

# **Plan for popularizing the right of reply and correction**

The right of reply and correction is a mechanism through which the citizens and the legal entities may call the media to responsibility, in cases where the latter have published incorrect information or violated one's rights and interests, either accidentally or deliberately. The use of the right of reply and correction also constitutes one of the ways to reduce the number of defamation proceedings before court and thus avoid activating the court mechanisms and spending resources, financial and other means on the part of the state and the parties involved.

To popularize the right of reply and correction, the Agency has prepared a Plan, as part of a broader program for promoting media literacy, which envisages activities that are oriented towards the citizens, the legal entities and the audio and audiovisual media service providers that are under the regulatory body's competence. The goal of the Plan is to raise the citizens and legal entities' awareness about the possibility to correct inaccurate information and protect their honor and reputation by using the mechanism extended to them by the Law on Media. The Plan also aims at enabling the audio and audiovisual media service providers to better acquaint themselves with their obligations and rights when publishing reply and correction.