

REPORTING DAILY EVENTS IN PRIME
TIME NEWS

COMMERCIAL AND PUBLIC TELEVISION

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European broadcasting media were deregulated a quarter of a century ago. The process began in Italy and Germany and spread to East European countries in the 1990s following political changes. Pressure to end monopolies in East European countries first began in the area of telecommunications, followed by the demand to end state monopolies over public services as a result of the increasing use of computers, information digitalization and the ensuing convergence of various media. Suddenly, everyone started to talk about media markets. And a market it was, indeed, since powerful US production companies began to seek opportunities to increase sales of their products (media “software”). So the great shift within the media began – a shift away from satisfying the needs of society towards satisfying the needs of individual associations and media tycoons. Forgetting the positive effects of the regulatory model employed by Great Britain, where private television stations were required to ensure diversity of content, Europe consented to a much more liberal approach.

The formal framework was set by the European Commission’s “Television Without Frontiers” Directive,¹ which, as regards content, addresses only the rights of minors and the right of reply. It further sets quotas for European audiovisual works and protects the interests of the public by ensuring it access to important events, but the emphasis is on the regulation of television advertising, sponsorship and TV sales. Behind these seemingly content-related provisions, it is possible to discern the protection of the interests of European production companies (i.e. the interests of film and television companies presented as the national interests of individual states). Nevertheless, new commercial television stations have not invested much in their own programs but have based their offerings on American serials instead.

The interests of citizens were relegated to the background. Europe has adopted the model that replicates that used in America, in which the protection of the public interest is left to market forces, while diversity and quality have been replaced by the option of choice.

In Slovenia, the deregulation process first affected radio, since during the 1980s there were many radio stations that were receiving far too little money from their founders (i.e. state or local communities) and had to rely on the market for their income. The first non-state providers of television

¹ The “Television Without Frontiers” Directive was adopted on October 3, 1989 and amended on June 30, 1997.

programs were cable operators who utilized “their own” infrastructure to offer additional content, ranging from local announcements and programs to commercials. The first private terrestrial television broadcaster and the first independent television in then Yugoslavia was *Kanal A*.² Established in 1989, it began broadcasting in November 1990. At that time, this lone private television station did not pose any serious threat to public television as it did not have sufficient capital to purchase either attractive foreign programs or good technical equipment.

The great change on the Slovenian media scene occurred in 1995 with the appearance of a new player on the market – the production company Pro plus that produces programs for the *POP TV* and *TV3* channels.

The majority owner of Pro plus is the American company Central European Media Enterprise (CME). Pro plus, employing the model pursued by American national networks, acquired one-third stakes in the television stations *MMTV*, *Tele 39* and *tv Robin*, ensuring the transmission of POP TV programs. In so doing, the majority owner circumvented the provision in the then Mass Media Act that restricted ownership shares and management rights of foreign legal and natural persons to 33%.³ POP TV programming included a number of successful American serials that quickly attracted an audience.

In contrast, the bland and initially religiously flavored programming broadcast by *TV3*, whose owners were the dioceses of Maribor and Koper, and various Church-related organizations including the publishing and broadcasting organization Ognjišče, Gospodarski forum krščanskih demokratov (Economic Forum of Christian Democrats) and Mohorjeva družba from Celje, failed to attract a large audience.

Pro Plus confirmed its serious ambitions to produce its own programs by establishing a news production department and introducing a daily news program entitled *24*

2 For more on the emergence and development of Slovenian broadcasting media, media legislation and ownership, see Sandra Bašič Hrvatin and Marko Milosavljević: *Media Policy in Slovenia in the 1990s: Regulation, Privatization, Concentration and Commercialization*, Peace Institute, Ljubljana, 2001 (available at <http://www.mirovni-institut.si/>) and Sandra Bašič Hrvatin and Lenart J. Kučič: *Monopoli: Družabna igra trgovanja z mediji (Monopolies: The Social Game in Media Trading)*, Maska, Ljubljana, 2005.

3 The same provision applied to Slovenian legal and natural persons. See Article 39 of the *Zakon o javnih glasilih (Mass Media Act)*, *Uradni list Republike Slovenije*, No 18/94.

ur, which became RTV Slovenia's first serious competitor.⁴ Over the previous decade, *24 ur* had succeeded in winning over a wide range of viewers. Television audience ratings show that it was the most watched daily news broadcast in Slovenia as well as one of the most watched broadcasts in general. To date executives with the News and Educational Programs department at TV Slovenia have not managed to find the right formula to prevent the shrinking of their audience. In March 2006, the *24 ur* rating was 16.71% (45.97% of all viewers), compared to a 12.43% rating for the one-hour *Dnevnik* news block on TV Slovenia (34.32% of all viewers).⁵

To our knowledge and based on publicly accessible data, these two news programs have not been the subject of any comprehensive comparative analysis during the past decade.⁶ Knowing that television is the most influential media and largely responsible for shaping public opinion, and that these two programs have an average daily audience of 525 708 viewers older than 10 years,⁷ such an analysis is certainly in order.

This report attempts to provide answers to several questions:

- Which topics were included in the agenda and in what proportion?
- Who was given an opportunity to address the public and express their opinion?
- What was the proportion of domestic to foreign events in coverage?
- What was the length of individual segments in the two news programs?

4 The public institution RTV Slovenija is a legal successor to RTV Ljubljana. Radio Ljubljana began broadcasting in 1928, and Televizija Ljubljana in 1957. During the 1980s both played an important role in the democratization of society, and during the 1990s they were important actors in the process of Slovenia's gaining of independence.

5 In the same month (March) in 2005, *24 ur*'s rating was 15.73%, and in 2004 it was 16.67%; *Dnevnik*'s ratings were 13.18% in March 2005 and 13.39% in March 2004, meaning that its rating is still decreasing. Source: AGB Nielsen, media research. We would like to express our thanks to Pro Plus and RTV Slovenija for authorizing the publication of this data.

6 A comparison was made by Gašper Lubej, who compared the broadcasts from February 28 to March 6 in 2005. His observations appeared in an article entitled *TV Slovenija praviloma "pokrije" več dogodkov kot POP TV, Primerjava osrednjih informativnih oddaj* (TV Slovenia Covers More Events than POP TV on the Whole. A Comparison of the Main News Programs). See: *Media Watch journal*, May 22, 2005, p. 16.

7 *24 ur* has 301, 453 viewers while *Dnevnik* has 224, 255 viewers (viewers include all individuals aged over 10 living in households in Slovenia that have a functioning television set). Source: AGB Nielsen, media research.

The aim of our research was to check the practical implementation of a quarter-century old promise that the media environment would become more open, that more content providers would mean more information, and that more people would be given a chance to express their opinions. Apart from that, we also wanted to establish what kind of content these two programs offered to their viewers, and what similarities and differences existed between them.

RESEARCH⁸

The subject of our research was two news blocks: *24 ur* by POP TV and *Dnevnik by TV Slovenia*, prime time news programs whose similar structures and time of broadcast make them fully comparable.

The period of monitoring was March 2006. March was deliberately selected, since we wanted to avoid summer months when the pace of life is somewhat different, owing to summer vacations, and consequently ratings are somewhat lower.⁹

Our analysis was conducted at four levels:

1. First we made a quantitative analysis of broadcasts, measuring the length of all segments in their order of appearance in the two news blocks broadcast between 7 p.m. and 8 p.m. The identification data for every segment included the name of the broadcast of which it was a part, the type of report, its length, the time when it appeared in the broadcast, the name of the coding person and the date of coding.
2. The quantitative analysis was followed by a qualitative analysis aimed at establishing the role of the newscaster.
3. The qualitative analysis of journalists' reports was aimed at establishing several elements: subjects treated, the actors appearing in reports and the relation of actors to topics; furthermore, we compared the order of appearance of event announcements and topics within the two programs, the length of journalists' reports, the coverage of regions, countries that were the subject of reports etc.
4. We also established the source of televised pictures in the section dealing with news presenters and journalists' reports.

Both newscasts analyzed here begin with the *Napovednik* (an overview of the main headlines)¹⁰ comprising five

⁸ The researcher would like to express his thanks to Alja Brglez, PhD, the director of the Institute for Civilization and Culture, who provided video material, premises and the technical equipment for carrying out this research. I am especially indebted to Mitja Čepič, who processed the collected data and prepared analysis in accordance with author's wishes.

⁹ Since this research is part of a wider research project that will include analysis of the main news programs in 2004 and 2005 (one month will be selected in each year), we had to choose a month without special events that can affect the structure of the news program, such as local or national elections, or elections for the European Parliament. This made the selection of the month for the analysis even more difficult. After reviewing the events of the past years, we concluded that March best met our criteria. Despite this, we could not avoid some extraordinary events (the terrorist attack in Madrid, the death of Slobodan Milošević etc.).

¹⁰ The *24 ur* newsroom uses the term *Napovednik* (Main Headlines) to announce news at the beginning of the news block; the segments announcing news inside the news

events selected by the news editor as the most important events of the day.

Napovednik (Headlines) is followed by the main news segment, which combines journalists' reports and agency news presented by newscasters.

Other segments shared by both news broadcasts are Weather, Sport, Coming Up (the announcement of the news items to be presented next), stings (a short musical passage and graphics sequence punctuating a news program), trailers for other broadcasts, announcement of the broadcast following the news program, and commercials.

Both news programs also contain specific segments. In *Dnevnik* these are *Denar* (finance and stock exchange figures), *Magnet* (cultural topics), trailers for *Odmevi* (the late night news), *Utrip* (a weekly overview of domestic events), *Zrcalo tedna* (a weekly overview of international events) and *Žarišče* (discussion on a topical subject); in *24 ur* these are *Pop in* (culture and entertainment), *TV klub* (a weekly discussion of a topical subject with invited guests), *Vizita* (medical and health topics) and *V središču* (topical issues).

Since the subject of our analysis was the Main Headlines segment and the main part of the program (news), the segments mentioned above were measured only for their length.

The analysis was based on a set of pre-defined subject areas that were applied regardless of the country featured in the news. The name of the country in which a featured event occurred was also noted. Bilateral and multilateral relationships among countries were treated separately. We devoted some extra attention to the EU. Events relating to the UN, OPEC or the ICTY were categorized as the operation of international institutions to avoid the classification of these events according to the country in which these international organizations have their headquarters.

