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Report on the work of Montenegrin media for the period

1 December – 1 March 2013

15 March 2013

This report encompassed the period from 1 December 2012 to 1 March 2013. In the previous period Montenegrin media behaved more professionally, to a certain extent, thus the number of the complaints received was a bit less, as well as the number of violations of rules.

The Media Council for Self-Regulation, within their scope of work and interest, as an event which partly marked this period, reported on the news that the Supreme State Office of the Prosecutor acquitted a teacher from an elementary school in Podgorica, Marija Fatić, of charges for selling drugs. She was arrested in November last year as the suspect for the aforementioned criminal offence.

After the arrest, Fatić was media demonized by some dailies, which dedicated first pages to her case, with sensational headlines (“She will teach children until it is proved that she is a heroin dealer”, “Arrested for drugs, and then came to give lessons”, “Teacher dealer still teaches”), before her guilt was defined and proved.

The acquittal in the case of the person who deals with very responsible work confirms once more an absolute necessity to apply and respect the rule of the presumption of innocence which says in Article 10 of the Code that **a journalist must respect the presumption that everybody is innocent until proven guilty, and he or she may not prejudge an outcome of a court procedure by any mean.** The Media Council for Self Regulation may conclude that the acquittal was not given an adequate attention, not even close to the attention that was given in order to put the person mentioned on the pillar of shame and convict her before the final judgment.

This report deals with examples of violation of the Journalist Code, which are selected according to the type of violation, in order to have a better overview and to avoid the repetition of the same articles of the Code. The existing practice is to enlist examples chronologically in line with the date of publishing.

*Complaints*

Daily **DAN** 8 January

On 9 January, the Media Council for Self Regulation received the complaint from the President of the Supreme Court, Vesna Medenica, for the text published in the daily DAN from 8 January titled “Vacancy Announcement only for Judge’s Relatives”. The complaint was at the same time the *official denial* of the text where the President of the Supreme Court was blamed to be in close family relations with a certain Sonja Keković, who applied for the vacancy announcement in the Higher Court. Even though the Supreme Court is open for cooperation with the daily Dan, nobody contacted this institution before publishing the text in order to check whether the aforementioned was true.

The Media Council for Self Regulation believes that the journalist’s obligation was to check whether the accusations stated in the text were true, as well as, to respect the rule to hear the other side.

We remind on the principle 3 of the Code:

*“Facts are inviolable for a journalist, and his or her duty is to put them in the right context and prevent their misuse, whether it is about a text, photo or tone. Rumors or assumptions must be clearly marked as such.”*

The official denial that was sent to the daily Dan was never published and this additionally violated rights of the President of the Supreme Court.

The Media Council for Self Regulation reminds that publishing reply or correction is not just a subject of the Journalist Code, but it is also a legal obligation for the daily. We remind on the Media Law, Article 26:

*“Each natural and legal person shall have the right to correction or reply when they deem that their certain right defined by the Constitution or Law is violated through a program content published.”*

**Daily DAN 24 January**

The Media Council for Self Regulation received the complaint from the company “Željeznički prevoz Crne Gora A.D.” for the text from the daily Dan. In the text from 24 January 2013 titled “He Accepted an Offer Hundred Thousand More Expensive” the mentioned daily published series of accusations on the account of this company in relation to the public procurement (regular repair and modernization of two electro-engine trains).

It was specifically emphasized in the complaint that nobody from the aforementioned media contacted the company, neither asked for any information about this procurement. The company “Željeznički prevoz” attached to the complaint the decision on this tender offer made by the Commission for the Public Procurement, in which the complaint for the irregularity of the procurement procedure was rejected. “Željeznički prevoz” did not try to publish the official denial in the daily Dan due to the previous bad experience with publishing the official denial in this daily.

