

REPORT

CITIZENS' VIEWS ON MEDIA FREEDOMS IN MONTENEGRO

July 2012

AIM AND METHODOLOGY OF THE RESEARCH

The main goal of this research was to establish **how citizens perceive media freedoms in Montenegro**. The general part of the research covered a whole set of specific questions focused on specific aspects of media freedoms, which we believed citizens were competent to answer. It should be noted that this is the second in a series of researches carried out through a cooperative effort of OSCE and CEDEM. The first research had the same goal; the difference being that the previous research targeted media professionals themselves, with journalists and editors treated separately from the methodological perspective. In this context, in some cases we used identical and in some cases similar indicators, which allows comparability of result to an extent. More specifically, it is possible to see the extent to which the perceptions differ when media professionals and citizens are compared.

The research was a quantitative one – the aim was to “measure” citizens’ views on media freedoms. A special tool was developed for this purpose (questionnaire) with a total of 105 items. The sampling was double stratified, with random selection of respondents within chosen registration circles. The sample was representative of all adult citizens of Montenegro. A total number of respondents was 1 030, which ensures a standard statistical error in sampling of +/-3,1% with interval of trust of 95%, for occurrences with incidence of 50%. Poststratification was done by gender, age and national belonging, and the ponders range from 0.70 to 1.95. When the tool itself is concerned we mostly used ordinal scales. However, synthetic scores were developed during data processing for analytical purposes. These scores belong are of course of the interval type.

MAIN RESULTS OF THE RESEARCH

Since the main goal of the research was to measure views on media freedoms, and since this is a politically sensitive issue to a certain extent, we included the issue of trust in the institutions in the research. The main finding in this context (Fig 1 and Fig 2) shows that **the health and education systems enjoy the greatest trust of citizens, followed by the Serbian Orthodox Church, the EU, the President of Montenegro and Government of Montenegro.** On the other hand, citizens trust the least the Montenegrin Orthodox Church, political parties, NATO and the Hague Tribunal.

Fig 1. Trust in institutions %

POSITION	I have great trust	I mostly have trust	I mostly have no trust	I have no trust at all	No opinion on the subject
1. Government of Montenegro	16.3	30.4	21.1	20.6	11.6
2. President of Montenegro	23.6	25.0	20.8	20.0	10.5
3. Parliament of Montenegro	14.8	21.9	27.1	23.2	13.0
4. Judiciary	14.5	27.3	22.2	22.8	13.2
5. Police	17.1	29.2	22.4	19.2	12.1
6. Serbian Orthodox Church	33.6	21.4	8.9	13.6	22.5
7. Montenegrin Orthodox Church	12.2	15.4	12.8	32.2	27.5
8. Army of Montenegro	12.1	30.3	24.2	14.6	18.8
9. Political parties in Montenegro	7.4	24.7	29.1	23.6	15.3
10. Health system	18.1	41.9	20.2	9.9	10.0
11. Education system	19.6	39.8	18.6	10.9	11.1
12. European Union	17.3	32.2	15.2	19.4	16.0
13. NATO	14.7	18.6	19.7	27.5	19.4
14. The Hague Tribunal	11.5	21.0	16.7	29.1	21.6
15. Non-governmental organisations	10.3	33.1	21.4	16.0	19.2

A special synthetic score of trust in institutions was developed for the purpose of analysis. This score ranges from 0 (no trust at all) to 1 (complete trust). Given the variance, the cumulative score of trust in institutions covered trust in the Government, President, judiciary, Parliament and the police. The value of the score, as well as a graphical representation are shown in Fig 3. and Fig 4.

Fig 2. Trust in institutions – SUM great and mostly %

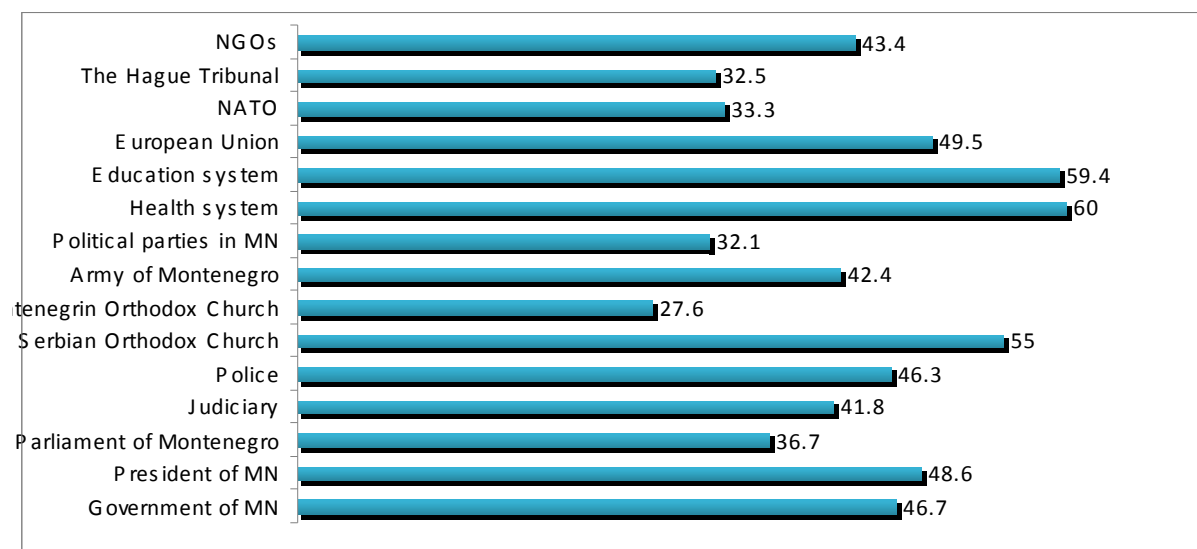
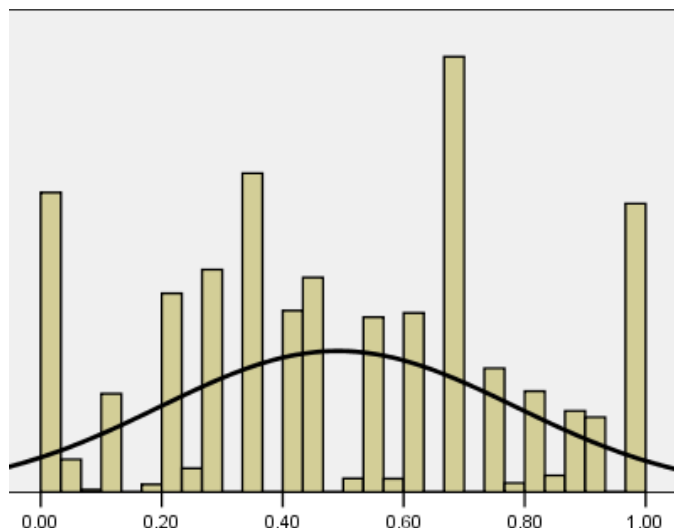


Fig 3. Trust in institutions – cumulative score

N	Valid	952
	Missing	78
Arithmetic mean		.4909
Median		.4667
Modus		.67
Standard deviation		.29333
Skewness		.065
Kurtosis		-.891
Minimum		.00
Maximum		1.00

Fig 4. Histogram of synthetic score of trust in institutions



In order reach a better understanding of views on media freedoms we measured viewership of TV stations (Fig 5. and Fig 6). For this purpose we used a five-degree ordinal scale ranging from 'I never watch' to 'I watch every day'. Cumulatively, we summed the ratings of TV stations through a score ranging from 0 (never watches) to 1 (watches every day). The results show that **TV Vijesti are the most watched TV station, followed by TV CG1**. On the other side, TV Montena, MBC and Elmag have the smallest viewership, while other TV stations are rather equal. Finally, for analytical purposes we developed a total INDEX, which is a cumulative score of TV viewership and ranges from 0 - minimum, to 1 – maximum (Fig 7 and Fig 8).

Fig 5 VIEWERSHIP TV %

	I never watch	I watch rarely	I watch sometimes	I watch regularly	I watch every day
TV CG I	12.3	16.6	30.1	24.9	16.1
TV CG II	13.3	26.6	33.8	14.9	11.4
TV IN	15.7	25.3	32.9	16.6	9.5
TV Atlas	17.2	28.0	30.9	15.4	8.5
TV Vijesti	10.1	12.5	18.8	31.3	27.2
TV Elmag	41.4	27.1	17.1	9.4	4.9
TV Montena	43.5	29.8	16.1	7.5	3.1
TV MBC	41.5	30.4	17.6	6.7	3.7
TV Pink	19.8	19.6	22.7	21.2	16.6
RTS	23.5	20.6	24.1	18.5	13.3
PRVA	22.2	17.9	26.2	19.6	14.1

Fig 6. Viewership TV- INDEX

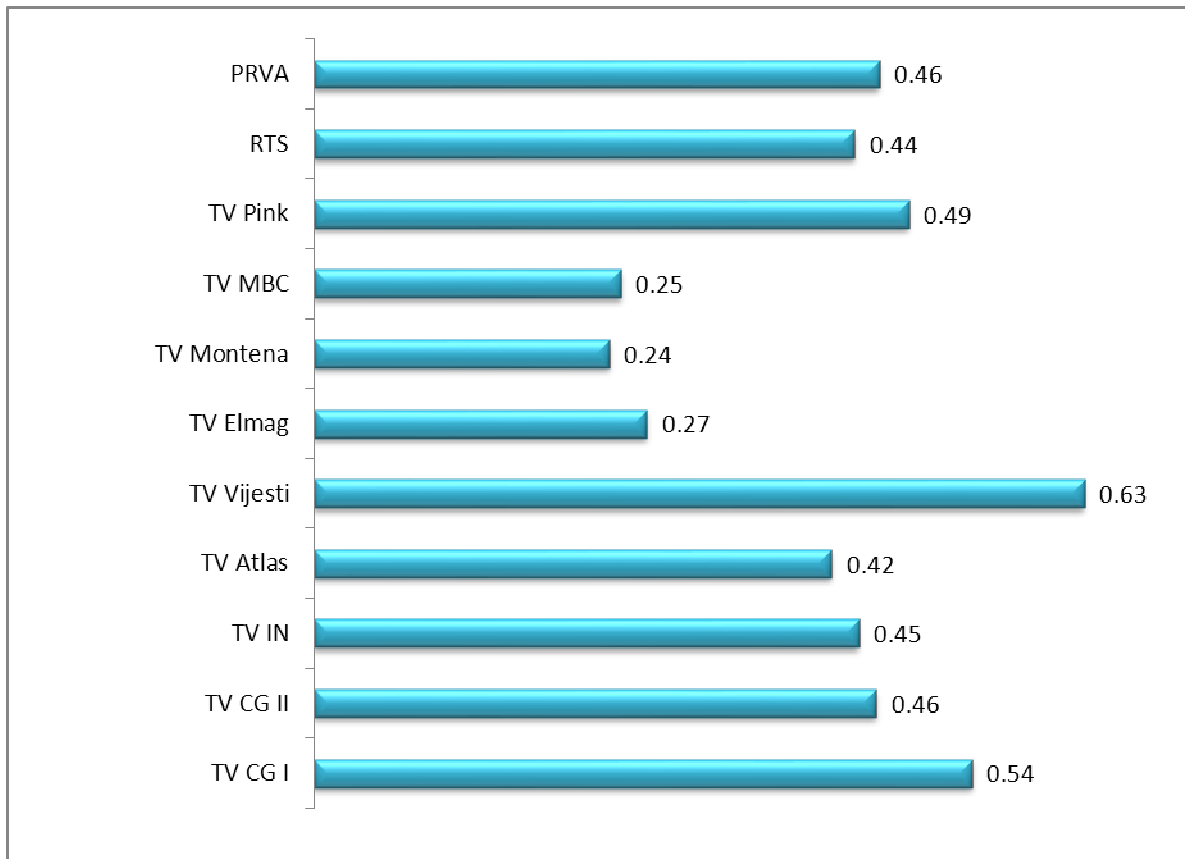
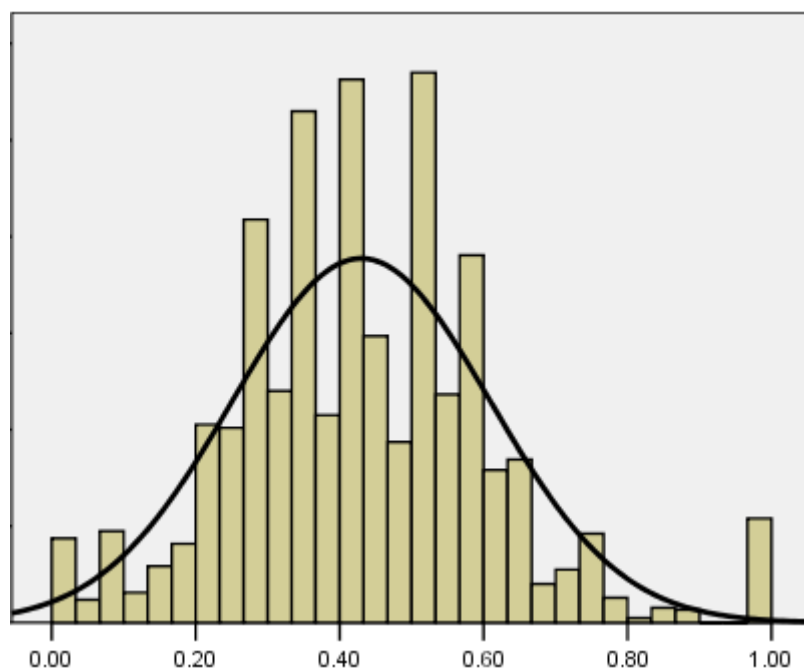


Fig 7. Viewership INDEX

N	Valid	1021
	Missing	9
Arithmetic mean		.4300
Median		.4318
Modus		.50
Standard deviation		.17982
Skewness		.423
Kurtosis		1.151
Minimum		.00
Maximum		1.00

Fig 8. Histogram of viewership INDEX



To measure trust in TV we used a four-degree scale, ranging from complete lack of trust to full trust (Fig 9. and Fig 10). The results show that **TV Vijesti enjoys the greatest trust of citizens, followed by TV CG1**. It is interesting to observe that differences in viewership between TV stations do not translate into difference in trust. In this case also, we developed a cumulative synthetic score of trust in TV, which ranges from 0 (minimum) to 1 (maximum).

