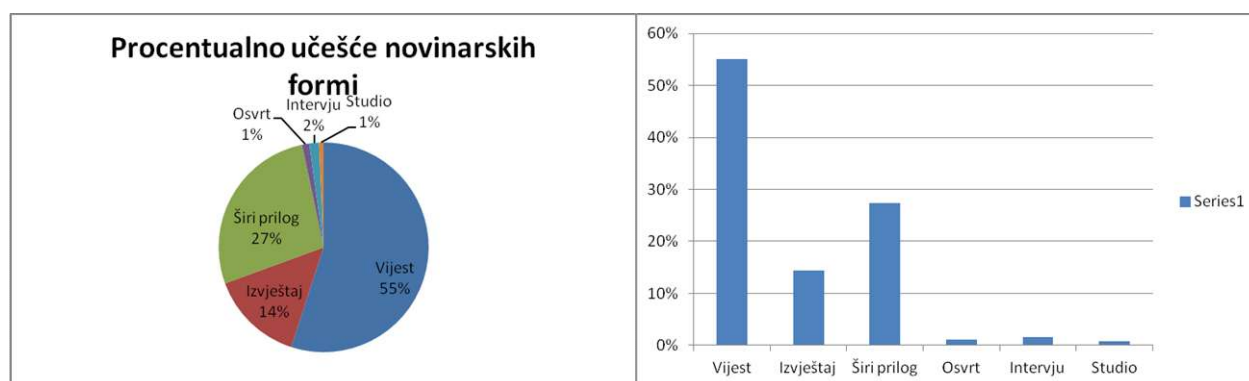


Chart 23. Shares of different journalistic forms

Chart 24. Shares of different forms in the total time

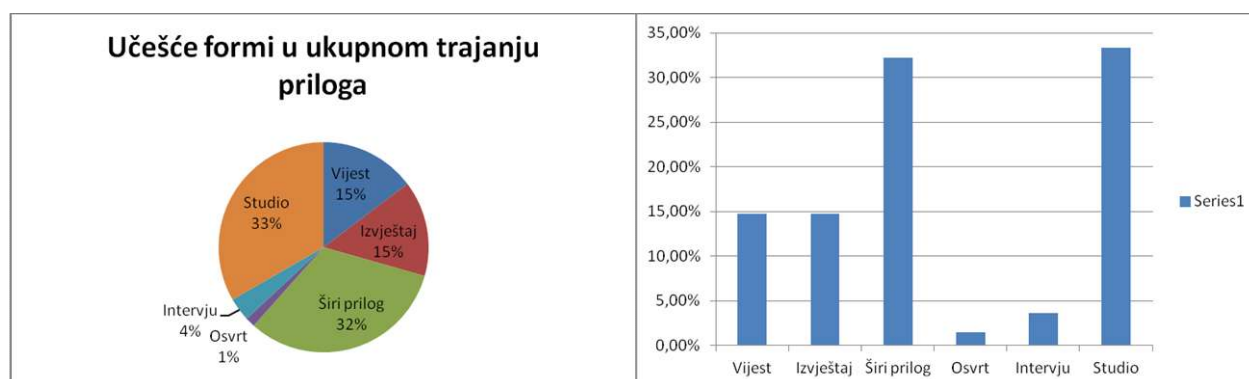


Chart 25. Shares of different forms in the total number

Chart 26. Shares of different forms in the total time

Charts 23, 24, 25 and 26 illustrate the data featured in Table 12.

V CONCLUSIONS

Certain assessments and conclusions may be drawn from the analysis of the programmes subject to present monitoring, whose results are covered and presented in this Report.

Over the period observed the TV stations included in monitoring devoted due attention to the public information on all essential aspects of the overall process before, for the time and after the Pride Parade held in Podgorica on 02 November 2014. In the current context, it means that the given media outlets have devoted adequate attention to the event commensurate to its importance in the given circumstances. The assessments in the present report are based on three essential aspects:

1. the fact that this is an issue falling under the fundamental human rights domain around which there are sharp differences and divisions within the society.
2. in the circumstances when there are fully opposite views on the issues and definite views which prevent the dialogue and which result in serious conflicts (not disputes), with a widespread practice of attempting to resolve them by resorting to violence, the role of the media, particularly TV stations as the most influential ones, supersedes the mere function of providing information and implies wider and more complex needs providing education, debate, dialogue and creating a tolerant environment.
3. Therefore, the effects of the work of the media in the case at hand should be seen not from the point of view of the Pride Parade as an event, but rather in the context of the overall position of the LGBT persons in Montenegro, where the Pride is an occasion and a means, but not the ultimate goal. It also implies the awareness that the walk through the town centre is not where it all ends, and that such issues are not resolved permanently by sporadic campaigns.