The Media Council for Self Regulation believes that in accordance with the Journalist Code the daily Dan was obliged to hear the other party, as well, before publishing such serious accusations. Without opinion and information from the other interested party, the content of the text, in this case, is one-sided, and conclusions made in the text are disputable and problematic. Journalist and editorial acting, in this case, did not meet one of the basic professional standards of the guidelines of the Code for the principle 1 and it says:

1. *“Before publishing a report, the journalist shall ensure that all reasonable steps have been taken to check its accuracy. Journalists shall endeavor to provide full reports of events and shall not be silent about or suppress essential information. “*

Within the same guideline, as the next standard, it is emphasized that:

1. *The right of the public to be informed does not justify sensational reporting. Therefore, journalists shall not distort information by exaggeration, by placing improper emphasis on one aspect of a story or by giving only one side of the story. They shall avoid using misleading headlines or advertising slogans. The facts shall not be distorted by being reported out of the context in which they occurred. "*

**RTCG – Robin Hood TV Show, 16 November 2012, 23 November 2012, and 30 November 2012, 11 January 2013, 18 January 2013 and 08 February 2013**

The Media Council for Self Regulation received again the complaint from Doctor Mira Samardžić for six episodes of the TV show Robin Hood, which were broadcasted on the RTCG by the author Darko Ivanović. These episodes related to the to the alleged unconscionable conduct of the doctors while treating a minor V. B. at the Department of endocrinology, in the Institute for Child Diseases of the Clinical Centre in Podgorica, including Doctor Samardžić. Doctor Mira Samardžić believes that a constant campaign against her has been led through this TV show, with an intention to discredit her work and engagement.

The Media Council for Self Regulation, we remind, concluded in the previous report that in one of the previous episodes an omission was made while announcing the feature, in a sense that doctor’s negligence was tendentiously implied, as well as, the doctor’s official denial was correctly reported in the next episode.

The Media Council for Self Regulation watched new six episodes of the TV show Robin Hood in details, and after that it concluded that really serious accusations were addressed to the account of doctors’ conduct in the case of treating a minor V. B.

The subject of interest of the Media Council for Self Regulation is whether the journalist acted in the line with the Code, or whether he provided an opportunity to the “other party” to express their opinion.

The answer to this question is positive. The author of the TV show tried several times to bring the doctors from the Institute and those in charge in the health care system to talk about this case, and they refused it.

The Media Council for Self Regulation cannot assess motives and propriety of the decision not to accept the invitation for participation in the TV show. We just may conclude, and that is not related to the Code, but to interest of the public, that accepting the invitation would be useful, having in mind that it is about the institution that deals with child treatment, which means that it is a specific and complex organization of work of highly professional and narrowly-specialized staff, therefore the accusations on the account of individual doctors may discredit the reputation of the whole institution.

On the other hand, the Media Council for Self Regulation appeals for a special watchfulness and journalist delicacy when approaching such topics in such cases.

*Violation of the presumption of innocence:*

**Daily DAN 4 December**

The daily published the announcement on the front page and on the page 9 the text with the sub-heading “Montenegrin Citizen Arben Ibrahim from Tuzi Arrested in Italy” and titled “He Killed for Mafia”.

The Media Council for Self Regulation believes that the right to the presumption of innocence was violated in this case, and that the headline composition should state that the person mentioned, whose photography was published as well, was suspected not convicted for the mentioned act, as it was stated in the text.

**Daily DAN 14 January**

On the front page the announcement was published for the text on the page 10 titled “He Killed My Child in My Womb” and with sub-heading “Elvira Šabanović Accused her Ex Husband for Death of Their Infant”, along with the mutual photography of the former spouses, Elvira Šabanović and Ernad Čolović.

The daily reported on unchecked and very serious accusations which are addressed to the account of the former spouse by the interlocutor who claimed that she gave a still born child –because her husband allegedly beat her during the pregnancy.

The series of accusations against Čolović were brought in the text. The interviewee called him a murder and other members of his family, as well.

