



MACEDONIA DEMOCRACY WATCH



KANAL 5

28

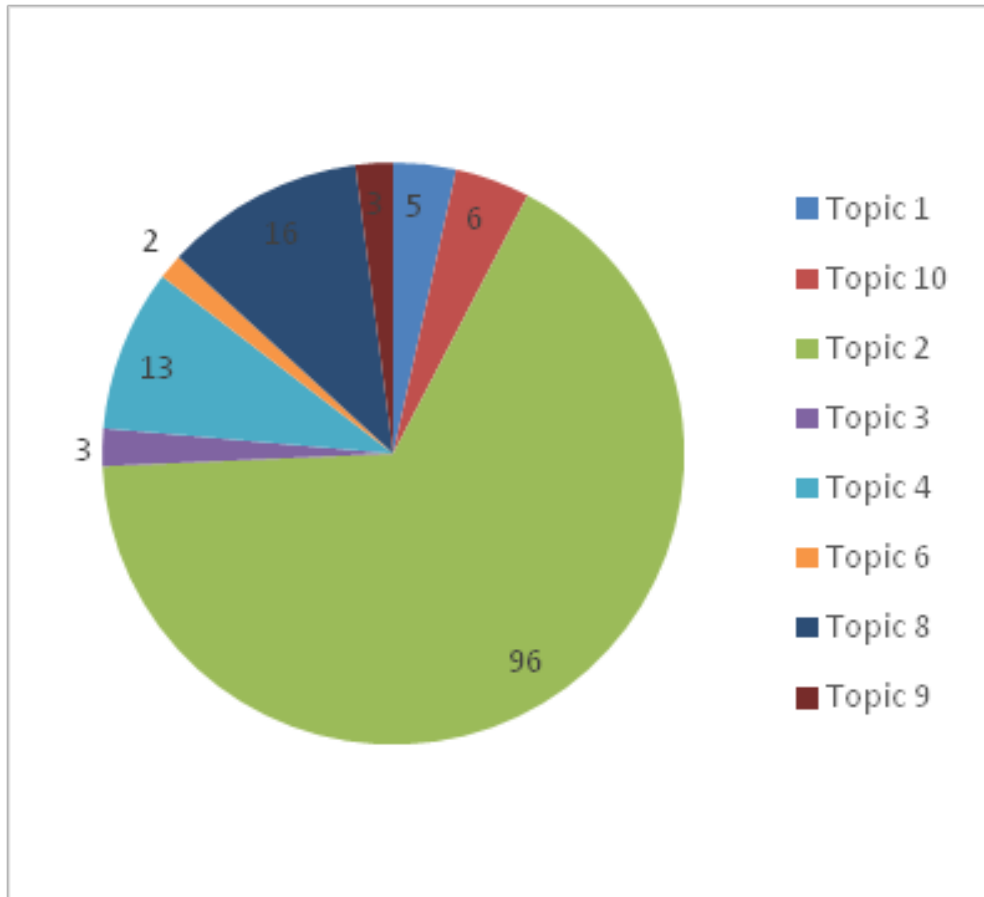
GENERAL CONCLUSION ABOUT THE REPORTING OF KANAL 5

- TV station Kanal 5 aired a total of 144 reports during the monitored period, which referred to political actors, processes and situations in the country. Two thirds of them (96) were dedicated to covering the pre-election campaign, and out of the others the only ones that stand out are reports related to 'state bilingualism' and 'federalization' which was imposed as a separate topic in this period of the campaign (16) and the regular activities of state officials (13).
- In terms of quantity, in all reports about domestic events, Kanal 5 reflected the political views on current events and processes: 133 of the reports inform about VMRO-DPMNE, their coalition and Government officials, and 127 reports inform about SDSM, their coalition and officials. Reports about other political parties were significantly fewer. However, in terms of quality, there was an expressed negative attitude towards the opposition in 19 reports, and a positive attitude was evident towards the ruling party in that same number of reports.
- In the reports about the election campaign there was a balance in terms of quantity, however in some of them a positive attitude was expressed towards VMRO-DPMNE. State bilingualism was the most common topic where a negative stand was shown towards SDSM.

1. COVERED TOPICS

During the monitored period, the news on Kanal 5 television were almost completely dedicated to covering the pre-election campaign, this was mostly done by simply conveying the statements, messages and promises from rallies and from meetings with citizens to the two major political entities – VMRO-DPMNE and SDSM. Other participants at the election were much less represented. The topic of state bilingualism was especially underlined, as a result of the pre-

election campaign, with an emphasis on the claim that it is an introduction to federalization. On other topics, the only other topic to receive a double digit number of reports (13) was the regular activities of state and other officials, like for instance the visit from President Gjorgje Ivanov to Sofia, the dispute between Minister Remenski and the Trade Union Alliance, etc. There were no reports observed on the work of the Special Public Prosecutor's Office.



