

STATEMENT OF THE JURY FOR THE UNICEF ANNUAL PRIZE FOR PRINT MEDIA IN 2008

In the category of the print media, the best entry was submitted by Ms. Mirjana Jakab entitled *A DISABLED CHILD TOO IS A VICTIM OF INCEST* about children, victims of sexual assault in the family, published in Novi Sad-based *Gradjanski List* newspaper. The author approached this extremely delicate topic carefully, taking special care not to violate the rights of any of the victims. She successfully avoided falling into a trap of sensationalism, which is particularly important considering the fact that the family and child's right to privacy is one of the most frequently violated rights in the Serbian media. This is primarily due to the tendency of certain media to, in the search for a greater profit, violate the basic norms of the profession and ethical standards, and thus the basic principle of the respecting the right to privacy.

The article describes a series of sexual assaults against children. The author offers relevant information based on which the reader is able to make a judgment on the events themselves, managing at the same time to avoid addressing gloomy details that often harm the victims and violate their rights.

By reporting the data about the cases of sexual abuse within the family, an important objective has been achieved – to make the public aware of the fact that this is a phenomenon which has taken a hold and which needs much more attention. The message of the story is that violence against children is happening right here, next to us, and that we must recognise it and prevent it. The realisation of child rights to protection from abuse and neglect is a complex issue that implies the need for broad engagement and cooperation of all stakeholders, but in a subtle and responsible manner. In this respect, this article is an inciting call for action.