Fig 9 Trust in TV

	I do not trust almost anything	I mostly do not trust	I mostly trust	I trust to a great extent
TV CG I	11.9	23.6	51.7	12.8
TV CG II	13.0	32.8	43.2	11.0
TV IN	12.5	31.1	47.7	8.7
TV Atlas	12.5	27.7	49.2	10.6
TV Vijesti	8.4	19.2	48.1	24.2
TV Elmag	24.4	32.0	38.8	4.8
TV Montena	25.2	35.3	36.4	3.1
TV MBC	25.1	36.5	33.9	4.4
TV Pink	18.5	26.8	44.6	10.2
RTS	14.8	24.6	47.5	13.0

PRVA	14.1	25.8	48.5	11.6
------	------	------	------	------

Fig 10. Trust - INDEX

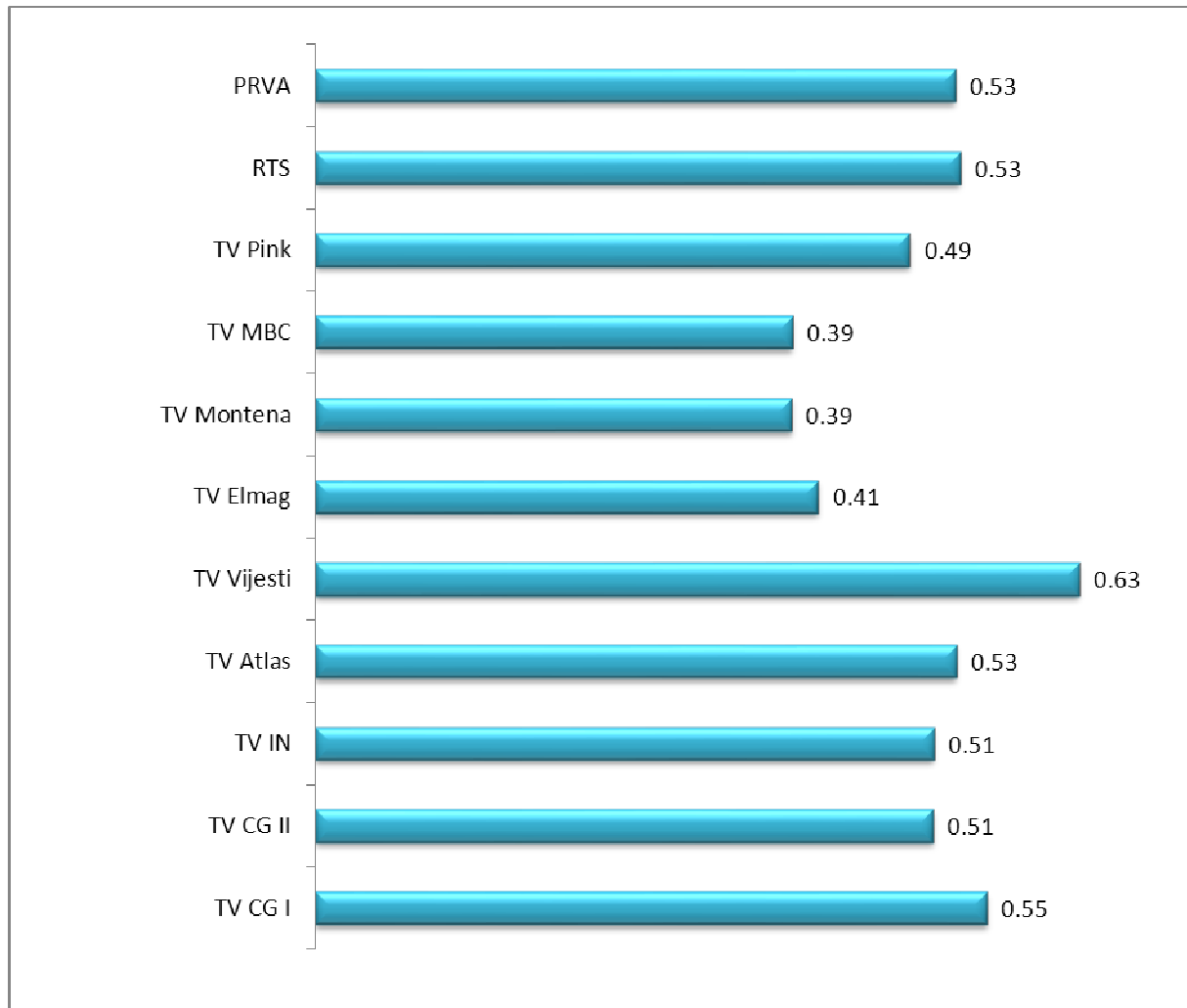
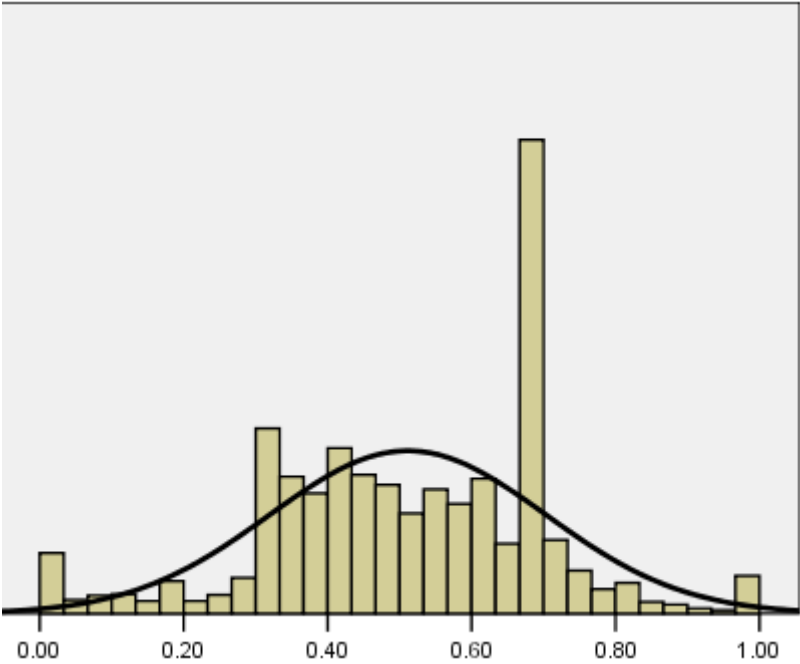


Fig 11. INDEX of trust in TV stations

N	Valid	1014
	Missing	16
Arithmetic mean		.5113
Median		.5155
Modus		.67
Standard deviation		.19206
Skewness		-.362
Kurtosis		.368
Minimum		.00

Maximum	1.00
---------	------

Fig 12. Histogram of INDEX of trust in TV stations



To measure readership we also used a five-degree ordinal scale on the basis of which we developed scores for all print media. The scale ranges from 0 (minimum) to 1 (maximum). The results of measuring show (Fig 13 and Fig 14) that the daily **VIJESTI is the most read newspaper, followed by DAN and POBJEDA**. Like in previously described cases, for analytical purposes we used a cumulative readership INDEX of print media, which ranges from 0 (minimum) to 1 (maximum). The values of the score are shown in Fig 15. and Fig 16.

Fig 13. Readership of print media %

	I never read	I read rarely	I read sometimes	I read on a rather regular basis	I read almost each issue
Pobjeda	38.1	15.7	14.3	23.8	8.0
Vijesti	21.1	13.3	27.1	22.1	16.4
DAN	27.9	16.9	23.4	20.0	11.8
Dnevne novine	39.3	19.9	19.3	13.8	7.7

Monitor	48.9	18.3	16.8	12.8	3.1
---------	------	------	------	------	-----

Fig 14. Readership of print media - INDEX

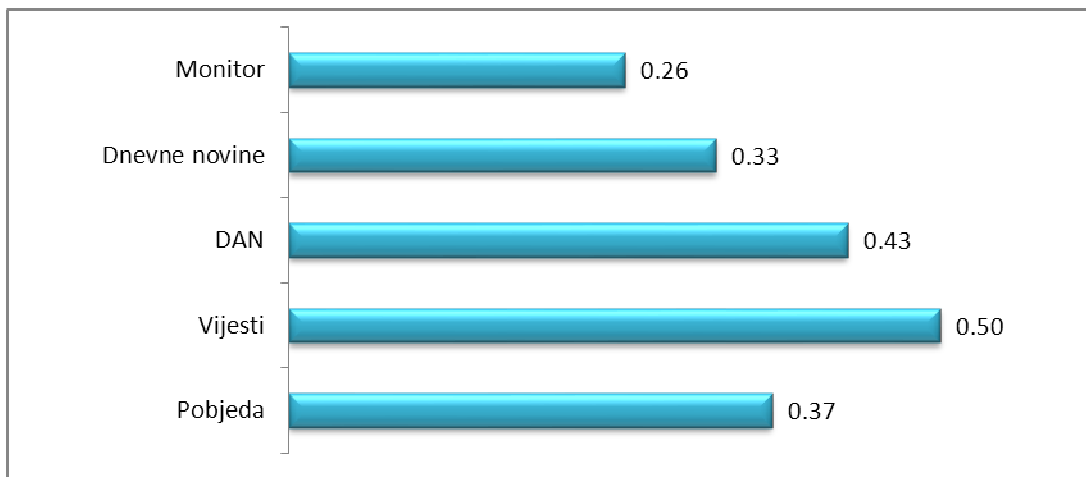
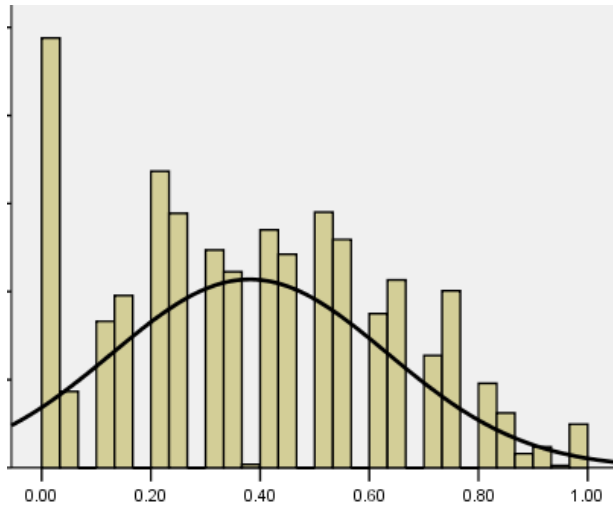


Fig 15. Readership of print media INDEX

N	Validno	1016
	Missing	14
Arithmetic mean		,3810
Median		,3647
Modus		,00
Standard deviation		,25267
Skewness		,213
Kurtosis		-,797
Minimum		,00
Maximum		1,00

Fig 16. Histogram of readership of print media INDEX



Finally, when TV stations are concerned, we measured trust in the print media at a four-degree ordinal scale (Fig 17), and also developed an INDEX of trust at a scale of 0 (minimum) to (maximum) for each print media individually (Fig 18). **Citizens trust Vijesti the most.** Lastly, we used the same template to develop a cumulative synthetic INDEX of trust in the media (Fig 19. and Fig 20) at an identical scale from 0 – minimum to 1 – maximum.

Fig 17. Trust – print media %

	I trust them almost nothing	I mostly do not trust them	I mostly trust them	I trust them to a large extent
Pobjeda	26.3	20.0	43.8	9.9
Vijesti	13.3	23.3	44.1	19.3
DAN	18.3	24.4	43.8	13.5
Dnevne novine	26.6	25.4	41.3	6.6
Monitor	32.2	25.6	34.4	7.8

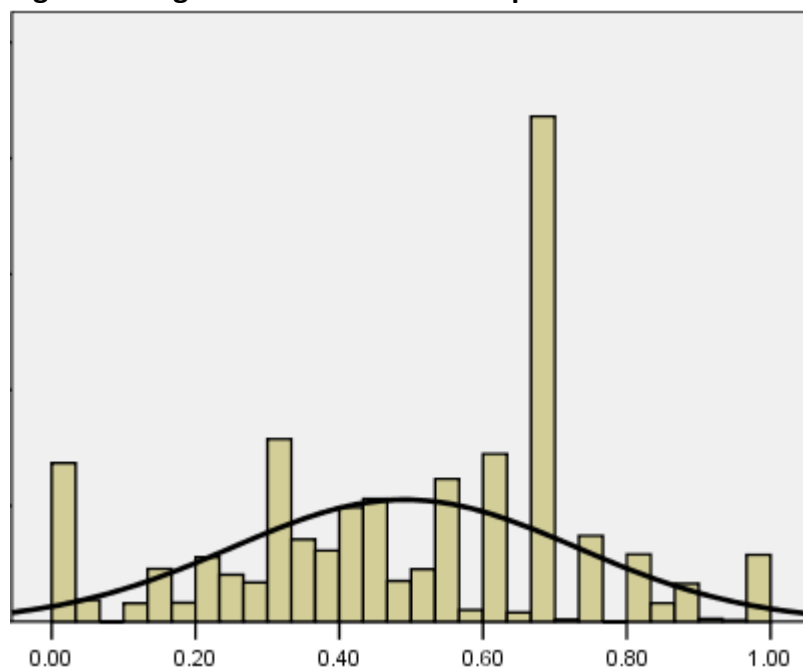
Fig 18. Trust – print media - INDEX



Fig 19. INDEX of trust in print media

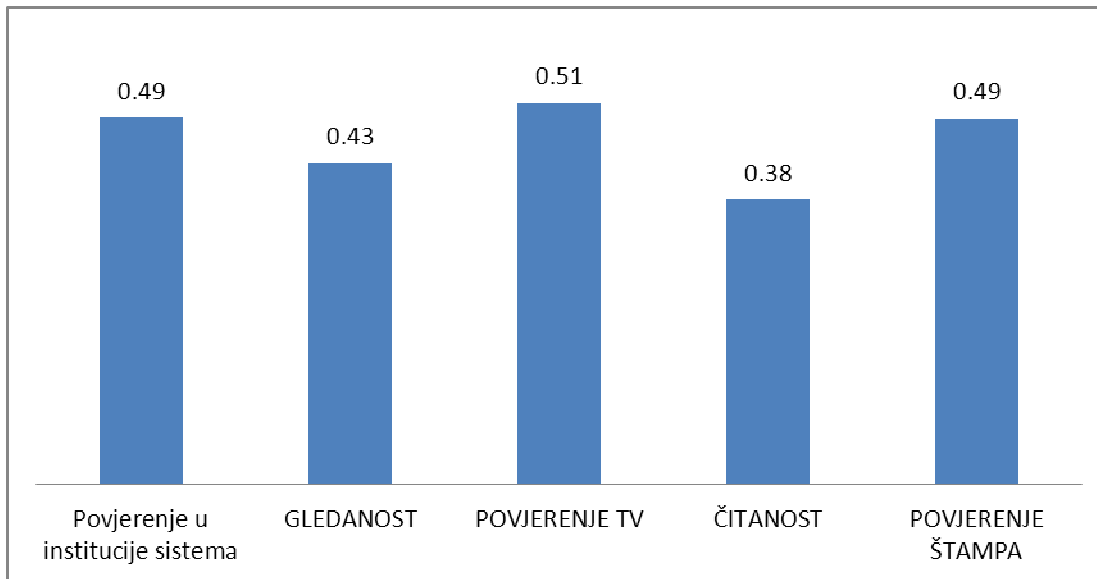
N	Valid	953
	Missing	77
Arithmetic mean		.4908
Median		.5340
Modus		.67
Standard deviation		.24065
Skewness		-.303
Kurtosis		-.382
Minimum		.00
Maximum		1.00

Fig 20. Histogram of INDEX of trust in print media



If we compare mean values of viewership, readership and trust in the media and institutions (Fig 21), we can notice a few interesting things. First of all, **the value of trust in institutions of the system is identical to the value of trust in print media, while trust in TV has somewhat higher value compared to these two.** Furthermore, it is interesting to note that trust in TV and print media is higher than viewership or readership respectively. Finally, citizens watch TV more than they read the press, from which we can assume their perceptions of media freedoms are shaped more by TV programmes than by newspaper pages.

Fig 21. Mean values of viewership/readership and trust



When general perceptions are concerned, including first of all the direction in which the country is headed, **more citizens believe that Montenegro is headed in the right direction compared to the number of those who think that Montenegro is headed in a wrong direction** (Fig 22). Furthermore, those who think Montenegro is headed in the right direction have more trust in institutions of the system and the media, and watch TV more that they read press (Fig 23).

