



REGULATORY
AUTHORITY FOR
ELECTRONIC
MEDIA

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Number: 907/2025/1

Date: 18/08/2025

Belgrade

Report of the Monitoring and Analysis Service

Ex officio **procedure**, based on the notification of the Council of the Agency for Audiovisual Media Services of Montenegro, Podgorica.

MSP: PINK MEDIA GROUP D.O.O, Beograd - RTV Pink, Neznanog junaka 1, Belgrade

Complaint: 30/07/2025

Subject of oversight: Morning programme of TV Pink, from 06:55 to 07:00.

Summary: Press review segment on Chinese and Serbian army manoeuvres, border disputes in the region.

Report: The AEM issued a notification about contentious content in the programme of TV Pink in the morning programme, the genre of current affairs and news programme, the segment "Pres pretres" (*Press review*) in which current affairs from the daily press was discussed. The subject was military manoeuvres of the Serbian army with the Chinese army. The guest in the studio, referring to the official Brussels stance towards Belgrade, says: *It is a great injustice to Serbia that it is landlocked and they know that these borders in the Balkans will not last much longer. So, for example, this AVNOJ-like Montenegro will not exist for much longer and I can say this with near certainty. There will be a change in borders, Serbia will have access to the sea again and that is what Brussels fears.*

Other claims were also made disputing current political borders in the region (cited in the complaint).

The Montenegrin regulator deems that this "perpetuates and pushes the narrative that makes nonsense of, devalues and denies the identity and distinctiveness of the Montenegrin people, encourages and justifies the feeling of non-acceptance and animosity toward members of the Montenegrin people, as less valuable and of questionable origin, which is confirmed by the female journalist's statement."

Transcript

The host: *I was sitting with a man whom I happen to hold in the highest esteem, he has no connection to politics but spirituality, and he said a phenomenal thing.*

He said to me, Jovana, there are only two peoples, the rest are ethnic groups. I said – whom do you mean? The Serbian and Jewish peoples, of course, the rest are ethnic groups. (The guest in the studio added: As Jovanka Jolić would say, the others were created in the Atlanticist laboratories.)

As to the quoted segment of the programme, the AEM deems that "it is based on a narrative that denigrates identities, and directly denies the right of Montenegrins to autonomous identity... constitutes the promotion of ethnic superiority and the undermining of the civic concept of Montenegro", and that it "contributes to and fuels the ideas of intolerance and confrontation, contrary to the ideas of solidarity and civil society, threatens multi-ethnic tolerance and undermines social cohesion."

The REM technical service deems that making statements disputing current state borders is inevitably disturbing and, as such, requires additional caution and responsibility from the editorial team of the programme and the programme host. However, that being said, the content in question cannot be assessed as hate speech as requested by the Montenegrin regulator, bearing in mind that even disturbing media content is not considered to be illegal in democratic settings, which is also the regulatory practice that is predominantly applied in the European context. In making this assessment, it was taken into consideration that the presented content did not call for a (violent or non-violent) change of borders, presenting it, instead, as an inevitability, in the form of a personal opinion. The people of Montenegro were not mentioned in the contentious statement nor was a context observed denying the identity and distinctiveness of the Montenegrin people, nor denying the Montenegrin people any rights enjoyed by members of other peoples.

With regard to the sentence "*As Jovanka Jolić would say, the others* (peoples other than the Serbian and Jewish peoples - author's comment) *were created in the Atlanticist laboratories*", the technical service deems that the humorous context of the remark cannot be excluded, given that J. Jolić is a conspiracy theorist whose views strongly diverge from prevailing scientific beliefs. This is also evidenced by the laughter that the aforementioned sentence was accompanied by in the studio.

The REM technical service, however, deems that, given the sensitive nature of the statements calling into question state borders – especially in relation to a neighbouring country – and the assumed explosiveness and destructive potential of such statements, it is particularly important to approach the subject matter "with due care corresponding to circumstances and in accordance with the rules of the journalistic profession" as required by Article 5, Paragraph 1 of the **Rulebook on the Protection of Human Rights in the Area of Media Service Provision**.

Providing media space for the expression of personal opinions to persons with inadequate competence, beyond the declared topic of conversation (joint manoeuvres of the Serbian and Chinese armies), with discrete support from the programme host, cannot be accepted as a current affairs programme approached with due care corresponding to circumstances.

In addition, the retelling of the host's personal experience (a conversation with an unidentified person), promoting in the news and current affairs programme the thesis that only Serbs and Jews are peoples ("and the rest are ethnic groups") is an evident absurdity by which TV Pink deviated from the obligation to contribute to raising the general cultural and educational level of citizens, as required by Article 61, Paragraph 1, Item 3 of the **Law on Electronic Media**.

Conclusion: Content inconsistent with the **Law on Electronic Media**

- Article 61, Paragraphs 1 and 3

and the **Rulebook on the Protection of Human Rights in the Area of Media Service Provision**

- Article 5, Paragraph 1.

Monitoring and Analysis Service