

**WHO
MAKES THE
NEWS?**



Serbia

Global Media Monitoring Project 2005 National Report 2005



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GMMP 2005 is co-ordinated by the World Association for Christian Communication (WACC), an international NGO which promotes communication for social change, in collaboration with Margaret Gallagher, consultant for the project and the data analyst, Media Monitoring Project (MMP), South Africa.

The data for GMMP 2005 was collected through the collective voluntary effort of hundreds of organizations including gender and media activists, grassroots communication groups, academics and students of communication, media professionals, journalists associations, alternative media networks and church groups.

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Who makes the News?

Global Media Monitoring Project 2005

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Preface

- **Why media monitoring matters?**

The Global Media Monitoring Project (GMMP) is the most extensive global research of gender in news media ever undertaken. When the first GMMP was conducted in 1995, few of those involved could have imagined that it would develop in the way that it went on to do. Ten years later, with the third such project now complete, the enormous significance of this international initiative is clear.

The importance of media monitoring as a tool for change was officially recognized by the United Nations for the first time in Section J of the 1995 Beijing Platform for Action, where NGOs and professional media associations are urged to 'encourage the establishment of media watch groups that can monitor the media and consult with the media to ensure that women's needs and concerns are properly reflected'. However, the idea for a one-day study of the representation and portrayal of women in the media worldwide was first conceived prior to Beijing, at the international conference 'Women Empowering Communication' held in Bangkok in 1994, organized by WACC, in association with the International Women's Tribune Centre, New York and Isis-Manila.

When the idea was raised in Bangkok, Media Watch, a Canadian NGO and one of the pioneers in 'media watching' volunteered to co-ordinate the project with support from WACC and others. Erin Research Inc., Canada, developed the methodology and designed the monitoring tools. The first international monitoring day took place on 18 January 1995 and produced more than 50,000 data records based on the news on radio, TV and in newspapers from 71 countries. The results of the monitoring were published in the report *Global Media Monitoring: Women's Participation in the News*, which was launched at the Women's NGO Forum in Beijing in September 1995. As a follow-up, the WACC Women's Programme later published a series of regional analysis reports on Asia, Africa, the Caribbean and Central America, and the Pacific in order to produce more country-specific data for use by groups in their own countries.

Five years on, WACC's Women's Programme coordinated the second GMMP in order to assess whether and how the media's portrayal of women and men had changed in the half decade since the first study. On 1st February 2000 hundreds of volunteers in 70 countries once again monitored the day's news on radio, television and in print. The preliminary results were released in time for the UN Beijing + 5 events in June 2000. The final results including detailed country tables and qualitative analysis by region, based on more than 16,000 news stories, were published in *Who Makes the News?* at the end of that year. The initial inspiration for GMMP was the concern of women activists to bring the issue of media accountability to the forefront of the debate on gender inequalities. Its subsequent implementation was guided by the concern of researchers to ensure comparable and accurate analysis of data collected in different settings by different individuals - many of whom had no previous experience of research. The aim was to give a global overview that went beyond the findings of specific local or even national studies, and to provide a reliable picture of women and men's presence in the news right around the world. Each time, hundreds of volunteers in more than 70 countries took part in the international day of monitoring and each time, the day was marked by tremendous excitement and solidarity among participating groups linked only by a common task. In 2000, for example, the monitoring group from China e-mailed to say how pleased they were to be included 'this historic event' and a volunteer in Kenya captured the mood of the day when she said, "can't believe I am having so much fun here in Kenya, knowing that people are out there, doing the same thing."

GMMP 2005

The third GMMP has been as challenging and exciting as those that went before it. Seventy-six countries took part in GMMP 2005 with hundreds of monitors coding almost 13,000 news stories on television, radio and in print. Participants came from a wide range of organizations and included gender and media activists, grassroots communication groups, academics and students of communication, media professionals, journalists' associations, alternative media networks and church groups. GMMP 2005 saw much greater participation from Eastern Europe and the former Soviet states than ever before, alongside those countries from North America, Latin America, the Caribbean, Western Europe, Africa, Asia, the Middle East and the Pacific which have been involved in GMMP since its inception.

It was in response to calls from groups throughout the world working on gender and communication issues that WACC decided to co-ordinate the third GMMP. The process of planning and designing GMMP 2005 was carried out by WACC in consultation with a GMMP steering committee which first

met in South Africa in May 2003. Following this meeting the GMMP methodology was extensively revised and then pilot tested by the steering committee in eight regions of the world. The final GMMP methodology used for the 2005 study is available at www.whomakesthenews.org.

As part of efforts to decentralize GMMP 2005 and to ensure that there is a sense of ownership of the project by the groups taking part, the media monitoring was organized by coordinators in each world region and in each country taking part. The GMMP regional and national coordinators played a vital role in ensuring the media monitoring ran smoothly and acted as a reference point for all monitoring groups in the country and region.

