



MACEDONIA DEMOCRACY WATCH

REPORT BASED ON THE MONITORING OF TV NEWS PROGRAMMES

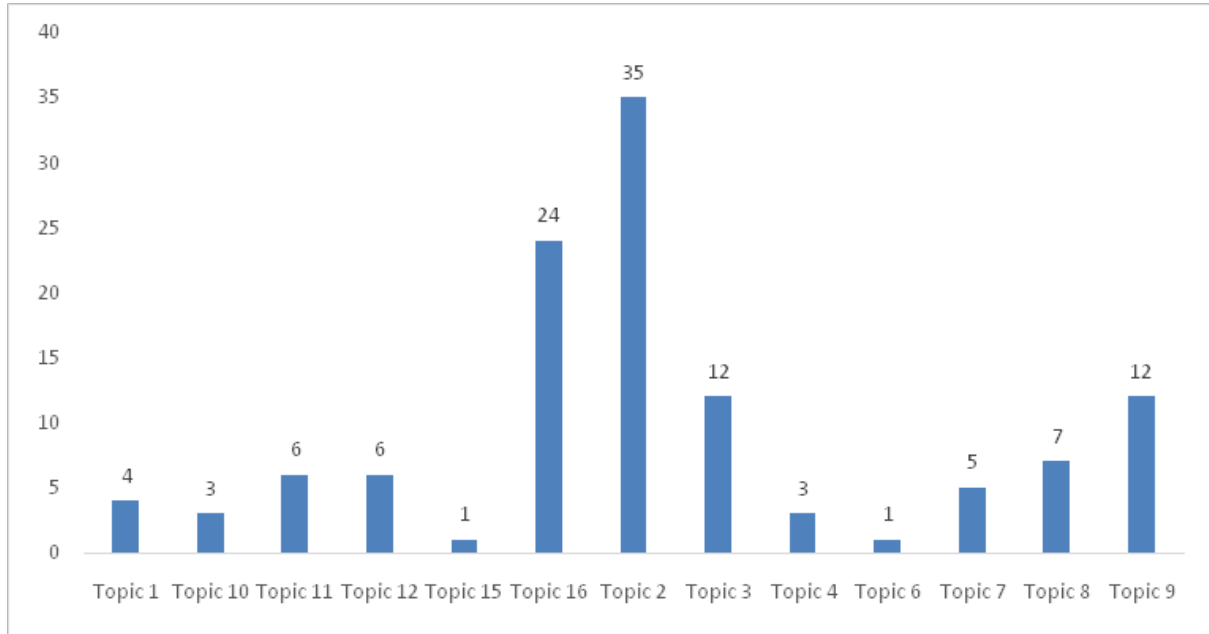


KANAL 5

1. COVERED TOPICS

During the reporting period, TV station Kanal 5 aired a total of 115 reports related to the political actors, processes or situations. Almost a third of them (35 reports) referred to the pre-election activities of the political parties.

Among other more present topics were the promotional activities of the Government and the 25th anniversary (12 reports each), dealing with the floods (8 reports), the state of the economy, a proposal for expanded use of Albanian lan-



Number of reports on Kanal 5, in relation to the different topics (September 5 – 9 and 11 – 16)

Topic 1	Organizing early parliamentary elections (preparation of the voters' registry, the issue with the exceedingly high number of voters in the sixth electoral unit, etc.)
Topic 2	Pre-election activities of political parties (all activities involving announcements, promises and reactions to them)
Topic 3	Promotion of Government projects and measures (the measures, most often in agriculture, were promoted by Government representatives from VMRO-DPMNE)
Topic 4	Government projects and measures that promote political parties and leaders
Topic 5	Pre-election promises of Government representatives
Topic 6	Other activities of Government representatives
Topic 7	The work of the Special Public Prosecutor's Office (including other topics related to SPPO, as waiting for the Constitutional Court to give a statement about its constitutionality)
Topic 8	Dealing with the consequences from the flooding in August (including Parliamentary sessions on this topic)
Topic 9	Marking 25 years since Macedonia declared independence (including the analytical stories about how much the country has progressed)
Topic 10	Honoring Mother Teresa
Topic 11	Zoran Zaev's announcement for expanded use of Albanian language
Topic 12	The state of the economy (state debt to the business sector, unemployment statistics, budget preparations)
Topic 13	Borrowing and public debt
Topic 14	The media and the work of the media
Topic 15	The work of the institutions
Topic 16	Other topics