Fig 22. Montenegro is headed: %

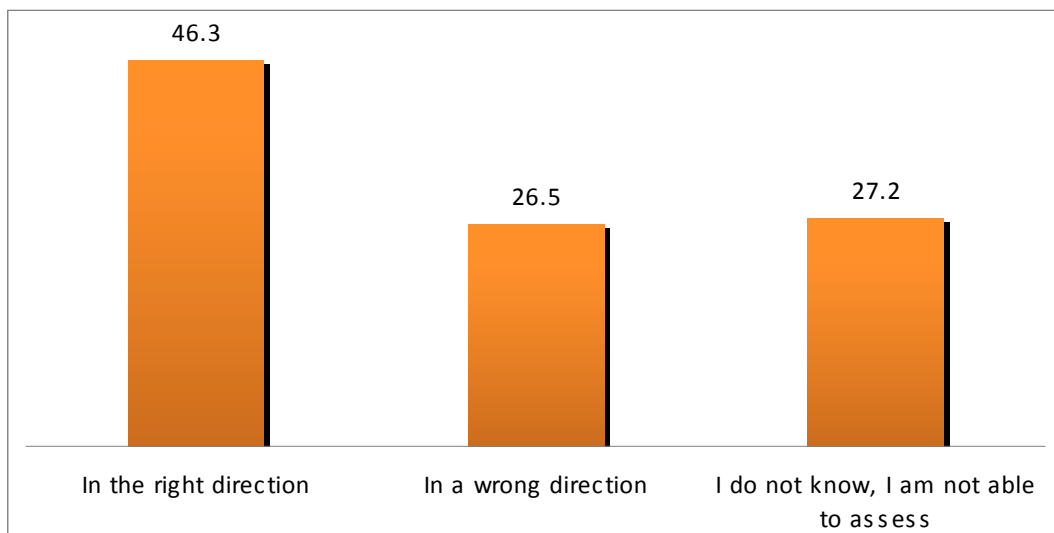
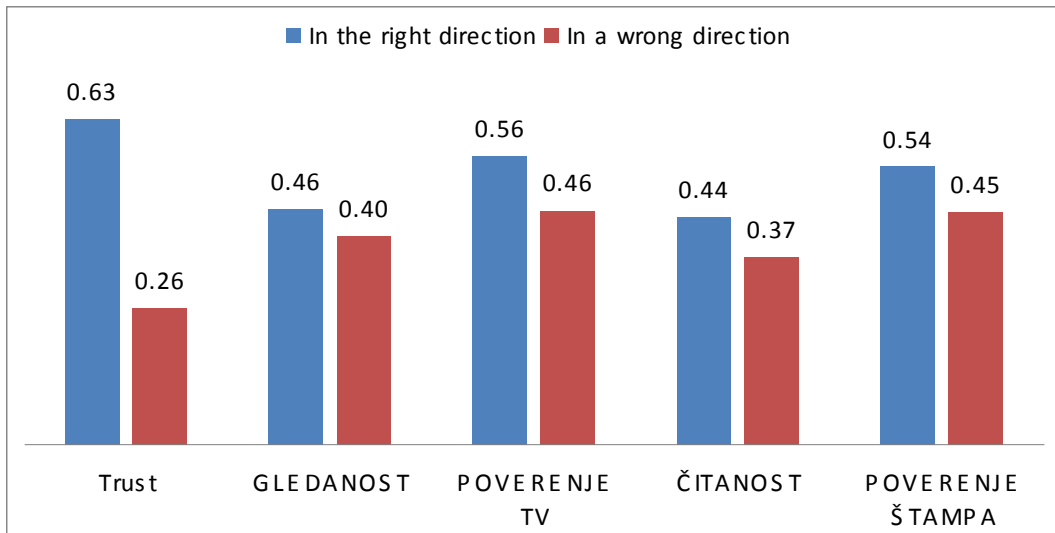


Fig 23. The direction in which Montenegro is headed and viewership/readership/trust



Cumulatively, around 58% citizens are satisfied with the state of democracy in Montenegro (Fig 24). There is a linear link between satisfaction with democracy and trust in institutions and the media, as well as with viewership/readership (Fig 25) – the more citizens are satisfied with the state of democracy, the more they trust institutions and the media and the more they view/read media content.

Fig 24. Generally speaking, to what extent are you satisfied with the state of democracy in Montenegro? %

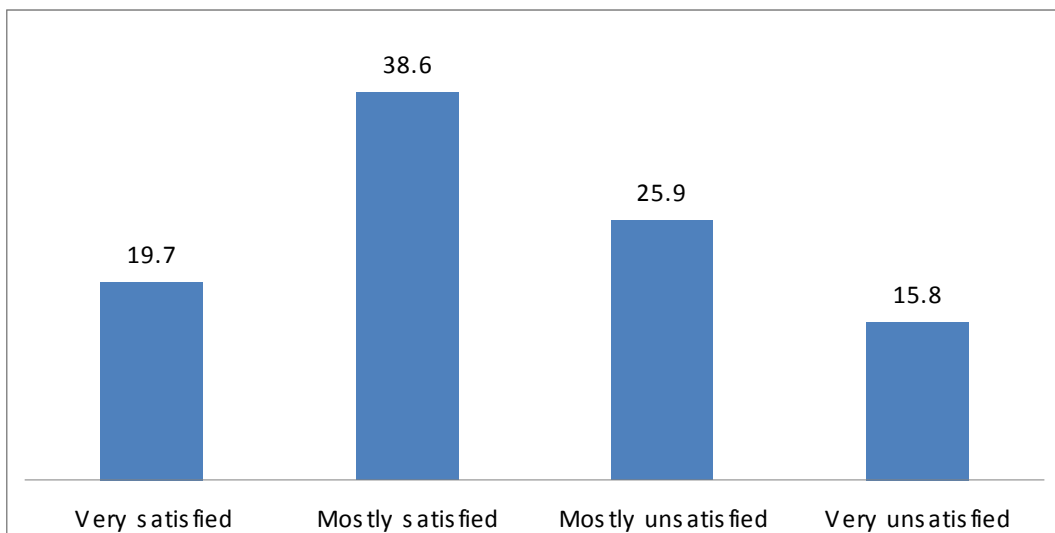
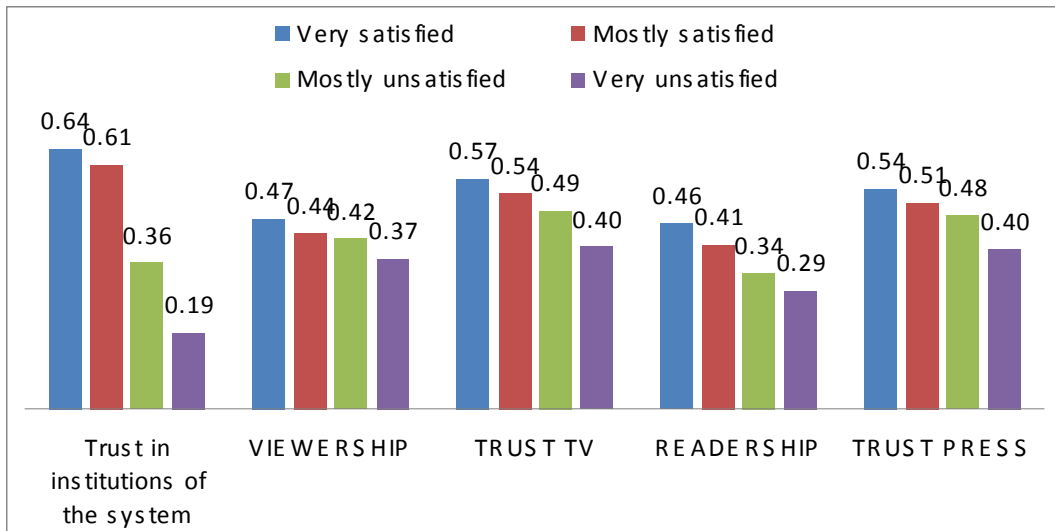


Fig 25. Satisfaction with the state of democracy and viewership/readership/trust



The research also measured optimism by comparing positive views/perceptions to pessimism (Fig 26). Like in the previous case, optimism is positively correlated with trust in institutions and the media, as well as with viewership/readership (Fig 27).

Fig 26. In your opinion, what will be the state of democracy in Montenegro over the next five years %

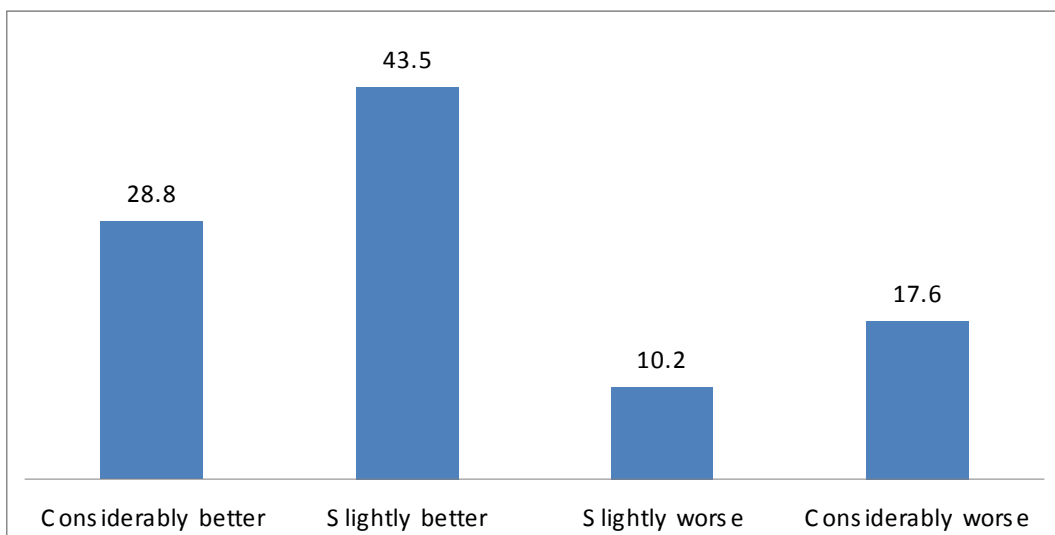
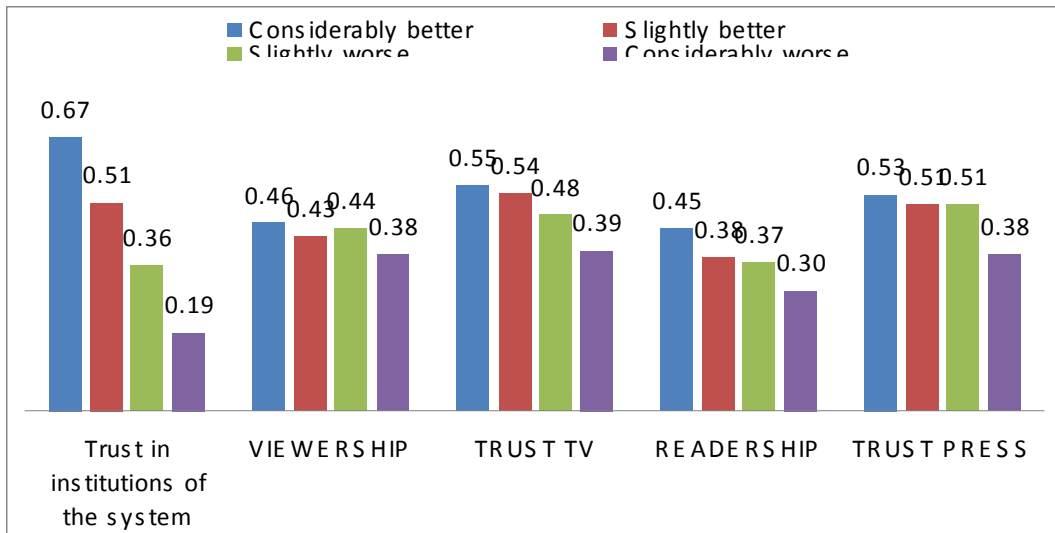


Fig 27. In your opinion, what will be the state of democracy in Montenegro over the next five years (viewership/readership/trust)



Around 45% of citizens perceive the state of media freedoms in Montenegro as positive (Fig 28), and in distribution each fifth thinks that media freedoms are at a very high level. Again, like in previous cases, those who perceive media freedoms as being at a high level watch/read media contents more and also have more trust in institutions of the system and the media (Fig 29).

Fig 28. If you were to evaluate the state of media freedoms in Montenegro, would you say that media freedoms are %

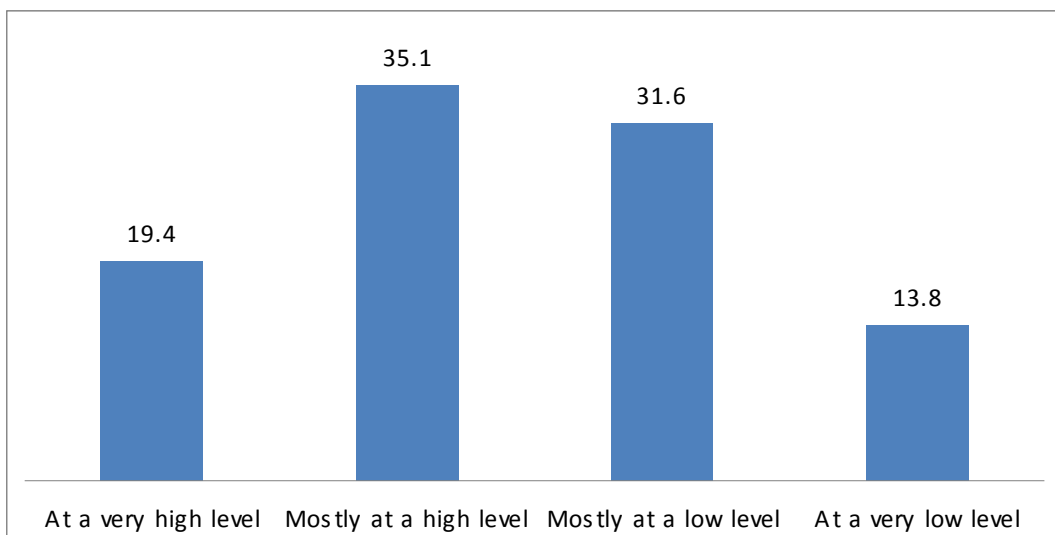
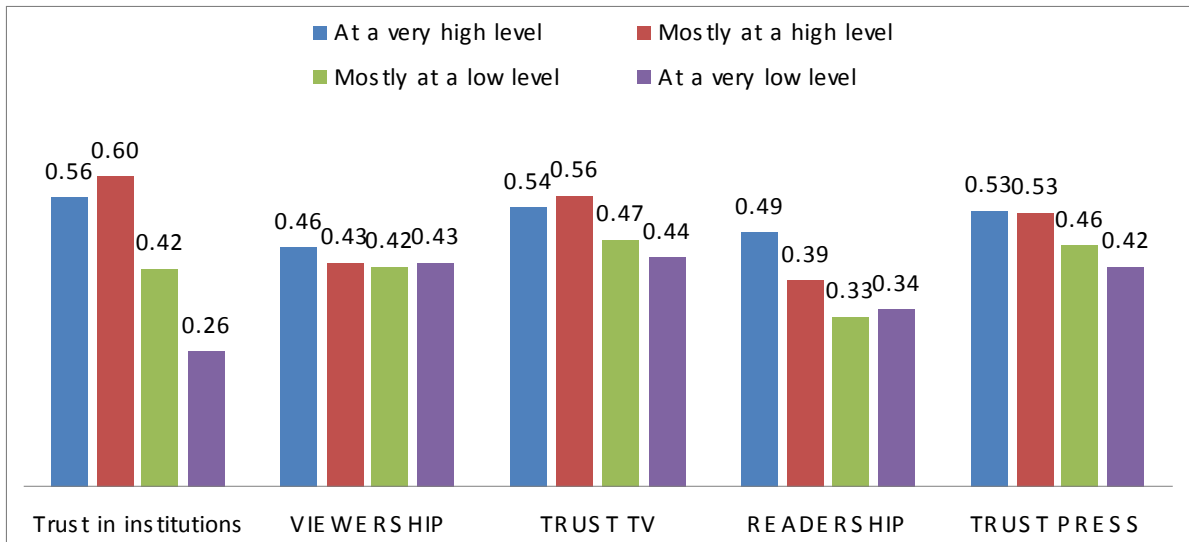


Fig 29. If you were to evaluate the state of media freedoms in Montenegro, would you say that media freedoms are/ viewership/readership/trust



When perceptions of violations of media rights and freedoms are concerned **nearly every second respondent think they happen, but are not that pronounced, compared to over 1/3 those who think they are violated to a large extent** (Fig 30). It is interesting to note that those who think media freedoms are violated to a large extent also read the press more, but have less trust in what they read compared to those who believe that violations of media rights and freedoms happen occasionally (Fig 31). On the other hand, those who think that violations of media freedoms are not a problem have more trust in institutions of the system, and also watch TV more and have more trust in what they watch on TV.