On the third international day of monitoring - 16 February 2005 - many of those taking part sent messages to the rest of the GMMP network to tell others about their monitoring day and sent greetings to all the other monitors around the world, making it once again a wonderful day of global solidarity. For some, 2005 was the first time that they had participated in GMMP. One national co-ordinator wrote to say how happy he was to be a member of "this growing family of gender and media activists".

Unfortunately, as this report shows, very little has changed in the way in which the world's news media represent women and men. As the French monitoring group reflected after completing the monitoring in 2000, "the coding results reinforced the impression that the media allow very little space for women ... this raises the question of what is news, what makes the news, and why." By monitoring the news media in a systematic, coordinated way, groups participating in GMMP have regularly documented the nature and scale of women's exclusion from the world's news media. The data are solid. The evidence is irrefutable.

Whilst the GMMP data provide a periodic, persistent reminder that very little has changed, this is not for want of effort by gender and communication groups worldwide. The methodology and results of GMMP have been used in a myriad of ways around the world. GMMP has provided a research instrument that has been easily applied in subsequent monitoring at both the local and international level. GMMP has also been used extensively for media literacy work and many monitoring groups have reported that taking part in GMMP has been a process of awareness rising. As the monitoring group from Bosnia and Herzegovina in 2005 explained after completing their monitoring, "We believe we will never watch, listen or read the news with the same eyes".

The promotion of media literacy and gender awareness through media monitoring has always been an important aim of the GMMP. However, its over-riding goal is to change media output. With that in mind, groups in many different countries have also used the GMMP results to launch dialogue with media practitioners and policymakers. The data have proven invaluable in opening up creative discussion about the accepted routines and practices in media production, about how particular journalistic decisions result in specific patterns of gender imbalance, and about how alternative choices and approaches could lead to a fairer, more balanced gender portrayal.

Many individual strategies have brought results. In Australia and Canada the data have been used in advocacy interventions aimed at fair gender portrayal; in Uruguay, meetings with editorial staffs have resulted in changes to both content and editorial policy. In Jamaica, the Assistant Executive Director of the Broadcasting Commission described GMMP as containing "extremely useful information to the Commission's work, particularly in the formulation and implementation of content standards for gender portrayals in the Jamaican electronic mass media". The list could go on but the important point is that the GMMP has allowed these and other groups around the world to move beyond one-sided complaints about the media to constructive dialogue with the media.

A Tool for Change

As a tool for change, the strength of GMMP lies in the fact that it provides hard facts and figures, the staple food of journalists and programme makers. In discussions about what is wrong with, or missing from, the pictures of the world we get from media content, hard data - together with concrete examples - reach media professionals with an immediacy never achieved by theory or abstract argument. This is what media monitoring, and particularly GMMP, is about.

It is for this reason, that GMMP 2005 is putting such a strong focus on using the results of the research for advocacy and lobbying activities and to promote dialogue with the media. The experience of the past thirty years of gender and media campaigning has shown that criticism of media content creates a lack of trust and interest on the part of media professionals. Interaction and dialogue between gender specialists and media professionals is the only way forward. It is a dialogue

which is not simply about trying to get certain issues or events covered in the media, but are also working to promote an entire perspective, a gender vision within the media.

Whilst only small gains in changing media representation of gender have resulted from GMMP so far, if these gains spring from awareness that current representation of gender in the news is something to be questioned, rather than taken for granted, they have the potential to be transformative. Ultimately, what is actually required is a wide-scale social and political transformation, in which women's rights - and particularly women's communication rights - are truly understood, respected and implemented both in society at large and by the media. While this will not happen overnight, GMMP brings us one step closer to such a transformation.

Global Media Monitoring Project 2005

www.whomakesthenews.org

- **Why we took part in this project**

Informative-documentary Centre (INDOC) is media project which is a part of NGO Association for Women's Initiatives (AWIN). INDOC is founded in 1997 and its main activities are monitoring of newspapers and forming both press clipping data base and archive of women's feminist movement in this region from 1974. We think that participation on this project GMMP 2005 is important from the following reasons:

- it gives important guidelines for our future work
- it brings to clearer picture of women presented by media
- it shows discriminatory contents of news on national and also regional level
- it brings to changes in media stereotyped contents

EXECUTIVE SUMMARY

On 16th February 2005 we joined the international teams in systematical monitoring the representation of women and men in news content. We made analyzes of who makes news, in what capacity and with what level of authority.

We monitored 88 news stories on television, radio and newspapers on that day. These news items included 302 persons who interviewed or whom are news about, news subject, presenters and reporters.

Main results are following:

- Only 21% of news subjects – the people who are interviewed, and whom the news is about – are female.
- There are no news topics in which women outnumber men as newsmakers. On stories on politics and government only 10% of news subjects are women, and in social and legal news only 16%. In stories such as gender-based violence women are news subject in 26%.
- Women make the news not as figures of authority but as student (100%), unemployed (100%) or their occupation was not at all stated in the news (83%).
- As newsmakers, women are under-represented in professional category such as - politician (6%).
- Following the function of female and male news subject, men are 75% of experts and 92% of spokespersons. By, contrast, women appear as giving personal views (45%) or as representatives of popular opinion (50%).
- Women are portrayed as victims in 26% of female news subject, compared with 3% of males portrayed in that way.
- In the case of female and male news subjects identified by family status, women are described in 89% as wife, daughter, mother etc.
- Women are in 27% quoted in news subject quoted in newspapers.

