

JOURNALISTS' PORTFOLIO WINTER 2001

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INTERVIEW WITH NEBOJŠA ČOVIĆ

/Edited transcript/

Interview conducted by Slobodan Ćirić. Role of N.Čović played by Ljubinko Ranković

- SĆ: Good evening. You are watching the "TELERING" of Vujic Television Valjevo. As you know, we are covering the most important current political topics in this broadcast. This evening our guest is Mr Nebojša Čović, Vice-president of Republic Government of Serbia.
Good evening, Mr Čović. Welcome to our studio.
- NČ: Good morning, Mr. Ćirić.
- SĆ: First of all, I would like to know something about the elections in Kosovo. Everybody knows they will be held on 17 November. Can you tell us some of the main reasons why you have made the decision to suggest that Kosovo's Serbs take part in the elections?
- NČ: Well at first, it wasn't easy decision at all, we had really had hard talks for months, I think, and finally we made a decision to go to the polls anyway, so we think that we have made big work in the last months and the reason we called Serbs and other non-albanian citizens from Kosovo to come and to vote for members of national parties is to... because we are now... we are trying to become a part of the modern world, you know, and we have to be more clever than we used to be in the last ten years. Last ten years of Milosevic's politics were just to reject everything that was not what he thought was right. We made no negotiations, no agreements, nothing, he was rejecting everything, and now, our goal is to make some agreements, to achieve something for our people too, we are trying to make EU and UN think about Serbs there in trying to make a democratic society. A really democratic society. We consider that going to the polls elections is a less bad scenario than not going to the polls.
- SĆ: Is the coalition named "Return" the best solution for Kosovo's Serbs? There are some political forces who are against the return of Serbs to Kosovo. What do you think about that?
- NČ: I'm not sure if there's any party in Serbia that is against Serbs going back to Kosovo. I think that the point is in that some party leaders don't get things seriously. They are just trying to achieve some short-term political goals and not thinking of tomorrow – just for some of their needs. Well, I think that this is the best solution for Serbs, for all of us, for the whole country, to make one coalition with all parties in it, because we know – the fact is that Serbs there are a minority and if we go together, if all Serb votes go to the Serb coalition.
- SĆ: You've just said that there are some political leaders who are against the return of Serbs to Kosovo....
- NČ: No, no, I told you that I think they are not really against returning to Kosovo, but against our politics of negotiations.
- SĆ: ... Could you tell us who they are?
- NČ: Of course I can – Socialist Party, Serbian Radical Party...

SĆ: What about the members of the Democratic Oposition of Serbia? Is there any opposition in DOS itself?

NČ: No, I wouldn't say that.

SĆ: How would you comment on the election campaign of the "Return"? Was it successful?

NČ: Well it was, and it wasn't. You know we started just a few days ago and had only ten days for the whole campaign. It's not easy to make a real campaign in that short time. But yet, it means something – we introduced people to our goals, to the politics of our country, of our president and our government, and I think that some achievements have been made and you know that tonight is the final meeting in Kosovska Mitrovica and I think it is very important to emphasize that this is the biggest Serbian city and the biggest part of Serbian community is living there and we hope this could be, you know, the final step in achieving goals of this campaign.

SĆ: Is it true, Mr Čović, that there was some kind of antielection campaign lead by some forces or some.....

NČ: You mean between Albanians?)

SĆ: ... No, among the Serbs.....

NČ: Kosovo's Serbs or...?

SĆ:I am just asking you.

NČ: Well I'm not sure what you are trying to ask. It is obvious there is some anti-campaign among Albanians because they /.../ and I want to emphasize that their interest is that Serbs don't go to the polls. And we are trying to say this to people – why is that so – it's a little bit complicated, but we are trying. Between Serbs there, well I think there is also some kind of political interests and, people are afraid, that's obvious, but still, you have to think smartly and to make a decision and I'm not sure if everybody there has made a right decision...

SĆ: Do You consider that Kosovo's Serbs have a good chance to take part in the future Kosovo's Parliament? How many deputy places do you expect?

NČ: Well this is just the first step for Serbs there and just the first step in the future to make our interests go alive, but without going to the polls we can't do anything... Sorry, what was your next question?

