



ИЗВЕШТАЈ ОД СЛЕДЕЊЕТО НА МЕДИУМСКИТЕ СОДРЖИНИ

16 април - 7 мај 2016



Detailed Analysis
based on the monitoring of media content through the Rapid Response Media Mechanism
of the Institute of Communication Studies
(time-frame: 16th April – 7th May 2016)

4. Telma

(1) First week (16 – 22 April 2016)

Telma in this period aired a total of 76 news segments on events involving current political matters. Most of this broadcaster's news segments were on: the protests (26 segments), the political crisis and the elections (17 segments), the blanket pardon and the subsequent reactions (8 segments), the work of the SPO (5 segments), suspending the decisions of the ministers from the opposition (2), the media (1 segment), and other subject matters.

None of the aired segments and announcements contained express journalistic opinions, and the reporting was neutral, critical and argument-based.

Commentary and Opinions in the News: Balanced reporting continued to predominate in this broadcaster's news. The segments in the analysed period were either informative or analytical (5 segments). In the analysed period, the central news on this broadcaster would begin with information on the political crisis or on the blanket pardon issued by President Ivanov to politicians suspected of crimes. On the protests organised by *Protestiram* and the protests of the Civil Movement for the Defence of Macedonia (GDOM) the television reported in a balanced manner, with equal representation, by relaying information from the field (with journalists reporting live on the scene), while the commentary on whether they were (un)justified, opposing views of 'for' and 'against' were presented in the analyses: 19 April, 'Protests and counter-protests,' 22 April, 'GDOM's call is dangerous.' The only instance of commentarial tone was noted in a segment aired on 17 April, which was an excerpt from the TV show *KOD* dedicated to President Ivanov's claim made during his interview with the television broadcasters' editors-in-chief that two political leaders had been faced with assassination threats, but not with the intensity of propaganda or demonising a political subject.

Using Sources: This week, most segments had a single source each (28), 21 segments used two sources, but in 14 they share a single position, whereas 12 feature three or more sources, in 7 of which with opposing views.

Direct Addresses: In the analysed period a total of 10 addresses by political party leaders. Most featured in the news were the statements of the leader of SDSM Zaev (4), then the leader of VMRO-DPMNE Gruevski (2), there were two statements of the leader of the Movement for the Reform of DPA Ziadin Sela, and one each of the leaders of DS Trajanov and of Dignity Angelov.



Audio-visual Presentation: No news segment featured malicious manipulation for demonization or for partisan propaganda.

(2) Second week (23 – 28 April 2016)

During the monitored period, the *Telma* television broadcaster aired 59 news segments on political actors and processes. Most segments were on: the early elections (16 segments), the protests (15 segments), the SPO (4 segments), President Ivanov's blanket pardon (2 segments), the announcements of possible sanctions from the international community and the potential economic consequences of the political crisis (4 segments), the media (2 segments), the connections of President Ivanov's family to Panama (2 segments), and on other subject matters. When reporting on these matters, the broadcaster maintained a neutral or critical approach to the political subjects.

Commentary and Opinions in the News: Journalists and news anchors in the central news on *Telma* refrained from giving their own opinions and commentary in the segments and the announcement. In addition to the informative approach to current events, *Telma*, unlike most other broadcasters, also had a problem-oriented approach to current affairs (5 analyses), juxtaposing expert opinions: 'Bišev: The potential sanctions will decrease credit financing' (23 April), 'The Colourful Revolution, the protesters' view' (25 April), 'The euro exchange rate in bureaux de change rose' (26 April).

Using Sources: During the analysed period, in the news the broadcaster mostly aired segments that used two sources—20 segments. Of these, in 10 the opinions of the interlocutors collided, whereas in the other 10 they shared the same position. In 14 segments the broadcaster referred to three or multiples sources, in 8 of which they had opposing views. Seventeen segments used only one source.

Direct Addresses: There were a total of 5 addresses of political party leaders aired. The most statements broadcast, two, were by the leader of SDSM Zaev, whereas there were one each by the leader of VMRO-DPMNE Gruevski, of DS Trajanov and of FRODEM Kekenovski.

Audiovisual Presentation: There were no instances of audiovisual manipulation.

(3) Third week (2 – 7 May 2016)

During the five analysed days, the *Telma* television broadcaster aired a total of 65 news segments related to political actors and events. Most segments covered the topics of: the protests (14 segments), the early elections (11 segments), the measures taken by the banks in response to the political crisis (5 segments), the work of the SPO related to the Krpač case (4 segments), events related to Ivanov's blanket pardon (4 segments), the activities of the opposition (2 segments), the media (1 segment), and other subject matters. None of the segments featured elements of favourable or demonising reporting on any of the subjects. On the contrary, most segments featured a neutrally critical position.

Commentary and Opinions in the News: The news on the *Telma* television broadcaster did not express a journalistic position that would be favourable or demonising to any subject. In the five analysed days two analyses on current events were aired (5 May: 'A year since the protests against police brutality,' 7 May: 'The Macedonian political scene is dominated by infantilism and immaturity, according to academicians Ferid Muhić and Katica Kulavkova'), whereas the remaining

segments were informative, occasionally featuring expert opinions on current affairs. Regarding the subject matters reported on, in the context of the almost month-long civil protests and counter-protests, *Telma* reported on the ones organised by the *Protestiram* (Colourful Revolution) platform on a daily basis, but not on the rallies of the GDOM association. In this reporting period it also aired two news segments expressing the views of the opposition (4 May: ‘The opposition blames Gruevski for the interest rates,’ 6 May: ‘Naumov wrote an open letter to Stavreski’).

Using Sources: The news segments on *Telma* are mostly based on a single source—20 segments. Seventeen segments featured two sources, predominantly with matching views, and an equal number of segments (17) featured three or more sources, also like-minded for the most part. Five segments were unsourced, that is, the source of information were the journalists (reporters) reporting directly from an event.

Direct Addresses: In this week’s news a total of 3 direct addresses by political party leaders were aired. Two of these were by the leader of SDSM Zaev, and one by the president of Dignity Angelov.

Audiovisual Presentation: There was no audiovisual manipulation.



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