Delivering the News

- Female reporters have gained more ground in radio and TV than in newspapers.
- Female reporters dominate in reporting in almost all topics, except sport news and economy.
- There are more female news subjects in stories reported by female journalists (23%) than in stories reported by male journalists (14%).

News Content

- Very little number of news (13%) focuses specifically on women. Topics that focus on women are: crime and violence, social and legal, celebrity and science and health.
- News stories are likely reinforcing (9%) than challenging (3%) gender stereotypes.
- Only 6% of stories highlight equality issues and they are concentrated in areas such as human rights and family relations.
- News on gender (in)equality is almost non-existent.

1. A DAY IN COUNTRY'S NEWS (Introduction)

- **16th February 2005**

The day before, 15th February is Constitution Day of Serbia, so most of the news on 16th were dedicated to this topic.

Also, visit of Serbian president Boris Tadic to Kosovo, was commented by all media as also reactions of representatives of other countries and UN officials about this event.

One of the main news topics was also Family Law. Media showed the biggest interest for statements of conservative and nationally oriented political parties that support patriarchy attitudes. By our opinion, they showed more sensationalistic character and less interesting statements about rights of family members than the one brought by democratic parties.

- **Example from the qualitative analysis**

A story that is more subtly stereotyped

Name of radio channel: **B 92**

The story reports on the parliamentary discussion about the new Family Law, that is about who has the right to decide about the birth. It begins with the viewpoint of the Democratic Party that only a mother has an exclusive right to decide on that matter; but nothing more is said about that point of view – no explanations, no interviews, just that this proposal has the support of the deputies of 2 other parties in the Parliament.

The story is focused on the fact that the Radical Party doesn't support this law, because it destroys the traditional values of the Serbian family. In the continuation, we can hear the statement of Djordje Mamula, deputy of the Democratic Party of Serbia, saying that, to certain extent, he is in favour of that point of view, since he thinks that the patriarchal moral in Serbia has been "disintegrated" and that this kind of moral "connected people through solidarity, mutual care, help for finding a job..."

By failing to present the pros and by focusing on the cons, the story may give an impression that the patriarchy was a "good thing" and that the emancipation of women has caused nothing but "trouble" for demography, interpersonal relations and the society in general.

- **The monitoring**

Four people who took part in the monitoring: Maja Stajčić – newspapers news stories, Violeta Andjelković-Kanzleiter – radio news stories, Dragica Vukadinović – television news stories and Bojana Veselinović - television news stories and qualitative analyze.

Monitored media:

- Daily newspapers: Politika (Belgrade issue), Danas and Vecernje novosti
- Radio: B92 and Beograd 202
- TV stations: RTS (national television) and TV Studio B (Belgrade television)

Reasons we chose above mentioned media are:

- These media present events important for Belgrade and surrounding, local and partialy events in other parts of the country and world.
- These media are most visible and with the widest distribution in the country so they have the most of users in the country
- These media are offering serious and reliable information
- These media are, in large scale, forming the public opinion in Serbia.

Monitored	Television Newscasts	Radio Newscasts	Newspapers	Total
Overall	2	2	3	6
Items	14	45	29	88
People in the news*	53	151	98	302

