



**REPORT BASED ON THE MONITORING OF
TV NEWS PROGRAMMES, CONDUCTED BY
THE INSTITUTE OF COMMUNICATION STUDIES**

TIME FRAME: SEPTEMBER 5TH – 16TH, 2016



REPORT

BASED ON THE MONITORING OF TV NEWS PROGRAMMES

SUMMARY

- The results contained in this report are obtained by way of analysing television news programmes¹ aired during the period from the 5th to the 9th and from the 11th to the 16th of September, i.e. for a total of ten days. The objective of the analysis is to see how national coverage TV stations are reporting on the democratic processes in the country and whether they give balanced presentation of the varied political standpoints. The news programmes of 12 TV stations were analysed: MTV1, MTV2, Sitel, Telma, 24 Vesti, Kanal 5, Alfa, Alsat M (both in Macedonian and in Albanian), TV 21 (both in Macedonian and in Albanian) and TV Nova.
- Despite the fact that the election campaign is far from its starting date, some of the TV stations (Sitel, Kanal 5, Alfa and TV Nova) are already intensely reporting on the pre-election activities of the political parties, mostly concerning VMRO-DPMNE and SDSM. An improvement can be observed with these TV stations in terms of balanced reporting. However in a large number of packages the ruling party was still favoured. The packages concerning SDSM are almost always accompanied by a report package that is a reaction from the ruling party or from a state authority, as a counterbalance.

- The most obvious negative stance could be observed in the reports on Zaev's statement concerning the use of Albanian language on the whole territory of Macedonia. The accusatory stand was evident in the unilateral reporting, since only the negative reactions to this proposal were shown, although they were not the only kind of reaction. On the other hand, VMRO-DPMNE's promises, especially the ones provided as announcements from the state, were followed up by journalistic analyses, in order to provide arguments supporting how successful the implementation would be. Once again a synchronization in the editorial policies was noticed in several TV stations (Kanal 5 and Alfa), which even used identical sources in their analyses on government benefits for agriculture.
- The content that could be classified as pre-election campaign also included those (57 news reports) in which ministers from VMRO-DPMNE promote new government measures and projects that would be implemented after the elections. News reports (18) were also aired in which VMRO-DPMNE leader, Nikola Gruevski, promotes government projects. In this way, the media have given an additional advantage to the ruling party ahead of the opposition, because VMRO-DPMNE is using the resources of state-owned institutions in order to promote itself in the pre-election period. This indicates that there is still no clear line drawn between party and state and that pro-government media outlets are one of VMRO-DPMNE's main mechanisms to keep their place in power.
- The Macedonian Radio Television, in their prime time news broadcast, aired on the first programme service, reported current events on time and in full, informatively and without going into any analyses. This also refers to the news on the second programme service.
- With several critically inclined TV stations (Telma, 24 Vesti, Alsat M), monitoring the regular work of state and public institutions, their potential failure to perform their duties (in the fields of education, urban planning, public finance, etc.), without assigning a party-political mark on them, continued to be the prevalent topic in this stage of pre elections.
- TV Telma reported on current events fairly, in part providing an analytical approach. TV 24 reported on the activities of political parties, however most of the attention was directed to the institutions (authorities) and their operations. Alsat M Television, both in the news in Macedonian and in Albanian languages, mostly focused on the problems in the functioning of state institutions, and much less on campaign activities of the political parties. TV21, which also airs programme both in Albanian and in Macedonian languages, informed on the events neutrally and objectively, with an occasional critical tone towards DUI and their ministers.
- In general, it can be concluded that the image of the media about political pluralism in Macedonia has improved in comparison with the period six months ago, which is especially evident in the 'mitigation' of the negative undertones that were very much present in previous cycles of the monitoring: side-taking, propagandist reporting, demonizing political entities, inserting political marketing were then a part of the news more than in the present period.

GENERAL CONCLUSIONS

Despite the fact that the political parties have already started the pre-elections campaign, in most of the reports of some TV stations the focal point is the *work of state and public institutions*, their failure to function properly or their lack of functioning (197 news reports). These are reports that refer to electing judges and the condition of the judiciary system, issues in the health and education sector, issues in urban planning (landslide at construction site in Skopje, for which there were political reactions) etc. These topics were more often represented on TV stations: 24 Vesti, Telma and Alsat M. At the same time, the TV stations held the institutions accountable, not linking them to party affiliation according to their management's political background, thus honouring the line between state and politics.

With 154 news reports, the second most common topic was the *pre-election activities of political parties*. This topic was more present on TV stations Kanal 5, Sitel, TV Nova and Alfa. Having in mind that the oppositional party increased their outreach activities, they were more present in the news programmes. However, this only refers to reports where subjects would speak directly on behalf of their political party. The contents that may be classified as pre-election campaign also included 57 reports to promote new government measures and projects, primarily to aid agriculture. They were promoted by ministers from VMRO-DPMNE, however keeping in mind that they should continue after the elections, they may have the characteristics of pre-election promises. Furthermore, 18 reports were also aired where VMRO-DPMNE leader, Nikola Gruevski, promoted government projects. Judging by the number of reports, the two largest parties are approximately equally represented on all TV stations, especially the ones that provided a more in-depth monitoring of this stage of the pre-election campaign.