SĆ: How many deputy places do you expect?

NČ: I think that Serbs can get, I hope about fifteen, maybe more.

SĆ: Would it be enough to stop the proclamation of Kosovo's independence?

NČ: You know that the Security council Resolution 1244 is explicit that it is part of

Serbia and it will be like that... And there is the latest agreement with Hans Haakerup and EU which says the same thing. This has been one of our greatest achievements in the last few months and I think that things are starting to happen according to our interests.

SĆ: What will you do if the things should move in the wrong direction for the Serbs? What if the Albanians in the Parliament still proclaim the independence of Kosovo? What do You suggest should be done in that case?

NČ: The only important thing for Serbs there and for all of us is to be united, especially for Kosovo Serbs not to have different opinions. They have to be united and to, and we have to have a really smart strategy in high politics of our country. Those things just can't happen, because you know – the laws are explicit and if they do something like that it will be just the kind of some illegal operation and UN can...

SĆ: Maybe, you could encourage the Serbs to proclaim their own independence of the Northern Kosovo? What do You think about it?

NČ: It's a question of future. We can talk about that but it's better to fight for our short period interests.

SĆ: One last question. Are you optimistic? Will Kosovo survive as a part of Serbia and Yugoslavia?

NČ: I am, definitely I am an optimist, you know, I took a great responsibility by taking this post in the Coordination Center for Kosovo & Metohija and it's really hard work and I wouldn't be here if I wasn't an optimist in that things will become better in the next few years.

SĆ: Thank you Mr Čović for being our guest...

NČ: Thank You.

SĆ: You 've been watching the "TELERING" of Vujic Television Valjevo. Stay with us.

Interview:

Madonna – Once a Bad Girl, Now a Good Mother, Pop Saint For Ever

/Edited Copy/

/Interview with Madonna, role-played by Marija Petrović, was conducted by Svetlana Maksić/

SM: Good evening, you're on the waves of your Radio Patak and we have one special guest. I must say she's the one, she's the only. For her, it used to be said that she was a witch, that she was queen. But she is the heroine of the 20th century and maybe it is enough to say that she is Madonna.
Hello! I would like to ask you first about interviews that you have given for all these years. I suppose that you have given one hundred, or maybe a few thousand interviews. Do you expect anything different from this?

M: I've made some changes in my private life, my style, my music and it is not so boring to do this kind of interviews because they are all different. People always ask me different things and it is not boring to answer them.

SM: Your personality is controversial. You have worked very much on your personality, because at the beginning of your career, you were like a teenage girl, you were dressed "like a virgin", but it was different from your look today. A few years later (20) you are a completely different person. So can you tell me something about the way you transform your personality?

M: At the beginning I was very open-minded because I thought it was very important to be an extraordinary person and somebody special. Now I know that I was the one and only, as I am also today. I've always wanted to be in the lime-light, that is because I am a lion in the horoscope. Things which change my life have come with my experience, it is not so bad to be a different person, but different in the better way.

SM: Maybe you wanted to be in the center of show-business. Can you tell something about your nature? Your full name is a quite simple, usual name, but you've chosen Madonna as your middle name. Why is that?

M: As you probably know, I am Spanish, my full name is Luisa Chicone, and Madonna is

a very good nick-name for the person who wants to be in the lime-light. My “middle name” brought me luck, I think it is sensational and I like it very much.

SM: Are you superstitious? I’m asking you that, because at the beginning of your career in the early 80's, The Catholic Church didn't approve of your name, because they thought it was something which was not good manners. What is your attitude to Church and those talks?

M: Yes, I am and I think I am a good catholic. Because of that I think my business name is not bad for the church and religious people. I have already told you that the name Madonna brought me luck and I am proud of it.

SM: If we talk about your style of living in your youth, we can say you didn't live as a good catholic. You were linked to sex, drugs and too much fun.

M: I know that it is a black mark in my career but when you are in a show business, managers don't ask you a lot of things. I am a person who wants to succeed and you cannot choose what you will be like. You can see only one part of my personality in the video clips, and that kind of video clips are made in Hollywood. I wanted to express the sexual part of my personality in a specific way and I think that I've pretty much succeeded in that, because people who once thought that I was a bad girl have changed their opinions for sure.

