

JOURNALISTS' PORTFOLIO

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BI-MEDIA REPORTING

The specific bi-medial approach to the journalism is one of the basic characteristic of BBC World Service. Their journalists are trained to work for both TV and radio, which means that they are always ready to prepare two kind of reports. Firstly, they send radio reports by phone and, after that, they record by their own Hi 8 camcorder preparing TV reports. This way, BBC World Service covers almost every important event all over the World. The number of its correspondents is constantly increasing.

However, sometimes this progress, called bi-media reporting, brings some troubles. For example, it happens that sending of separate rushes (video footage) and (sound) track can cause completely inappropriate pictures to be put over track.

Despite some problems, World Service is still encouraging bi-media reporting because they get two versions of reports (radio and TV) almost at the same time, which is very important for BBC, one of the best world's company in this field.

- by Slobodan Ciric

Summary of BBC reporter training and development policy

The BBC as one of the biggest world media systems has a policy of constant training and development. It is necessary, because they need to cover events from all over the world. The BBC is expected to have the best quality reports and reporters.

They have to provide development of technical and human resources. The representatives from the company know that they have to have good workers. Without them, they can't make a quality programme, nor have the most expensive, or modern equipment. So, they pay a retainer fee and give a chance to their employees to have an extra job. They are motivated to work well, because everybody in the system can become a foreign correspondent.

The reporters work for the radio, as well as on TV. They have their own equipment, so they can react fast and they do not have to wait for a crew. The BBC requires a high standard of reporting. They have a good school of journalism. That is why they are among the best broadcasting system in the world.

- by Svetlana Maksic

CURRENT MEDIA SITUATION IN VALJEVO (Radio stations)

Having in mind a number of local radio station, we can say that Valjevo has a very rich media life. However, is that quantity followed by appropriate quality?

Radio Valjevo is the biggest and oldest radio station in the city. It is a public company which has about 30 employees and high quality equipment. Its big power transmitter covers a very large area. For ages, this radio has been a typical example of an old-fashioned approach to media's field (too many employees, a close connection between the editorial policy and the local government, budget financing, long and boring broadcasts, slow reaction to current events, absence of modern music). Facing the competition in the last few years, Radio Valjevo has been trying to change its profile, which it partly has, but now, probably, it could be late...

In the middle 90's, a group of Valjevo's businessmen founded one of the first private radio station named Duck Radio. It was an attempt to create a new independent modern local radio. According to the facts, that attempt was very successful. The Duck has become the most popular radio station in Valjevo. It deserves that because of a modern approach to media's field which consists of good organization with a small number of employees, presence in every place where something important has happened, a short edition of every hour news, a lot of modern music (sometimes they overdo it), live broadcasts with many interesting guests etc. This programme is very attractive for a large audience, especially for young people and for people who want to be very well informed.

Radio Marsh shows the similar intention to be a modern city station, but, in the field of information, it stays one level lower in regard to Duck. The Music programme of Radio Marsh is not so bad.

The other radio stations in Valjevo are more or less unsuccessful attempts at becoming an urban radio. Most of them do not have any clear editorial concept. Except Voice of the Church, which is a specific radio station dedicated to the orthodox believers, the others broadcast not so much information but a lot of music, well known as turbo folk. The abundance of trash is the main characteristic of these radio stations.

- by Slobodan Ciric

CURRENT MEDIA SITUATION IN VALJEVO

- TELEVISION -

Valjevo is ready for a new approach in TV programme creating. Almost a decade has passed from the moment when the private TV stations started to emerge from the silence, and since then nothing has changed – the same equipment, the same old-fashioned technology, the same TV schedule, even the same video tapes which are fading away.

It is praiseworthy that TV Marsh is trying to establish a new visual identity, and, also, that some creations have been taken over from the popular Belgrade TV stations. But that's not enough.

Sometimes Vujic Television broadcasts interesting interviews, especially in the pre-election period. What is the worst thing about this media house is an awful appearance made of old cheap draperies and the dictatorship of one man, unfortunately the editor-in-chief.

TV Valjevo brings round-table discussions which are usually very interesting, but sometimes are forced by certain people to bring us to conclusion they prefer. And the only conclusion I can draw is that we are still living in media terror.

What we need in Valjevo is fresh spirit of young, talented people interested to explore what is happening in our town and the reasons for that, with the freedom as wide as possible to bring us the information in plenty of ways. It seems that the microphone under the mouth of interviewee in the macro plane is not the only way to do it.

- by Ljubinko Rankovic

RADIO PICTURE OF VALJEVO

Compared to the number of citizens, Valjevo has more media stations than any other town in Serbia. I came to that conclusion based on the knowledge and information I got being a journalist. The radio stations have precedence among them, since they are, literally speaking "growing up on every corner of Valjevo streets. I say this because there are eight of them. The good thing is that they have diverse editorial policies, which also means they have different kinds of audience.