The Media Council for Self Regulation believes that it is against the Code and it is not allowable to report such information without evidence and without defense from the other party.

In this case headline and sub-heading are against common sense, since the sub-heading says “a Child in Womb” and the headline says “Infant”.

In the guideline for the Principle 10 the Code says:

**It is presumed that a person is innocent until proven guilty, even if he or she pleaded guilty. Even in cases when guilt is obvious for the public, an idictee may not be presented as guilty within the framework of court assessment until a judgment is made.**

In relation to the case from 14 January we may add the following guideline, also for the Principle 10:

**Portraying a person with a view to prejudge his or her character, as well as accusations on his/her account violate the Constitutional principle of protection of human dignity. This rule is applicable for those who may be pronounced criminals, as well. The aim of reporting from the courtroom may not be to punish the accused from the social aspect, using media as “the pillar of shame”.**

*Hate speech, insults:*

**Daily Vijesti 23 December**

The daily published the column “Dragons Hunter” by Željko Ivanović, titled “The End of Mugoša” where qualifications inappropriate for the public language were published. The author of the column referred to the Mayor of Podgorica, Miomir Mugoša, as “a clown, punch and bastard”.

“Instead to lead us for a long, long time, to be our presidential candidate or at least out prime minister, Mugoša ends his political road mocked, humiliated and sordid. He ends up as a clown, punch and bastard”, it is stated in the mentioned text.

The Media Council for Self Regulation condemns every personal insult through the public media.

**Daily Dan 31 December and 1 and 2 January**

In the New Year’s edition the daily published on several pages the column Pisma (Letters). On the page B19 the letter titled “Arrogance”, signed by a certain Boro Vuksanović and with the sub-heading “Dooms Day is Not a Problem, but it is the church that remained on Rumija.”

“How else to start a story when doggy bastard attack the biggest shrines which were established by the blood shed of our saints…

The wrong-minded do not follow their brains (because they do not have it), neither their shoe soles (because they used it (it is written like that) for repairing their pride, and only pathological hate towards everything that kept us together for centuries remained”.

Then a poem that starts with lines comes: “Bad news comes from Lovćen, Montenegrins destroy Njegoš’s tomb. They prepared picks and shovels, to beat over his bones. Who else but Montenegrins would become their own enemies. They become arrogant and don’t know what else to do, but to fight against their brothers.” The following is written bellow the poem: “All eyes of the wrong-mined are directed towards Rumija for shooting the church.”

In one of the guidelines for the Principle 3, which is in relation to the letters to the editor it is stated:

1. **Letters to editors with their form and content are adequate to provide a possibility to readers and viewers/audience to express their own opinion and in that manner to participate in the process of creation of the public opinion. While publishing these letters, the media are obliged to ensure that the content does not violate the Journalist Code by any means.**

**Daily Dan 9 February**

Also in the heading “Letters” on the page XIX, the daily published a letter from Milisav Popović, the subject of which is in relation to the church on Rumija, as well. The author writes that it was confirmed that “Milo’s Montenegro is a product of working actions of fresh-Montenegrins, of which there are hardly 300 000 people in the world and national minorities in Montenegro, whose matrixes are nations of millions.”

Furthermore: “Montenegrin chief of the Parliament Ranko Krivokapić publicly told his daughter, born by a Serb mother, to be loyal to Serbia state (not to him, her own father?). A weird father may (not) him be troubled – and he wants to be a father of “eternal Montenegro”.

Then it is written that “”the President of the Montenegrin Parliament and his Taliban are annoyed by the renewed church on Rumija, whose size is 20 square meters and has it’s cross on it that is older six months than the crescent, and the state supports (let it support) the construction of a mosque with a crescent, the size of which is 4 000 square meters for various purposes in the foothill of Rumija in Bar”.

“Does Ranko think if he destroys the church on Rumija that a carpet with a color of blood is waiting for him – God forbid – on which he will walk” – asks the author.