Number of reports on Kanal 5, 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 (celebrating Albanian Flag Day)

2. POLITICAL PLURALISM IN THE OVERALL REPORTING ON DOMESTIC EVENTS

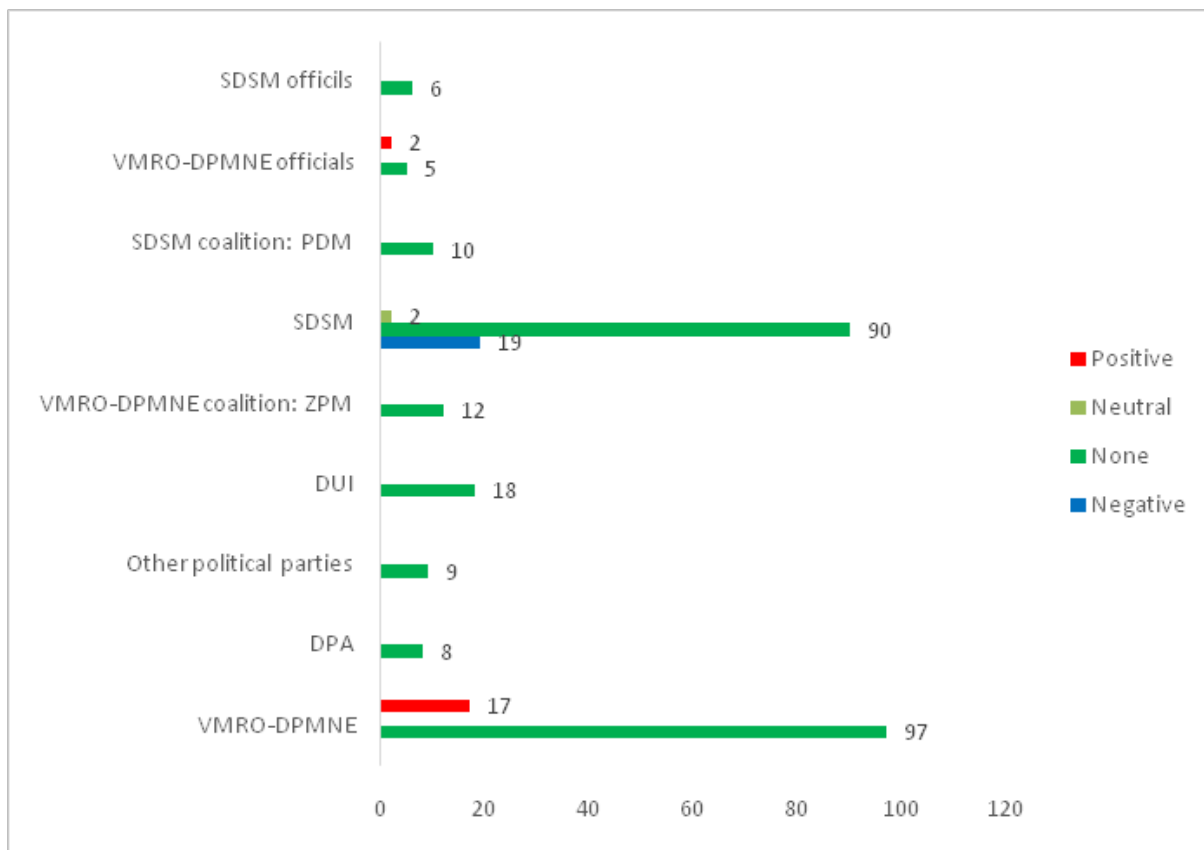
If we analyse the reports published about political entities as part of all published reports referring to domestic events, it may be said that the TV station's news programme showed an equal number of reports discussing the political standpoints and views of the two major political parties in the country - SDSM and VMRO-DPMNE. In almost the same number of cases, mentions were made about the Government and the opposition, along with their coalitions and officials (133 reports mentioned VMRO-DPMNE and 127 discussed SDSM). Nevertheless, in 19 instances SDSM were portrayed in a negative context, and in that same number of reports there was an expressive positive attitude towards VMRO-DPMNE.

The positive representation of VMRO-DPMNE was mainly linked to their activities in the pre-election campaign, among other things they used glorification in their cues (November 27: 'The programme Realistically will also be presented, it includes a huge number of projects that should improve the life of the people'). In one of the cases, there was notice of direct interference of state and party, so Government ac-

tivities for attracting foreign investments were shown in the context of VMRO-DPMNE's campaign (November 23: 'A thousand employees in the TIDZ in Prilep – the German company WIG will build a factory for household appliances').

Most of the reports that contained a negative stand towards SDSM referred to state bilingualism (November 23: 'The public condemns Zaev's announcement for federalization. Zaev is giving conflicting statements'), with the exception of the reports related to the alleged plagiarism of their campaign, in which the TV station did not make a distinction in presenting the opinions of VMRO-DPMNE on this matter, or they are presenting their own (November 27: 'Same catch phrases, same motto. SDSM's pamphlet is a copy of Serbia's ultra-right wing Dveri').

