

Pursuant to Article 12 of the Broadcasting Law and conclusions of the Republic Electoral Committee, the Council of the Republic Broadcasting Agency hereby passes the following

## **GENERAL BINDING INSTRUCTIONS ON CONDUCT IN THE ELECTION CAMPAIGN FOR PRESIDENTIAL ELECTIONS IN THE REPUBLIC OF SERBIA**

Radio and television stations shall apply the following instructions and decisions of the Republic Broadcasting Agency

### **1. INSTRUCTIONS RELATING TO THE ORGANISATIONS HAVING THE STATUS OF PUBLIC BROADCASTING SERVICE: (THE BROADCASTING INSTITUTION OF SERBIA) AND RADIO-TELEVISION STATIONS OF LOCAL AND REGIONAL COMMUNITIES (MUNICIPAL AND CITY STATIONS)**

Republic and provincial broadcasting service (The Broadcasting Institution of Serbia – RTS) and radio and television stations of local and regional communities shall, during the election campaign for the presidential elections, provide **free-of-charge and balanced** broadcast of promotion of presidential candidates. Candidates may present their programmes personally or this may be done in their name by the representatives of the authorised nominators - parties, coalitions or groups of citizens which nominated the candidate.

### **2. INSTRUCTIONS TO COMMERCIAL RADIO AND TELEVISION STATIONS**

Commercial radio and television stations shall be entitled to define the manner and scope of the programme they will dedicate to the pre-election campaign. If the commercial radio and television stations choose to dedicate a part of their programme free of charge to presentation of the programmes of presidential candidates, then such broadcast times must be equally allotted to all candidates.

During the election campaign, commercial radio and television stations that broadcast reports, paid pre-election advertisements and clips must do so under equal programme, technical and financial conditions, without discrimination against any presidential candidate.

Commercial radio and television stations should report on pre-election activities in regular news programmes based on their editorial policy and programme interest of their audience.

### **3. INSTRUCTIONS TO ALL RADIO AND TELEVISION STATIONS (BROADCASTERS)**

Reports of all radio and television stations on pre-election activities of presidential candidates in daily news and special broadcasts (pre-election chronicles) should be based on the principles of objectivity, equality and protection of public interest.

Only the Republic Electoral Commission shall be authorised to announce official information about the election process and results. All other information must be designated as unofficial.

All television stations shall mark paid presentations of presidential candidates by a visible sign "paid broadcast time"

All radio stations shall clearly mark paid broadcast times at the beginning and at the end of the broadcast, as well as after each 5 minutes of broadcast duration.

All broadcasters shall designate all broadcasts relating to presidential elections with a clear sign "*pre-election programme*" before their start.

Paid broadcast time as well as advertisements must be contractually defined and the fee must be paid in money, through transfer account.

All broadcasters shall refuse to broadcast paid reports and advertising clips if they are not aimed at the pre-election campaign for presidential elections or if with their contents they violate the provisions of the Broadcasting Law or the Law on Public Information.

All broadcasters shall record their pre-election programme and keep the recordings for at least 30 days from the broadcasting day as well as comply with other provisions of the Law on Public Information.

4. In case of violation of this binding instruction as well as the provisions of the Broadcasting Law, presidential candidates or their nominators may turn to the Republic Broadcasting Agency for undertaking the measures prescribed by the law.

In Belgrade,  
14 October 2003

Republic Broadcasting Agency  
President of the Council  
Dr. Nenad Cekic