The topics were divided into meaningful categories in order to permit analysis by individual subject areas and by sub-topics within these areas. With certain topics specific to Slovenia, an additional (third) sub-level was used.

If a journalist's report addressed several topics, we established the main topic and only listed other (sub)topics

block are called *V nadaljevanju 1*, *V nadaljevanju 2* (Coming Up 1, Coming Up 2) etc., while the announcement of the Sports segment (a conversation with the host of the Sports segment plus a sport item) is called a teaser. The *Dnevnik* news producers use the expression "General Overview" for the announcements at the beginning of and within the news block (Coming Up) with 5 news items announced at the beginning and four during the news block.

covered in the report. Identification of the main topic and sub-topics was carried out at the time of coding and was based on pre-defined guidelines. If needed, corrections were made by the researcher during control checks. Since in certain examples it was difficult to pinpoint unambiguously the main topic, the decision necessarily involved personal choice by and the value system of the coding person (the same could be said of the procedure used to identify the actors, in cases when there were several appearing in the same report).

In defining subject areas, we relied on the test coding of programs broadcast outside the period analyzed here. Practice showed that it was impossible to anticipate all possible topics. We resolved this predicament by categorizing such reports into subject areas that were most suitable in terms of content and listing these under the heading *Other*, with a footnote about the topic.

The subject areas are as follows:

- Society, religion
- European Union
- Economy/economic policy
- Public services/welfare state/humanitarian work
- Culture/entertainment/sports/leisure
- Domestic politics
- Judicature
- Wars/conflicts/crime/security
- Foreign Affairs

For easier understanding we provide below the explanation of each subject area.

Society, religion. This subject area includes the coverage of religious ceremonies, holidays and events. The second group of topics includes the operation of civil society organizations and the rights of various social groups (e.g. homosexuals).

European Union. This area comprises the coverage of the EU. The topics were divided into subsets in such a way that we were able to monitor the coverage of general EU policies, the relationships between the EU and its individual members, EU-related events within individual EU member states, and the EU's international policies. Within this group of topics, we devoted particular attention to the EU's special policies that elicited the widest response within member states (the issue of the EU Constitution, agricul-

tural and foreign policy) and to the supervision of the EU institutions' operation.

Economy/economic policy. This subject area includes a number of subsets. The aim was to enable an accurate analysis of reports dealing with economic events in the country, ranging from those dealing with overall economic issues (statistical data) and the economic position of the country, regions or local communities, to those dealing with the situation of individual branches of the economy (industry, tourism and leisure activities, service, transport, information and communications sectors, the financial sector, the insurance sector etc.), individual private companies (small, medium-size and large) and state-owned companies, the stock market including the supervision of its operation, business crime, employment, job loss, liquidations, strikes, trade unions' operation and so on (altogether there were 28 sub-topics).

Public services/welfare state/humanitarian work. This subject area includes 18 subsets relating to activities belonging in the area of the public sector: education and science (funding of elementary, secondary, and higher education), health care, social security, issues relating to disabled people, private education, health institutions, strikes within the public sector etc. One subset comprises veterinary issues, which were quite frequently on the agenda during the period analyzed here, owing to the monitoring of bird flu. Those reports that placed emphasis on the general protection and security of citizens were included in the *Wars/conflicts/crime/security* group.

Culture/entertainment/sports/leisure. This subject area comprises topics that deal with culture in general, the funding of culture, operation of cultural institutions and the coverage of cultural events, then the coverage of the media, sports and sporting events, the operation of sports institutions, the funding of sports and recreational activities, and events related to the lives of public persons and celebrities.

Domestic politics. This is a comprehensive group divided into a number of subsets relating to a wide range of policies at the level of the executive and legislative branches of the government. Among these are domestic policies (general), economic, taxation, defense, educational, cultural, social, agricultural, environmental and local policies. It also includes human rights issues, elections, political parties, supervision of the operation of domestic political actors and

corruption in politics. The subset *Other* includes several topics specific to Slovenia and dealing with minorities and particular social groups (the Slovenian minorities in Austria, Italy, Hungary and other countries in the territory of the former Yugoslavia; Slovenian emigrants; Italian and Hungarian minorities in Slovenia; the Roma; issues relating to citizens who come from other republics of the former Yugoslavia, the “erased” citizens¹¹, homosexuals),¹² and de-nationalization issues.

Judicature. This subject area includes topics relating to the operation of the judiciary in general, the operation of courts, including the Constitutional Court and the coverage of its decisions, the operation of lawyers and notaries and their associations, and the supervision of courts. It also includes the coverage of court cases divided into two subsets, i.e. cases of general significance and violent crimes (murders, robberies etc.).

Wars/conflicts/crime/security. These are topics dealing with conflicts between countries or within individual countries, terrorism (within a particular country or international), demonstrations (peaceful and violent), unrest (without a political message), war crimes and other conflicts. Criminal acts are divided into two groups – crimes involving bodily injury and property crime. The group also includes topics related to public order and general security, traffic security and traffic accidents, the activities of the police and the military, along with natural and other disasters.

Foreign Affairs. These are topics dealing with foreign affairs in general, bilateral and multilateral relations among countries, operations within international organizations, operations within international military organizations, peace processes, and the supervision of the operation of international protagonists. As regards Slovenian foreign policy, special attention was devoted to its relationship with neighboring countries (Italy, Austria, Hungary and Croatia).

For each report, we registered the name of the author. This information enabled us to establish whether the report was contributed by a journalist working in Ljubljana

11 The “erased” is a name commonly applied to a large group of non-Slovenes from ex-Yugoslav republics who lived in Slovenia at the time when it gained independence but who had their residence and work permits revoked, either because they failed to apply for Slovenian citizenship or because they were refused it. They were erased from the register of permanent residents.

12 The media presentation of homosexuality is part of the analysis conducted by Roman Kuhar. See also *Media Representations of Homosexuality: An Analysis of the Print Media in Slovenia 1970–2000*, Peace Institute, Ljubljana, 2003. Available also on <http://mediawatch.mirovni-institut.si>.

(in the main office), or by a correspondent located abroad or in some other place across Slovenia. On the basis of this information, we estimated the share of content contributed by correspondents, indicating the extent of regional coverage. However, the picture of the regional coverage of Slovenia obtained in this way cannot be taken as accurate, because editorial offices sometimes send journalists working at the central office to cover events on the spot. On the other hand, information on the share of reports by foreign correspondents gives a more accurate picture, since these journalists only occasionally appear in daily news programs during their stay in Slovenia.

Every person who appeared in a report was attributed a role. It was an active role if the person in question gave a statement, and a passive one if the person did not give a statement but was nevertheless the focus of attention (because he/she did something that provoked reaction, or the report was about a specific person, or the person was quoted although he/she did not appear in the report).¹³ The passive role was invariably attributed at the level of text analysis, rather than at the level of television picture analysis.

The information about individual actors reveals the number of their appearances in the news (the frequency of active and passive appearances), but says nothing about the length of their statements (the length of individual statements was not registered). Similarly, we did not register the number of statements by one actor in a report, since the inclusion of several statements is frequently a result of a subsequent editing of recorded events (e.g. recordings of press conferences, coverage of debates in the National Assembly or within its individual bodies, statements etc.). Neither did we note separately the appearances of these actors in the part read by news presenters (such as, for example, in the overview of events which, often includes short statements by various actors).

For every actor, we registered the function attributed to him/her in a specific report. This caused some difficulties because in many cases information on actors was lacking (the surname and/or function were missing)¹⁴ or the names were not reproduced correctly. These deficiencies were established during the coding checks or double-checking of records. In such cases we took into account information

¹³ Another term found in literature to denote a passive actor is "target". However, in our view it has negative connotations so we decided not to use it.

¹⁴ In March 2006, there were 8 actors in *24 ur* whose names were not given and 6 in *Dnevnik*.

given in the screen subtitles, since that was the information received by a viewer who has an average knowledge of domestic or global events and actors.

Anonymous persons accounted for a large part of the Actors group. These included, for example, passersby who gave a statement or expressed their opinion on some issue or event in a survey. We should add that the inclusion of brief surveys in news programs is highly controversial, since the sample is non-representative, and the choice of statements depends on the editor's decision.

The group of anonymous appearances further includes statements by witnesses or participants in an event whose names alone are supplied. Although their role could be discerned from the report, the manner of their name presentation qualified them as anonymous protagonists.

Another item of information we registered was the gender of actors, which enabled us to establish the extent of women's presence in news broadcasts and the topics in relation to which they usually appeared.

RESEARCH FINDINGS¹⁵

During the period analyzed here, the news blocks *24 ur* and *Dnevnik*, broadcast between 7 p.m. and 8 p.m., had 60 hours, 17 minutes and 20 seconds of airtime. The total length of *24 ur* news on POP TV was 30 hours, 57 minutes and 29 seconds (the average daily length was 59 minutes and 55 seconds). The total length of *Dnevnik* on TV Slovenija was 29 hours, 19 minutes and 51 seconds (the average daily length was 56 minutes and 46 seconds).¹⁶ Both news blocks are similarly structured, with differences appearing only in certain segments specific to one or the other broadcast.

A distinctive trait of both newscasts involves *journalistic texts/reports*. On average, journalists' reports accounted for 37.3% of each news block, or in other words, journalists' reports were given 12 hours and 12 minutes (or 39.4%) of airtime in *24 ur*, and 10 hours and 17 minutes (or 35.1%) in *Dnevnik*. This puts *24 ur* ahead of *Dnevnik*, with almost two hours more time allotted to journalists' reports.

News presenters in both news programs were given 18.2% of airtime (18.5% in *24 ur*, i.e. 5 hours and 43 minutes, and 18.0% in *Dnevnik*, i.e. 5 hours and 17 minutes). This amounts to a 25-minute difference at the monthly level in favor of *24 ur* news presenters.

There is a significant difference in the airtime devoted to commercials – almost 5 hours in *24 ur* compared to 3 hours and 18 minutes in *Dnevnik*. To put it differently, *Dnevnik* had 1 hour and 40 minutes less airtime devoted to commercials at the monthly level. In *24 ur*, commercials accounted for 16.1% of airtime, and in *Dnevnik* for 11.3%.

24 ur also featured more trailers for other broadcasts, but this does not affect the structure of the program, since trailers add up to somewhat less than 8 minutes per month (compared to 1 minute and 21 seconds in *Dnevnik*).

