

February 2, 2017,

Dear Istinomjer Team (whoever you may be, as you have chosen to hide behind a collective identity for reasons you have not cared to elucidate),

Buried at the bottom of your nine page defense of your sloppy, inaccurate and malicious reporting on the work of the RS Office in Washington, D.C. ("Istrazivanje Istinomjera: Lazi placene novcem gradjana/ka RS [I i II]), I found your admission that you broke the first rule of journalism:

"We do, however, acknowledge that we should have asked for your comment on the article before publishing it, although the „spin“ strategies you demonstrated in your letter leave little hope that this would have been a fruitful effort in obtaining facts."

What a perfect epiphany of the lousy journalism that you practice. Even after being forced to admit that you did not do what every journalistic code of ethics required you to do, you end up congratulating yourselves for your professional misconduct, while blaming the victim for his own mistreatment at your hands. You had an agenda and you carried it out: in your judgment, my comments and my facts would have just gotten in the way of a good story.

If you had simply done what journalists do, contacted me and asked for a response before you ran your stories, then I would have been given the opportunity to express my own position in my own words without the need for this post-facto exchange. When I point out the errors of your ways, you inform me that I "replicate the same aggressive rhetoric towards the media and the civil society, that the RS officials are already known for." You make your political agenda and your bias very clear.

What I fail to understand is why Poynter, a global leader in journalism, finds itself even remotely affiliated to you. Poynter professes a commitment to nonpartisanship and fairness, a commitment to open and honest corrections, to transparency of sources, funding, organization and methodology, whereas your organization openly violates every single one of those principles.

Thank you for publishing your current budget funded by NED, an American non-profit organization funded primarily by the U.S. government.

Let me to restate my complete willingness to engage in an open and fair discussion of the work of the RS office, my political views and my own commitment to the transparency and honesty that I have demonstrated throughout my career.

I will gladly respond to you additional questions in a separate interview or story, should you decide it would be acceptable for you to allow me to express my own views in my own words.

Sincerely,

Obrad Kesic
Director
RS Office for Cooperation, Trade and Investment

Prijevod odgovora:

Dragi Istinomjer tim (ko god da ste, s obzirom da ste riješili da se sakrijete iza kolektivnog identiteta iz razloga koje niste objasnili),

Zakopan na kraju vaše devetostrane odbrane svog aljkavog, netačnog i malicioznog izvještavanja o radu Kancelarije RS u Washingtonu (“Istrazivanje Istinomjera: Lazi placene novcem građana/ka RS [I i II]), pronašao sam vaše priznanje da ste prekršili prvo pravilo novinarstva.

“Međutim, uzimamo u obzir da ste trebali dobiti priliku da date komentar na članak prije nego što je objavljen, iako strategije „spina“ koje demonstrirate u Vašem pismu daju malo nade da bi taj odgovor doprinijeo utvrđivanju relevantnih činjenica.”

Kakav savršen prikaz vašeg lošeg novinarstva. Čak i nakon što ste primorani da priznate da niste uradili ono što svaki novinarski etički kodeks nalaže, završili ste čestitajući sebi za svoje profesionalne prestupe, dok optužujete žrtvu za to što ste prema njoj loše postupili. Imali ste agendu koju ste i sproveli po vašem rasuđivanju, moji komentari i moje činjenice bi se samo isprijebile na putu dobre priče.

Da ste jednostavno uradili ono što novinari rade, kontaktirali me i tražili odgovor prije objavljivanja vaših priča, tada bih imao priliku da izrazim svoje stavove svojim riječima bez potrebe za ovom naknadnom razmjenom. Kada sam ukazao na vaše greške, obavijestili ste me da „repliciram isti agresivni ton prema medijima i civilnom društvu po kakvom su poznate vlasti u RS.” Jasno ste pokazali svoju političku agendu i predrasude.

Ono što ne razumijem je zašto je Poynter, globalni lider u novinarstvu, na bilo koji način povezan sa vama. Poynter se zalaže za posvećenost objektivnosti i pravičnosti, otvorenim i iskrenim ispravkama, transparentnosti izvora, finansiranja, organizacije i metodologije, dok vaša organizacija otvoreno krši svaki od ovih principa.

Hvala što ste objavili svoj budžet koji finansira NED, američka neprofitna organizacija pretežno finansirana od strane US vlade.

Dozvolite da ponovim svoju potpunu spremnost na otvorenu i fer diskusiju o radu RS Kancelarije, mojim političkim stavovima i sopstvenoj posvećenosti transparentnosti i iskrenosti koju sam demonstrirao tokom svoje karijere.

Rado ću odgovoriti na vaša dodatna pitanja u odvojenom intervjuu ili priči, ukoliko odlučite da bi vam bilo prihvatljivo da mi dozvolite da izrazim sopstvene stavove svojim riječima.

Iskreno,

Obrad Kesić

Direktor

Kancelarija RS za saradnju, trgovinu i investicije