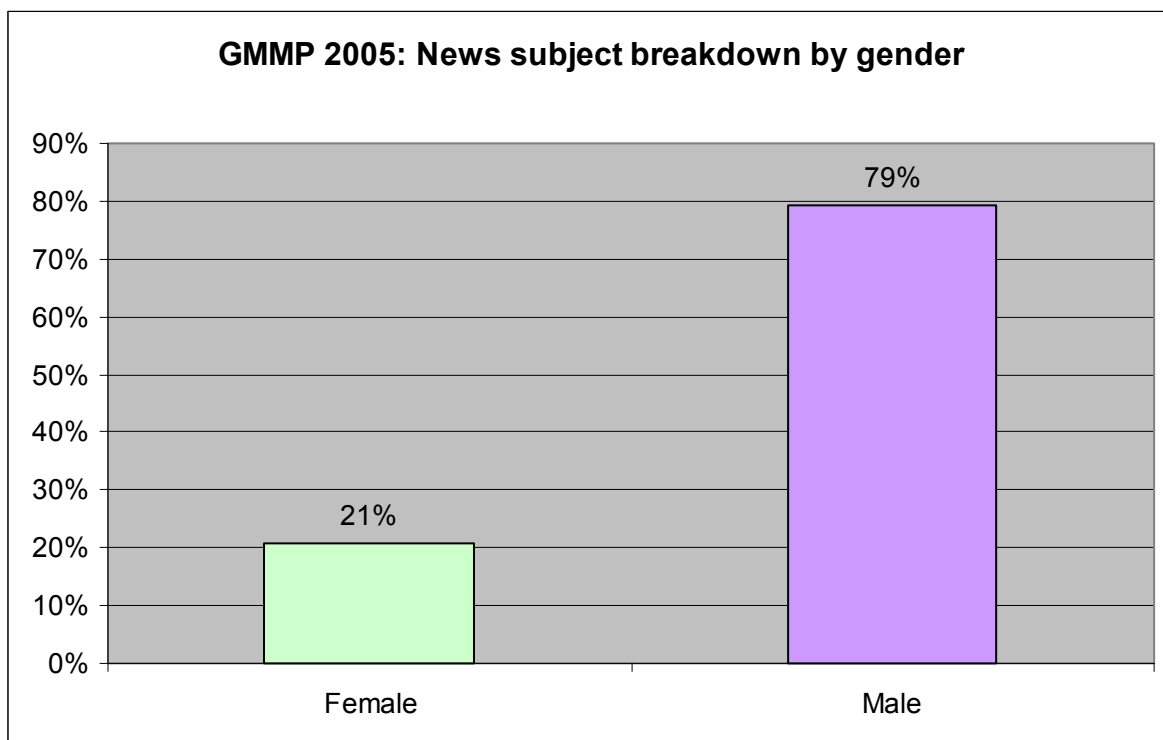
*Includes presenters, reporters, news subjects

2. NEWS - A MIRROR ON THE WORLD? (News Subjects)

Gender of presenters, reporters and news subjects

- Overall presence of women and men in the news as news subjects, reporters and presenters

	Female	Male	Female	Male	Total Subjects
Presenter	61%	39%	42	27	69
Reporter	56%	44%	18	14	32
Subjects	21%	79%	37	142	179



News subjects in television, radio and newspapers

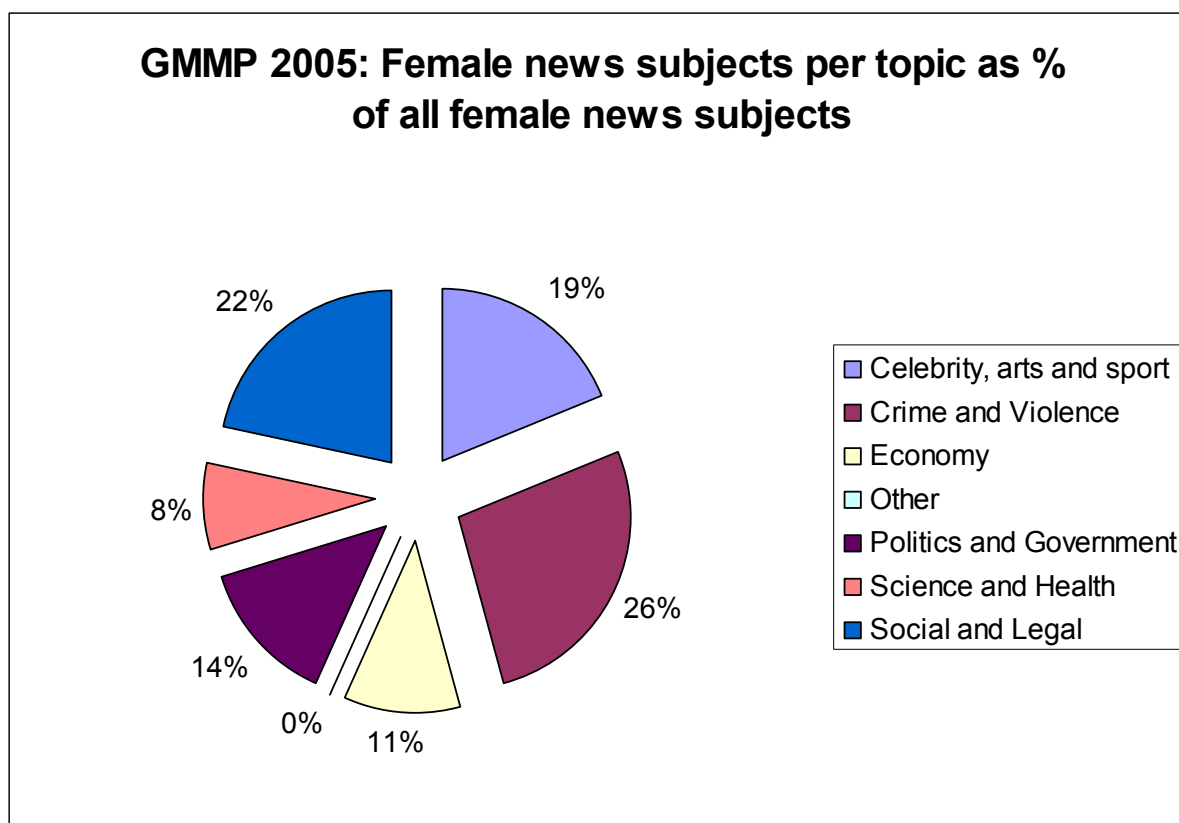
- Presence of female and male news subjects by medium – radio, TV and newspapers.