In both news programs, the Sports segment accounted for roughly one - tenth of total airtime. In *24 ur*, sports received 2 hours and 52 minutes of airtime, or 9.2%, while this figure for *Dnevnik* was 3 hours and 33 minutes, or 12.1%. A more detailed analysis shows that the shorter length of the Sports segment in *24 ur* is offset by the fact that one significant sporting event is invariably included in the main news segment of the program (presented as a conversation

¹⁵ Since this research is part of a wider research project that will be presented in the doctoral thesis, these findings should be regarded as preliminary.

¹⁶ This time includes all segments that appear from the opening to the end of *24 ur*, or to the end of the Sports segment in *Dnevnik*.

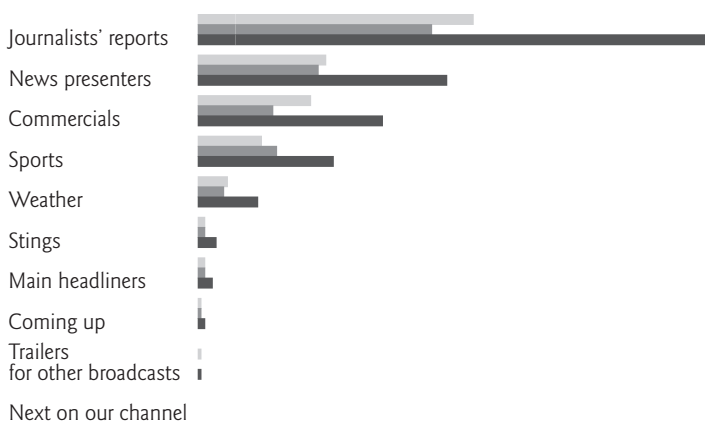
between the news presenter(s) and the host of the Sports segment, followed by a sports-related news item). At the monthly level, this amounts to 19 minutes and 16 seconds, which reduces the difference between the lengths of the two sports segments; nevertheless, public television gave more airtime to sports coverage.

TABLE 1: SEGMENTS SHARED BY BOTH NEWS PROGRAMS.

SEGMENT	24UR	DNEVNIK	TOTAL	24UR	DNEVNIK	TOTAL
Journalists' reports	12:12:04	10:17:18	22:29:22	39.4%	35.1%	37.3%
News presenters	5:42:52	5:17:08	11:00:00	18.5%	18.0%	18.2%
Commercials	4:58:11	3:18:36	8:16:47	16.1%	11.3%	13.7%
Sports	2:51:43	3:33:09	6:24:52	9.2%	12.1%	10.6%
Weather	1:22:52	1:15:42	2:38:34	4.5%	4.3%	4.4%
Stings	0:21:12	0:26:29	0:47:41	1.1%	1.5%	1.3%
Main headlines	0:12:55	0:13:28	0:26:23	0.7%	0.8%	0.7%
Coming up	0:12:34	0:10:22	0:22:56	0.7%	0.6%	0.6%
Trailers for other broadcasts	0:07:45	0:01:21	0:09:06	0.4%	0.1%	0.3%
Next on our channel	0:02:19	0:01:29	0:03:48	0.1%	0.1%	0.1%

GRAPH 1: SEGMENTS SHARED BY BOTH BROADCASTS

(■ 24UR ■ DNEVNIK ■ SKUPAJ)



The lower half of the graph shows segments that add up to less than half an hour at the monthly level. The top position in this half of the graph is occupied by Stings (separators). These form an important part of the news block, since they essentially contribute to the overall image of the pro-

gram by drawing the viewers' attention, visually and audibly, to individual segments and transitions between them.¹⁷ Stings accounted for 21 minutes and 12 seconds in *24 ur*, and 26 minutes and 29 seconds in *Dnevnik*. Although the difference at the monthly level is ostensibly small, i.e. just 5 minutes and 17 seconds, it is nevertheless significant, considering that the average length of a sting is 7 seconds in *Dnevnik* and 10 seconds in *24 ur*. *Dnevnik* had 98 separators more than *24 ur* during the observed month.

The next place is occupied by the Main Headlines appearing at the beginning of the broadcast. Their task is to attract viewers' attention and emphasize the most important events of the day. The Main Headlines segment amounted to 13 minutes, or 0.7% of the program.

The segment entitled Coming Up has the same function as the Main Headlines except that it appears within the broadcast and draws viewers' attention to news that will be presented later in the program. Occasionally, it is used as a separator between two unrelated topics. This approach is employed to stir interest and keep viewers in front of the television screens until the end of the program or at least for the most part of it. This segment accounts for somewhat more than 10 minutes a month in each news broadcast (12 minutes and 35 seconds in *24 ur*, and 10 minutes and 22 seconds in *Dnevnik*), i.e. 0.6% of the total airtime on average, meaning somewhat less than the time given to the main headlines presented at the beginning of the broadcast.

The trailers for other broadcasts are pre-recorded pieces classified as advertisements. In absolute value they are small in number, but there is an obvious difference between *24 ur* news (7 minutes and 45 seconds) and *Dnevnik* (1 minute and 21 seconds).

The news presenters occasionally *announce the broadcast that follows* the news block, sometimes by going live to the studio and speaking to the host journalist. *POP TV* uses this approach most frequently to announce the broadcast *Trenja*, while *TV Slovenija* employs it to announce documentary programs (*Pod Žarometom* and *Tarča*) and live broadcasts of various events. These announcements occupy only 0.1% of the total time in both news programs (2 minutes and 19 seconds in *24 ur*, and 1 minute and 29 seconds in *Dnevnik*).

17 In addition, stings help the news presenters to make a transition between topics that have nothing, or very little, in common.

Analysis of segments specific to the individual news block showed that the lengthiest segment in *24 ur* was *POP In* (1 hour and 30 minutes or 4.9% of airtime) and *Magnet* in *Dnevnik* (1 hour and 17 minutes, or 4.4% of airtime). These two segments share certain traits, since both deal with culture in the broad sense of the word. *24 ur* more frequently covers celebrities and show business, while *Dnevnik* more frequently deals with serious genres (classical music, exhibitions, poetry etc.). We should again point out that these segments were not the subject of our analysis but were measured only for their length.

In addition to the two segments mentioned above, other segments that stand out for their length are *TV Klub* in *24 ur*, and *Zrcalo tedna* and *Utrip* in *Dnevnik*. The length of these segments is slightly more than one hour a month. In *TV Klub* the political topic that dominated the week is discussed by the host and several guests in the studio. *Utrip* is a weekly overview of domestic political events, while *Zrcalo tedna* is a weekly summary of international events.¹⁸

TABLE 2: SEGMENTS SPECIFIC TO ONE NEWS BROADCAST.

SEGMENT	24UR	DNEVNIK	TOTAL	24UR	DNEVNIK	TOTAL
Pop In	1:30:29		1:30:29	4.9%		2.5%
Magnet		1:16:53	1:16:53		4.4%	2.1%
TV Klub	1:05:22		1:05:22	3.5%		1.8%
Zrcalo tedna		1:00:24	1:00:24		3.4%	1.7%
Utrip		1:00:18	1:00:18		3.4%	1.7%
Denar		0:32:51	0:32:51		1.9%	0.9%
Žarišče		0:29:57	0:29:57		1.7%	0.8%
napoved Odmevov		0:24:26	0:24:26		1.4%	0.7%
Vizita	0:13:16		0:13:16	0.7%		0.4%
V središču	0:03:55		0:03:55	0.2%		0.1%

As regards the length of individual segments, the trailer for the late night news program *Odmevi* stands out – 24 minutes and 26 seconds, i.e. 1.4% of the airtime. This makes *Odmevi* the most advertised broadcast by TV Slovenia during peak time.

¹⁸ Until April 14, 2003, when *Dnevnik's* start time was moved to 19.00, these were independent broadcasts. *Utrip* was broadcast on Saturdays and *Zrcalo tedna* on Sundays, both immediately following *Dnevnik*. After April 14, both broadcasts were made part of the news block between 19.00 and 20.00.

WHICH TOPICS WERE COVERED?

Every news item in the news block, appearing either as part of a journalist's report or as part of one read by a news presenter, was classified into one of the subject areas described earlier. If the news item dealt with one topic only, that topic was entered as the main topic. If the news item or the journalist's report addressed several topics, we defined the main topic and the subtopics.

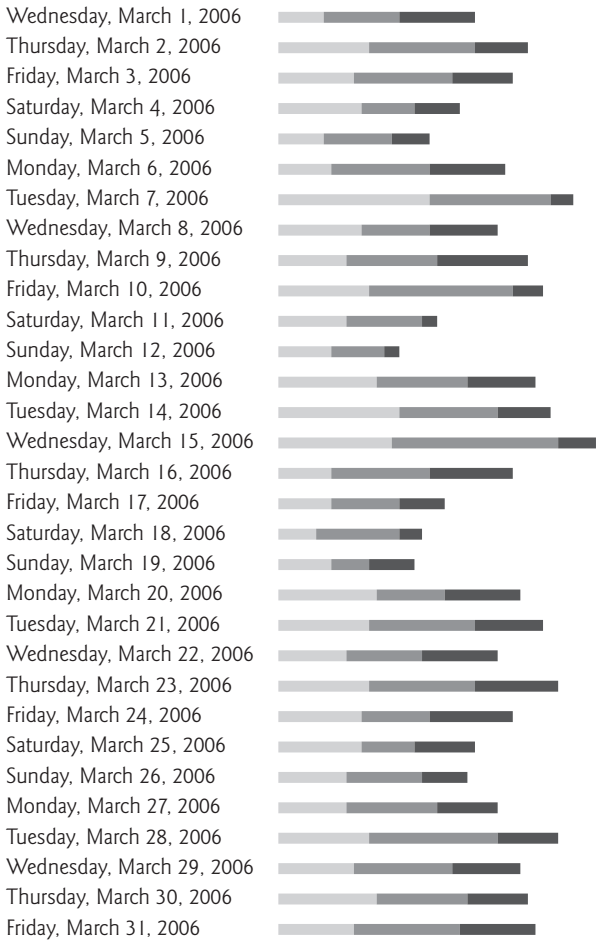
Our analysis showed that *24 ur* featured 554 news items, meaning 17.9 news items on average per day. Of these, 321 (57.9%) addressed topics that were not addressed in *Dnevnik* on the same day. *Dnevnik* featured 598 news items (and as many main topics), meaning 19.3 news items, on average, per day. Of these, 365 (61.0%) covered news topics not covered in *24 ur* on the same day. There were in total 233 news items featuring the same topics in both news broadcasts on the same day, meaning, on average, one-quarter of all news items in both news programs (25.4%).

