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## Local Public Broadcasters - an Important Factor in the Media System of Montenegro

**Abstract:** In this article we will talk about local public broadcasters as well as the media who perform the role of public service media. We start from the hypothesis that these media are an important factor in the Montenegrin media system and that their roles and functions are of particular public interest. We will use the methods of scientific description, content analysis, comparative method and survey. We have created a questionnaire answered by 11 directors out of 14 broadcasters.<sup>4</sup> From them, we tried to find out details about the program orientation, technical equipment, personnel structure, to consider how to engage in investigative journalism, whether they have barriers to work and what is their relationship with the founders and other institutions. Through these questions we wanted to get to the data on the program conception and answers as local public broadcasters operate in the public interest, whether they are a trained technical and personnel, to determine whether they are or how important the media system in Montenegro.

**Key words:** *Local Public Broadcaster, Media System, Montenegro*

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<sup>4</sup> The data were collected in February and March 2014, and one part is presented in the course „Comparative Media Systems: Post-Transition“, Inter University Center, Dubrovnik, 7-11 April 2014, entitled The role and importance of local public broadcasters in the media system of Montenegro, Rabrenović, D. (2014).