SM: But, you also change yourself and the example for this is that in less than a few years you present yourself as a modest, common girl, as everyday girl. Do you think that after those 20 years people understand you as a part of a show-business and what you are privately? Do you think that people finally understand you? I think in these two years as you have a daughter and now a son and a husband, people understand what you've wanted to do for all these years?

M: I am a mother now and I can not let myself act like a teenage girl. I have responsibilities for my children. I think people have forgiven me for all the “bad things” I have done in my life. Bad things were the part of growing up and career of course. Now I feel like a complete person and it is good to be “once a bad girl”, because at the end people can say that I wasn't so bad at all.

SM: Let's talk now about money. You're very rich and you have lots of houses all over the world. What motivates you to continue to do all these things and to stay in show-business after so many years, so much earned money. Why are you doing all this now?

M: Even when I am not working on a music project or movie, when I am having a break, journalists always put me in the center of gossip.

SM: But, you now have your own children. You are also an idol to many other children all

over the world. Can you give any advice and what can you say to those children who want to be like you? What to do?

M: They have to be themselves in every part of life. They must not pretend to be somebody else. That is not good for children. Their parents should be their idols, not singers or movie stars.

SM: Is that the reason why your daughter goes to a good catholic school and at the beginning of your career you said that you didn't like those schools, those church schools. Why did you do that?

M: I said lot of things at the beginning of my career. In the meantime things have changed. It is important for my children to be in good hands. My husband helped me to understand a lot of things which I hadn't understood before.

SM: As this is a radio, we can't talk an hour. We must finish this interview. But I know we haven't said everything because your life has been and it still is full of events. So, at the end I must ask you, if you had another chance to start your career, what would you do? Would you make your career in the same way?

M: It is a good question. I always think about it and always ask myself who I would be in the way I am thinking now. I would change a few things. I suppose I wouldn't be so aggressive, violent, open-minded. I would probably like to be a normal person, but when I see how my life once was, I don't think that I can be a normal person at all.

SM: So, thank you for this conversation. We continue with music. This is your song.

INTO THE LIGHT

- s u m m a r y -

Immigrants in Milan, Italy like to gather at dusk in front of the Duomo cathedral. They come from Africa, ex-Soviet republics or south Asia and are usually maids, street sweepers and construction workers. Those gatherings provide a break between a hard day's work and everyday poor life conditions.

Until 20 years ago Italy used to export workers, but due to economic growth and low birth rate the officials "unofficially" encouraged import of workers. Immigrants could easily find a job, but only in the black-market. Now there are about 500,000 people in this sector.

Even the common people, not only the politicians, understand that the country needs those workers, but the society is still trying to find the right way to control their presence and ways to punish or send back unwanted immigrants.

- by Ljubinko Ranković

STORMING FORTRESS EUROPE

The first signs of “storming fortress Europe” appeared five or six years ago, when fishermen in the Sicilian village of Portopalo di Capo Passero began catching human heads and bodies with their nets. These corpses belonged to some of 283 would-be immigrants, Sri Lankan Tamils and Liberians, who perished in a shipwreck in late 1996.

Since then, the “storming” became a European problem, because at least 6000 people have died trying to get into the continent. Deaths most often happened along Italy’s Adriatic coast, so the officials say “The Adriatic sea is like a cemetery”.

Many of European countries are tightening border security against a rising tide of illegal immigrants, using special coastal radar stations, infrared and heat sensors for trucks, trains and airplanes, barbed wire fences and high-wattage klieg lights. But there is no major success, except the rise of body count!?!

The human trafficking is very profitable business for the smugglers which nets them about 100.000 USD per trip. For example, they stuff small inflatable crafts called “duck boats” with as many as 60 people, take the money in advance and don’t care about them more. They often send them to death. Human life has no value to the traffickers.

Immigrants are dying on many European borders. They have frozen on the mountains, drowned in the rivers, suffocated in refrigerator trucks, fallen from the airplanes or have been crushed in the undercarriage of trains. There are a lot of their graves with the inscription epitaph “UNKNOWN” in the cemeteries of Southern Italy and Spain.