guage, the work of the SPPO and other topics. A total of 24 reports referred to non-categorized topics. Three reports referred to the promotion of Government projects and measures where

the leader of VMRO-DPMNE, Nikola Gruevski, spoke on behalf of the state (regarding the reconstruction of the road Kichevo - Gostivar and measures for pensioners).

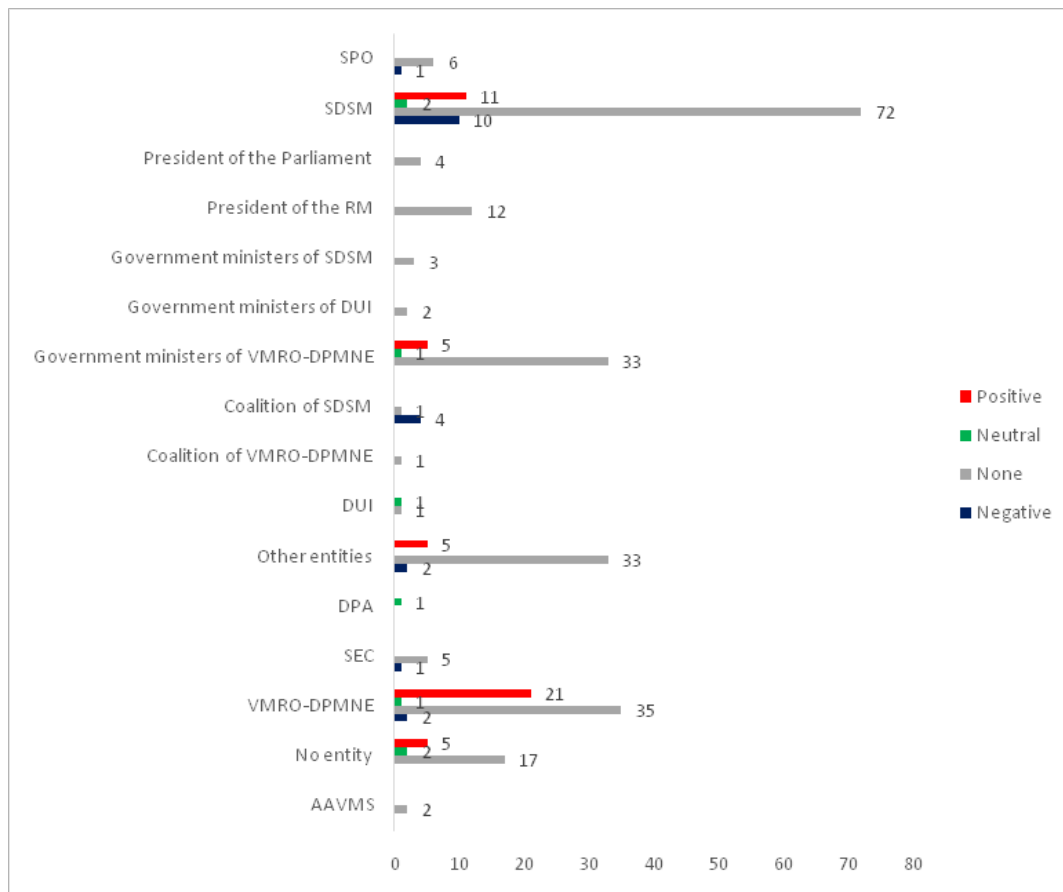
2. POLITICAL ENTITIES

The most represented political entity, by far, in the news was SDSM with 95 reports (103 along with the coalition and the party ministers). The party VMRO-DPMNE was much less presented (59 reports), however the activities of their ministers was followed up much more often (39 reports), so the overall difference between the two largest entities was negligible.