Those who want to be informed, who want to hear the latest and current world and domestic news every hour, listen to Radio Duck and Radio Valjevo. Radio Marsh was and still is dedicated to the interests of young people.

The others like Pigeon, Estrada, 10, are members of the radio category known among Serbian people as "wishes and greetings". They are based on folk and turbo-folk music. And while the fans of opposite music sound think that those media are unsuccessful, the number of their listeners is, unfortunately, increasing every day. On the one hand, that is a mirror of our people's education. Rumour has it that employees in those "folk" radio stations are very well paid and have better incomes than their colleagues in the radio stations which I have put in the "fancy" category.

A unique kind of media is Voice of the Church radio. Its name speaks for itself. A clear concept of editing dedicated to Orthodox Church believers and faithful audience are very important things which have kept this radio station strong among those "news and folk wolves" I have talked about previously.

Anyhow, the media scene is like the wilderness: only the strongest can survive. I think that it is impossible for all eight radio stations to prove their power and legal existence in the air. We will find out the end of the story soon, including who will be legally selected by the Information law.

- by Marija Petrović

Current media situation in Valjevo

Newspapers

There are only two newspapers in Valjevo; a weekly “Napred” and a monthly “Review Kolubara”.

The “Napred” follows up the events through the week and usually has reports from the press conferences. Unfortunately, this is not enough for a town such as Valjevo is, because the readers expect more analyses, interviews and serious articles. One of the bad sides of “Napred” is an old-fashioned look of the newspaper. The name is printed in an old blue font, and the whole appearance of “Napred” hasn’t changed for almost 60 years. The main incomes in “Napred” comes from obituaries, which occupy half of the newspaper. Despite all faults, Valjevo needs “Napred” and we can hope that younger journalists and technical editors will improve this newspaper.

The “Review Kolubara” is a perodical publication in which we can read some serious articles about the current situation in our country and town, but also a lot of things from the history of Valjevo. The crew of this monthly are the oldest and best journalists from our town, but there is some writing space for younger authors, not only for journalists, but for poets, architects, professors and others as well. They try to follow up the current events, but from a different angle, usually with their own opinion. The “Review Kolubara” has a few, but eminent readers and they have a big influence on the public opinion in Valjevo.

- by Svetlana Maksic

SKETCH FOR ONE CAREER

The journalist career of our colleague Branko Vicentijevic started in the middle 60's in the local radio station Radio Valjevo. As the beginner, he was very interested in the field of sport, and he visited many sport events, making live reports and radio broadcasts.

After a few years spent in Radio Valjevo, he came over to the weekly "Napred" and continued to work, firstly as a journalist, afterwards as the editor of sport section.

Branko's interest in radio journalism appeared again, and he came back to Radio Valjevo. He made some progress in his career becoming deputy chief editor of this media house. Because of misunderstanding and disagreement with the local authorities, Branko Vicentijevic and his colleague Zdravko Rankovic, chief editor of Radio Valjevo, left this station at the beginning of the 90's. They started to work in Marketing and Publishing Agency "Valjevac" as a journalist and editor.

A few years later Vicentijevic and Rankovic separated from "Valjevac" and founded the Publishing Company "Kolubara" which publishes a monthly of the same name.

During his engagement in "Valjevac" and "Kolubara", Branko Vicentijevic has been working for several newspapers - "Nasa borba", "Glas javnosti" and "Danas", as a part-time correspondent, and he is still doing it.

He works a lot in a different fields, his reports are usually very free-spoken with many critical remarks. Because of that Branko has had some problems, especially with the former local authorities, but he remained consistent with his own journalistic style.

- by Slobodan Ciric

GLIMPSE OF COLLEAGUE'S CAREER

After lot of thinking, I have finally made a decision about whom I should write. The main character of the story isn't a journalist who has spent a long time on media scene, but according to her age and the number of media houses she has worked for, I can freely say that she has quite large experience. It is a pretty good reason why I have picked her career to write about.

Slavica Tripkovic is 29 years old. She graduated in journalism at Belgrade's University, Faculty of Political Sciences in 1996. She started a journalistic career in Radio Marsh during her studies in 1994 and 1995. As an anchorwoman and editor of the broadcast "STYLE EXERCISES" Slavica made her presence felt in media life. After that school of radio journalism and short writing for "DAILY TELEGRAPH", her next challenge seemed to be television. In 1997, the new founded Vujic Television Valjevo employed her as one of the news desk journalists. Love between Slavica and this local station lasted only 8 months. Subsequently, she became an editor of the youth magazine "VALJEVO'S HORIZONS" and mentor to young people who wanted to learn writing for newspapers. "Her school of journalism" ended after 2 years of interesting work, when "VALJEVO'S HORIZONS" stopped with publishing in 2001.