Television				Radio				Newspapers			
Female		Male		Female		Male		Female		Male	
N	%	N	%	N	%	N	%	N	%	N	%
1	3%	29	97%	10	14%	64	86%	26	35%	49	65%

News subjects in major topic areas

- What news? Presence of female and male news subjects by story topic.

Topic	Female	Male
Celebrity, arts and sport	7	4
Crime and Violence	10	29
Economy	4	10
Other	0	0
Politics and Government	5	45
Science and Health	3	11
Social and Legal	8	42
Total	37	142



Position or Occupation of News Subjects

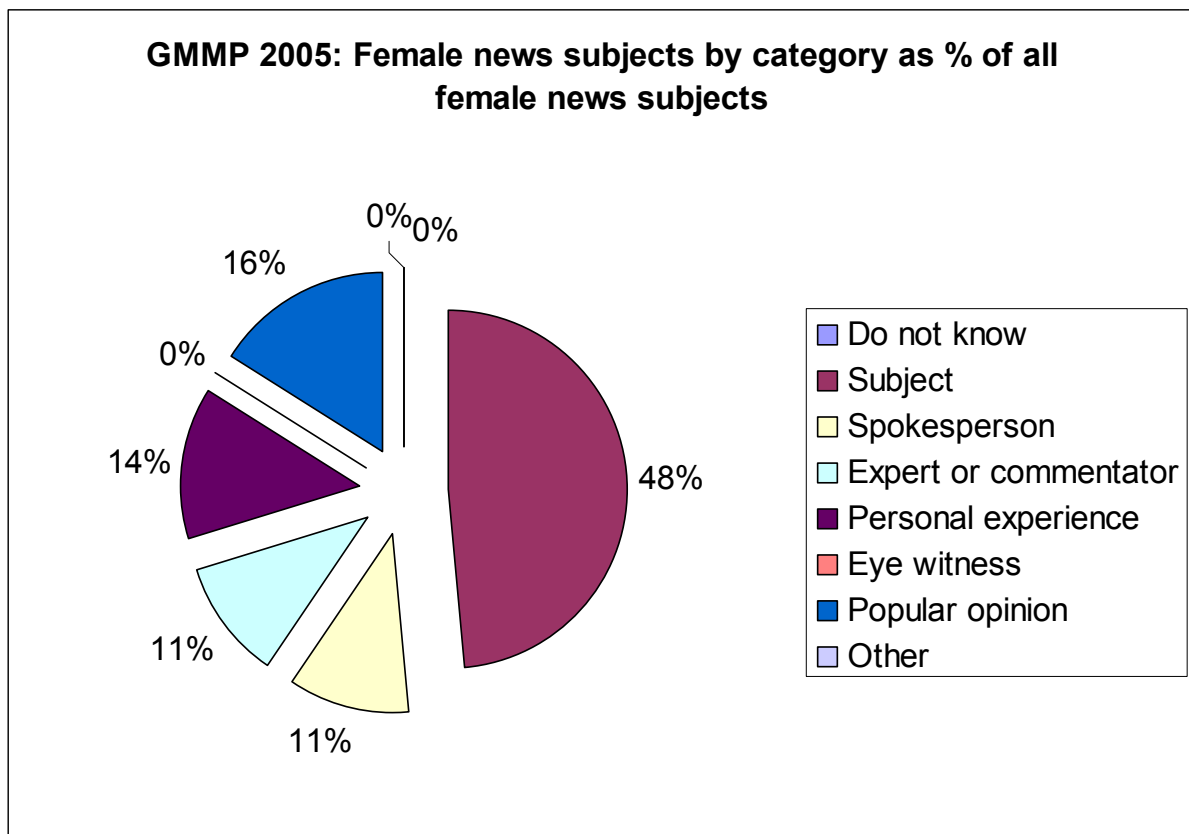
- Who are the newsmakers? The position/occupation of female and male news subjects.

Occupation	Female	Male	Total	Female %	Male %
Not Stated	10	2	12	83%	17%
Royalty	0	1	1	0%	100%
Government official/politician	5	74	79	6%	94%
Government employee	0	7	7	0%	100%
Police/military	0	11	11	0%	100%
Academic/education	4	4	8	50%	50%
Health/social service	1	1	2	50%	50%
Science/technology	0	2	2	0%	100%
Media	0	0	0	0%	0%
Law	0	3	3	0%	100%
Business	0	5	5	0%	100%
Office / services	0	1	1	0%	100%
Trades/labour	0	1	1	0%	100%
Agriculture etc	0	1	1	0%	100%
Religious	1	4	5	20%	80%
Activist / NGO	0	12	12	0%	100%
Sex worker	0	0	0	0%	0%
Celebrity	2	1	3	67%	33%
Sports	1	1	2	50%	50%
Student	5	0	5	100%	0%
Homemaker	2	1	3	67%	33%
Child	1	0	1	100%	0%
Villager	4	5	9	44%	56%
Retired	0	0	0	0%	0%
Criminal	0	5	5	0%	100%
Unemployed	1	0	1	100%	0%
Other	0	0	0	0%	0%
Total	37	142	179	21%	79%

Function of News Subjects

- Function of female and male news subjects.