However, a positive stand was shown towards VMRO-DPMNE in 21 reports (With his visit to Berlin, Gruevski is strengthening the cooperation with Germany, September 7) towards the ministers from the party (the state is providing help for farmers, September 12), while towards SDSM they showed a negative attitude in 10 reports (the party's management directly participated in vandalizing the institutions, September 15). The TV station did not display an explicit attitude towards the Special

Public Prosecutor's Office, except in the segment regarding the first charge (the damage was three broken windows, however the SPPO raised charges, September 15).

Expressing a positive or negative stand towards the entities is becoming increasingly rare in comparison with previous months and with much lower intensity in terms of the vocabulary and audiovisual presentation. Nonetheless, the TV station made author's analyses about the success that the Government measures promoted by VMRO-DPMNE official will have (mostly in agriculture). On the other hand, the requests and promises of the opposition were conveyed as presented by the party (higher minimum wages, discontinuing the broadcasting fee), and almost always with a reaction from the ruling party or from the institutions, with which they ,distort' their initiatives.

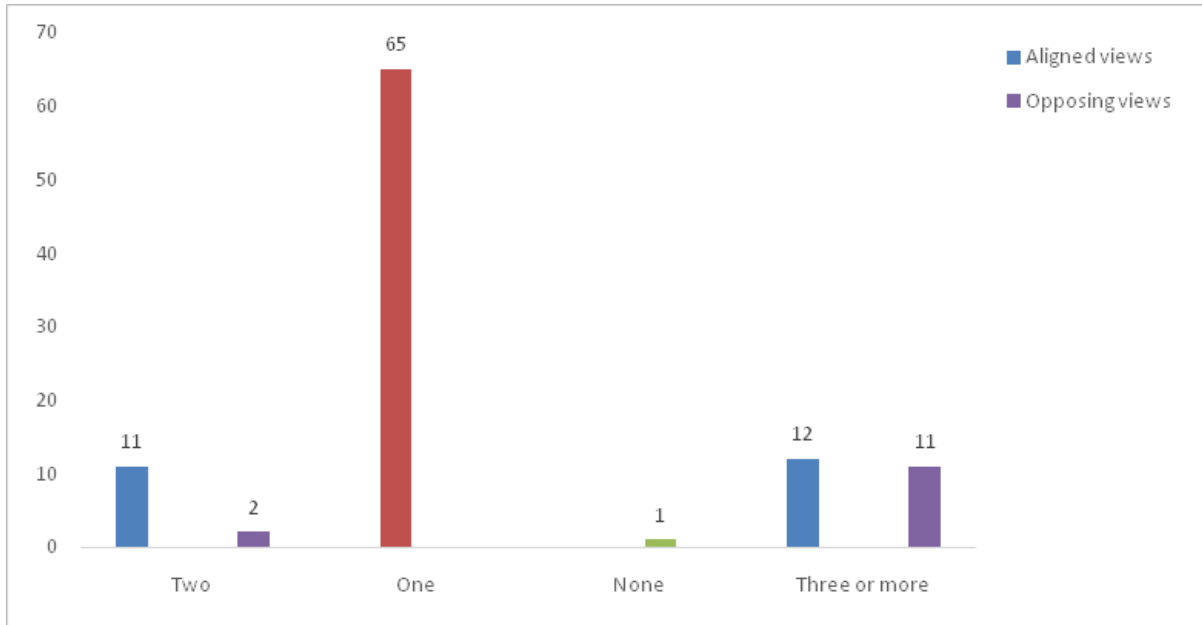


Number of reports and manner of framing of political entities (September 5 - 9 and 11 - 16)

3. USING SOURCES

In around two thirds of the reports (65), only one source was used. In some of these reports the different positions were presented consecutively. This most often happened when informing about the activities of the opposi-

tion, and immediately after that came a new segment with a reaction from an institution or a representative of the ruling majority. In only 13 instances there were different or opposed views as part of the same segment.



Using sources in the news on Kanal 5 (September 5 - 9 and 11 - 16)