TABLE 3: TOPICS FEATURED IN ONE OR BOTH NEWS BROADCASTS
(ON THE SAME DAY).

DATE OF BROADCAST	24UR	DNEVNIK	IN BOTH
Wednesday, March 1, 2006	6	10	10
Thursday, March 2, 2006	12	14	7
Friday, March 3, 2006	10	13	8
Saturday, March 4, 2006	11	7	6
Sunday, March 5, 2006	6	9	5
Monday, March 6, 2006	7	13	10
Tuesday, March 7, 2006	20	16	3
Wednesday, March 8, 2006	11	9	9
Thursday, March 9, 2006	9	12	12
Friday, March 10, 2006	12	19	4
Saturday, March 11, 2006	9	10	2
Sunday, March 12, 2006	7	7	2
Monday, March 13, 2006	13	12	9
Tuesday, March 14, 2006	16	13	7
Wednesday, March 15, 2006	15	22	5
Thursday, March 16, 2006	7	13	11
Friday, March 17, 2006	7	9	6
Saturday, March 18, 2006	5	11	3
Sunday, March 19, 2006	7	5	6
Monday, March 20, 2006	13	9	10
Tuesday, March 21, 2006	12	14	9

DATE OF BROADCAST	24UR	DNEVNIK	IN BOTH
Wednesday, March 22, 2006	9	10	10
Thursday, March 23, 2006	12	14	11
Friday, March 24, 2006	11	9	11
Saturday, March 25, 2006	11	7	8
Sunday, March 26, 2006	9	10	6
Monday, March 27, 2006	9	12	8
Tuesday, March 28, 2006	12	17	8
Wednesday, March 29, 2006	10	13	9
Thursday, March 30, 2006	13	12	8
Friday, March 31, 2006	10	14	10

CHART 3: TOPICS FEATURED IN ONE OR BOTH NEWS PROGRAMS
(ON THE SAME DAY) (■ 24UR ■ DNEVNIK ■ SKUPAJ)



Results by days show that *24 ur* presented the greatest number of news items on Tuesdays (21.8 news items on average), and *Dnevnik* on Thursdays (23.6 on average). Thursday was also the day with the greatest number of topics that were featured by both broadcasts (10.3, on average). This may be attributed to the fact that the Government holds its sessions on Thursday, so related topics dominate the news programs.¹⁹

**TABLE 4: THE AVERAGE NUMBER OF NEWS ITEMS
BY DAY OF THE WEEK**

DAY OF THE WEEK	24UR	DNEVNIK	IN BOTH
Monday	10.5	11.5	9.3
Tuesday	15.0	15.0	6.8
Wednesday	10.3	12.8	8.5
Thursday	10.0	13.3	10.3
Friday	10.0	12.5	7.3
Saturday	9.0	8.8	4.8
Sunday	7.3	7.8	4.8

**CHART 4A: THE AVERAGE NUMBER OF NEWS ITEMS
BY DAY OF THE WEEK (■ 24UR ■ DNEVNIK ■ SKUPAJ)**



**CHART 4B: THE SHARES OF NEWS TOPICS THAT APPEARED
IN ONE NEWS BROADCAST OR IN BOTH
(■ 24UR 34.9% ■ DNEVNIK 39.7% ■ V OBEH 25.4%)**



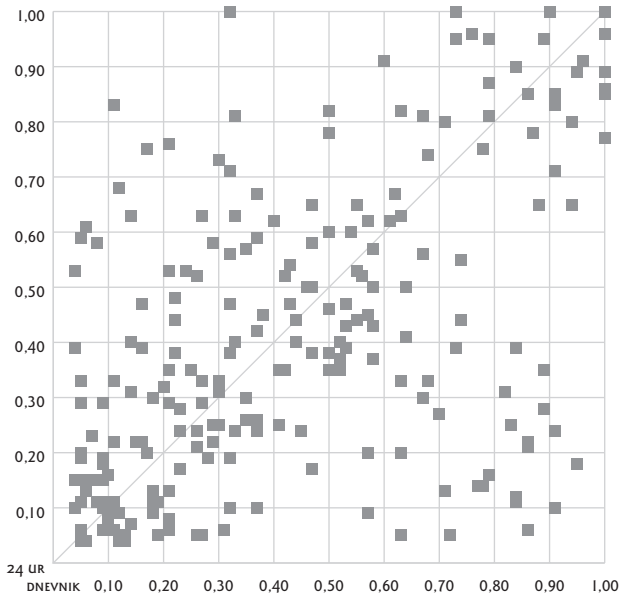
¹⁹ We excluded March 29, 30 and 31 so that we could have an identical number of weekdays.

The fewest news items were presented at the end of the week, which explains why special segments (tv Klub, Utrip, Zrcalo tedna) are scheduled for the end of the week.

Each news item was given a number corresponding to its position within the broadcast, and each particular topic was given an identification number. This enabled us to compare the order of appearance of particular topics in the two news broadcasts. Since the two news programs featured a different number of reports, the sequence number of the topic was divided by the number of topics – events in the program. So each concrete topic was ascribed a value between 0 and 1.²⁰

The dispersion graph below shows that topics appearing in similar positions within the two newscasts are located close to the axis and vice versa – the greater the “distance” between featured topics within the newscasts, the greater the distance from the axis.

**CHART 4C: “DISTANCE” BETWEEN FEATURED TOPICS
IN THE BROADCASTS ANALYZED.**



²⁰ Example: in a broadcast featuring 20 reports, a difference of 0.3 means that the reports dealing with the same topic were 6 items apart.

ANALYSIS BY SUBJECT AREAS

The division of news items by subject areas²¹ yielded the table below clearly showing that the top three positions in both news programs were occupied by the same topics.

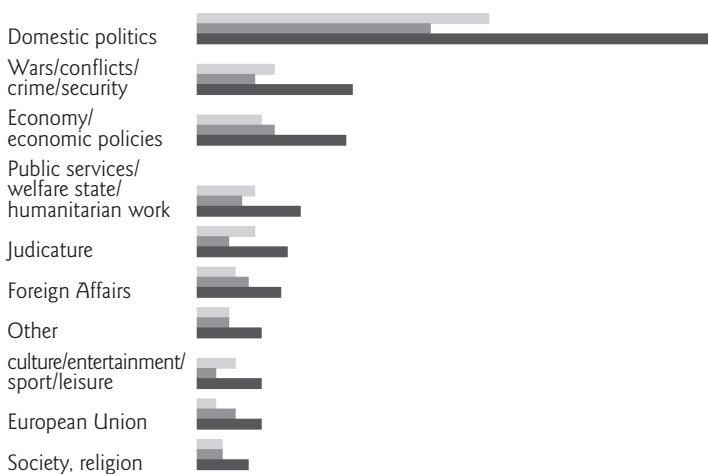
The majority of both programs was devoted to topics belonging in the category of *domestic politics*. *24 ur* allotted to it 7 hours and 34 minutes (or 40.11 % of airtime) compared to 6 hours and 3 minutes in *Dnevnik* (or 37.4 % of airtime). Next come the topics in the group *Wars/conflicts/crime/security* (*24 ur* – 2 hours and 34 minutes, i.e. 13.6 % of airtime, *Dnevnik* – 1 hour and 51 minutes, i.e. 11.4 % of airtime), followed by the *Economy/economic policies* topics, which account for approx. one-tenth of airtime (10.8 %) in both news programs (*24 ur* – 1 hour 44 minutes, i.e. 9.2 % of airtime, *Dnevnik* – 2 hours and 2 minutes, i.e. 12.6 % of airtime). These three subject areas occupy, on average, 62.2% of airtime in both news programs.

TABLE 5: REPORTS BY SUBJECT AREAS
(REGARDLESS OF THE COUNTRY FEATURED IN THE REPORT).

SUBJECT AREAS	24UR	DNEVNIK	TOTAL	24UR	DNEVNIK	TOTAL
Domestic politics	7:34:09	6:02:56	13:37:05	40.1%	37.4%	38.9%
Wars/conflicts/ crime/security	2:33:48	1:50:35	4:24:23	13.6%	11.4%	12.6%
Economy/ economic policies	1:43:38	2:02:27	3:46:05	9.2%	12.6%	10.8%
Public services/ welfare state/ humanitarian work	1:28:25	1:09:24	2:37:49	7.8%	7.2%	7.5%
Judicature	1:30:12	0:48:52	2:19:04	8.0%	5.0%	6.6%
Foreign affairs	0:56:35	1:15:16	2:11:51	5.0%	7.8%	6.3%
Other	0:51:30	0:51:42	1:43:12	4.5%	5.3%	4.9%
Culture/entertain- ment/sport/leisure	1:02:27	0:35:50	1:38:17	5.5%	3.7%	4.7%
European Union	0:29:21	0:56:34	1:25:55	2.6%	5.8%	4.1%
Society, religion	0:41:49	0:36:26	1:18:15	3.7%	3.8%	3.7%

21 The analysis covers the journalists' reports, the news read by news presenters and conversations with guests (either those invited to the studio, or those contacted by phone or video link).

CHART 5: REPORTS BY SUBJECT AREAS
 (REGARDLESS OF THE COUNTRY FEATURED IN THE REPORT)
 (■ 24UR ■ DNEVNIK ■ SKUPAJ)



A detailed analysis of the *Domestic politics* group showed that within this group most time was allotted to the subset of topics entitled *Domestic politics - general* (24 ur – 1 hour and 21 minutes, or 17.7 % of airtime, *Dnevnik* – 58 minutes, or 16.0 % of airtime). A great deal of time was devoted to social policy (24 ur – 49 minutes and 20 seconds, or 10.9 % of time, *Dnevnik* – 34 minutes and 39 seconds, or 9.5 % of time) and economic policy (24 ur – 45 minutes and 3 seconds, or 9.9 % of time, *Dnevnik* – 33 minutes and 15 seconds, or 9.2 % of time), with the differences between the two news programs at the monthly level being negligible.