He called the Archbishop of Montenegrin Orthodox Church Mihailo “damned former priest”.

He ended the letters with the paragraph:

“They are looking for a church for Miraš, as they do not know that when Miraš simulates the Christmas Eve in Cetinje, the canopy falls on him and injures his head, then when in Kruševac in Podgorica he simulates burning of the yule-log, fire is not starting… As they do not know that in the part of the Parliament where Miraš’s followers are working, led by Ranko, the ceilings fell down. Really, if there is curse (there is, indeed?), then the former priest Miraš with his brothers is an example of image of the damned.”

The Media Council for Self Regulation deems that this is a classical example of public insults on the account of political opponents, as well as, spread of national and religious hate and it strongly condemns the aforementioned.

**Daily DAN 16 January**

On the second page this daily published the report on human rights of the organization Freedom House with the facsimile of a part or a page of the report of this American NGO, where there is a part of a table containing the data from Montenegro.

With the correctly interpreted report in the very text, there is a completely inadequate headline “Worse than in Mongolia”. It is true that Montenegro got worse mark than Mongolia related to to political rights, which are given in the first heading, while the second contains civic rights, but both are assessed as free countries.

The Media Council for Self Regulation concludes that such a headline tendentiously distort the essence and content of the text, in order to produce a certain, wanted readers’ opinion, which does not have a connection with the very text.

The Principle 3 of the Code says:

**Facts should be undisputed for a journalist, and it is his duty to put them in the right context and prevent their misuse, whether it is a text, image or a tone.**

*Official denials*

The Media Council for Self Regulation noticed several times that there is a practice that the official denials for the information published in one daily are published in another one.

**Daily VIJESTI 29 December**

In the edition from 30 December daily POBJEDA published the official denial from the Cabinet of the Prime Minister for the text published in VIJESTI on 29 December titled: “He Was Waiting for His Salary for a Year”, with a sub-heading “Prime Minister Milo Đukanović Reported on Insignificant Changes in Property Register, Novelty is That His Son Blažo Does Not Live with his Parents anymore”.

There was an official denial from the Prime Minister’s Cabinet for the information stated in Vijesti that the Prime Minister “over past 12 months did not have official incomes”.

As Pobjeda stated, it was about the reaction from the Public Relations Bureau which was forwarded to all media.

The Media Council for Self Regulation concludes that Pobjeda was not obliged to publish this official denial, but Vijesti was obliged, and it did not do it.

The Media Council for Self Regulation concludes that it is not a good practice to publish the official denial for the information published in certain media in some other media, and that such practice discredits the essence of the official denial, for which there is a clear obligation prescribed by both Law and the Code that the official denial shall be published in the same media and on the same position where the information was published.

**Daily VIJESTI 8 February**

Daily Vijesti published on 8 February the text “Branislav Đuranović gave five thousand for the album of DPS”. Monograph “Danilovgrad 2007-2011-2025 Vision of Sustainable Development” was edited by Svetozar Domazetović and this publications deals in details with all aspects of development of the Municipality of Danilovgrad on almost 400 pages.

The Media Council for Self Regulation deems that it is ultimately malicious and untrue that such monograph is called the album of DPS. The author of the text was not led by an idea to present the facts objectively, but he rather tried with classical manipulation to hide the right image of this monograph. If there are some photos on same pages out of 400 of the local leadership, it is hard to conclude that it is about the album of the ruling party.

The Media Council for Self Regulation reminds on the Principle 3 of the Code:

*“Facts should be undisputed for a journalist, and it is his duty to put them in the right context and prevent their misuse, whether it is a text, image or a tone. “*

**Daily DAN 26 February**

The text that provoke a turbulent reaction over past days titled “Filip Supported Nuclear Program”, was published on 26 February in the daily Dan. The text deals with the statement from one Iranian news agency where it was claimed that the president Filip Vujanović allegedly supported the nuclear program of Iran.