European officials started to recognize that they will have to find a way to accommodate more immigrants. Opening the borders and issuing a larger number of permits to come in an orderly way might stop the deadly human trafficking.

By Slobodan Ciric

PRESS RELEASE

The latest achievements in Radio Patak

The radio such as Radio Patak must assert itself all the time, because this is required by the responsibility to more than a 35 thousand listeners. The reason for this press release are the results of the latest survey.

According to that survey, which was made by Strategic Marketing Agency and IREX (American agency for public opinion surveys), Radio Patak is the most popular radio station in the area of Valjevo. The latest results are even better than those before, because in spite of a general decrease in listening to the radio in the whole country, our radio station has acquired another 4,000 listeners. The everyday programme is usually listened to more than 35,000 people. They spend 65 minutes daily at our frequency, which is an almost 10 minutes better result than that of the next best radio station.

That popularity of our radio station is kept on owing to everyday changes. The new in our programme scheme is shorter news and informative blocks, because as the life gets faster, we all must follow that speed. Still, after all, our information must be clear and truthful, because we are the radio which is the most trusted of all.

We try to follow modern trends and to be thorough in our works, and that is the only way of staying at the top.

by Svetlana Maksic

PRESS RELEASE

-Vujic Television Valjevo-

by Slobodan Ćirić

Vujic Television Valjevo (VTV) celebrates five years of existence in March 2002. Founded as an attempt to fill a gap in the existing local media, VTV has become an unavoidable part of Valjevo's citizens life. From its beginning the reporters of this media have been present almost everywhere – whenever something important has happened in Valjevo's area.

We have done our best to satisfy people's hunger for all kinds of information. Our cameras have recorded so many good and bad things – people and their everyday life, joy and sorrow, celebrations and tragedies, political discussions, elections, war, earthquake, accidents, floods... Our main goal has always been and still is to enable people to get information as soon as possible.

Vujic Television Valjevo operates as a privately-owned company, an independent local electronic media. It has about 25 employees and covers the area of Valjevo and parts of the communities Lajkovac, Mionica, Ub and Lazarevac. Its potential audience is about 250.000 people. The equipment is based on super VHS standard, with 200 watt power transmitter and five computers for preparing programmes, TV editing and broadcasting. During these five years, VTV has made a few important steps in the field of programme. The results of that editorial policy are very popular and attractive broadcasts: "Through Valjevo", "Mirror of the Day", "The Prism", "Telering", "For the End of the Week-end", etc.

On the basis of the poll made by Research team of the College of Economics School in Valjevo, Vujic Television Valjevo is the most popular local TV station in this area.

It's up to us to keep that rating and stay at service to Valjevo citizens.

P R E S S R E L E A S E – NEWS FROM “KOLUBARA”

The twelfth edition of the Annual “Kolubara” is in the printing process right now and will be out in next few days; we are proud to announce that the current edition of this book is richer in content and therefore more interesting than ever.

Our web site is continuously developing – new features include virtual postcards sending, voting booth and online shopping. We are currently building a searchable database of all texts published in the previous issues of monthly “Kolubara”.

Internet-based voting for the Person of the Year in Valjevo gave some interesting suggestions. However, the winner for this year will be announced on January 19th. Meanwhile, the Publishing Company “Kolubara” organized an interesting ceremony on December 13th in the “Grand” Hotel. That snowy evening Dragan Todorovic and Bogoljub Arsenijevic Maki, the winners for the past two years, were granted Charter of the Person of the Year in Valjevo.

All the news from the Publishing Company “Kolubara” can be found on our web site: <http://www.revija-kolubara.co.yu>.

The team of “Kolubara”

La Roche-Pasay Press release

EXTREME COVERAGE PLUS ULTRA-FINE FEEL

Anyone can suffer from acute or chronic skin imperfections such as spots, under-eye circles, or redness, which alter the harmony of the complexion. Often, corrective make-up is the only way to unify the skin's appearance. To provide solution for all types of skin imperfections, pharmaceutical laboratory "La Roche-Pasay" from France has developed UNIFIANCE, an exclusive concealer formula which ensures extreme coverage.