Within the subject area *Wars/conflicts/crime/security*, both news programs gave the greatest portion of airtime to the coverage of natural and other disasters (24 ur – 37 minutes and 52 seconds, *Dnevnik* – 29 minutes and 54 seconds).

24 ur extensively covered the topics categorized under *crime – violent crimes*, which were allotted 23 minutes, and *crime – property crime*, allotted 18 minutes. The total time given to these two subsets was 41 minutes and 29 seconds, putting this pair at the top of this group. This is also related to the extensive coverage of the work of courts in 24 ur and the correspondingly high ranking for *Judicature* on the list of subject areas. In *Dnevnik*, these two groups account for only 17 minutes. Because of the extensive coverage of

criminal offenses in *24 ur*, a correspondingly large portion of time is devoted to the work of the police – 14 minutes and 23 seconds (compared to just 3 minutes and 39 seconds in *Dnevnik*).

In *Dnevnik*, the second and third places within this group of topics are occupied by the subsets *conflicts between countries* (11 minutes and 46 seconds) and *violent protests/demonstrations* (10 minutes and 39 seconds), which may be attributed to the coverage of events in crisis regions (Iraq, Iran, Israel).

Dnevnik allotted more time to the *Economy/economic policies* group (*24 ur* – 1 hour, 43 minutes and 38 seconds, *Dnevnik* – 2 hours, 3 minutes and 27 seconds). At the monthly level this amounts to 19 - minute and 29 seconds difference, meaning slightly more than half a minute a day. Taking into account that *Dnevnik* includes the segment entitled *Denar* (Money), featuring business and stock exchange news, and that its length is 32 minutes and 51 seconds, this difference is even greater, since *24 ur* does not include any segment dedicated to financial and business news in particular.

In *24 ur* the most extensively covered subset was *business crime* (10 minutes and 26 seconds), putting it in first place in this group. Both news programs obviously place emphasis on the economic position of companies (*24 ur* – 9 minutes and 49 seconds, *Dnevnik* – 18 minutes and 28 seconds). In *Dnevnik*, the two subsets that received special attention were employment and strikes (8 minutes and 16 seconds and 7 minutes and 1 second, respectively).

24 ur devoted more time than *Dnevnik* to *Public services/welfare state/humanitarian work* topics, i.e. 1 hour and 28 minutes (compared to 1 hour and 9 minutes allotted to these issues in *Dnevnik*). A closer look at these subsets shows that the difference may be attributed to a more extensive coverage of health care in *24 ur* (*24 ur* – 31 minutes and 40 seconds, *Dnevnik* – 18 minutes and 23 seconds).

A considerable portion of airtime was devoted to the coverage of private education, health care and veterinary issues (*24 ur* – 21 minutes and 15 seconds; *Dnevnik* – 7 minutes and 51 seconds). These topics formed a subgroup separating them from the coverage of other public services in this subject group. The subtopic *Veterinary medicine* ranked high on the list of sub-topics in this group in both news programs, the reason being the monitoring of bird flu (*24 ur* – 19 minutes and 34 seconds; *Dnevnik* – 19 minutes

and 41 seconds). Some reports on bird flu were classified into the subgroup *security – general* (part of the *Wars/conflicts/crime/security* subject area), if the emphasis was placed on the protection and security of citizens.

There is a difference between the two news programs in coverage of the *Judicature* group of topics. Within this group, *24 ur* dedicated the greatest portion of time to *court cases (violent crimes)* – 31 minutes and 4 seconds. *Dnevnik* allocated only 9 minutes and 38 seconds to the same subset. Next is the subset entitled *court cases (of general significance)* – for example, reports on war crimes.²² *24 ur* gave these topics 29 minutes and 58 seconds, compared to 12 minutes and 56 seconds in *Dnevnik*. These two subsets represent as much as two-thirds (67.6%) of the *Judicature* group coverage in *24 ur*, and somewhat less than one half (46.3%) of that in *Dnevnik*.

The *Foreign Affairs* group received 2 hours and 12 minutes of coverage in total (*24 ur* – 56 minutes and 35 seconds or 5 % of airtime, *Dnevnik* – 1 hour, 15 minutes and 16 seconds, or 7.8 % of airtime). Both news programs gave the most time to bilateral relationships between countries (*24 ur* – 23 minutes and 30 seconds, *Dnevnik* – 26 minutes and 38 seconds). In *24 ur*, the next most covered topics were those in the group entitled *operation within international military organizations* (6 minutes and 1 second), followed by *operation within international organizations* (5 minutes and 7 seconds); in the case of *Dnevnik*, the next most covered topic was *operation within international organizations* (7 minutes 57 seconds), followed by the subset *foreign affairs – general* (4 minutes and 31 seconds). However, the differences are so small that they become insignificant at the monthly level.

The topics that were classified as *Specific to Slovenia* and were part of the groups *Domestic Affairs* (minorities, marginal social groups, denationalization issues) and *Foreign Affairs* (e.g. relationships with neighboring countries) were allotted virtually the same amount of time in both news programs (*24 ur* – 51 minutes and 30 seconds, *Dnevnik* – 51 minutes and 42 seconds). Most of the airtime was devoted to coverage of Slovenia's relationship with its neighbor Croatia, i.e. 9 minutes and 59 seconds in *24 ur*, and 18 minutes and 16 seconds in *Dnevnik*. *Dnevnik* devoted considerable attention to the Slovenia-Italy relationship (11 minutes), while

²² Since we coded items by subject areas that applied to all countries and international organizations, this subject area also includes the ICTY proceedings.

24 ur placed somewhat more emphasis on denationalization issues (6 minutes).

The *Culture/entertainment/sport/leisure* group occupied eighth place on the ten-item list of subject areas. It received 1 hour and 38 minutes of airtime altogether (*24 ur* – 1 hour and 2 minutes, *Dnevnik* – 35 minutes and 50 seconds). In *24 ur*, the greatest portion of time was given to the subset *sporting events* (17 minutes and 45 seconds), *sport* (9 minutes and 56 seconds) and *entertainment events* (7 minutes and 17 seconds). *Dnevnik* placed somewhat more emphasis on *sports* (6 minutes and 17 seconds), *sporting events* (6 minutes and 16 seconds) and *culture – general* (4 minutes and 37 seconds). Most of the other subsets in this group were given only 2 to 3 minutes of airtime, which is a value negligible at the monthly level.²³

The subject area *European Union* was allotted 1 hour and 26 minutes of airtime in the two news programs. *24 ur* allocated these topics 29 minutes and 21 seconds, or 2.6% of airtime, and *Dnevnik* 56 minutes and 34 seconds, or 5.8% of airtime, meaning twice as much as *24 ur*. That the EU and related events are considered important by TV Slovenia is also confirmed by the fact that it has two correspondents in EU institutions in Brussels, while the program of POP TV is prepared mainly in Ljubljana.

The group *Society, religion* occupies the last place with slightly more than one hour of total time (1 hour and 18 minutes altogether; *24 ur* – 41 minutes and 49 seconds, *Dnevnik* – 36 minutes and 26 seconds). This category includes reports on the assembly of Cardinals in the Vatican and the activities of President Janez Drnovšek related to the Darfur crisis.

SLOVENIJA – LJUBLJANA AND REGIONS

In both news programs, most events are covered by journalists working in Ljubljana. Events in other parts of Slovenia are covered by field correspondents, and, in the case of TV Slovenia, by journalists working for its regional centers in Koper/Capodistria and Maribor. We also included in this group the correspondents who cover the Slovenian minority in Austria (Klagenfurt) and Italy (Trieste), since in our opinion the nature of the subject is such that this group seems the most appropriate. The table below clearly

²³ Let us stress again that this time does not include special segments that were analyzed in the broadcasts devoted to coverage of culture and sports.

shows that, on average, as much as 81.0% of all reports related to Ljubljana. Although TV Slovenia has more journalists and local offices, which should ensure better coverage of the country, it devoted less time to field reports than its competitor *24 ur*. At the monthly level, this difference amounts to slightly more than 2 hours (*24 ur* – 10 hours and 4 minutes, *Dnevnik* – 7 hours and 57 minutes). The share of content prepared by correspondents shows that *24ur*'s correspondents contributed 1 hour and 34 minutes (15.6%) of reports referring to Slovenia, while *Dnevnik*'s correspondents contributed 1 hour and 51 minutes (23.3%).

TABLE 6: GEOGRAPHICAL COVERAGE BY THE AMOUNT OF AIRTIME (SLOVENIA)

REGION	24UR	DNEVNIK	TOTAL	24UR	DNEVNIK	TOTAL
Ljubljana or other	8:29:33	6:06:11	14:35:44	84.4%	76.7%	81.0%
Celje	0:29:47	0:07:39	0:37:26	4.9%	1.6%	3.5%
Koper	0:14:28	0:20:12	0:34:40	2.4%	4.2%	3.2%
Maribor	0:13:52	0:20:20	0:34:12	2.3%	4.3%	3.2%
Kranj	0:18:17	0:09:04	0:27:21	3.0%	1.9%	2.5%
Nova Gorica	0:05:52	0:12:05	0:17:57	1.0%	2.5%	1.7%
Murska Sobota	0:12:13	0:03:07	0:15:20	2.0%	0.7%	1.4%
Slovenj Gradec		0:09:30	0:09:30		2.0%	0.9%
Novo mesto		0:07:49	0:07:49		1.6%	0.7%
Idrija		0:04:41	0:04:41		1.0%	0.4%
Krško		0:04:36	0:04:36		1.0%	0.4%
Postojna		0:03:23	0:03:23		0.7%	0.3%
Trbovlje		0:03:02	0:03:02		0.6%	0.3%
Trst		0:02:41	0:02:41		0.6%	0.2%
Celovec		0:01:31	0:01:31		0.3%	0.1%
Kočevje		0:01:27	0:01:27		0.3%	0.1%

CHART 6: GEOGRAPHICAL COVERAGE BY THE AMOUNT OF AIRTIME (SLOVENIA) (■ 24UR ■ DNEVNIK ■ SKUPAJ)



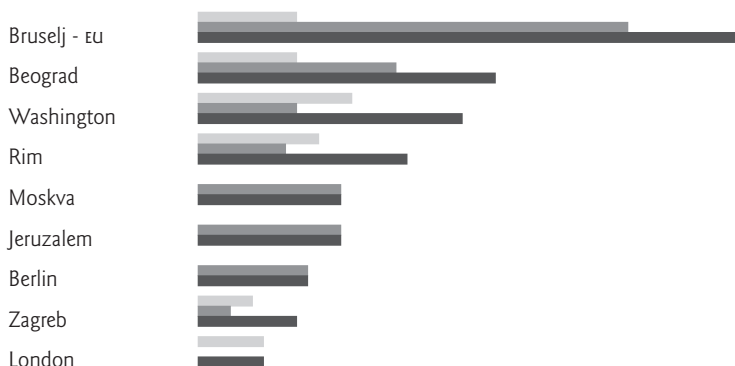


Both POP TV and RTV Slovenia have foreign correspondents in the areas that are considered to be the most interesting at the moment. In March 2006, foreign correspondents produced 57 minutes of programming for *24 ur*, and 1 hour and 57 minutes of programming for *Dnevnik*. The most obvious difference occurs between the reports originating in Brussels, where TV Slovenija has two correspondents. In *Dnevnik*, reports from Brussels account for one - third of all reports from abroad (33.6% of airtime), while *24 ur* mainly relies on news agencies sending out their own correspondents to cover special events only.

