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The Press Council in Bosnia and Herzegovina

realized the Seminar for coordinators of the Youth News Association of Bosnia and Herzegovina (ONA) and the reporters of the radio show "Your voice in the media - ZOOM"

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"Public education campaigns and promotion of media freedom and self-regulation"

26 - 27 May 2012

Sarajevo, Hotel Grand

The Press Council in Bosnia and Herzegovina, supported by the **German Embassy in BiH**, the **National Endowment for Democracy (NED)** and the **Civil Rights Defenders (CRD)**, has realized the Seminar "**Public education campaigns and promotion of media freedom and self-regulation**" for the coordinators Youth News Association of Bosnia and Herzegovina (ONA) and reporters of the radio show "Your voice in the media - ZOOM." The seminar will be held on 26-27 May 2012, in Sarajevo, hotel "Grand".

Prominent lecturers shared their experiences with young people from all over Bosnia and Herzegovina: **Ms. Ljiljana Zurovac**, Executive Director of the Press Council in Bosnia and Herzegovina

, **Mr. Igor Smiljanic**, Professor of citizenship and democracy, MA

Addis Hasakovic

, PR Manager and Expert in public relations, and

Mr. Aleksandar Bibanovic,

Performance and Motivational Coach.

The seminar was opened by **Ms. Ljiljana Zurovac**, Executive Director of the Press Council in Bosnia and Herzegovina.

After the introductory words, the lecture on "Citizens and Democracy - The power of the individual in a democracy / awareness of themselves and their individual power to initiate change" was presented by

Mr.

Igor Smiljanic

, Professor of Citizenship and Democracy.

Mr. Adis Hasakovic, PR Manager and Expert in public relations talked about "Public Campaigns" and "New and Social Media - new opportunities"

. Also, Mr. Hasakovic together with the reporters of the show ZOOM conducted an analysis of the successes and failures of the May 3

rd, International Media Freedom Day, campaign, which took place in 31 cities in Bosnia and Herzegovina. In addition, a workshop on the topic of "Creating, checking, conducting and controlling a Public Relations Strategy" took place.

On the second day of the Seminar, **Ms. Ljiljana Zurovac**, Executive Director of the Press Council in Bosnia and Herzegovina, within the theme "Media literacy and media self-regulation", introduced self-regulation and media ethics reporting, the right of citizens to complain and respond to unprofessional media, the Press and Online Media Code of Bosnia and Herzegovina and the Complaints Procedure of the Press Council in Bosnia and Herzegovina.

Mr. Aleksandar Bibanovic, Performance and Motivational Coach, held a lecture on the topic "Motivation of leaders and coordinators" and "Introduction to social and personal awareness" where he, amongst other things, elaborated the characteristics of human motivation, the characteristics of society, the significance of and the manner of developing goals and planning, and the characteristics of a leader in a group. Also, Mr. Bibanovic, through very interesting examples and an enthusiastic presentation, gave practical advice on how to self-motivate and deal with problems, introduced a really efficient motivational exercise, and animated the attenders to identify their own ambitions through self-analysis.

Through exercises at the end of the Seminar, participants had the opportunity to apply the knowledge gained during the Seminar.