Fig 30. It not rare that you can hear about violations of media rights and freedoms. What is your view on this? %

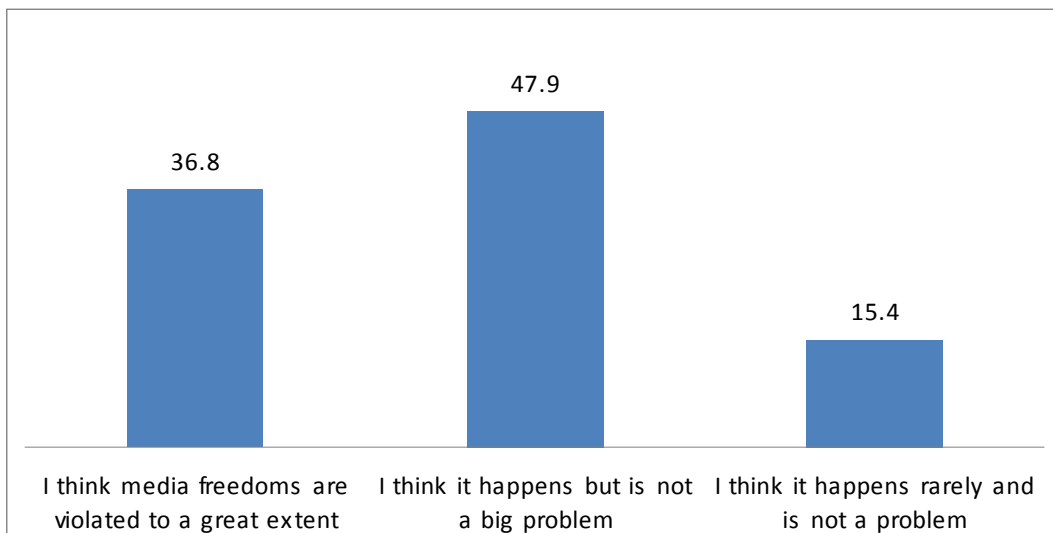
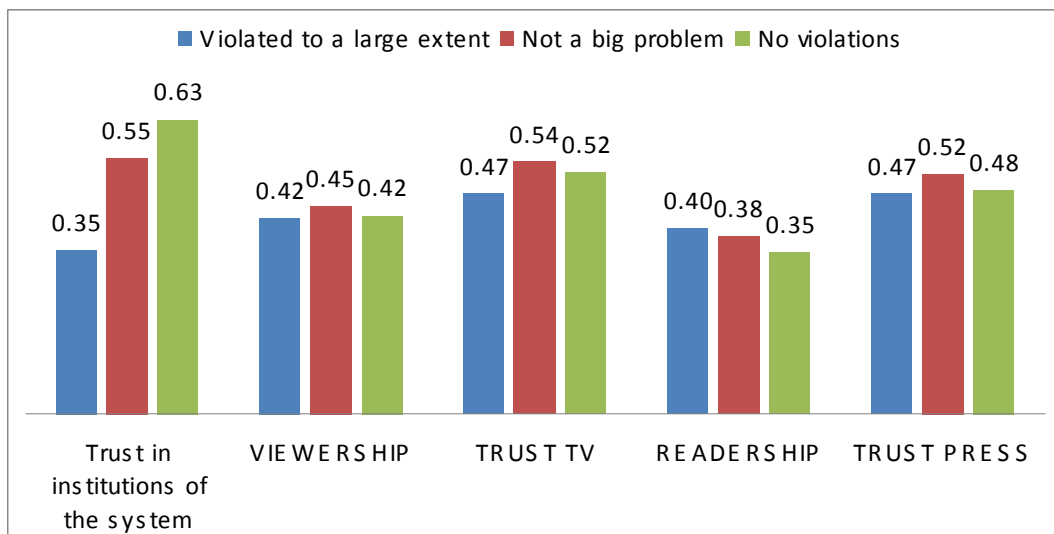


Fig 31. It not rare that you can hear about violations of media rights and freedoms. What is your view on this viewership/readership/trust



When asked to provide examples of violations of media freedoms (Fig 32), at first of 1 030 respondents only 104 cited specific examples. The most frequently cited examples **involved attacks on journalists. More precisely, the examples concerned attacks on Olivera Lakic and the Mugosa case, as well as murder of Dusko Jovanovic and burning of Vijesti vehicles.**

Fig 32. Examples of violations of media rights and freedoms

Example	N
Attack on Vijesti journalist	1
Burning of Vijesti vehicles	1
They beat journalists	1
Discrimination against Dan journalists	1
Physical attack on journalists	1
Mayor's attack on journalists	1
Stoning of Vijesti vehicle	1
Komljenovic	1
Lakic case	1
Lakic	2
Luksic's phone records affair	2
Milacic is humiliated	1
Mugi	1
Mugi and Pejovic	1
Mugosa Pejovic	1
Mugoša hit a journalist	3
At every step	2
Mugosa's attack	2

Mugosa’s attack on journalists	2
Attack on Dusko J.	1
Attack on Jovovic	1
Attack on Milo Džakovic	1
Attack on journalist	1
Attack on journalists	1
Attack on Vijesti journalists	2
Attack on journalist Mumirovic	1
Attack on a journalist in front of her building	9
Attack on Olivera Lakic in front of her home	1
Attack on Pejovic of Vijesti	1
Attack on Vijesti	1
Attack on Vijesti journalist	1
Attacks on Vijesti journalists	4
Attacks on journalists	4
No Dan journalist at sports matches	1
Journalists are making a mountain out of a molehill	1
Vijesti’s journalist Lakic	1
Olivera Lakic	1
Burning of cars	1
Burning of automobiles	1
Burning of automobiles	1
Burning of Vijesti automobiles	2
Burning of RTV Vijesti vehicles	1
Following and eavesdropping	1
Beating of journalists	1
Beating of journalists	1
Journalist beaten up	1
Threatening letters	1
Threatening letters to Vijesti	1
Threats	1
Threats to Marko Milacic	1
Threats to journalists	2
Threats to journalists	2
Threats, beating of journalists	1
Olivera Lakic case	1
Milacic and similar case where journalists were mistreated	1
Car burning	3
Occasional cases	1
Marko Milacic’s suspension	1

They beat journalists	2
D. Jovanovic's murder	1
Dusko's mureder	1
Duska Jovanovic murder	1
Journalists prohibited from reporting	1
Prohibition to broadcast Vijesti in Podgorica	1
Dan journalists prohibited to report from football games	1
Attacks	1
Attacks on journalist	1
Burning of cars	1
They burn cars	1
Car burning	1
Burning of vehicles	1
Beating of Vijesti journalist	1
Dan prohibited from covering our games	1
Burning, Vijesti	1
Beating of journalists	1
They are blackmailing	1
TOTAL	104

However, despite the previously highlighted fact that there are more citizens who believe that freedom of the media is not a problem than those who think otherwise, **when asked to assess how severe the problem of attacks on journalists is, over 30% of citizens believe that this is a very serious problem, with over 37% of those who think this is a rather pronounced problem** (Fig 33). Again, like in the previous case, readership is linked to critical views. Namely, the more they read print media, the more critical their views regarding these questions are (Fig 34). This however does not hold true for TV viewership, which is even for all categories of views. It is interesting that in this analytics trust in a type of the media is divided, namely, those who think that pressures and threats are a problem trust the print media more compared to those who think this is not a problem. On the other hand, the situation is opposite when TV is concerned. Finally, the information about trust in the institutions clearly shows that trust in the institutions is considerably higher in citizens who

think that attacks on journalists are a serious problem compared to those who think this is not a serious problem.

Fig 33. Generally speaking, to what extent in your opinion are pressures, threats and attacks on journalists and the media a serious problem in Montenegro today? %

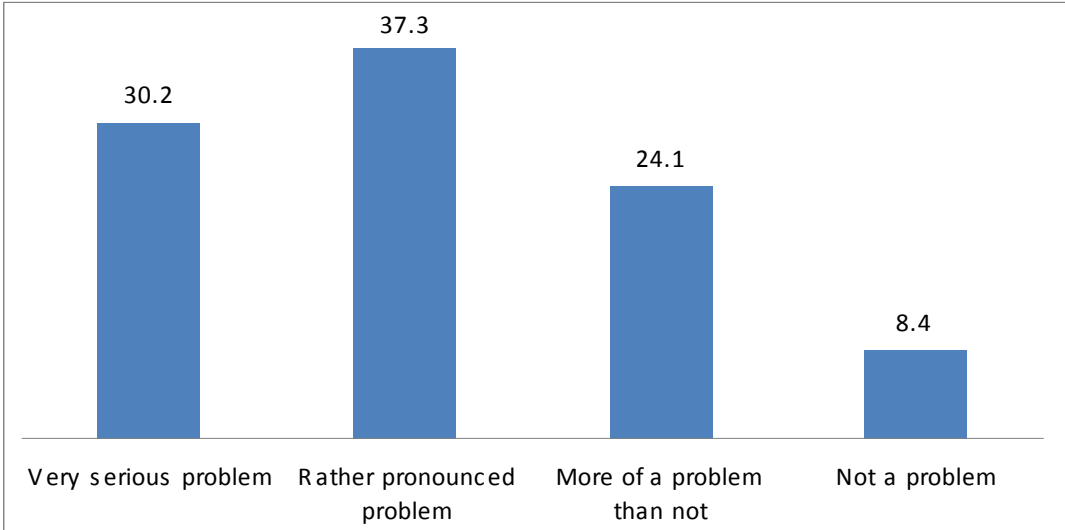
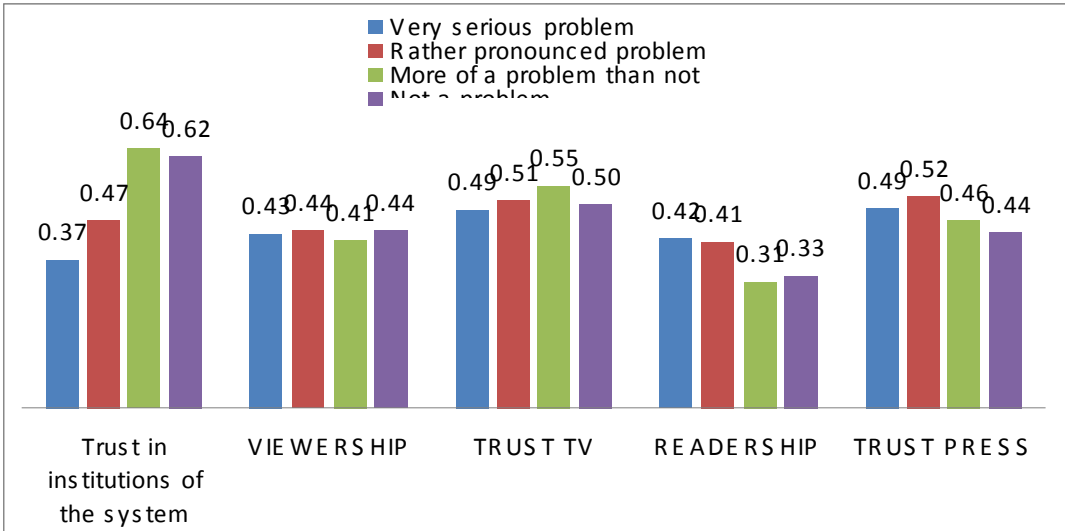


Fig 34. Generally speaking, to what extent in your opinion are pressures, threats and attacks on journalists and the media a serious problem in Montenegro today? Viewership/Readership/Trust



When the level of protection of journalists in Montenegro is concerned (Fig 35) a majority of citizens think their rights are mostly protected. Therefore, in connection with the previous question, a majority think that rights if journalists are protected, but at the same time that attacks on journalists are a serious problem. It is interesting that those who think that journalists are protected in Montenegro watch TV and read newspapers more and have a higher degree of trust in the media (Fig 36).

