



MACEDONIA DEMOCRACY WATCH



TELMA

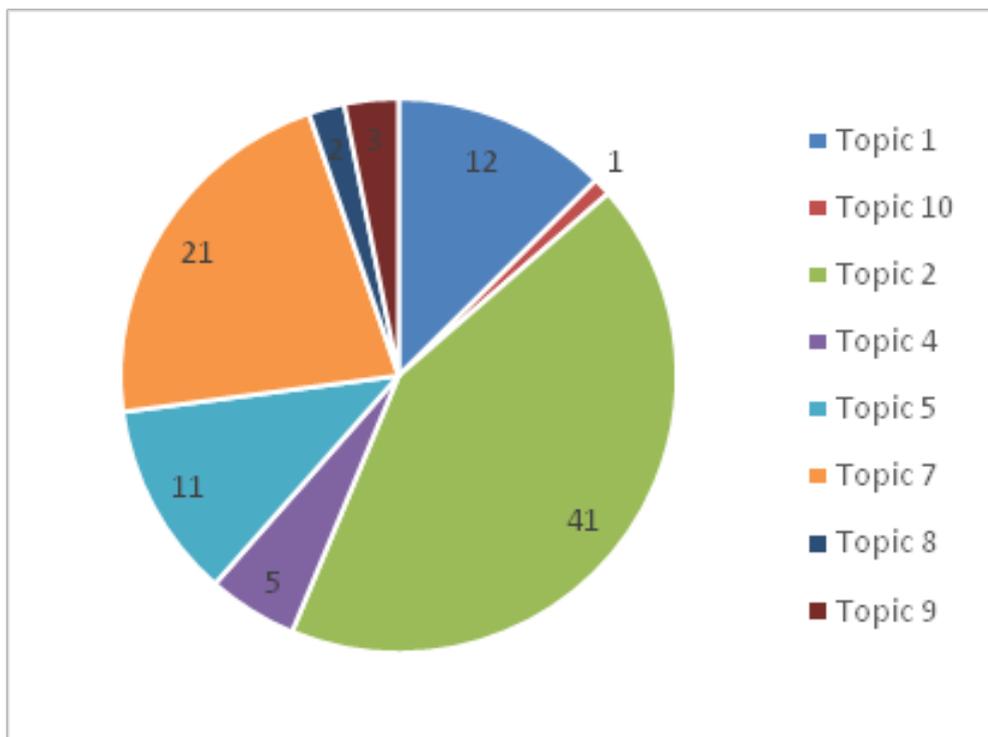
GENERAL CONCLUSION ABOUT THE REPORTING OF TELMA

- Telma published 96 reports on all current topics and events related to political entities that participate in the election race in the country. Most of them (41) were about segments that refer to pre-election activities in the closer sense of the word, 21 report about the regular work of institutions, 12 were about the preparations for the elections, 11 about the work of SPPO, in 4 the topic was the activities of officials, and 3 reports were about the polls measuring public opinion and 2 were about topics linked to state bilingualism or federalization.
- The TV station's reports in their central journal were balanced both in terms of the number of reports and in terms of the argued critical stand towards political entities in all current events. Most reports did not include an evident journalistic opinion, and few of them (total of 8) provided a neutrally-critical observation of the activities of political entities and institutions.
- It can be concluded that there is also balance in Telma's reporting about the campaign of political parties in the stricter sense of the word – the ruling VMRO-DPMNE, the coalition they lead and their officials were presented in nearly an identical number of reports as SDSM. Nevertheless, VMRO-DPMNE were observed with argument supported criticism in 6 reports.

1. COVERED TOPICS

Telma's focus in reporting during the analysed period was placed on the pre-election activities of the parties. The TV station continued to inform about the regular work of the institutions, through reporting about issues in the judiciary system and in local self-gov-

ernment, through topics that refer to public interest. Also current was the work of SPPO, through a court process related to the case 'Fortress', and the TV station also conducted a poll for the rating of parties in the pre-election period (26.11)



Number of reports on Telma, in relation to the different topics (November 21 - 29)