UNIFIANCE concealer contains 20% pigment in a fluid and dispersant oil-free emulsion. The completely new texture in concealers combines for the first time an anti-clogging agent enabling rapid, easy, and comfortable application with a smoothening agent for even pigment coverage. There are three products of UNIFIANCE concealer which can help women to provide a full spectrum of corrective efficacy: liquid make-up in eight shades, blue-violet neutralizer for under-eye circles or bluish imperfections and red neutralizer for blotchiness or excess of red coloration. The result is that imperfections are instantly corrected.

UNIFIANCE provides natural, weightless coverage and what is important, it is water-resistant product. Ladies can choose now: temporary or permanent solution!

By Marija Petrovic

COMMENT ON VTV PRESS RELEASE

VTV has existed for five years. For all those years, the citizens of Valjevo and other surrounding municipalities have been able to find all kinds of information. With modest equipment they have covered an area with potential audience of 250,000 people. According to researchers, VTV is the most popular local TV station in this area. Their aim is to remain the best and to develop themselves as a modern, serious television.

by Svetlana Maksic

NEW “KOLUBARA” EDITION

The team of Publishing Company “Kolubara” announced the twelfth edition of the Annual “Kolubara”, which will be richer in content and more interesting than ever, according to them.

A few days ago the “Kolubara” company organized a ceremony dedicated to Dragan Todorovic and Bogoljub Arsenijevic Maki, who were proclaimed the Personality of the Year in Valjevo, during the last two consecutive years.

The winner for this year will be pronounced on January 19th.

by S.Ciric

FIVE YEARS OF VUJIĆ TELEVISION

The first to fill a gap in Valjevo media space, VTV became one of the most important media houses in this region in the past five years. Their cameras covered all important and interesting topics as well as all kinds of studio shows – interviews, debates, and entertainment programmes.

According to what they say, VTV crew of 25 people makes the programme whose estimated audience is about 250,000.

Survey made by Valjevo College of Economics Research Team shows that VTV is the most popular local television in this area.

by Ljubinko Ranković

ĐINĐIĆ'S PRESS CONFERENCE

/A report from a mock press conference held by Slobodan Ćirić in the role of Đinđić/

Summarizing the results of his Government in 2001, Serbian Prime Minister Mr Zoran Đinđić said that they achieved some very important goals – solved problems in South Serbia, established economic stability, stable currency, regular payments and better living and business conditions.

For the 2001 Mr Đinđić announced the “corruption war”, reform of state administration, making the new Constitution and fighting unemployment by opening new work places.

Talking about republic budgets, Prime Minister promised “blood, sweat and tears”.

“We think that the reformed federation of Serbia and Montenegro is the best solution for the future”, said Đinđić, “but we will accept any other decision if brought in a free and democratic way”.

Finishing this press conference, Mr Đinđić said that he sees Serbia as a member of European Union in 2010.

by Ljubinko Ranković

BETTER LIFE IN NEXT YEAR

/A report by Slobodan Ćirić from a mock press conference in which he played the role of PM Đinđić/

Stamping out crime and corruption and a large programme of social support to all citizens who become unemployed during the privatization will be the main tasks of our Government in 2002, declared Mr Zoran Djindjic, Serbian Prime Minister at yesterday's press conference. He added that other governmental plans include a reform of state administration, improvement of standard of living and better services at economic prices in public companies.

Mr Djindjic expressed his expectations about the concrete results of Serbo-Montenegrin negotiations about the future of Yugoslavia. According to him, a new reformed federation is the best solution for all citizens in the two republics.

Serbian Prime Minister announced a new, very restrictive and thrifty republic budget saying that we can expect "blood, sweat and tears" in this field.

'New elections in the next year could slow down our social and economic reforms', emphasized Mr Djindjic, but he did not reject such a possibility if the compromise between the members of DOS becomes impossible.

Evaluating 2001, Prime Minister said that Serbian citizens had so many reasons to be proud of what we had achieved during the last year, because we had started as the possibly most problematic country in the whole world, but we had become one of the champions of the reforms in this region. He alleged that the establishing and keeping stability of the country and its economy, stable currency, better living conditions and peaceful solution of South Serbia crisis, were the main success of his Government in 2001.

by Slobodan Ćirić