Fig 35. Are journalists, in your opinion, protected enough in Montenegro %

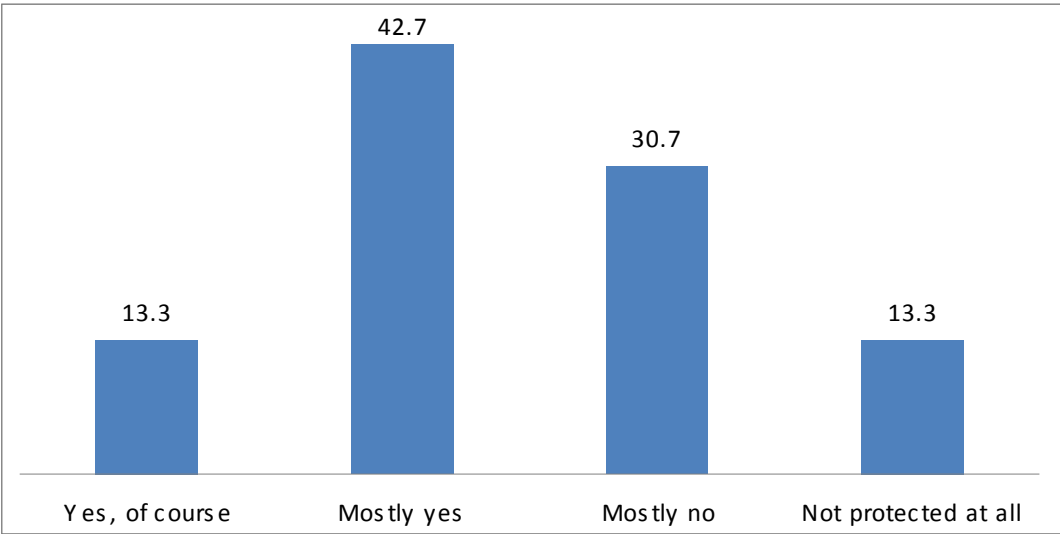
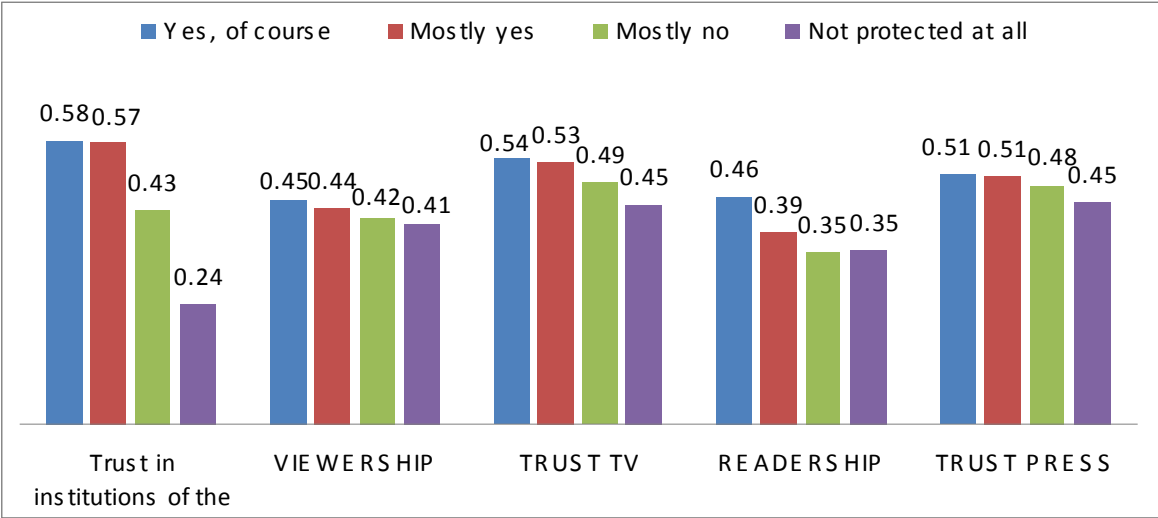


Fig 36. Are journalists, in your opinion, protected enough in Montenegro / Viewership/Readership/Trust



An absolute majority of citizens think that the state should introduce special measures to provide additional protection to journalists (Fig 37). However, it is interesting that those who think that the state should not introduce special measures to protect journalists have a higher degree of trust in the institutions and the media, while viewership/readership/trust itself between the two opposing categories is at a similar level (Fig 38).

Fig 37. Do you think the state should introduce special measures to provide additional protection to journalists? %

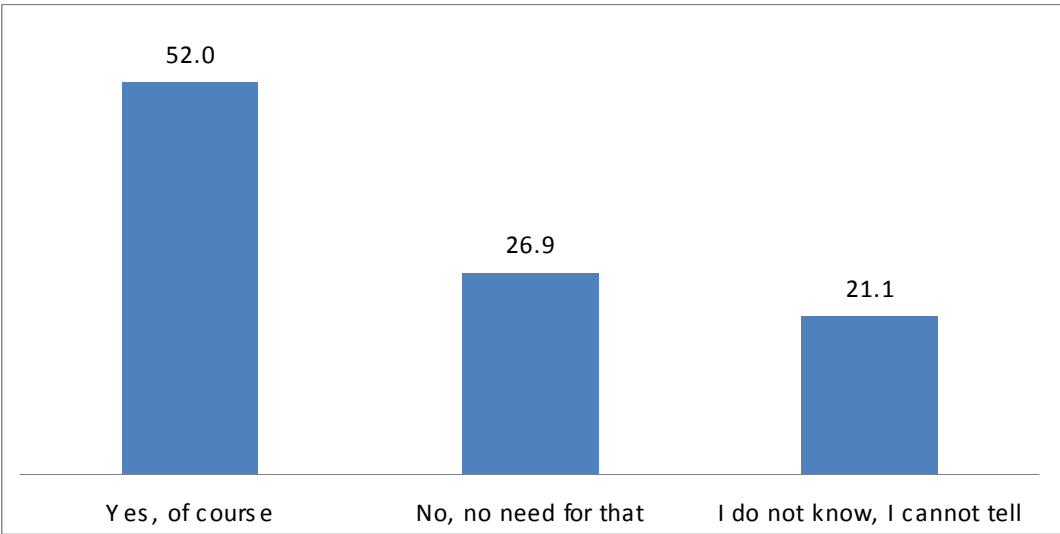
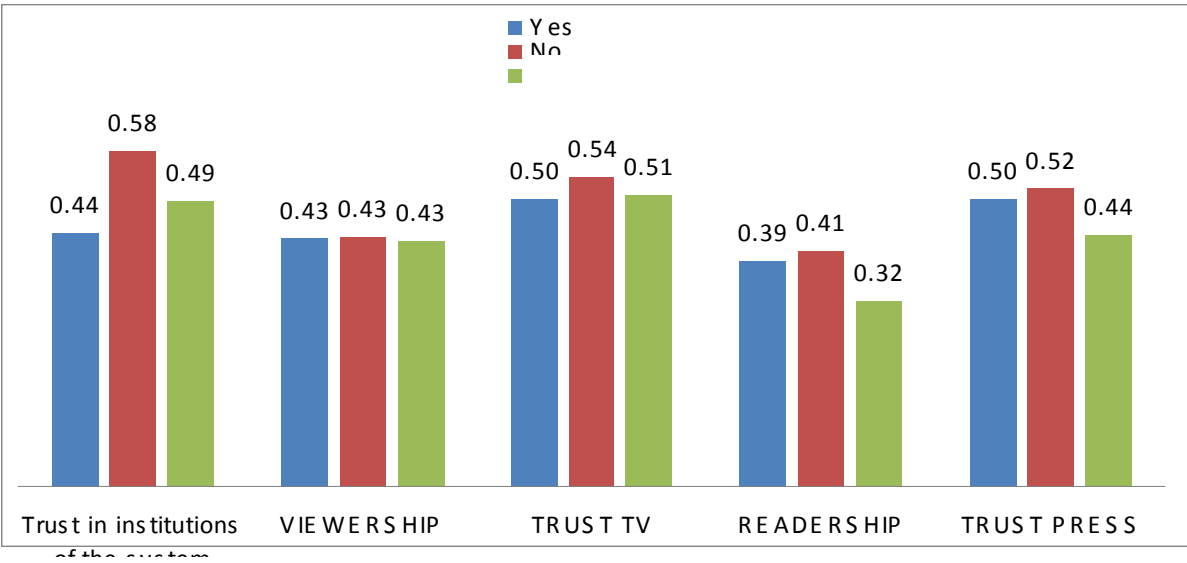


Fig 38. Do you think the state should introduce special measures to provide additional protection to journalists? Viewership/Readership/Trust



When measures to protect journalists are concerned, **nearly 55% of citizens support the measure which would make attacks on journalists attacks on officials performing their official duties** (Fig 39). However, those who think that this measure should be introduced have more trust in institutions, and read and watch media content a bit more, whereas the trust in the media is at an even level when we compare proponents of the two opposing views on this issue (Fig 40).

Fig 39. One of the proposals that can be heard in the public debate is that the Criminal Law should be amended so as to make an attack on a journalist punishable as an attack on an official performing his or her duties. Would you personally support such a law? %

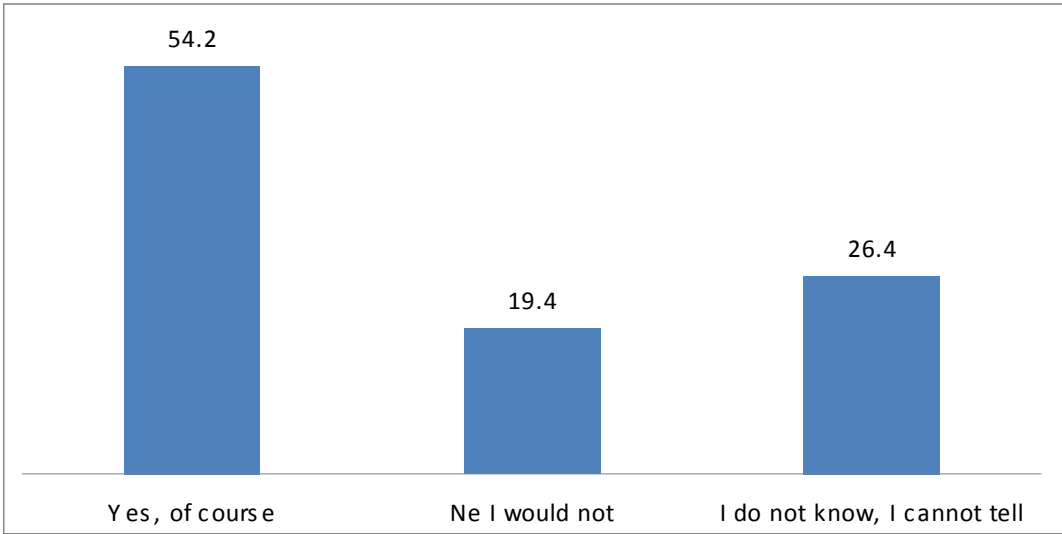
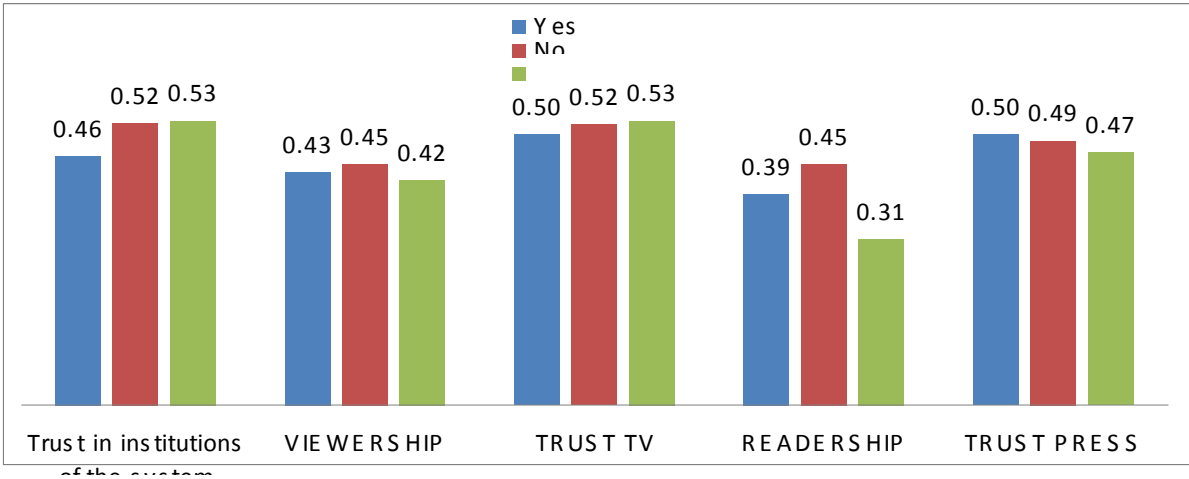


Fig 40. One of the proposals that can be heard in the public debate is that the Criminal Law should be amended so as to make an attack on a journalist punishable as an attack on an official performing his or her duties. Would you personally support such a law? Viewership/Readership/Trust



When political support provided by the media is concerned, **a majority of citizens (nearly 45%) think that some media support the Government and that others support the opposition** (Fig 41). However, when we compare the number of those who think that the media support either the Government or the opposition, we can note that the number of those who think that the media are more inclined to the Government than they are to the opposition is three times higher (which is interesting given that a pejorative opinion in the general political communication is that the media are mostly critical of the Government).

Furthermore, those who think that the media support the Government have less trust in the institutions of the system and the media and less watch/read media contents compared to those who think that the media support the opposition (Fig 42)

Fig 41. Some think that the media generally inform the public in a way that is supportive of the Government, while others think that the media generally support the opposition. What is your view on this? %

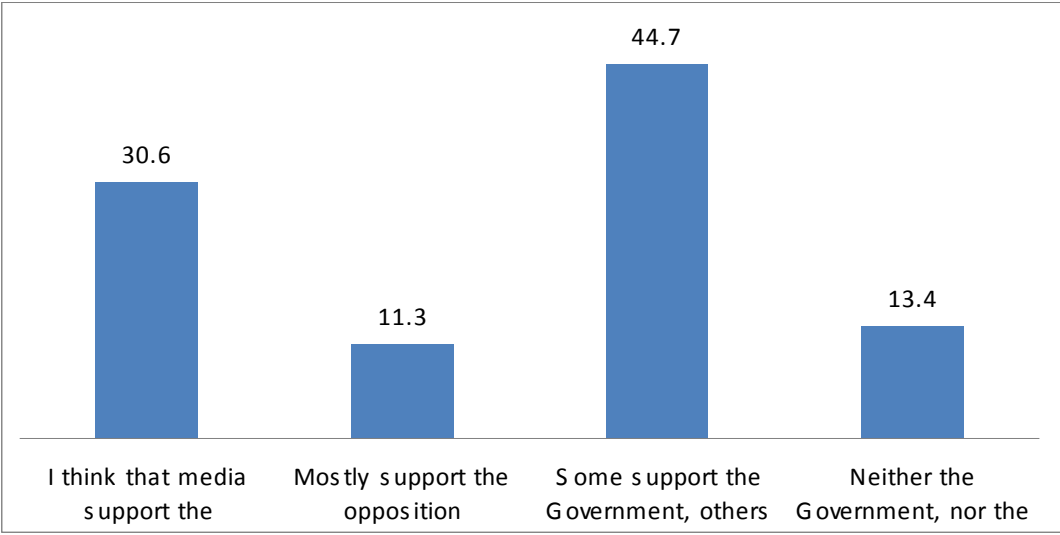
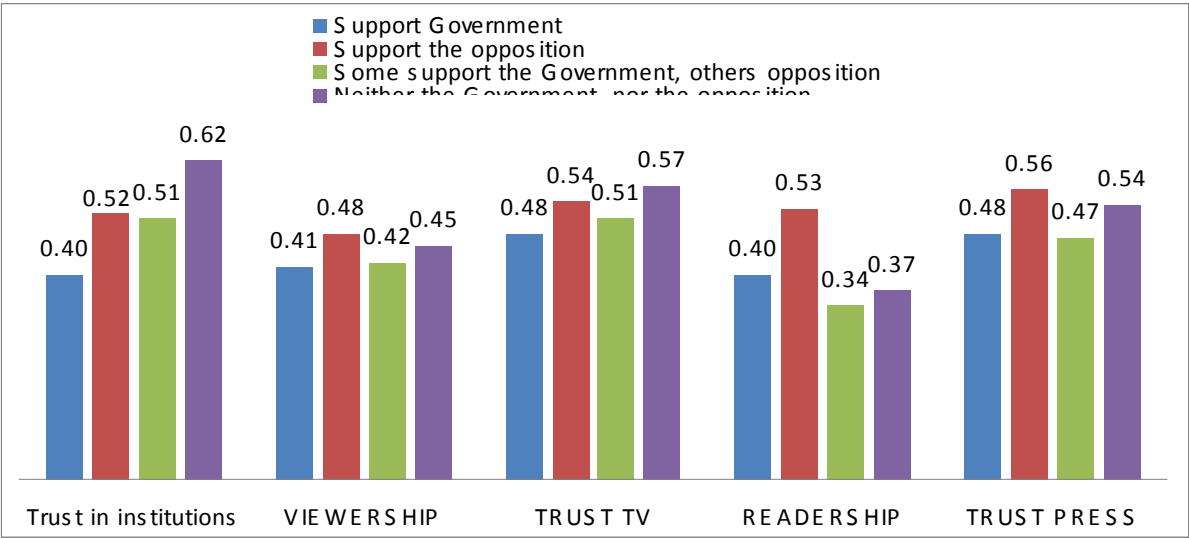


Fig 42. Some think that the media generally inform the public in a way that is supportive of the Government, while others think that the media generally support the opposition. What is your view on this? Viewership/Readership/Trust



When interests are concerned (Fig 43), the number of respondents included in our sample who think that the media work in the interest of politicians is identical to the number of those who think that the media work in the interest of their owners, whereas those who think the media work in the interest of citizens are in minority. Furthermore, all three categories of respondents watch TV more or less equally, whereas those who think that the

media work in the interest of citizens have more trust in institutions of the system and also read newspapers more (Fig 44). It is however interesting that those who think that the media predominantly work in the interest of the owners have more trust in institutions of the system and TV compared to those who think the media work in the interest of politicians.