TABLE 7: GEOGRAPHICAL COVERAGE BY THE AMOUNT OF AIRTIME (WORLD)

WORLD	24UR	DNEVNIK	TOTAL	24UR	DNEVNIK	TOTAL
Brussels - EU	0:09:35	0:39:32	0:49:07	16.8%	33.6%	28.1%
Belgrade	0:09:12	0:18:32	0:27:44	16.1%	15.7%	15.9%
Washington	0:14:46	0:09:52	0:24:38	25.9%	8.4%	14.1%
Rome	0:11:06	0:08:44	0:19:50	19.4%	7.4%	11.3%
Moscow		0:13:54	0:13:54		11.8%	8.0%
Jerusalem		0:13:40	0:13:40		11.6%	7.8%
Berlin		0:10:33	0:10:33		9.0%	6.0%
Zagreb	0:05:27	0:02:57	0:08:24	9.5%	2.5%	4.8%
London	0:06:59		0:06:59	12.2%		4.0%

CHART 7: GEOGRAPHICAL COVERAGE BY THE AMOUNT OF AIRTIME
(WORLD) (■ 24UR ■ DNEVNIK ■ SKUPAJ)



In March 2006, *24 ur* featured 41 reports by foreign correspondents, compared to 73 featured in *Dnevnik*.

ANALYSIS BY COUNTRIES

For every news item/event we noted the country to which it referred. If more than one country was mentioned in the report (bilateral or multilateral relationships), we established the secondary country as well. In March 2006, there were 55 countries mentioned in both news programs. Understandably, the greatest number of events related to Slovenia (*24 ur* – 77.4 %, *Dnevnik* – 74.2 %). The fact that Serbia and Montenegro occupied second place can be attributed to the coverage of the death of Slobodan Milošević. International organizations were categorized separately so that the coverage of their operation did not affect the frequency of the appearance of countries in which they have their headquarters.

TABLE 8: PRIMARY COUNTRIES IN NEWS PROGRAMS.

COUNTRY	24UR	DNEVNIK	TOTAL	24UR	DNEVNIK	TOTAL
Slovenia	1098	983	2081	77.4%	74.2%	75.9%
Serbia and Montenegro	45	32	77	3.2%	2.4%	2.8%
usa	37	33	70	2.6%	2.5%	2.6%
France	23	29	52	1.6%	2.2%	1.9%
Iraq	18	26	44	1.3%	2.0%	1.6%
European Union	16	27	43	1.1%	2.0%	1.6%

Belarus	22	19	41	1.6%	1.4%	1.5%
Italy	19	16	35	1.3%	1.2%	1.3%
Germany	13	19	32	0.9%	1.4%	1.2%
Netherlands	5	14	19	0.4%	1.1%	0.7%
Austria	12	6	18	0.8%	0.5%	0.7%
Iran	9	8	17	0.6%	0.6%	0.6%
Russia	6	10	16	0.4%	0.8%	0.6%
International organiza- tions	4	11	15	0.3%	0.8%	0.5%
Palestine	2	13	15	0.1%	1.0%	0.5%
Vatican	9	6	15	0.6%	0.5%	0.5%
Great Britain	10	5	15	0.7%	0.4%	0.5%
Israel	9	5	14	0.6%	0.4%	0.5%
Ukraine	7	7	14	0.5%	0.5%	0.5%
Croatia	8	4	12	0.6%	0.3%	0.4%

The secondary countries that were most frequently mentioned in connection with Slovenia were as follows:

**TABLE 9: THE COUNTRIES MOST FREQUENTLY MENTIONED
IN CONNECTION WITH SLOVENIA
(SECONDARY COUNTRIES).**

SECONDARY COUNTRIES	24UR	DNEVNIK	TOTAL	24UR	DNEVNIK	TOTAL
Sudan	19	8	27	24.7%	10.5%	17.6%
Croatia	11	15	26	14.3%	19.7%	17.0%
Italy	8	13	21	10.4%	17.1%	13.7%
Serbia and Montenegro	8	2	10	10.4%	2.6%	6.5%
Palestine	2	6	8	2.6%	7.9%	5.2%
Great Britain	5	3	8	6.5%	3.9%	5.2%

Sudan and Serbia and Montenegro topped the list in March 2006 owing to President Janez Drnovšek's humanitarian efforts and the death of Slobodan Milošević.

Slovenia most frequently appeared as a secondary country in reports dealing with the following countries:

TABLE 10: FOREIGN COUNTRIES IN CONNECTION WITH WHICH SLOVENIA APPEARED AS A SECONDARY COUNTRY.

SLOVENIJA AS A SECONDARY COUNTRY	24UR	DNEVNIK	TOTAL	24UR	DNEVNIK	TOTAL
Italy	4	5	9	26.7%	23.8%	25.0%
Croatia	3	2	5	20.0%	9.5%	13.9%
Germany		5	5		23.8%	13.9%
Serbia and Montenegro	3	1	4	20.0%	4.8%	11.1%
Cyprus		2	2		9.5%	5.6%
European Union		2	2		9.5%	5.6%
Israel	2		2	13.3%		5.6%
Russia		2	2		9.5%	5.6%
Sudan	2		2	13.3%		5.6%

Let us note that more in-depth analysis is not possible in this case because of the dearth of examples in which Slovenia appeared as a secondary country.

ANALYSIS OF ACTORS

During March 2006, 1, 271 persons altogether appeared in the news programs analyzed here.²⁴ Of these, 291 or 22.9%, appeared in both news programs; 511 (40.2%) appeared only in *24 ur*, and 469 (36.9%) only in *Dnevnik*. At first glance, this is surprising, because the choice of actors is determined by events. However, a look at these figures from a different perspective shows that 291 persons who appeared in both news programs accounted for 56% of all appearances in these broadcasts, in which they either gave a statement (1, 041 altogether) or were just mentioned therein (372 times).

The information on the country of origin of every person who appeared in the news programs shows that 926 actors came from Slovenia (72.9%) and 345 (27.1%) from other countries or international organizations.

²⁴ This is the number of persons with both first and second names supplied. We also established 343 anonymous appearances (150 female and 193 male), while the names of 17 actors were not supplied (9 female and 5 male).

TABLE 11: NUMBER OF ACTORS.

ACTORS	TOTAL	SLOVENIA	WORLD	TOTAL	SLOVENIA	WORLD
24ur	511	364	147	40.2%	39.3%	42.6%
TVD	469	344	125	36.9%	37.1%	36.2%
both	291	218	73	22.9%	23.5%	21.2%
TOTAL	1271	926	345			

Each actor²⁵ was attributed one or more functions based on information supplied in the report. Using these attributes, we divided actors into 13 groups. The table clearly shows that by far the greatest number of actors belongs in the group we called *the political sub-system – the state* (40%, on average). The group *Other* comprise actors for whom we could not establish a function, plus anonymous persons (participants in surveys and events and witnesses of events with only their name supplied). Next come actors from the economic sector.

TABLE 12: ACTORS BY ROLES THEY WERE ATTRIBUTED.

FUNCTION/SOCIAL ROLE	24UR	DNEVNIK	TOTAL	24UR	DNEVNIK	TOTAL
Political sub-system - the state	554	622	1176	37.0%	43.1%	40.0%
other	269	219	488	18.0%	15.2%	16.6%
economy	123	170	293	8.2%	11.8%	10.0%
education, science, culture, sport	123	93	216	8.2%	6.4%	7.3%
Law, courts	105	62	167	7.0%	4.3%	5.7%
Repressive apparatus/crime/ military/protection and rescue	107	52	159	7.2%	3.6%	5.4%
Civil society	72	65	137	4.8%	4.5%	4.7%
Political sub-system – local communities	26	53	79	1.7%	3.7%	2.7%
Health care, social care, retired people	35	35	70	2.3%	2.4%	2.4%
Media	30	28	58	2.0%	1.9%	2.0%
European Union	22	29	51	1.5%	2.0%	1.7%
International organizations	16	14	30	1.1%	1.0%	1.0%
Entertainment event/show business	14	1	15	0.9%	0.1%	0.5%

²⁵ Includes all actors in the report regardless of their country of origin.

If we add the repressive apparatus and local communities to the group *political sub-system*, the total number of actors in this group amounts to almost half of all actors who appeared in the two news programs (48.1%).

A further analysis of the largest group, i.e. *political sub-system – the state*, shows that government employees are at the forefront. If we add various government departments, the group amounts to 51.9% of all actors.

TABLE 13: ACTORS BY FUNCTION –
SUB-DIVISION OF THE GROUP POLITICAL SUB-SYSTEM – THE STATE.

POLITICAL SUB-SYSTEM – THE STATE	24UR	DNEVNIK	TOTAL	24UR	DNEVNIK	TOTAL
Government	226	273	499	40.8%	43.9%	42.4%
National Assembly/Congress/ Lower House	110	105	215	19.9%	16.9%	18.3%
Political party	92	94	186	16.6%	15.1%	15.8%
President	49	78	127	8.8%	12.5%	10.8%
Government – Government departments	54	58	112	9.7%	9.3%	9.5%
Representatives abroad	12	3	15	2.2%	0.5%	1.3%
Other	5	5	10	0.9%	0.8%	0.9%
National Council/Senate/ Upper House	3	6	9	0.5%	1.0%	0.8%
Central bank	3		3	0.5%		0.3%

The analysis of this group by gender and by the subject areas in connection with which they appeared shows that the greatest number of women appeared in connection with events in the groups *Public service/welfare state/humanitarian work* and *Society/religion*.

