

## **Serbian Independent Media**

### **Serbian transcript:**

Ако говоримо о томе како су новинари плаћени, никако. Ако говоримо о слободи медија, не постоји. Дефинитивно. Не постоји. Постоји слобода... Заправо, постојао, постојао је некада један светионик, али буквално светионик, који се некад на пролеће '89. појавио као један мали студентски радио и који се звао и зове се и данас Б92. Они су кренули у поткровљу једне зграде, и одатле слали, не знам, поруке да се људи пробуде. И били су светионик читавих десет година, све време владавине режима Слободана Милошевића.

И стварно су... И стварно је, дакле '89. кренуо, овај, радио – мислим да је 2003. некад, овај, су кренули и са ТВ пројектом – стварно су били једини објективни, прави медиј, медиј коме сам ја веровао. И када погледам прилог, чујем вест на радију, прочитам на интернету – касније се и интернет појавио – знам да је то тачно. Да би се у једном моменту, можда пре неких, неколико година то, тај концепт потпуно променио. Променио у смислу да се на неким местима где су постојале можда неке емисије, овај, јавиле емисије које смо могли да видимо на неким, овај, потпуно другачијим медијима, и да је, да је, не знам, уредништво Б92 ставило мало и ружичасте наочаре, не би ли придобио што већи број гледалаца. Е, дакле то је једна једина, овај, станица која је постојала, РТВ станица, којој се веровало.

### **English translation:**

If you're wondering how well the journalists are paid, they're not [well paid] at all. If you're referring to the freedom of media [in Serbia], it doesn't exist. It definitely does not. There is freedom... There was, rather, at one point this beacon, literally a beacon which appeared in the spring of 1989 as a small [college] student-run radio, which was called – and it still is to this day – B92. They started off in an attic [in Belgrade], from which they were sending messages to people to wake up. They were a beacon for an entire decade, during the entire reign of Slobodan Milošević's regime<sup>1</sup>.

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<sup>1</sup> The speaker here refers to a period of roughly ten years, from his famed Gazimestan speech from June 1989, which is considered to be the key moment in his rise to power because of the size of the audience (estimated at around one million) and the first open threat of an armed conflict in then Yugoslavia, to the October 5, 2000 Bulldozer Revolution, which saw Milošević removed from office, arrested and transferred to the International Criminal Tribunal for the Former Yugoslavia at The Hague, Netherlands.

And they really were... So, they began as a radio station in 1989 – I think they started their own TV project in 2003<sup>2</sup> – and they really were a truly objective news outlet, a news outlet I could trust. So when I would watch one of their news reports, listen to their radio news, read something online – they later expanded to the internet as well – I knew it was true. However, at one point, maybe several years ago, this concept changed. It changed because, instead of some of the regular TV shows, new ones appeared which we could previously watch at completely different TV stations; I'm not sure if the editorial board of B92 also decided to see things through rose-colored glasses in order to gain as many viewers as possible. But they were the only TV station, radio and TV station that is, which could be trusted.

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<sup>2</sup> TV B92 (Cyrillic: ТВ Б92) was launched in October 2000. B92 launched a separate news channel called TV B92 Info (Cyrillic: ТВ Б92 Инфо) in April 2008.

Source: ТВ Б92. (n.d.). In *Wikipedia*. Retrieved on September 28, 2012, from [http://sr.wikipedia.org/w/index.php?title=%D0%A2%D0%92\\_%D0%9192&oldid=5864241](http://sr.wikipedia.org/w/index.php?title=%D0%A2%D0%92_%D0%9192&oldid=5864241)