In the meantime, the only newspaper house in Valjevo, "NAPRED", started publishing her texts, and from that time she has been a member of the local newspaper team. At the same time she works as a technical editor of "POLICE OFFICER" magazine and as a PR manager of the Fashion Agency "STUDIO M". Also, Slavica is an excellent photographer and quite a good camera operator. In addition to journalism, she was the co-author of the book "WITHOUT CONTRACEPTION", with the stories "The guys I don't won't", and in the near future we will be able to read her book of short stories "CYBER BAJA" which will be published by "BEOGRAFITI".

Soon, we will have an opportunity to watch the broadcast "MIRROR, LITTLE MIRROR" on Marsh Television, again edited and anchored by her.

The greatest wish of Slavica Tripkovic is to write humoresques.

Step by step, she will come to that, too.

- by Marija Petrovic

PORTRAIT OF DRAGAN TODOROVIC

O n e c a r e e r

Correspondent of Monthly "Kolubara" Dragan Todorovic is a specific personality of Valjevo journalism. He worked his way through youth press such as "May 25th" and "NON" while he was employed in Krusik's Batteries enterprise - unusual if we know that all good mid-generation journalists in our town have been trained in Radio Valjevo/Napred 'school' of reporting. At the beginning of 90's he wrote for "Borba", later known as "Nasa Borba", and finally he settled down in the "Vreme" weekly, Yugoslav most prestigious paper covering current political, economic and social affairs. Gossips about his negotiations with Perica Vucinic's "Reporter" are, actually, complete truth, but his final decision was to stay in "Vreme". Mr Todorovic is well-known for his vivid, usually very informal and, let us say, ironic language. His descriptive, uncompromising style has been the cause of several judicial trials in the late 90's and a lot of rage on the side of Milosevic regime. Since October 5th 2000, Mr Todorovic is even more in the mood to describe the bad, ugly or just funny side of things, especially of the new political jet-set. And, knowing that he is in the best years of his career, a lot of us expect Dragan Todorovic to write his best text.

- by Ljubinko Rankovic

CURRENT COMMUNAL ACTIVITY

The adaptation and reconstruction works in the nursery school “Pcelica” on Peti Puk and in Popucke’s Primary school “Sveti Sava” are being done according to the plan, estimated the chiefs of Valjevo City Council and Municipal Administration during their visit to the building sites.

The Municipality of Valjevo has invested more than 2.2 million dinars for 70 m2 extension of “Pcelica” nursery school. This way, more children can be enrolled in the institution. The end of these works is planned in one month, said a representative of the contractor – “Trio Prom Engineering” company.

On the other building site, in Popucke’s Primary school “Sveti Sava”, the works on new toilet construction are in progress. The central heating installation, lighting of school yard, reconstruction of teacher’s building and school fence, as well as the sewerage system construction – these are the works planned during the next phases of school adaptation, said Mr Zarko Kovac, President of Valjevo City Council. He added that this budget investment would be a contribution of the local government to the celebration of “Sveti Sava” school jubilee – 100 years of existence.

- by Slobodan Ciric

COMMUNAL ACTIVITY IN VALJEVO

by Ljubinko Ranković

One of the most important communal activities in Valjevo region this year is, undoubtedly, maintenance of the regional road network. Valjevo's main intercity traffic route, called "M4", which has been the subject of high political interest in the last few years, is still waiting to be rebuilt, as well as it's new sections are to be started up.

Also, it has been announced that the new part of the regional road Valjevo – Bajina Basta, which passes by the future Stubo-Rovni lake, will be finished this year. Major works are in progress, huge "Caterpillar" machines of "Valjevoput" are breaking the silence of this picturesque area. According to what they say, Belgrade based enterprise "Hidrogradnja" - which synchronizes all jobs in Rovni area - is preparing for the hot season, too.

SEWERAGE PROJECT GOES ON

Building of sewerage system in Valjevo's suburb Belosevac, which had started at the beginning of November last year, and was stopped after a few days of work (because of rough winter conditions) was finally continued last week. It is a current topic in the "sea of communal problems" in Valjevo. People who live in Belosevac, mainly in Suvoborska Street, have had problems with the sewerage system for years, and, even worse, lot of them still have improvised sewerage, which makes this problem even more acute.

In 1998, the former local government had started raising money from these citizens for alleged building of a new sewerage. It turned out that those collected funds were consumed. Therefore, the whole burden fell on the shoulders of the present authorities. So, the local councillors had to cope with the inheritance left by the previous "city fathers" and do the financing of the entire project.

Untill now, workers of "EROZIJA" enterprise have built about 1km of sewerage, which means that 1.3 km still needs to be done.

- by Marija Petrovic