The Media Council for Self Regulation deems that the very text was professionally written and that all the relevant sources, which could give this type of information, were contacted. However, the very headline is problematic, since it does not reflect what can be found in the text.

The text with such a headline is rather intended to discredit the President Vujanović than to express what really the essence of the event was. The Media Council for Self Regulation reminds on one guideline for the Principle I of the Journalist Code:

*“Journalists shall avoid headlines or advertising slogans, which could lead to a wrong conclusion about the essence of an event or occurrence. The facts shall not be distorted by being reported out of the context in which they occurred.”*

*Plagiary*

**Daily VIJESTI 1 March**

The daily Vijesti and the portal Vijesti published on 1 March the text titled “Fascism” signed by Nebojša Medojević as an author. Later, the complete text turned to be a plagiary and it was taken from one of numerous web sites where the text can be found even in our language. It is about the text older than 10 years and it is one of the most popular on the internet.

Even though some media reacted and stated that it was plagiary and that a copy right was absolutely disputable, the text was not removed from the portal Vijesti, neither any of the daily media found appropriate to apologize for this omission. Maybe the editorial of Vijesti did not need to know that it was the plagiary, but the minimum of professionalism required the apology to the readers for the obvious plagiary.

We remind on the guideline for the Principle 12.2 of the Code:

*“Journalist may not deal with plagiary. Use of someone else’s information, words, ideas and images without an adequate referral to sources shall be deemed under the plagiary.”*

**PORTALS:**

During the period that is a subject of the report of the Media Council for Self Regulation unprofessional behavior of editorials of the monitored online media was noticeable again. It is true; the Media Council for Self Regulation perceives that a number of comments with inadequate language for the public discourse were significantly lower in the second part of the monitored period and that more attention was paid to reduce use of such a language.

During the three monitored months the leader of violation of the professional Code was the portal “Vijesti”, which published disputable comments more often – especially in the first part of the monitored period. The most frequent recorded breaches of the professional principles were related to to publishing comments, which insulted personalities (argumentum ad hominem) with use even of the street jargon and the worst swearing. Insults on the national base, as well as, hate speech and insults of the members of the LGBT population were registered in several examples.

It was about several tenths of comments during the three analyzed months, comments of the readers, which were published without the editorial interventions. These comments contain explicit personal and family insults, or even more hate speech against a certain ethnic group. During the analyzed period it was noticed that the editorial (administrators) of the portal “Vijesti” mainly ban (delete) inappropriate comments. However, they were not consistent in it and it was registered that comments were deleted with a big “delay”, after they “remain online” for several hours below the information they were referred to.

There are some examples of the violation of the professional standards registered on the portal “Vijesti”. So, the news that the President of the Municipal Assembly of Nikšić was elected, and she is a member of Democratic Party of Socialists, the comments contained, along with personal insults on the account of the chancellor Đurović, the explicit threatening.

**Text: Chancellors again vote for the president of the Municipal Assembly of Nikšić**

Meteor: 18/12/2012 at 12:31

**-------------------------------------------**

Give back the seat, you human disgrace.

**Text: President of the Municipal Assembly of Nikšić elected: Đurović publicly voted for** Nikčević

Čelik: 18/12/2012 at 15:45

**--------------------------------------------**

Đuroviću, fu.. Aren’t you ashamed!!!!!! Go for the treatment, you chronic… !!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!

Ekrem: 18/12/2012 at 13:37

**---------------------------------------------------------**

Drago, you are a zero of a man, you played with the party that should be something new in this rotten political scene, now all citizens of Montenegro equal you with Positive (Positive Montenegro), may your family be ashamed of you, that is why dps deserves to rule for ever, people, let us talk everything bad about Positive, poor and stupid people, all of you vote for dps and you could not wait for this, now it is easiest to say that Darko is a Milo’s man, because our people accept such nonsense easily. Montenegro, you are so poor.