TABLE 14: ACTORS BY GENDER AND SUBJECT AREAS
IN CONNECTION WITH WHICH THEY APPEARED.

SUBJECT AREAS	WOMEN	MAN	TOTAL	WOMEN	MAN
Domestic politics	159	964	1123	14.2%	85.8%
Wars/conflicts/ crime/security	87	270	357	24.4%	75.6%
Economy/ economic policies	63	239	302	20.9%	79.1%

Other	38	150	188	20.2%	79.8%
Judicature	36	151	187	19.3%	80.7%
Public services/welfare state/humanitarian work	57	116	173	32.9%	67.1%
Foreign Affairs	16	141	157	10.2%	89.8%
Culture/entertainment/sport/leisure	26	109	135	19.3%	80.7%
Society, religion	38	90	128	29.7%	70.3%
European Union	21	83	104	20.2%	79.8%

**CHART 14: ACTORS BY GENDER AND SUBJECT AREAS
IN CONNECTION WITH WHICH THEY APPEARED**
(■ MAN ■ WOMEN)



CONCLUSIONS

In the news programs analyzed here, the average number of news items per day was 18.6. Of these, 4.7 news items, on average, (or 25.4%) were included in both *24 ur* and in *Dnevnik*. What is worrying is the fact that these preliminary findings that are part of the wider research for the period 2004–2006 show that the number of news items in the two news programs has been decreasing. The number of news items featured by the two news programs went down from 1057 in 2004 to 919 in 2006.²⁶

As regards subject areas, considerable differences in terms of the airtime allotted to these are observable only in the *Domestic politics* group (*24 ur* gave it one and a half hour more time), *Wars/conflicts/crime/security* (43 minutes more in *24 ur*) and *Culture/entertainment/sports/leisure* (27 minutes more in *24 ur*).

The analysis of subject areas shows that differences between the two programs were not great. Within the *Domestic Politics* group, both programs devoted most airtime to general affairs of a political nature (new government premises, the law on telecommunications etc.), social and economic policies and domestic affairs. Within the group *Wars/conflicts/crime/security*, both stations predominantly reported natural and other disasters, criminal offenses, terrorist attacks, protests and violent demonstrations. *24 ur* placed more emphasis on criminal offenses (which were allotted 1 minute and 20 seconds of airtime, on average, per day), while *Dnevnik* devoted more attention to international conflicts, protests and demonstrations. In general, *Dnevnik* devotes more attention to international developments. The group *Culture/entertainment/sports/leisure* occupies third place. Within this group, sporting events, sports in general and entertainment received the most extensive coverage in both programs, while culture was more extensively covered in *Dnevnik*.

The majority of events covered by *24 ur* and *Dnevnik* were related to Ljubljana. This was established on the basis of the names of authors who contributed reports, although we are aware that this criterion is not one hundred percent reliable. Local correspondents (and journalists employed by TV Slovenia's local offices in Koper/Capodistria and Maribor) contributed on average 19% of all news in the

²⁶ During the same period the share of topics featured by both news programs increased from 23.9% to 25.4%.

two news programs.²⁷ This could form a basis for concluding either that the decision-making process in the country is quite centralized or that the editors of the news programs analyzed here do not accord significance to events in other parts of Slovenia.

The time allocated to local politics – the *Domestic Politics* subject area – was 37 minutes and 34 seconds in total, or 4.6% of airtime (24 *ur* – 13 minutes and 37 seconds, *Dnevnik* – 23 minutes and 57 seconds). The absence of regional coverage in the two prime time news broadcasts is most obvious within the subject group *Economy*, where certain subsets of topics received very little time or no time at all (e.g. *the economic situation of the region/local community*: 24 *ur* – 0, *Dnevnik* – 4 minutes and 26 seconds; *agriculture, fishery, hunting*: 24 *ur* – 4 minutes and 11 seconds, *Dnevnik* – 2 minutes and 29 seconds; *tourism and recreational activities*: 24 *ur* – 0, *Dnevnik* – 7 minutes and 32 seconds). The groups mentioned above were, on average, allocated 8.1% of the total airtime in the two news programs.

Our research devoted special attention to certain subjects that were categorized as “specific to Slovenia” and were part of the groups *Domestic Politics* (e.g. minorities in Slovenia, Slovenian minorities in neighboring countries, denationalization issues etc.) and *Foreign Affairs* (e.g. relationships with neighboring countries). The conclusion is that these topics did not attract significant attention - 24 *ur* gave them 22 minutes and 12 seconds, *Dnevnik* 41 minutes and 6 seconds. More accurately, in March 2006 neither of the two news programs featured a report on Slovenian emigrants, or Slovenians living in other ex-Yugoslav republics, or the “erased” citizens, or the Hungarian minority in Slovenia. The Roma community also received very little coverage (24 *ur* – 2 minutes and 12 seconds, *Dnevnik* – 3 minutes and 58 seconds). Marginal social groups (lesbians and gays) were completely marginalized in prime time news programs, as well.

Similarly, it is possible to conclude that expert and scientific subjects were also modestly covered in daily news programs. The operation of civil society groups received 33 minutes and 23 seconds of airtime (24 *ur* – 15 minutes and 59 seconds, *Dnevnik* – 17 minutes and 24 seconds). This

²⁷ The importance of gatekeepers who decide what will be included in the agenda has been extensively covered by many authors. Our research on this issue included a small-scale project involving fourth - year students of the Faculty of Social Sciences as participants. The results are found in Appendix 1. See page 117.

leads to the conclusion that news programs have not accorded civil society the place it deserves.

This approach is also reflected in the structure of actors who appeared in the news programs analyzed. A great majority of actors come from the group *the political sub-system – the state* (40% on average). Within this segment, representatives of the lower houses of parliament (the National Assembly in Slovenia) accounted for 18% of the group. If the actors from the *political system – the state* group are combined with the actors belonging in the *local communities* (2.7%) and the *repressive state apparatus* groups (5.4%), their combined number amounts to 48.1% of the group.

The data about the number of actors is supposed to corroborate the thesis that media space has become more open. The number is truly high, since in March 2006 the number of actors who appeared in the two news programs was 1271 in total.²⁸ Of these, only 291 appeared in both programs. Their social influence is reflected in the fact that they gave 1072 statements and that they were mentioned 372 times in various reports. This represents 56% of all appearances in the two news programs.

Over the past fifteen years, the principle that has gained currency in reporting has been that, with respect to important events, several representatives of political or social life are asked to give their opinion (the authors of the proposal and their opponents, the ruling political parties and the opposition parties etc.). This tendency towards balanced reporting can be established on the basis of the fact that one-fourth of all journalists' reports (25.3% on average) included two actors and one-fifth (22.1%) included three actors (combined, this amounts to 47.4% of all reports).

Women accounted for 18.9% of all actors. The blame cannot be placed on the media only, since in this case they just mirror the state of affairs in society, where an extremely low number of women occupy important positions in all segments of social life. However, when women do appear in news broadcasts, in 62.6% they appear in connection with the subject areas *Public services/welfare state/humanitarian work* and *Society/religion*. The same proportion can be observed within the group of guests invited to the studio to explain a particular event. In March 2006, 27 individuals

²⁸ We should again point out that preliminary research findings for the period 2004-2006 show that the number of persons appearing in both news programs has decreased, falling from 1395 in 2004 to 1271 in 2006.

were invited to the studio, and there were 5 women among this privileged group (18.5%).²⁹

Among the anonymous actors who were featured in opinion surveys or were witness to or participants in some event, there were as many as 44% women, which indicates that editors strive to achieve balanced reporting.

Our data also show that women predominate as the authors of reports. The total number of journalists who contributed reports featured in the broadcasts analyzed was 143 (24 *ur* – 59, *Dnevnik* – 84). Of these, two-thirds were women journalists (24 *ur* – 40 or 67.8 %, *Dnevnik* – 57 or 67.9%).³⁰

While the coverage of Slovenia is “Ljubljana-centric”, data on the reports about international events show that both news programs offer a “Eurocentric” view of the world. In 75.9% of reported events, Slovenia was classified as the primary country. Of all events covered, 9.0% referred to the EU and its member states;³¹ 2.6% referred to the US. On the other hand, Russia, India, Canada, Australia and China barely amounted to 1% of the total coverage, while the conflict-ridden countries, i.e. Iraq, Israel, the Palestinian territories and Afghanistan, accounted for 2.8% of the reports. There was not one report on Latin America or Australia during March 2006. We further established that *Dnevnik* devoted more time than 24 *ur* to the subject areas *European Union* (24 *ur* – 29 minutes and 21 seconds, *Dnevnik* – 56 minutes and 34 seconds) and *Foreign Affairs* (24 *ur* – 56 minutes and 35 seconds, *Dnevnik* – 1 hour 15 minutes and 16 seconds). These figures suggest the conclusion that geographically distant countries become the subject of attention only in case of extraordinary events (terrorism, natural disasters, traffic accidents etc.).

Fifteen years after the introduction of the dual media system in Slovenia, it seems appropriate to ask how we are informed on matters that affect the life of all citizens. It is important to know which individuals are given access to the media and an opportunity to shape public opinion. Equally important is the question of which voices were silenced and

29 A similar proportion has been observed in the *TV Klub* segment (part of 24 *ur*) in which 10 guests altogether appeared during March 2006; of these two were women (20 %).

30 During 2006, the two broadcasts analyzed here featured 22 (or 2.7 %) journalists' reports signed by two or more authors. For the purpose of our research, we took into account the first author as the main author of the report.

31 The following EU members states were not mentioned: The Czech Republic, Denmark, Estonia, Finland, Ireland, Latvia, Lithuania, Luxembourg, Hungary, Malta, Portugal and Slovakia.

pushed to the margins of social life, either incidentally or deliberately. Reporting events in the “pro or contra” manner polarizes society and reduces the space necessary to reach consensus, which is one of the basic elements of democratic society and a guarantee for minorities of all kinds that their voice will be heard and taken into account. Every citizen should have a feeling that he/she has contributed something to the community, and to achieve this we will have to make extra effort to give a voice to civil society and the expert public.