Fig 43. In your opinion, do the media mostly work for politicians and their interests or for citizens and their interests or for interests of media owners?%

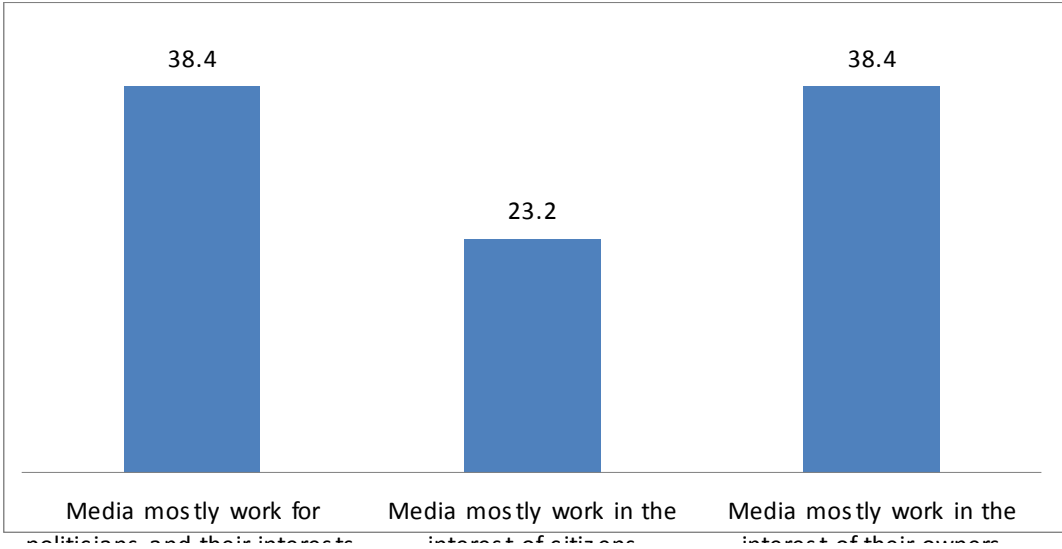
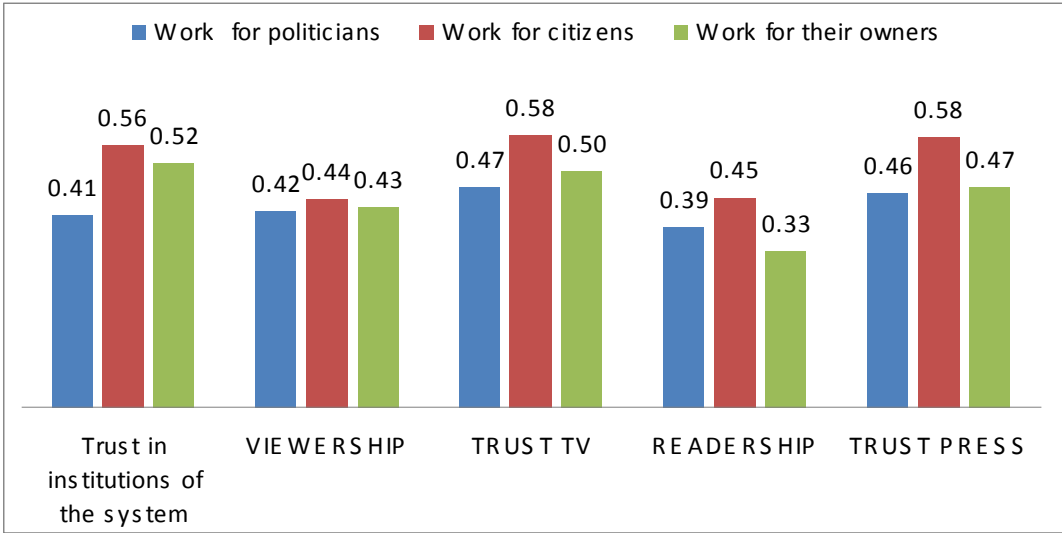


Fig 44. In your opinion, do the media mostly work for politicians and their interests or for citizens and their interests or for interests of media owners/ Viewership/Readership/Trust



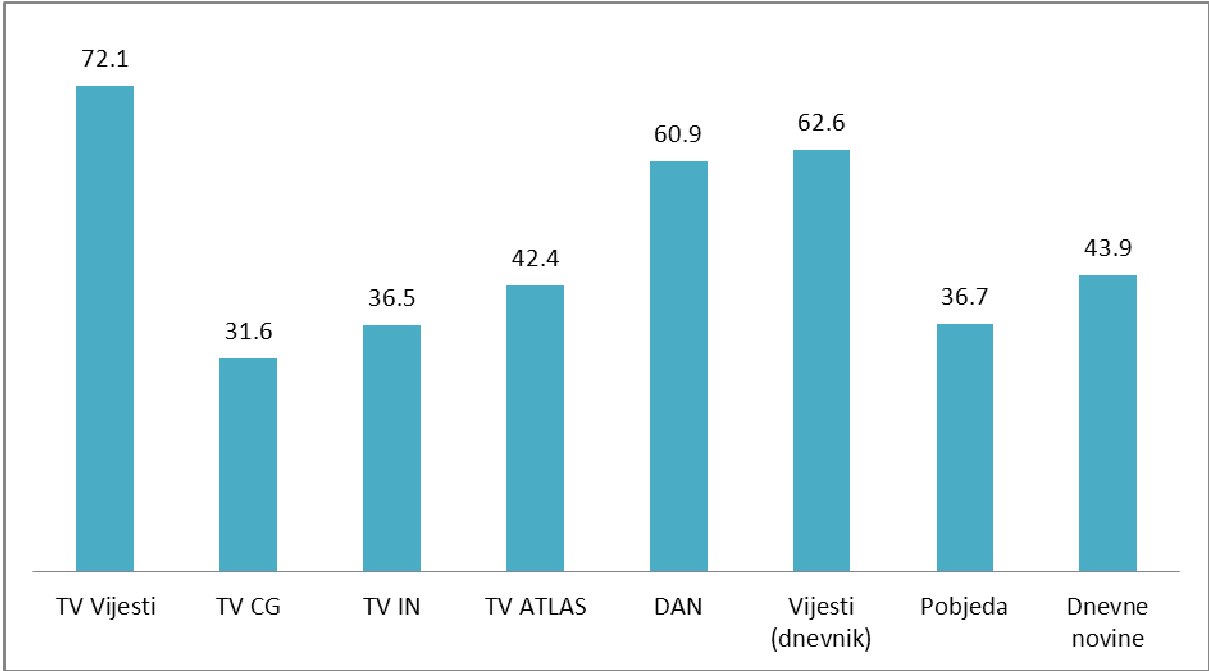
For each of the media outlets in Montenegro, citizens rated the level in which they are independent from the Government and power structures (Fig 45 and Fig 46). **TV Vijesti was assessed as the most independent, followed by the daily Vijesti, and daily Dan.** Other

media, according to citizens are less independent from the Government, and the least independent from the Government is RTCG.

Fig 45. In your opinion, to what extent are the media listed below independent from the Government and government structures?

	Fully independent	Mostly independent	Mostly not independent	Not independent at all
TV Vijesti	20.1	52.0	17.4	10.5
TV CG	9.3	22.3	41.1	27.3
TV IN	8.5	28.0	43.1	20.4
TV ATLAS	11.0	31.4	36.5	21.1
DAN	20.4	40.5	25.2	13.9
Vijesti (daily)	22.0	40.6	24.1	13.3
Pobjeda	7.1	29.6	35.1	28.2
Dnevne novine	7.6	36.3	35.8	20.2

Fig 46. In your opinion, to what extent are the media listed below independent from the Government and government structures - % SUM: Mostly and fully independent



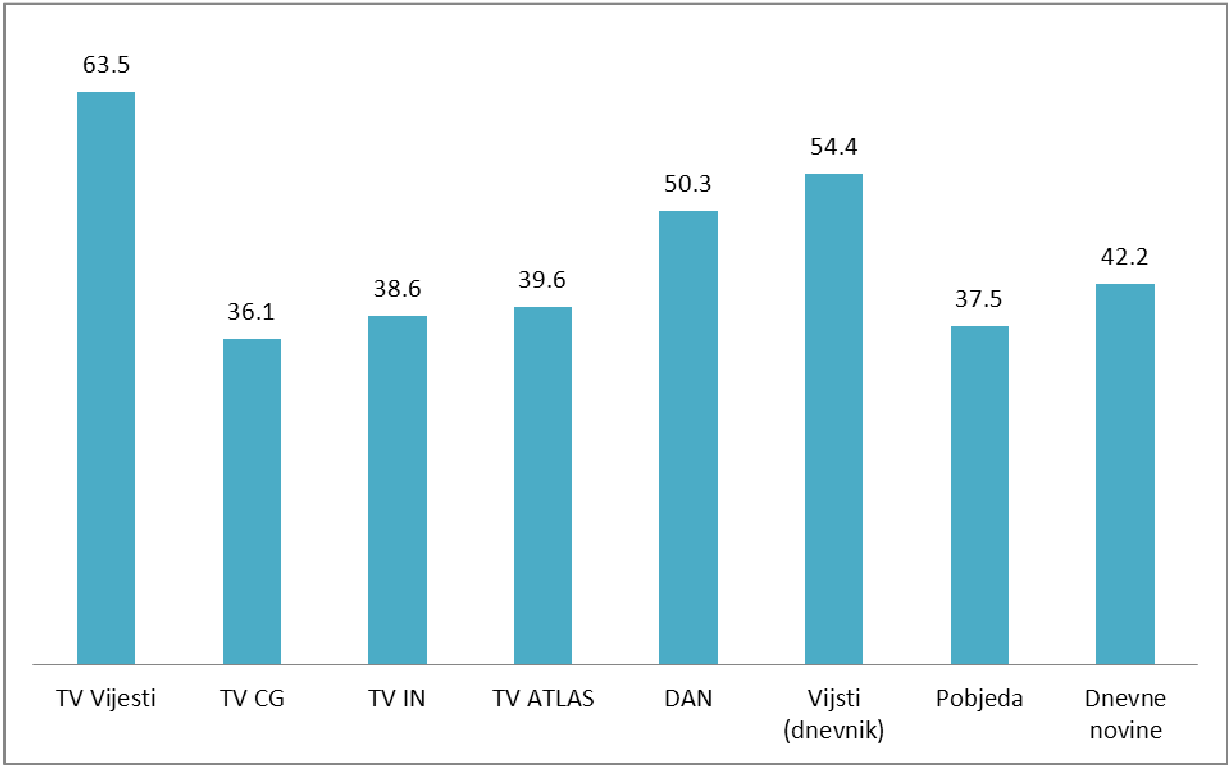
In addition to views about independence from the Government, we sought to determine citizens' views on independence of each media outlet from political parties (Fig 47 i Fig 48).

As in the previous case, **the best rated when independence from political parties is concerned is TV Vijesti, followed by the daily Vijesti and daily Dan**, whereas RTCG is rated as the most dependant on political parties, but in this case TVCG’s dependence is at the same level as that of TV IN, TV ATLAS and POBJEDA.

Fig 47. In your opinion, to what extent are the media listed below independent from POLITICAL PARTIES %

	Fully independent	Mostly independent	Mostly not independent	Not independent at all
TV Vijesti	18.0	45.5	23.1	13.4
TV CG	9.5	26.6	36.9	27.0
TV IN	8.9	29.7	38.7	22.7
TV ATLAS	10.4	29.2	39.7	20.7
DAN	13.7	36.6	30.9	18.8
Vijsti (daily)	16.6	37.8	29.4	16.2
Pobjeda	8.4	29.1	36.1	26.4
Dnevne novine	7.3	34.9	36.4	21.4

Fig 48. In your opinion, to what extent are the media listed below independent from POLITICAL PARTIES - SUM: fully and mostly independent%

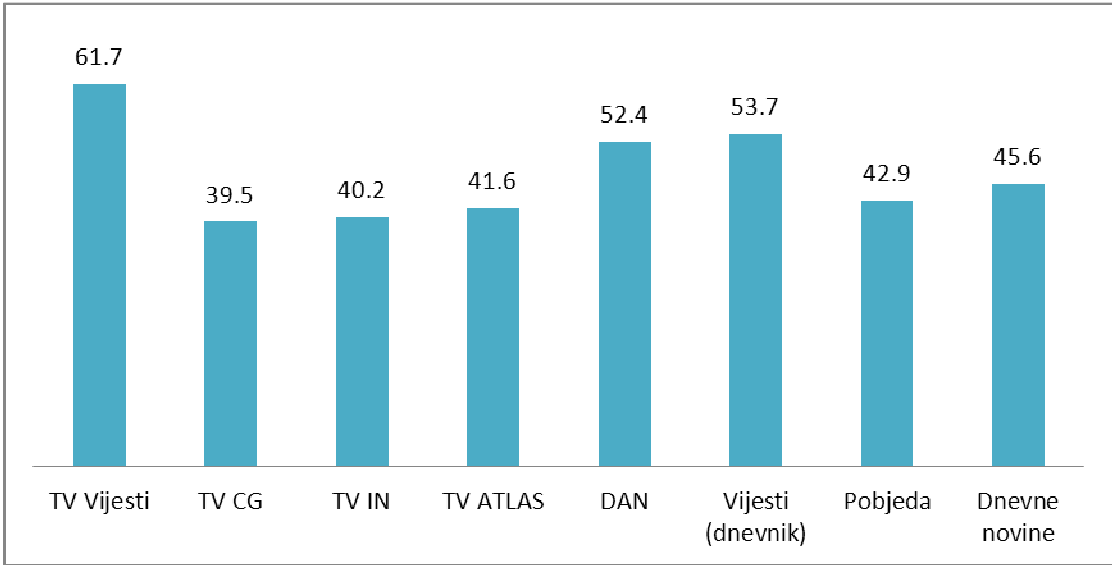


Lastly, citizens assessed the level to which each media is independent from powerful individuals (Fig 49 i Fig 50). The values measured are almost the same as those we got when we measured independence from political parties. **TV Vijesti was assessed as the most independent, followed by the daily Vijesti and DAN.**

Fig 49. In your opinion, to what extent are the media listed below independent from POWERFUL INDIVIDUALS?