Given all of the above, the monitoring results indubitably show that the media outlets observed, in all aspects without a single notable exception, contributed to the exercise and promotion of the declared societal values in an area of prime public interest (which the exercise of human rights certainly is).

In the programmes observed there is a clearly noticeable desire of broadcasters to be comprehensive, manifested in the diversity of themes and forms used, by covering the issues through the analysis of different elements of contents and forms, being seen from different angles and treated in different journalistic forms facilitating more effective communication with diverse audiences.

Finally, this monitoring exercise was also used to see whether and to what extent these media outlets are able with their comprehension and proper treatment of the issue – from true understanding, enough information and proper use of terminology – to portray themselves as confident to tread within the delicate boundaries of high sensitivity primarily for the members of the LGBT community themselves, but also the general public regardless of the views they take.

Based on the above, it may be concluded that in the exercise of their public functions and roles the media observed performed their tasks in full harmony with the set legal provisions, hence, the Agency for Electronic Media, as an independent regulator, had no cause for reaction regarding the compliance of the programmes with the regulations.

Apart from the above general remarks, the presented data lead also to the following notes and conclusions:

1. The media observed, the TV stations with national coverage, from the first announcement of the possible Pride event in Podgorica, through various preparatory stages until the final event and the reactions after the event, hence over a period longer than 30 days, timely and continuously informed the public and reported on the overall problems of exercising the rights of the LGBT people in Montenegro. This has clearly shown the high societal importance they attach to this issue. The mere fact that there were 264 programmes and/or items, lasting over 8 hours in total, is impressive even if distributed over the whole 30-day period (from the announcement until holding the event). In reality, though, the reporting was concentrated over a shorter period, given that the first ten days, and practically the whole second ten days of October were without any events, hence, no media coverage. On average, the issue was actively covered over some 20 or so days, thus leading to the impressive 13.2 items, or 1.487 seconds (25 minutes) of programme aired daily on these TV stations.
2. The importance of the issue and the aspiration for quality public information is confirmed by a wide range of programme types, diverse journalistic forms, as well as the high frequency of broadcasting. The relevant items were also aired within the newscasts in morning programmes, in current affairs

programmes aired in the late morning or the early afternoon, in primetime current affairs programmes, in talk-shows, ending with late night newscasts. Therefore, frequent reruns were needed, very helpfully covering at the same time the whole viewership, regardless of the preferences for the types of programmes and airtime. Six journalistic forms within five programme types clearly illustrate such claims.

3. It is to be expected that the TVCG, as the national public broadcaster, devoted adequate attention to this issue on all grounds stated, appreciative of its wider societal importance, but also the political and other topicality in the given time and context. It is a positive and an expected fact. It is noteworthy, however, that the same was done by the commercial TV stations, which are under no obligations or responsibilities that the public broadcaster is subject to. All the media observed, without a single exception, in line with their programme structures, actively covered the process through all its stages, without slightest differences or dissonant voices regarding the value system, firmly treading within the boundaries set by the Constitution and laws of Montenegro, and respecting the highest professional and ethical standards. Due to all of the above, the programmes of the five broadcasters, as has rarely happened before, due to a large level of synergy, could even statistically be treated as a single whole. In other words, each viewer of any of the programmes was exposed to approximately the same extent and intensity of information, against the identical value system. Obviously, combined viewing of different stations, which is most often the case, results in a very positive and powerful cumulative effect.
4. An important fact reinforcing the above positive assessments and conclusions is that over the period observed the **Agency for Electronic Media, as an independent regulator in the area of the AVM services, did not receive a single complaint by any individual or entity against the operation of any media outlet in covering this issue subject to monitoring.**

In reference to the projected monitoring results, and based on the results of recording, selecting and processing the data gathered, it may be concluded that the aired programmes, subject to the monitoring and the present Report, judging by all criteria – the scope, quality and coverage – are not only in strict compliance, but also show wider understanding of the societal importance of the issue expressed in the readiness to give a constructive contribution to embracing public values.