Dijaspora dd: 18/12/2012 at 16:11

**-----------------------------------------------------------**

Đuroviću--- May your pride be dark as a dog’s ass forever..

Stanley meyer: 18/12/2012 at 22:12

**-------------------------------------------------------------------------------**

If it was for me, you would swim on your belly down Drina, let them keep you they are the same as you,.. waste

From the above mentioned comments we can see that the Principal 5 of the Journalist Code of Montenegro was violated:

“5.1 Hate speech

Media may not publish material that is intended to spread animosity or hate towards people because of their race, ethnic origins, nationality, gender, physical defects, religion or political belonging. The same shall be applied if there is a possibility that publishing of some material will provoke the aforementioned animosity and hate.”

In accordance with the same Principle – without previous editorial control – comments containing personal insults of the public persons were released on the portal “Vijesti”. So, related to news that Ana Kolarević (a sister of the Montenegrin Prime Minister, Milo Đukanović) pressed the charge against the three printed media (dailies “Dan”, “Vijesti” and weekly magazine “Monitor”) the portal Vijesti allowed series of comments that were deemed violation of the principle 5 of the Journalist Code of Montenegro.

**Text: Kolarević requests 100.000 euro from Monitor, as well**

Adio mare: 10/12/2012 at 22:34

**------------------------------------------------------------**

And how will it be proved that she has dignity and honor. As far as I know she is one simple divorced woman and it already says something about her. It is another thing that she is selfish and she behaves as if she is a wife of Causescu/God forbid that they end up in the same way/ I know that over Maja Ćatović she does what she wants. What she says, Maja fulfils. Kolarević destroyed Dobrota with the concrete up to the top of the hill and all of that prior to adoption of GUP/in accordance with the old GUP/DUP everything was green. She might be at some point indicted, but I hope by the right authority which will certainly replace this non-national one.

Brigante brigante: 11/ 12/ 2012/ at 00:17

**------------------------------------------------------------**

100.000 but with a wet rope on your head and your naked butt, does not matter that she is a woman for 100 times. She is not a woman but a thief monster like her brothers.

The similar situation repeated with comments related to the President of the Parliament of Montenegro, Ranko Krivokapić. Here is the example:

**Text: Krivokapić: Cassocks remind me on “Beautiful Archpriest Daughter”**

Nesalomivi: 07/12/2012 at 17:49

**----------------------------------------------------------**

Alas, wall destroyed, alas, Ranko full of dirt….!

[www.advance.hr](http://www.advance.hr) 07/12/2012 at 17:05

**----------------------------------------------------------------**

Ranko is a simple great-Serbian waste, who, among other things supports Serbian Orthodox Church. Well, Ranko, if you read this just to let you know that you did not brainwashed all of us… poor Chetniks from DPS and SDP…

And Minister of Interior was one of the targets of improper and insulting comments:

**Text: Konjević: Director of Police will be selected in January in the public vacancy announcement**

Matija777: 14/12/2012 at 09:49

**----------------------------------------------------------------**

Is it possible that this shit of Konjević is a Minister?

The fact that the President of the Parliament Krivokapić, Minister Konjević, as well as chancellor Đurović are public personalities may not be a reason for personal insults and disqualifications. The overview of the comments on the portal “Vijesti” shows, however, that also persons who are not publicly known suffered from various generalizations and were labeled with negative connotations, depending on a social context or a concrete event.

There are some characteristic examples:

**Text: In shooting in Zabjelo Boris Pavićević was injured**

Mala murica: 11/12/2012 at 21:07

**----------------------------------------------------------**

I know him he is a great believer and orthodox! He is crossing with three fingers and he is against Pride to be held in the spring next year. That’s why he was attacked!

Mala murica: 11/12/2012 at 20:57

**------------------------------------------------------------**

I know this guy, he was shot because he is hurt by the destiny of Serbian people in Kosovo and because he celebrates the orthodox New Year.