Role	Female	Male
Do not know	0	0
Subject	18	60
Spokesperson	4	48
Expert or commentator	4	16
Personal experience	5	11
Eye witness	0	1
Popular opinion	6	6
Other	0	0
Total	37	142



News subjects who are victims

- Status in the news. Female and male news subjects who are portrayed as victims.

Victim				Not A Victim			
%F	F	%M	M	%F	F	%M	M
26%	9	3%	4	74%	26	97%	138

News subjects mentioned by family status

- Status in the news. Female and male news subjects identified by family status.

Female				Male			
Family Status Mentioned				Family Status Mentioned			
No		Yes		No		Yes	
N	%	N	%	N	%	N	%
33	89%	4	11%	139	98%	3	2%

News subjects quoted in newspapers

- Status in the news: Female and male news subjects quoted in newspapers.

Quoted				Not Quoted			
%F	F	%M	M	%F	F	%M	M
27%	7	53%	26	73%	19	47%	23

News subjects appearing in newspaper photographs

- Image in the news. Female and male news subjects appearing in newspaper photographs.

Photograph				No Photograph			
%F	F	%M	M	%F	F	%M	M
18%	3	21%	10	82%	14	79%	38

3. WHO DELIVERS THE NEWS? (Presenters and Reporters)

Presenters and Reporters

- Presenters. Presence of women and men as news presenters by medium – TV, radio and newspapers.

Television				Radio				Newspapers	
Presenter		Reporter		Presenters		Reporter		Reporter	
Female	Male	Female	Male	Female	Male	Female	Male	Female	Male
14	0	6	3	28	27	9	8	3	3

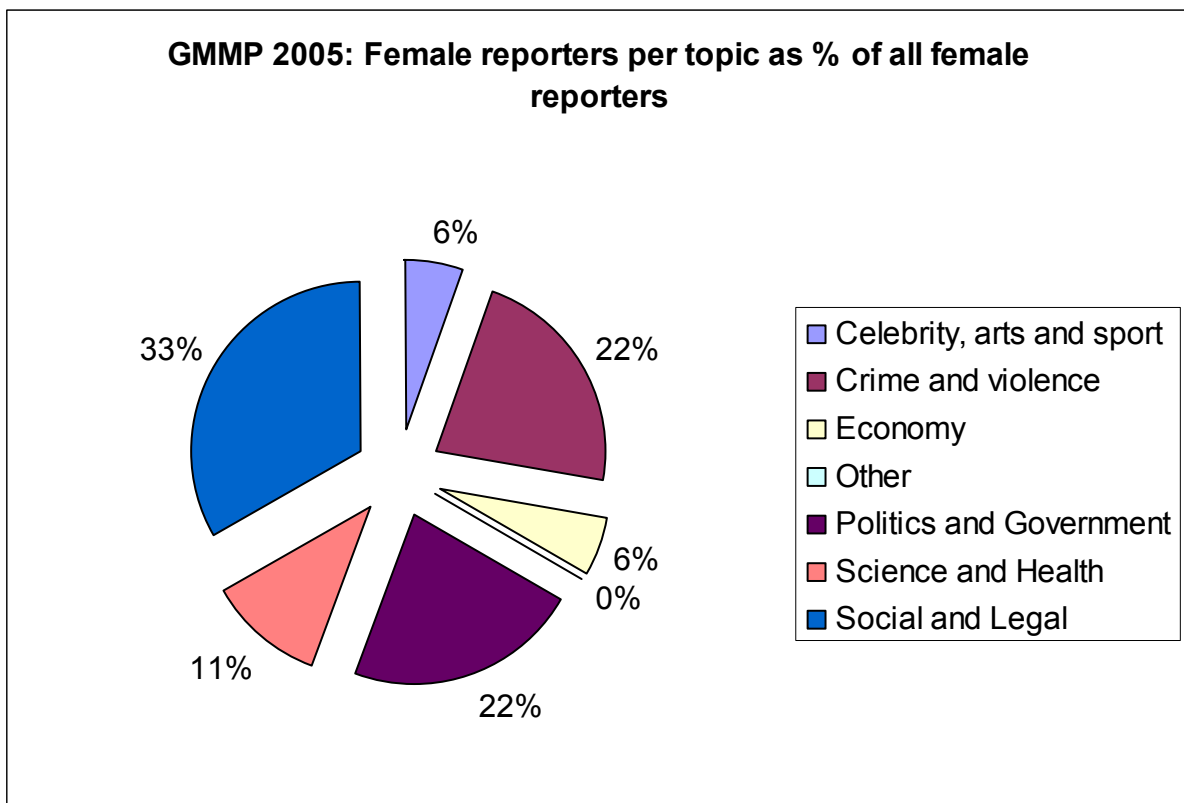
- Reporters. Presence of women and men as news reporters by medium – TV, radio and newspapers.