Topic 1	Organization of early parliamentary elections (voters' registry, issues with the number of voters, following up on potential irregularities, etc).
Topic 2	Pre-election campaigns of political parties (all activities including rallies, announcements for rallies, meetings with the people, promises, press releases, reactions, etc.).
Topic 3	Promotion of Government projects and measures
Topic 4	Other activities of Government officials (protocol meetings, statements and other regular activities)
Topic 5	The work of the Special Public Prosecutor's Office
Topic 6	The work of the Agency for Audio and Audiovisual Media Services (AAMS) and the Ad Hoc body
Topic 7	Regular operations of state institutions, courts, local self-government (reports in which the media do not report about political parties, rather they report of various public interest problems and issues)
Topic 8	State bilingualism and federalization
Topic 9	Public opinion polls
Topic 10	Other topics



2. POLITICAL PLURALISM IN THE OVERALL REPORTING ON DOMESTIC EVENTS

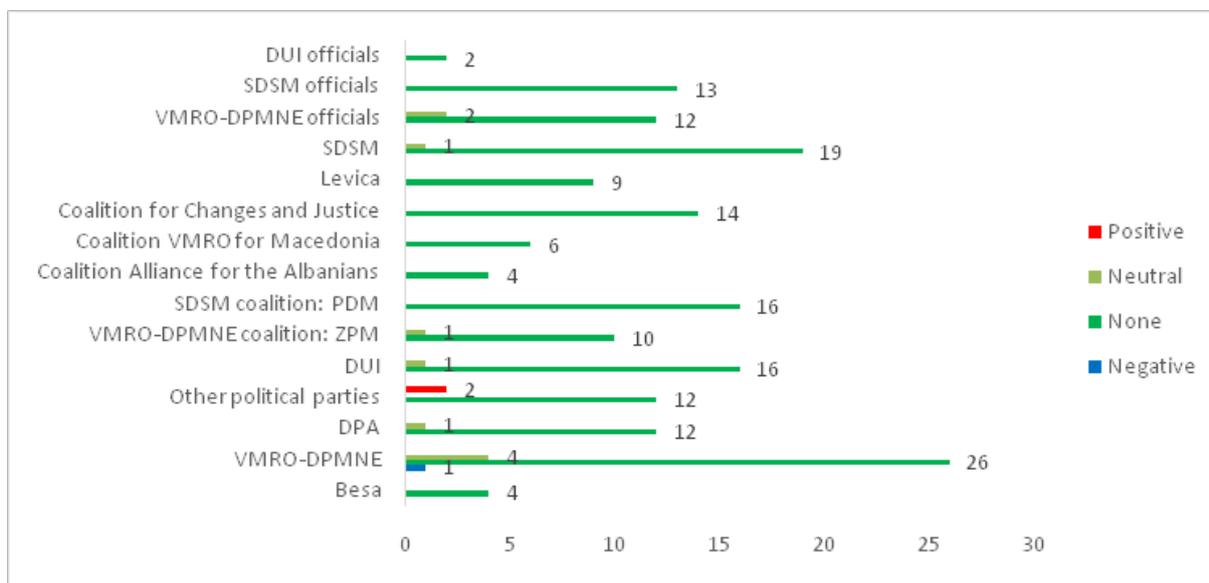
The TV station's reports in their central journal were relatively balanced both in terms of the number of reports and in terms of the critical stand towards political entities in all current events from the analysed period.

In most of the reports (54), the subject was VMRO DPMNE, the Coalition for a Better Macedonia and the officials from this party, while in 49 it was SDSM, the coalition they lead and the officials from the opposition, while the ruling DUI and the officials from this party - 19. DPA were presented in 12 reports, while the Coalition for Change and Justice as a Third block was present in 13 reports. 8 reports were about Levica, the Coalition VMRO for Macedonia were present in 6, the Coalition Alliance for Albanians in 4, that same number was for Besa and in 14 reports it was other political parties.

In most of the reports there was no biased journalist opinion. 8 reports (4 about VMRO DPMNE and their officials, one for DUI, for SDSM and for other parties) contained neutrally - critical reporting: About the vocabulary used by politicians in the campaign 23.11 ('Sharp rhetoric is led by both major parties of Albanians

in Macedonia, DUI and DPA. They compete to see which party will get more chants for the Liberation Army of Kosovo', 'The trial for destroying documents in the CISA (Counter Intelligence and Safety Administration) has been delayed, the case 'Fort' of SPPO from 28.11 ('Judge Lidija Petrovska, whose name was heard being mentioned in the 'bombs' as a judge that was elected for her position for wearing jewelry from the 'Swarovski' brand).

