

Pursuant to Article 83 of the Law on Electronic Media (Official Gazette of the RS, number 92/2023), at its session held on 7 May 2024,  
the Council of the Regulatory Authority for Electronic Media adopted a

## **RULEBOOK**

### **on Urgent Notification of the Public About a Missing Minor**

#### Article 1

This Rulebook regulates in detail the manner of fulfilling the obligations of media service providers regarding the manner of broadcasting programme content relating to urgent notification of the public about a missing minor, with the aim of collecting information that may help with the implementation of measures for searching for and finding the minor.

The minor referred to in paragraph 1 of this Article is a person who has not reached 18 years of age.

#### Article 2

Programme content referred to in Article 1 of this Rulebook consists of a notification of the public about a missing minor submitted to media service providers by the ministry in charge of information affairs (hereinafter: ministry).

#### Article 3

The media service provider, upon receiving the information sent by the ministry, shall, without delay, broadcast the notification about the missing minor.

The media service provider shall broadcast the notification referred to in paragraph 1 of this Article in the duration of at least 20 seconds, in unaltered form and of identical content as submitted to it by the ministry.

The media service provider shall broadcast the notification referred to in paragraph 1 of this Article in the next 48 hours, namely during the first eight hours from the moment of submission of the notification once every 30 minutes, and thereafter once every 60 minutes.

After the expiry of the 48-hour period from the first publication, the obligation to further broadcast the notification referred to in paragraph 1 of this Article shall cease.

#### Article 4

Upon receiving the information sent by the ministry that a missing minor has been found, the media service provider shall, without delay, discontinue the broadcasting of the notification about the missing minor, even before the expiry of the period referred to in Article 3, paragraph 3 of this Rulebook, notifying the public that the person has been found.

At the same time as the discontinuation of the publication (broadcasting) of the notification about the missing minor, in order to protect the minor's personal data, the media service provider shall, without delay, delete all data from the notification about the missing minor.

#### Article 5

With the entry into force of this Rulebook, the Rulebook on Urgent Notification of the Public About a Missing Minor (Official Gazette of the RS, number 78/2023) shall cease to be valid.

#### Article 6

This Rulebook shall enter into force on the eighth day of the day of its publication in the Official Gazette of the Republic of Serbia.

**Number: 763/2024/1**  
**In Belgrade, 7 May 2024**  
**Regulatory Authority for Electronic Media**  
**President of the Council**

**Olivera Zekić**