While the above-presented distribution of subject areas according to the airtime they received in the news programs may be in accordance with the image of the commercial media, such a state of affairs certainly deviates from the anticipated role of public service television. It is expected to offer content that helps its viewers to make decisions about important matters in order to be able to function as members of a democratic society.

In our opinion, Slovenian citizens cannot be satisfied with the kind of reporting emerging from this analysis. That something is not right is corroborated by the fact that the two news programs combined do not garner as many viewers as did *Dnevnik* in the early 1990s, when it was the only Slovene – language news program in the country. Citizens have the right to be better informed, and only public television may be required to ensure the exercising of this right. The experience of other European countries shows that high quality public service television is a precondition for quality commercial stations, since the latter are forced to keep pace with public television if they want to ensure good ratings and attract advertisers.

APPENDIX I

Prior to the commencement of the Media for Citizens project, the Advisory Board held a meeting³² at which the proposed research studies were reviewed and critically assessed. Several participants proposed possible upgrades to the project, while Ed Klute presented a comparative analysis conducted in the Netherlands several years ago. Since everyone present found this idea interesting, we decided to realize it and include it in the project, because it offers readers the most illustrative picture of the influence of editors (gatekeepers) on the selection of news.

Accordingly, a group of students the Faculty of Social Sciences³³ was presented with an overview of the day's events supplied by the *Slovenian Press Agency (STA)* and by Reuters on March 15, 2006.³⁴ Their task was to read 107 news items and select 15 among them which, in their opinion, should have been included in prime time news.

The second step consisted of the ordering of the 15 news items selected and ascribing to them an order of appearance in the news program.³⁵ First place was worth one point, second place two points etc. The students selected as many as 71 events altogether. After ranking the news according to the number of points they received based on the order of appearance, we calculated the average number of points and divided it by the number of points it received. In this way, the results were weighted for those events that received more points.

In the third step we compared the results thus obtained with the ordering of events as selected by the editors of *24 ur* and *Dnevnik* on that day. The differences were considerable so the presentation of the results inspired a lively discussion.

32 The meeting was held on January 6, 2006. The participants were Sandra Bašič Hrvatin (FDV, Ljubljana, Slovenia), Ed Klute (Mira Media, Utrecht, Netherlands), Brankica Petković (Peace Institute, Ljubljana, Slovenia), Marko Prpič (Ljubljana, Slovenia) and Granville Williams (Campaign for Press and Broadcasting Freedom, London, UK).

33 The project included 36 students in their 3rd or 4th year at the Faculty of Social Sciences who attend the course *Komunikacijske pravice (Communication Rights)* lectured by Sandra Bašič Hrvatin, PhD. I'd like to express thanks to the faculty, Sandra Bašič Hrvatin and her students for their collaboration.

34 The day was selected in February 2006, when we opened talks with Reuters and *Slovenian Press Agency* to supply data for the practical test. The two agencies provide their services to both *POP TV* and *TV Slovenia*. We want to express our thanks to both agencies for supplying data and for permission to use them.

35 We wanted to avoid making the task too complex, so we omitted the inclusion of five main headlines.

TABLE 15: ORDER OF TOPICS IN *24 ur*
(MARCH 15, 2006)

MAIN HEADLINES

- 1 Heated debate on media freedom (slo)
- 2 Qualms about broader authority for Sova
- 3 Simobil allegedly intends to buy Vega
- 4 Milošević will be buried in Požarevac
- 5 President Drnovšek plans to dispatch the first humanitarian aid package

ORDER OF APPEARANCE

- 1 State Department's report – media freedom
- 2 Government wants to extend the authority of Sova
- 3 Reduction of salaries in the public administration sector
- 4 Simobil allegedly plans to buy Vega
- 5 Court of Audit and the uniform portal for public procurements
- 6 Istrabenz – the meeting of the Supervisory Board
- 7 Aktiva – the situation of small shareholders
- 8 President Drnovšek plans a visit to Darfur
- 9 Humanitarian org. collected a large quantity of aid for Darfur
- 10 Prime Minister Janša visit's the German Chancellor
- 11 Milošević's funeral will take place in Požarevac
- 12 Press conference by the Serbian Socialist Party
- 13 Russian Parliament and the abolition of the international court
- 14 Russian pathologists agree with Dutch colleagues regarding the cause of Milošević's death
- 15 NATO – arrests in connection with war crimes suspect Karadžić

TABLE 16: DISTRIBUTION OF TOPICS IN *Dnevnik*
(MARCH 15, 2006)

MAIN HEADLINES

- 1 Prime Minister Janša and Merkel on EU reforms
- 2 Istrabenz announced its intention to take over Kolinska
- 3 Milošević's body brought to Belgrade
- 4 Nine-year elementary school – biology as the third subject
- 5 Biserka Meden did not lend money unlawfully

ORDERING OF NEWS ITEMS

- 1 Prime Minister Janša on a visit to Germany
- 2 Milošević's body brought to Belgrade
- 3 Russian Parliament – investigation of the cause of Milošević's death
- 4 NLB must return money to Croatian clients
- 5 Istrabenz will take over Kolinska
- 6 Court of Audit, information portal of the government
- 7 Aid for Darfur collected, President Drnovšek to Sudan
- 8 Palestinians on strike, foreigners kidnapped

- 9 us Army kill several civilians in Iraq
- 10 Student protests in France
- 11 Belarus government expelled 8 election monitors
- 12 Bird flu (Sweden, Serbia, Denmark, Afghanistan)
- 13 Floods in Greece and Turkey
- 14 Association of War Veterans and the War Veterans Act
- 15 Islamic community handed over a request to the governmental commission

**TABLE 17: STUDENTS' ORDERING OF TOPICS
(MARCH 15, 2006)**

MAIN HEADLINES

- 1 N/a
- 2
- 3
- 4
- 5

ORDERING

- 1 Prime Minister Janša on a visit to Germany
- 2 Milošević's death
- 3 State Department's report – media freedom deteriorated
- 4 Russian Parliament and the abolition of the international court
- 5 Milošević's death
- 6 The governmental commission for the resolution of open issues regarding religious communities (announcement of the session)
- 7 Haag - Hadjihasanović and Kubura verdicts
- 8 National Council – discussion on the direction of the country's operation within the EU
- 9 Humanitarian organizations collected a large quantity of aid for Darfur
- 10 G-8 in Moscow – the issue of energy security
- 11 The proposal of direction for the operation of Slovenia within EU institutions in 2006
- 12 The governmental commission for the resolution of open issues regarding religious communities (announcements of statements L. Šturm, D. Čepar)
- 13 Security Council on Iran's nuclear program
- 14 The state of affairs and the outlook for the collaboration of NGOs in the preparation of regulations and strategies of the Government of RS
- 15 Klinični center Ljubljana (Medical Center Ljubljana) – the beginning of the humanitarian action for the collection of contributions entitled Darujmo za CT

A look at the tables above shows considerable discrepancy between the daily news programs *24 ur* and *Dnevnik*. There was only one topic that appeared in both announcements, that is, the funeral of Slobodan Milošević (appearing in 4th place in *24 ur* and in 3rd place in *Dnevnik*).

Not only was the ordering of events different, but also the number of topics that appeared in both programs was low. *24 ur* gave priority to three topics, i.e. the discussion of the State Department's report on the situation of the Slovenian media, the discussion of the Government's proposal to extend the authority of SOVA (the intelligence agency), and the announced reduction of salaries in the public administration sector. *Dnevnik* did not feature these news items. It gave priority to the visit of Prime Minister Janez Janša to Germany, and two events related to the death of Slobodan Milošević. In *24 ur*, these events were ranked between 10th and 15th place on the list of events (as many as four reports related to the death of Slobodan Milošević). The two news broadcasts displayed most similarity in the segment devoted to economic issues (Istrabenz), the Court of Audit, the public procurements portal and President Drnovšek's initiative to collect humanitarian aid for Darfur. *Dnevnik* devoted more attention to international events, which occupy places 8 to 13 on the list of news.

The students gave priority to the same events as *Dnevnik*. First on their list is the visit of Prime Minister Janez Janša to Germany, followed by three reports related to the death of Slobodan Milošević, with the State Department's report intervening as the No 3 item. To the report on humanitarian aid for Darfur they ascribed a place similar to the two news editors, i.e. it is news item 9 on the student list (item 8 in *24 ur* and item 7 in *Dnevnik*). The initiative by President Drnovšek overshadowed the press conference in the Medical Center held on the occasion of the beginning of collection of humanitarian contributions for the Medical Center, although it was not completely overlooked.

Economic issues were not included in the list supplied by the news agencies, so the students could not include these topics on the agenda.

There are two topics found on the list composed by students that point to the greater sensitivity of the young generation to questions that belong in the area of civil society operations. These are the session of the governmental commission responsible for resolving the open issues concern-

ing religious communities,³⁶ and the state of affairs and the outlook for the participation of NGOs in the preparation of regulations and strategies of the Government. Both news items were neglected in *24 ur*, while in *Dnevnik* the governmental commission's session was news item number 15. Furthermore, the students included the session of the Security Council regarding Iran's nuclear program and the proposal for the direction of the operation of Slovenia in EU institutions in 2006, discussed by the National Council.

This practical test was aimed at demonstrating the important role of the editors of daily news programs who decide what viewers will see on their television screens and which information will reach them. This again takes us back to the importance of professional criteria, education, general well-informedness and commitment to the mission that should be accomplished by the media in modern democratic societies. An important role here is played by journalistic codes prescribing norms that journalists should observe.

The experiment presented above points to the need for regular monitoring of the approach to programming and for the continual enhancement of journalistic standards, since only these can assure better quality of information provision. Viewed from this perspective, we can conclude that the students fulfilled their task extremely well.

36 The announcement of the session of the governmental commission for the resolution of open issues concerning religious communities was selected twice by the students – news item 6 and item 12 – because the *Slovenian Press Agency* announced this event twice, once as a session and then again as an announcement of the statements by Lovro Šturm and Drago Čepar, the director of the governmental Office for Religious Communities. The combined number of points would put this event in 5th place on the list.