Two of the reports had a mild tone of praise (26.11 'As part of the conference for making Balkan economies greener, DOM's election programme was promoted. It was supplemented, shaped up, following several months of consultations with the people in Macedonia') and in one there was framing that can be interpreted as negative, aimed at VMRO DPMNE leader and at the head of the CISA Sasho Mijalkov in a header in the middle of the news on 29.11 ('What I want is Gruevski and Mijalkov to pay that amount out their pockets, not out of national money, although I know that bottom-line that money is part of stolen national money')

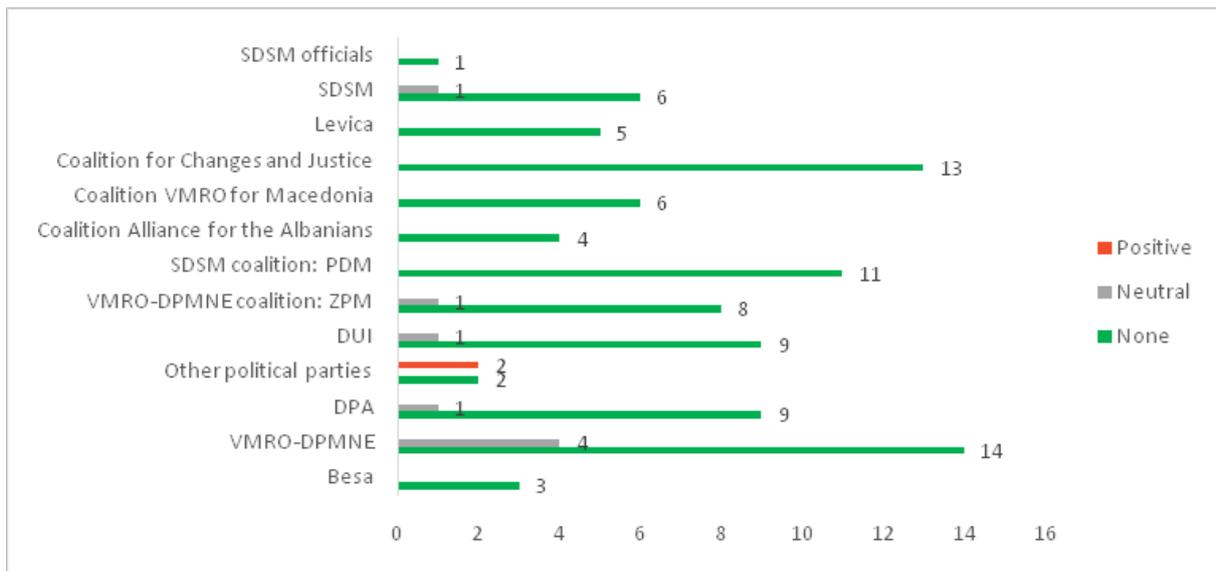


Number of reports about political entities (shown as part of the total number of reports) and the manner in which they were framed (November 21 - 29)

3. BALANCE IN REPORTING ON THE ELECTION CAMPAIGN OF POLITICAL ENTITIES

In reports about pre-election activities in the campaign, the TV station assigned room not only for bigger political parties, but also for the new coalitions and for the smaller entities. A common subject of the reports was VMRO DPMNE, their coalition and officials (27), then SDSM, the oppositional coalition and their officials (19), the Coalition for Change and Justice (13), while 10 were about DUI and another 10 about DPA. Levica was presented in 8, the Coalition VMRO for Macedonia (6), the Coalition Alliance for Albanians and other parties (4).

Here too, most of the reports did not include a positive or negative approach from the journalist, the reporter or the media outlet. 6 of them included a neutral criticism (from the rally of the Coalition for a Better Macedonia and VMRO-DPMNE in Skopje on 27.11. 'Andrijana Janevska, understandably and already as tradition started her performance with the song 'May God Kill the Spies', Nikola Poposki's (from VMRO DPMNE) interview on 27.11 'How can we expect someone suspected of committing a crime to fight crime?') and in two cases it was positive about DOM's programme, from 26.11



Number of reports about political entities (shown as part of the reports on the pre-election campaign) and the manner in which they were framed (November 21 - 29)

4. APPROACH TO REPORTING ON SPECIFIC TOPICS

Except by conveying statements of politicians, Telma did not cover in detail the specific topic that were imposed during this period.

One of them was the poll implemented by this TV station in collaboration with a specialized agency, published on 26.11