	Fully independent	Mostly independent	Mostly not independent	Not independent at all
TV Vijesti	15.6	46.1	21.5	16.8
TV CG	11.4	28.1	34.0	26.6
TV IN	9.7	30.5	35.9	23.9
TV ATLAS	8.4	33.2	33.9	24.5
DAN	15.2	37.2	30.0	17.6
Vijesti (daily)	15.3	38.4	27.8	18.5
Pobjeda	8.5	34.4	31.1	26.1
Dnevne novine	7.4	38.2	31.4	22.9

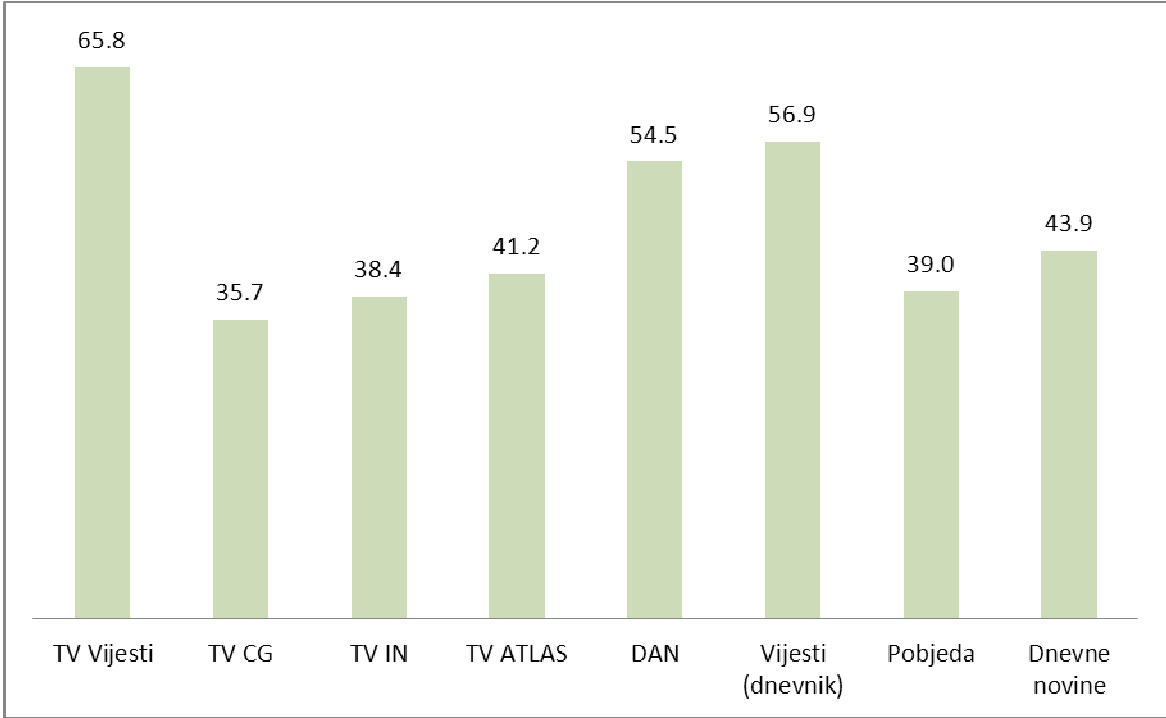
Fig 50. In your opinion, to what extent are the media listed below independent from POWERFUL INDIVIDUALS % - SUM: mostly and fully independent



On the basis of all three assessments of media independence described above (Government, political parties, powerful individuals) we calculated average value of independence of all

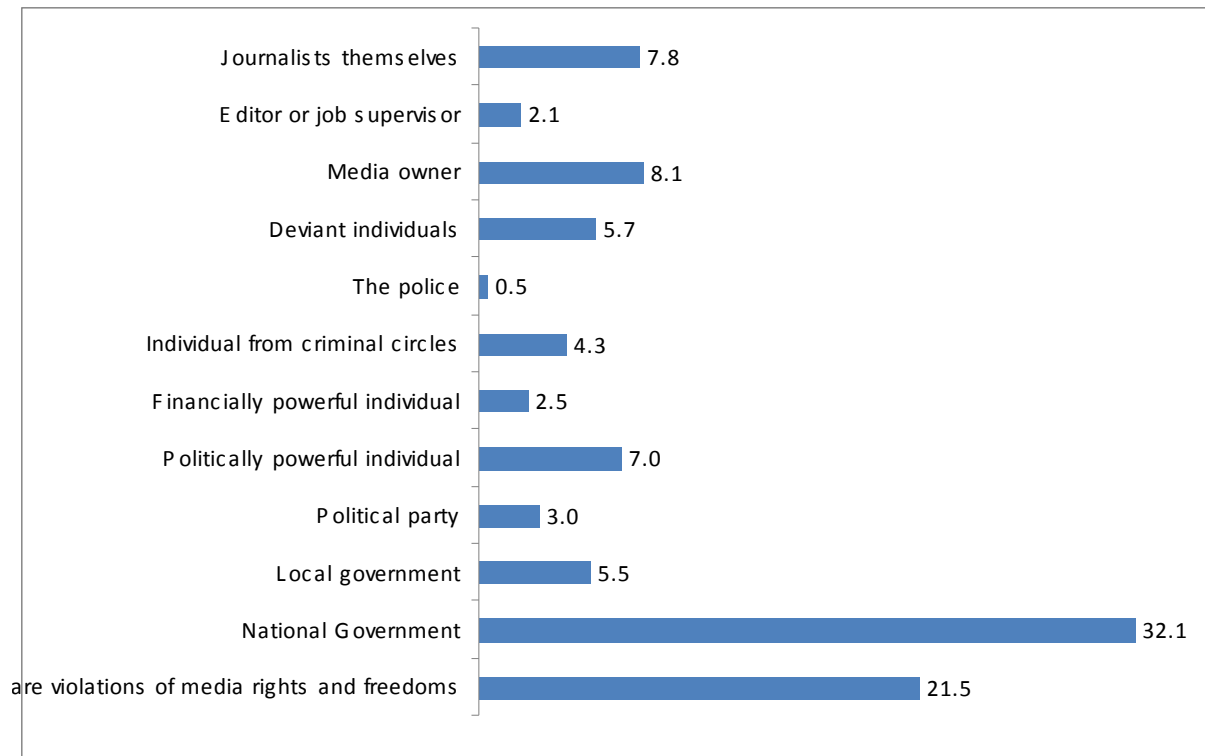
media covered by the research (Fig 51). As in the case of individual assessments, the average measured value shows that **citizens think that the most independent media is TV Vijesti, followed by the daily Vijesti and daily DAN, while the least independent are TVCG, followed by TV IN and POBJEDA, and finally by TV ATLAS and Dnevne novine.**

Fig 51. Average values of media independence



The research also identified citizens’ views on the issue of responsibility for violations of media rights and freedoms (Fig 52). **A majority of citizens (nearly 1/3) think that national Government is the most responsible.** All other 'guilty parties' are identified in a much lesser percentage, but it should be noted that over 1/5 of citizens think there are no violations of media rights and freedoms and consequently that there no one is guilty of such violations.

Fig 52. If you think there are violations of media rights and freedoms, who do you think is the most responsible for such violations %



A majority of citizens think that the media report about the work of public institutions just enough (Fig 53). However, if we compare the two opposing categories, we see that there are considerably more those who think that the media do not report enough about the work of public institutions than those who think that the media report on public institutions too much. Those who think that the media do not report enough watch less TV, read newspapers less and have less trust in the media and the institutions compared to two other categories, which is telling. (Fig 54). It is also telling that those who think that the media report too much have less trust in institutions and the media compared to those who think that the media report just enough.

Fig 53. In your opinion, to what extent do the media follow the work of public institutions?
%

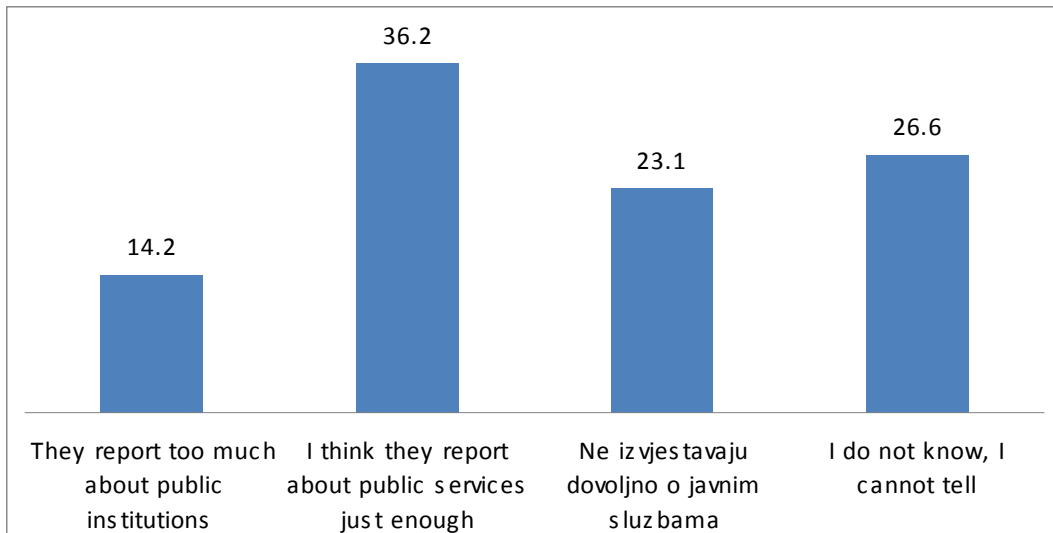
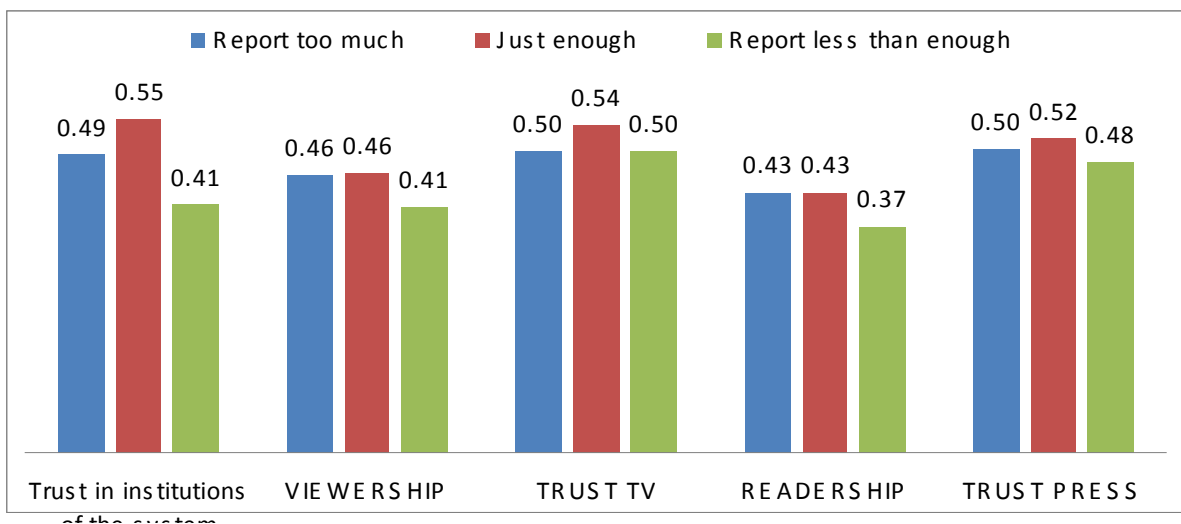


Fig 54. In your opinion, to what extent do the media follow the work of public institutions? /viewership/readership/trust



When asked to assess how critical the media area, the number of citizens who believe that the media should criticise more is slightly bigger than the number of those who think that the media criticize just enough, while the number of those who think that the media are too critical is considerably smaller. (Fig 55). There is a linear link between this attitude and viewership/readership/trust. Namely, the more citizens are supportive of a higher level of media criticism, the less they watch/read media contents, and also have less trust in institutions and the media (Fig 58).

Fig 55. And when the media report on the work of public institutions, do you think they: %

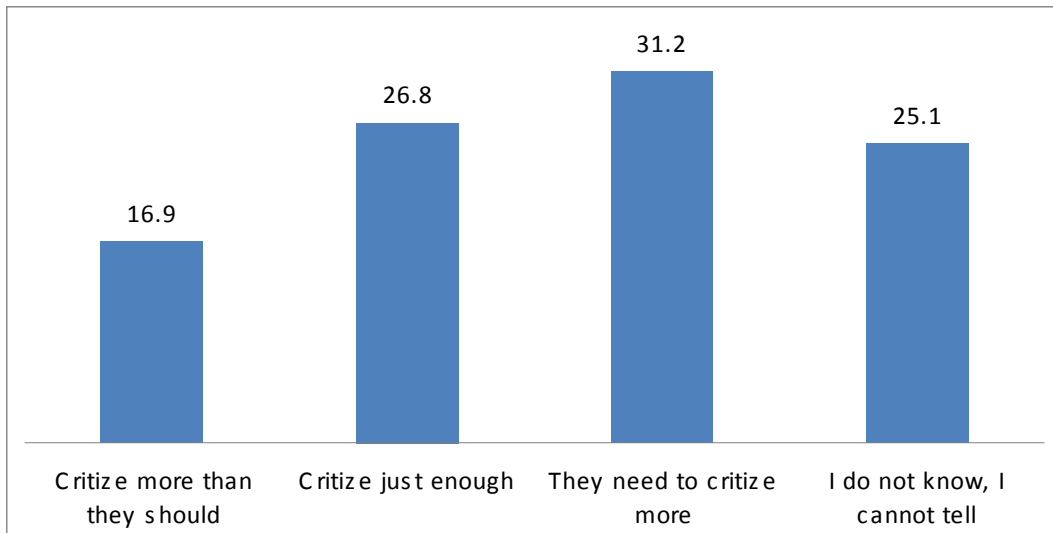
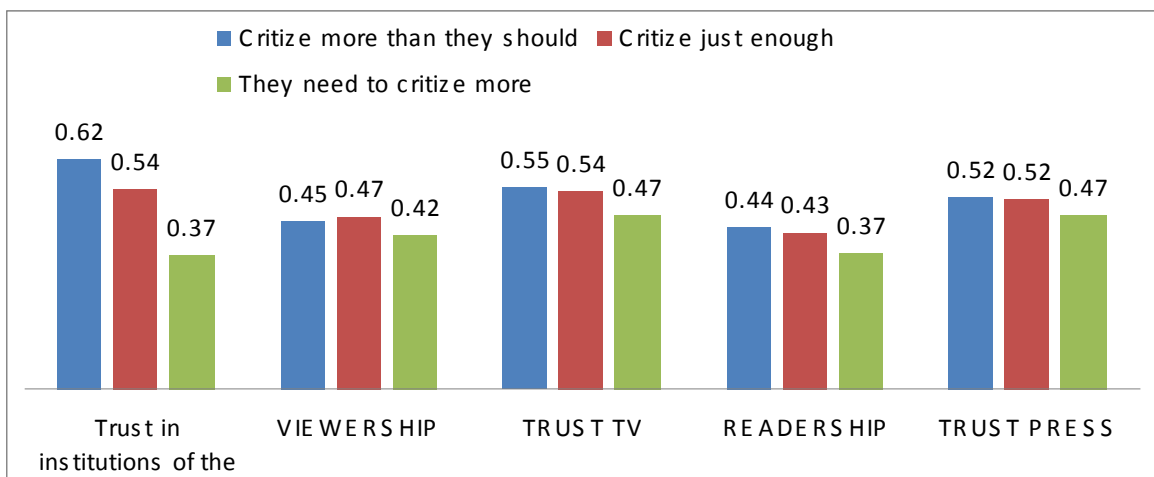


Fig 56. And when the media report on the work of public institutions, do you think they: /viewership/readership/trust



When asked to assess the conditions in which private and public media do business (Fig 57), **the number respondents included in our survey who think that private media have better conditions is almost identical to the number of those who think that public media have better conditions, while the largest number think that private and public media operate under equal conditions.** It is telling that those who think that public media operate under better conditions watch less TV and read the press less, but also have less trust in institutions and the media (Fig 60). Furthermore, those who think that public and private media operate under same conditions have more trust in institutions, but also in TV compared to those who think private media have better conditions. The situation is opposite when print media are concerned (Fig 60).

