



Agencija za elektroničke medije
Agency for Electronic Media

COUNTRY REPORT CROATIA

For the 48th EPRA Meeting in Bratislava, 10-12 October 2018

New composition of Croatian Electronic Media Council

Following the Croatian Parliament's session on the 29th of June, the composition of the Electronic Media Council changed.

Due to mandates expiration the Parliament dismissed Mrs. Suzana Kunac and Mrs. Gordana Simonović while Mr. Damir Hajduk, president of the Electronic Media Council and Director of the Agency for Electronic Media has been dismissed upon his own request effective as of the 31st of August. The Parliament appointed Mr. Damir Bučević and Mr. Josip Popovac members of the Council while Mr. Robert Tomljenović got his second five years mandate appointment.

Mr. Josip Popovac, ex-CEO of Croatian PSB, Croatian Radio Television took over the duties of President of Electronic Media Council and Director of the Agency as from 1st of September 2018. Mr. Damir Bučević is a well-experienced producer with a long-term career in the field of telecommunication and multimedia. Electronic Media Council is currently, due to this changes now temporarily functioning with six instead of seven members.

Study on the Social Impact of the Fund for the Promotion of Pluralism and Diversity of Electronic Media* published

The Study on the Social Impact of the Fund for the Promotion of Pluralism and Diversity of Electronic Media for the period 2013-2015 was published in June 2018. The main goal of the Study was the evaluation of the programmes financed by the Fund dedicated to electronic media (radio-, TV and e-publications) and their impact on audience, as well as the level of information and culture on local and regional level. The results of the Study refer to the period 2013-2015 and they are based on the analysis of secondary data on media service providers on radio- and TV audience ratings as well as on the records of the Fund and the legal framework.

The Study proved that through the Fund for the Promotion of Pluralism and Diversity of Electronic Media four important social goals have been realized: informing on local events, widening the scope of topics in local media, presenting social activities and maintaining journalism as profession in the local environment. The financial stability is one of the prerequisites of independent journalism and in this respect the Fund plays an important role. Local media remain, despite the growing trend of information via social media and internet portals, a significant source of locally relevant information, which has been especially noted in smaller cities and in the continental part of Croatia. The strong impact of local non-profit portals, which gather intellectual public and activists who write about local social events from another perspective has also been noted, despite the fact that local commercial internet portals are often more read than the non-profit ones.

**The Fund for the promotion of pluralism and diversity of electronic media was founded in 2004 and its resources are allocated to the following categories of programmes: citizens exercising their right to public information, encouraging cultural diversity and fostering heritage, development of education, science and arts, encouraging creativity in the dialects of the Croatian language, promoting cultural events, national minorities, encouraging the awareness of gender equality and sexual orientation, encouraging high-quality programmes for children and young people, raising the public awareness of the capabilities and contributions of persons with disabilities and the promotion and respect of their rights and dignity, historically authentic representation of the Homeland War, development and promotion of media literacy programmes, environmental protection and the promotion of health and encouraging health education.*

Agency for Electronic Media supports PROBIOPS project

PROBIOPS (Prospective Biopsychosocial Study of the Effects of Pornography Use on Young People's Sexual Socialization and Health) is a scientific project led by Prof. Alexandar Štulhofer, PhD and his team from the Faculty of Humanities and Social Sciences, University of Zagreb. Within the Study, carried out 2014-2018, the impact and usage of media on the development of the sexuality of high school students were examined. The results of the Study were presented in June 2018 on a roundtable organized by the Agency for Electronic Media, within its project of media literacy and protection of young people in the virtual world and digital environment. On this occasion, a publication was issued and it will be distributed to teachers, educators, psychologists and other interested parties.

Tenders for Concessions

The Electronic Media Council has published two tenders for radio concessions for the areas of the cities of Ploče, Otočac (and surrounding), Koprivnica, Virovitica (and surrounding), Beli Manastir, Sveta Nedjelja, Slunj, Bjelovar, Dubrovnik, Osijek, Zadar, Zagreb (and surrounding), the Brodsko-posavska County, the region of Banovina and the municipality of Okučani.