Television				Radio				Newspapers	
Presenter		Reporter		Presenters		Reporter		Reporter	
Female	Male	Female	Male	Female	Male	Female	Male	Female	Male
14	0	6	3	28	27	9	8	3	3

Reporters in major topic areas

- Who reports what? Female and male reporters by topic.

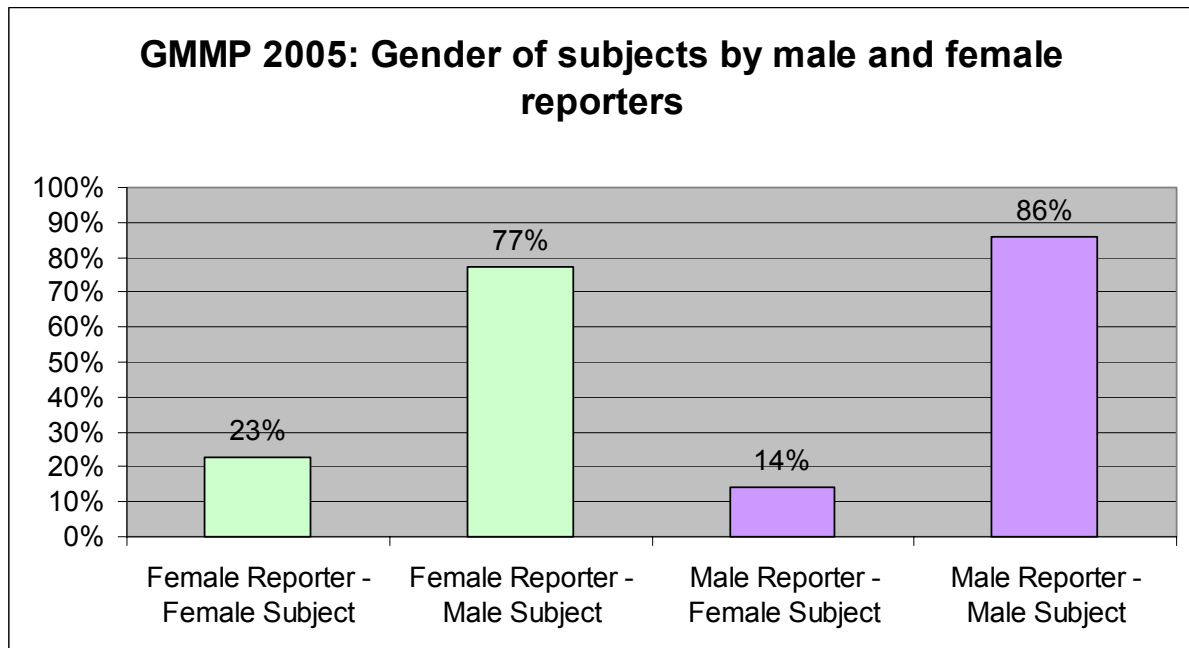
Topic	Female	Male
Celebrity, arts and sport	1	2
Crime and violence	4	3
Economy	1	1
Other	0	0
Politics and Government	4	3
Science and Health	2	1
Social and Legal	6	4
Total	18	14



Gender of reporter in stories with female and male news subjects

- Reporters and news subjects. Are more female news subjects found in stories reported by women in your country?

Female Reporter				Male Reporter			
Female		Male		Female		Male	
N	%	N	%	N	%	N	%
15	23%	51	77%	6	14%	37	86%



4. GENDER AND NEWS (News Content)

Topics in stories where women are a central focus

- Topics of stories that focus on women.

Celebrity, arts and sport	Crime and Violence	Economy	Other	Politics and Government	Science and Health	Social and Legal
1	4	0	0	0	1	5

Stories that clearly challenge or reinforce stereotypes

- Stories that reinforce stereotypes.

Challenges stereotypes		Reinforces stereotypes		Neither	
%	N	%	N	%	N
3%	3	9%	8	87%	75

- Stories that challenge stereotypes.

Challenges stereotypes		Reinforces stereotypes		Neither	
%	N	%	N	%	N
3%	3	9%	8	87%	75

Stories that highlight gender equality or inequality

- Stories that highlight equality or inequality.

Yes		No	
%	N	%	N
6%	5	94%	83

5. GENDER AND JOURNALISTIC PRACTICE (Qualitative examples)

- **A story that is more subtly stereotyped.**

Country: **Serbia and Montenegro**

Name of radio channel: **B 92**

Analysis:

The story reports on the parliamentary discussion about the new Family Law, that is about who has the right to decide about the birth. It begins with the viewpoint of the Democratic Party that only a mother has an exclusive right to decide on that matter; but nothing more is said about that point of view – no explanations, no interviews, just that this proposal has the support of the deputies of 2 other parties in the Parliament.