Fig 57. With regards to conditions under which they operate, do you think that private and public services/state-owned media have equal conditions? %

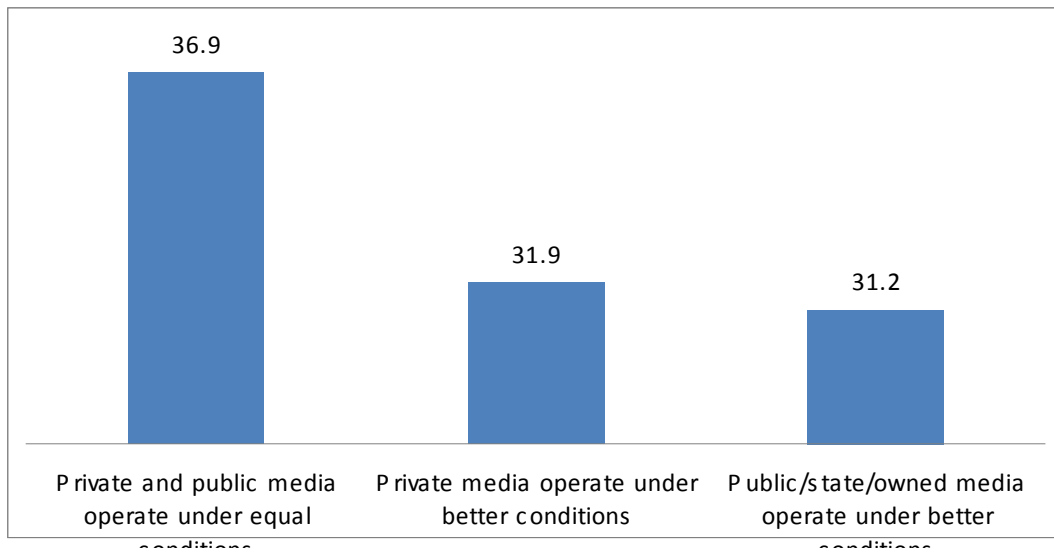
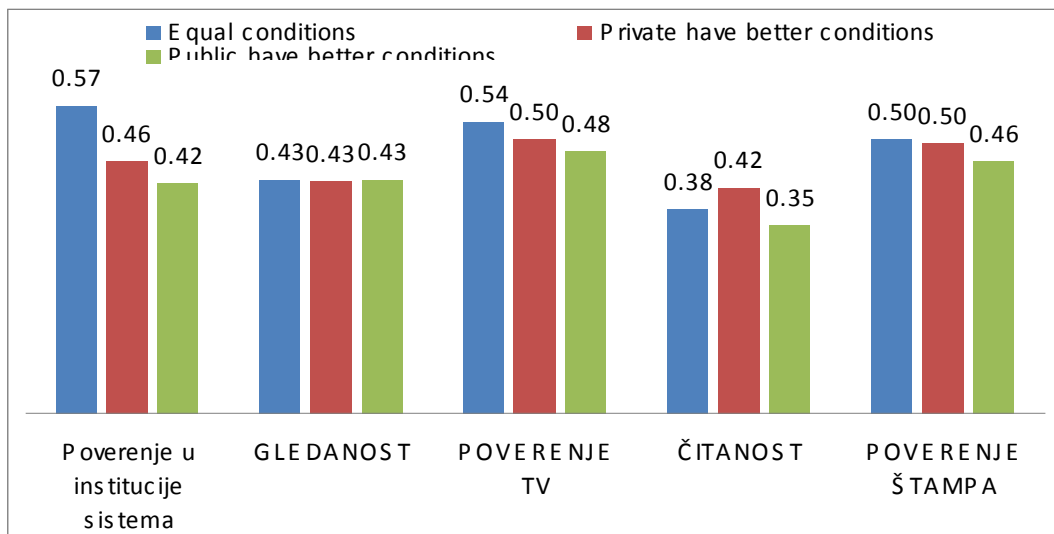


Fig 58. With regards to conditions under which they operate, do you think that private and public services/state-owned media have equal conditions? % /viewership/readership/trust



Regarding the state of media freedoms, a slightly bigger number of citizens think that media freedoms are more present in private media compared to those who think media freedoms are equally present in state-owned and private media (Fig 59). However, considerably fewer citizens think that media freedoms are more present in state-owned media than in private media. Those who think private media enjoy more freedoms read the press more than other two categories, whereas those who think that media freedoms are equally present have more trust in institution and the media compared to other categories (Fig 62).

Fig 59. With regards to media freedoms, do you think that private and public services/state-owned media enjoy equality in this respect? %

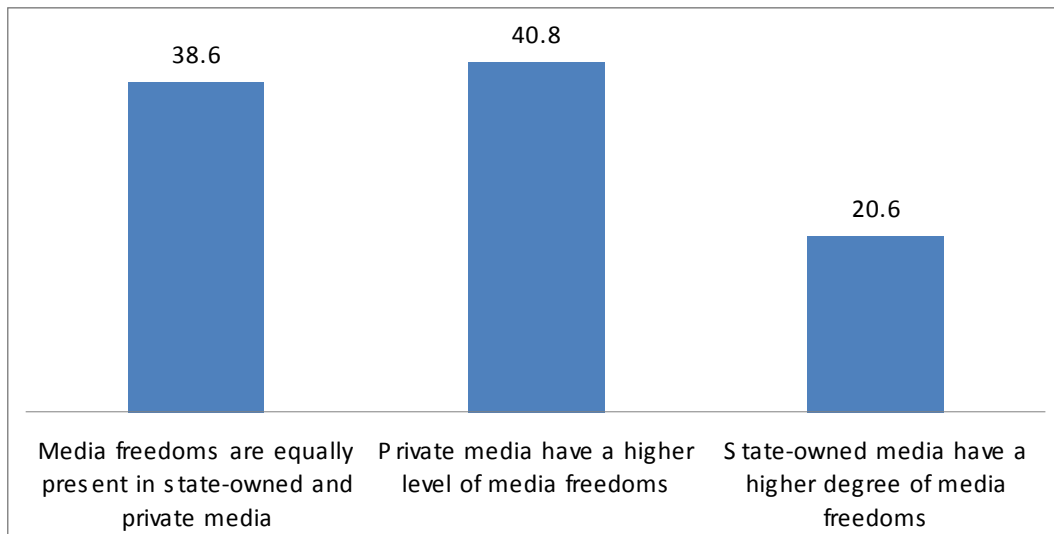
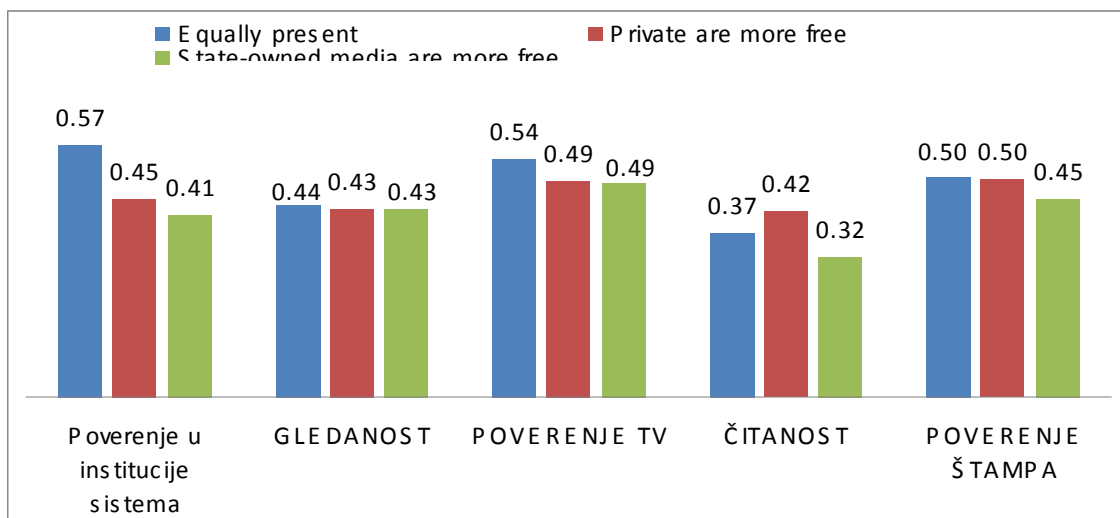


Fig 60. With regards to media freedoms, do you think that private and public services/state-owned media enjoy equality in this respect? % /viewership/readership/trust



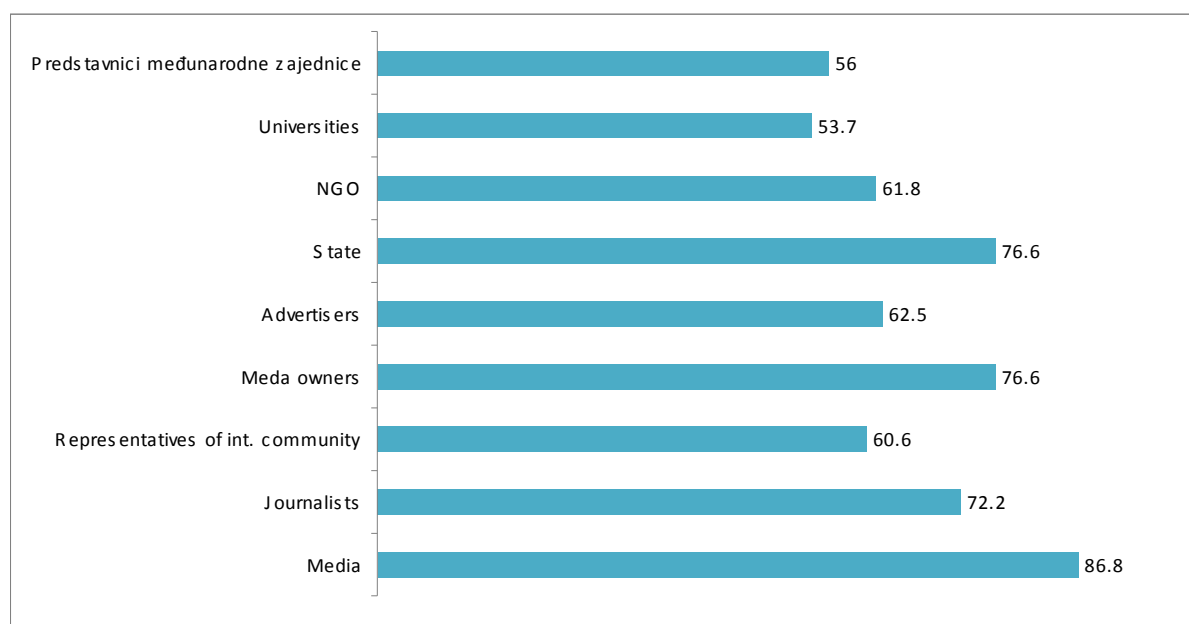
Finally, the last topic covered by the research was citizens’ assessment who should make the biggest contribution to improvement of media freedoms (Fig 61, and Fig 62). **Citizens think that the biggest contribution in this respect should be made by the media themselves, followed by the state, media owners and journalists.** However, it is important to note that citizens also highlighted importance which other stakeholders can have on improvement of media freedoms in Montenegro.

Fig 61. In your opinion, who should make the biggest contribution to improvement of media freedoms?%

	Key contribution	Important contribution	Small contribution	No contribution
--	------------------	------------------------	--------------------	-----------------

Media	33.3	53.5	9.2	4.1
Journalists	33.6	38.6	21.0	6.7
Professional associations and organisations	22.6	38.0	30.3	9.1
Media owners	42.2	34.4	16.7	6.7
Advertisers	21.4	41.1	26.9	10.6
State	46.5	30.1	15.9	7.4
NGO	23.1	38.7	26.7	11.6
Universities	17.8	35.9	29.7	16.6
Representatives of international community	18.2	37.8	29.3	14.8

Fig 62 In your opinion, who should make the biggest contribution to improvement of media freedoms?% - SUM: Key and significant contribution



KEY ANALYTICAL FINDINGS OF THE RESEARCH

- Citizens have most trust in the health and education systems, followed by the Serbian Orthodox Church, the EU, the President of Montenegro and Government of Montenegro
- The most watched TV stations is TV Vijesti, followed by RCTG
- The most read is the daily Vijesty, followed by DAN
- Citizens have most trust in TV Vijesti and daily Vijesti
- Citizens watch TV more than they read newspapers, while the difference in trust between the TV and print media is very small
- A majority of citizens think Montenegro is headed in the right direction, they are essentially satisfied with the state of democracy and have positive expectations for the future
- A majority of citizens assess the general state of media freedoms in Montenegro as positive
- When assessment of violations of media rights and freedoms is concerned, every second respondent thinks they happen, but that they are not a pronounced problem
- The most frequently cited examples of violations of media violations by respondents include: attacks on journalists, more precisely on Olivara Lakic and Mugosa case, and the murder of Dusko Jovanovic and burning of Vijesti vehicles
- When asked to assess the severity of the problem of attacks on journalists, over 30% of citizens said they thought this was a very serious problem, with over 37% who said this is a rather considerable problem
- A majority of citizens think that journalists' rights are mostly protected
- An absolute majority of citizens think that the state should introduce special measures to provide additional protection to journalists
- Nearly 55% of citizens support the measure which would render attack on a journalist an attack on an official in the performance of his or her duties
- A majority of citizens (nearly 45%) think that some media support the Government and some opposition
- The number of respondents included in our sample who think the media work in the interest of politicians is identical to the number of those who think media work in the interest of their owners, while the number of those who think media work in the interest of citizens is the smallest

- According to citizens the most independent media outlet is TV Vijesti, followed by the daily Vijesti and DAN
- Citizens perceive RTCG, the public service, as the least independent of all media outlets, followed by TV IN and POBJEDA, and TV ATLAS and Dnevne novine
- A majority of citizens (nearly 1/3) think that national government is the most responsible for violations of media rights and freedoms
- A majority of citizens think that the media report on the work of public institutions just enough
- The number of citizens who believe that the media should criticize more is slightly bigger than the number of those who think that the media criticize just enough, while the number of those who think that the media are too critical is considerably smaller
- The number of respondents included in our sample who think that the private media operate under better conditions is almost identical to the number of those who think that public media operate under better conditions, while the largest number think that private and public media operate under equal conditions
- A slightly bigger number of citizens think that media freedoms are more present in private media compared to those who think media freedoms are equally present in state-owned and private media
- Citizens think that the biggest contribution to improvement of media rights and freedoms should be made by the media themselves, followed by the state, media owners and journalists.

Milos Besic, PhD