A neutrally-critical stand was observed towards SDSM in communicating the news about an attack on a crew from MTV on a party rally (November 25: 'MTV's crew was attacked at SDSM's rally in Tetovo') and such a stand was not observed in any cases towards VMRO-DPMNE, DUI or other political entities.



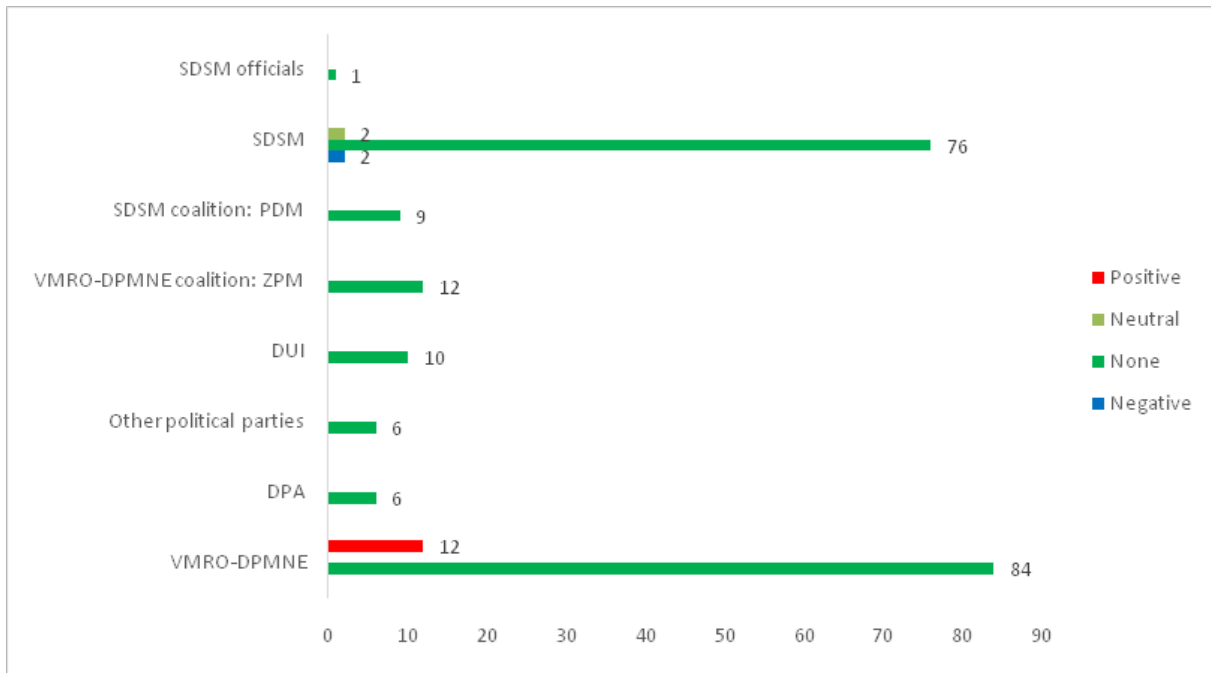
Number of reports about political entities (shown as part of the total number of reports) and the manner in which they were framed (November 21 - 29)

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

In terms of the number of reports about political party activities for the campaign, more reports were aired about VMRO-DPMNE (108) than about SDSM (90). On the other hand, only 26 reports were aired about all other participants in the elections together. Regular practice was first to broadcast a block about the rallies and meetings with the people of candidates from VMRO-DPMNE and then followed a block about SDSM. A positive attitude towards VMRO-DPMNE in the campaign was most often expressed through the different quality in production in reporting about leaders Nikola Gruevski and Zoran Zaev. Reportage packages were shown about the activities of Nikola Gruevski from his meetings with the people (November 22: 'Gruevski announced

600 million euros in subsidies for farmers from the villages Novaci and Mogila', November 25: 'Gruevski: 10 new mines and 2200 direct employments', November 26: 'Gruevski announces in Demir Kapija several projects for the people'), and only statements in front of cameras were published from SDSM leader (November 25: 'In the next Government, Zaev will be a services for the people', November 26: 'Zaev: Our measures will improve the state of farmers').

In several cases there were also more direct expressions of a positive attitude towards VMRO-DPMNE (November 28: 'Let us hear the messages on togetherness, reforms and dedicated work, given by party leader Gruevski and the Germany and Austria').



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

In 16 reports, especially dedicated to state bilingualism and federalization, as topics that arose from the election campaign, Kanal 5 expressed a negative attitude towards SDSM (in 15 reports), which made this topic was the main basis on which a demonizing stand was built towards the opposition (November 22: 'The defenders do not accept SDSM's proposals to federalize Macedonia', November 23: 'A historical grand treason of Macedonia', November 25:

'Some experts believe that Kasapi's theses are an official recognition of Albanian language and redefining the state according to the instructions from the Albanian electorate', November 26: 'Experts fear that Zaev's announcements for expanding the Framework Agreement may push Macedonia into another ethnic crisis).

There were no special analysis of any other topic opened by the participants at the elections during the campaign.