The story is focused on the fact that the Radical Party doesn't support this law, because it destroys the traditional values of the Serbian family. In the continuation, we can hear the statement of Djordje Mamula, deputy of the Democratic Party of Serbia, saying that, to certain extent, he is in favor of that point of view, since he thinks that the patriarchal moral in Serbia has been "disintegrated" and that this kind of moral "connected people through solidarity, mutual care, help for finding a job..."

By failing to present the pros and by focusing on the cons, the story may give an impression that the patriarchy was a "good thing" and that the emancipation of women has caused nothing but "trouble" for demography, interpersonal relations and the society in general.

- **A story that is a missed opportunity**

Country: **Serbia and Montenegro**

Name of newspaper: **Novosti**

Story is from a newspaper and it is one of the stories coded in the quantitative part of the study.

Analysis:

The story, named "Divorce for survival", is about a bad economic and employment situation in Bor (a town in eastern Serbia) and about the consequent increase in the divorce rate. These divorces are mainly fictitious, since the motive for them is the fact that families with one person working are not considered candidates for state benefit. That incites married couples to get divorced on paper, although they continue living together.

The article gives just an overall number of unemployed people, failing to present the percentage of male and female population separately. In the continuation, the journalist takes statements from one couple that was forced to get divorced for the above-mentioned reason. The picture we get through those statements is overtly stereotyped: the man is presented as the head of the household, frustrated because he cannot provide for his family, in spite of having a job. The woman was not asked to talk from the position of an unemployed person; instead, she "sobbed out" her story about the humiliating court experience, highlighting that the most difficult thing for her was that she had had to lie about her husband being an alcoholic.

- **A story that challenges stereotypes**

Your country: **Serbia and Montenegro**

Name of newspaper: **Danas**

Story is from a newspaper but it is not one of the stories coded in the quantitative part of the study.

Analysis:

The author Vladislava Gordic Petkovic used her search through several Internet sites to express her own point of view regarding abortion and population policy. The article named "Regeneration of tired population" challenges two opposite myths: the first one, supported by one part of the "pro-choice" option supporters, presents the abortion as a removal of a "portion" of cells, while the second one, deeply rooted among the supporters of the "pro-life" option, considers abortion an infanticide.

First, she paraphrases the ideas of Leslie Cannold presented in her book "The Abortion Myth": from her point of view, the abortion is an act which is in the interest of the foetus that is being removed and that women who have decided to have an abortion are morally responsible and aware of all the consequences of their decision. In the opinion of the author of the article, this refutes the argument of "pro-life" supporters that these women are enemies of the foetus.

Later, the author comments the fact that the politicians and the church have turned the abortion into the issue of national interest and demographic strategy. Not so long ago, the association "Opstanak" (Survival) presented a draft bill on population policy, suggesting (among other things) a withdrawal of a woman's right to decide on abortion, because it represents "a form of intrauterine infanticide". The author here also tackles the usage of language, indicating its cruelty and liability to demonization.

In the continuation, she presents personal experiences of women who have had an abortion, taken from the site "Stand Up Girl", where they have described their feelings and disadvantageous circumstances that led to that decision (for example, many of them didn't have the support of their partners or parents). Their stories unmask the "pro life" manipulations about a woman as a cruel infant killer.

The conclusion of the author is that a woman is the only one who has the right to decide on abortion. "Her final decision is not motivated by low birth-rate, or feminism, or the church or the state, but by a thousand of pro and cons and a million of small uncertainties."

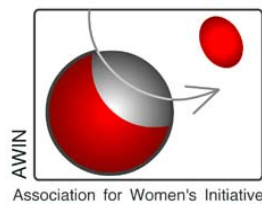
6. THE NEXT FIVE YEARS

What can be done in the next five years to promote the fair and balanced representation of women and men in the news in Serbia?

Recommendations:

- Advocacy and lobbying. Connecting gender and media activists with the goal to engage their media organizations in debate and discussion about how to improve the gender balance in news.
- Policy initiatives. Lobbying for adopting policies aimed at achieving gender balance by media organizations and working on its implementation. Setting up the realistic numerical targets which would be regularly monitored in achieving gender balance in news reports.
- Sensitization and training of media personnel. Organizing seminars and awareness-raising sessions for journalists and other staff, by gender activists and media organizations.
- Developing monitoring skills (training).
- Developing the critical analysis skills (media education)
- Continuing the monitoring at national level.

WACC



WACC

357 Kennington Lane
London
SE11 5QY
UK

Tel: +44 (0)20 7582 9139

Fax: +44 (0)20 7735 0340

Email: info@wacc.org.uk

Web: www.wacc.org.uk

INDOC Centre Belgrade

Association for Women's Initiative
Majke Jevrosime 39, 11000 Belgrade
Serbia and Montenegro

Tel: +381 11 3346 192

Fax: + 381 11 3345 190

Email: indoc@awin.org.yu

Web: <http://www.awin.org.yu>

www.whomakesthenews.org