**---------------------------------------------------------------**

Uličarče: 11/12/2012 at 21:52

**----------------------------------------------------------------**

Docleans shot him and everything that is orthodox! Bravo murice, it is obvious that you are a great Serb and believer!

**Text: Miškovićes and Milo Đurašković were ordered a detention of 48 hours**

**­­­­­­­­­­­­­­­­­­­­­­­­---------------------------------------------------------------------**

Dingospo 12/12/2012 at 09:44

**------------------------------------------------------------------------**

All honors to Serbia for these arrests and I bow in front of them. And we from Montenegro, because of amebas such as Pljevlja Chokmuda cannot have similar events. Just look this poor guy what he said below the text about the arrest. Get away you disintegrated garbage, go to your hole and talk there about these mega-Doclean fabrications and lies!

“Vijesti online” pointed out recently the warning which states that comments are published in real time on the portal and that it cannot be found responsible for what is written over there. It is emphasized that “hate speech, swearing, insults and defamation are prohibited” and that such a content “will be deleted as soon as it is noticed, and the authors may be reported to the competent institutions.”

The Media Council for Self Regulation supports the idea to warn readers of portals, with an assessment that it is inacceptable that the editorial refuses the responsibility for what is written… That is not in line with the professional standards neither with the principles of editorial conception: the editorial is always responsible for its texts and texts reported, as well as for comments of the readers or the entire content published in some media.

Within the three months – in significantly less number – there was violation of the Journalist Code during the administration of the comments on some other monitored portals, as well. So, for example, on the Portal Café del Montenegro there were two registered cases of insulting comments about political opponents of the Montenegrin Prime Minister, Đukanović:

Anonimni: Milo cannot maintain Montenegro himself, when there are so many betrayers around him – all state and municipal bodies are full of moles, so we do not need to wonder how information leaks, and all the time the opposition is endangered and all are employed on the leading positions, representing themselves falsely and digging Montenegrin foundations – BUT KEEP THIS IN MIND, BETRAYERS, THERE ARE MORE OF US WHO WILL DEFEND OUR HOMELAND – Go away, all Chetniks.

Anonimni: I read these comments published so far and I confirm to myself and to other normal people that it is easy to believe that in such a small area there are so many bad people and garbage who want the worst to the state which holds them on its back – generations will pass until all evil is removed. I

It is worth mentioning that the editorial of the Café Del Montenegro pays attention to the professional standards and there were two cases of deviations of the good editorial policy.

During the analyzed three-month period there was at least one omission spotted on the portal Analitka, which usually has very careful and very restrictive editorial policy related to the publishing comments that could be violation of the professional principles. However, there was one comment which they missed and it was an insult for the president of PzP (Movement for Changes) Nebojša Medojević:

**Text: Medojević: Shame on you, Depardieu**

­­­­­­­**-------------------------------------------------**

Europa – Medo Budala

Come on Medo, do not embarrass your family, how long will you shit like this? The dog’s seed that made you is poor. Move sheep and care about your wife and son if you do not want them to give up on you.

Portals Vijesti, Café Del Montenegro, and Portal Analitika are three the most visited Montenegrin portals (according to alexa.com) and that is why their work was the subject of detailed analysis conducted by the Media Council for Self Regulation. However, while following the work of the Montenegrin portal the Media Council for Self Regulation concluded that it is necessary to harmonize the editorial policy with the administering readers’ comments.

Observing the work of some other portals, which were not the subject of this analysis – because these portals do not have a number of single visitors higher than 5. 000 daily – we noticed that there is no almost any administration of the comments. So, on the electronic pages of such portals (such as: IN4S) every day expressions of insults and inadequate content of hate speech were recorded…

All of this leads us to conclusion that it is necessary to initiate amending the Journalist Code of Montenegro in order to clearly define rules of administration of comments. The Journalist Code of Montenegro was composed before a huge wave of web publications, informative portals and thus it is necessary to enlarge this media self regulation to this area, as well.