Organizing the elections was also a common topic (138 reports), especially due to the issue that came up with the sixth electoral unit, where the number of registered voters exceeds the legal limit of five percent above the average and brings into question the lawfulness of the entire election process. This topic was particularly discussed in the media that also air their contents in Albanian (Alsat M, TV21, MTV2), in correspondence with the ethnic composition of that electoral unit. However, the topic was also covered by 24 Vesti, Telma, MTV1 and Sitel, and it got relatively little attention from Alfa, Kanal 5 and TV Nova. TV stations addressed criticisms to the Ministry of Justice, the party DUI, and to all four major parties in Parliament, accusing them of not making sufficient efforts in overcoming the issue and jeopardizing the election process.

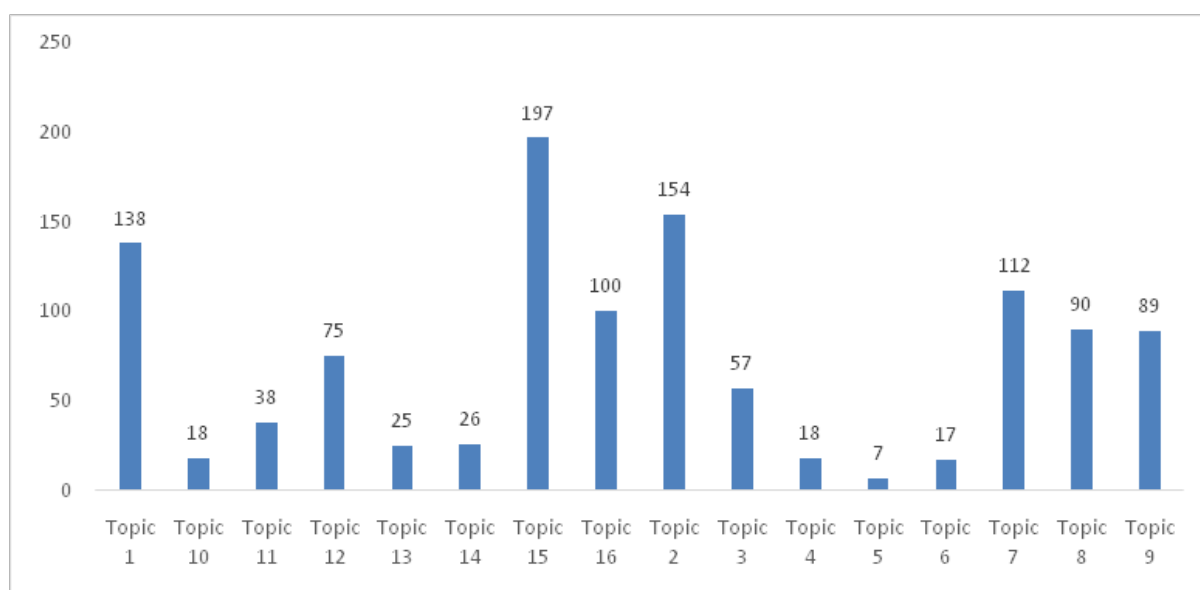
A total of 112 news reports were aired on the *Special Public Prosecutor's Office*, which on the anniversary of its establishment filed the first charges, among others to the leader of the ruling party, Nikola Gruevski. TV stations 24 Vesti, Telma, Alsat M and TV21 published twice, even three times as many reports about the SPPO than Sitel, Kanal 5, Alfa and TV Nova. Regarding the SPPO, some media outlets also addressed the topic of the Constitutional Court not declaring anything in connection to the constitutionality of this organ.

Among other topics, the ones that were more notable were *the consequences from the flooding* and Parliament debates on this topic (90 reports), *the 25th anniversary of independence* and analyses of how far the country has come (89 reports) and *the state of the economy, the debts* of the country to the business sector, investment opportunities, the decline of unemployment and the budget (75 reports). The proposal of SDSM leader, Zaev, for *expanded use of Albanian language*, with 38 reports, did not cause a big media uproar, and the topic was presented the most on Sitel (8 reports) and on Kanal 5 (7 reports).

1. COVERED TOPICS

In the ten day period in which the media were the subject of analysis, a total of 1,159 news reports were aired, which were related to politics and with democratic reforms. The following topics were represented:

Topic 1	Organizing early parliamentary elections (preparation of the voters' registry, the issue of the high number of voters in the sixth electoral unit, etc.)
Topic 2	Pre-election activities of the political parties (all activities that involved announcements, promises and the reactions to them).
Topic 3	Promoting Government projects and measures (the measures, mostly in agriculture, were promoted by government representatives from VMRO-DPMNE).
Topic 4	Government projects and measures where political parties and leaders are promoted
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 the SPPO, such as awaiting a declaration of the Constitutional Court regarding its constitutionality)
Topic 8	Dealing with the consequences from the flooding in August (including sessions of Parliament when this topic was debated)
Topic 9	Marking 25 years of the independence of Macedonia (including the analytical segments of how far the country has come)
Topic 10	Honouring Mother Teresa
Topic 11	Zoran Zaev's arguments to expand the use of Albanian language
Topic 12	The state of the economy (the debt of the state to the business sector, unemployment statistics, budget preparations)
Topic 13	Public borrowing and public debt
Topic 14	The media and the functioning of the media
Topic 15	The functioning of state institutions (authorities)
Topic 16	Other topics



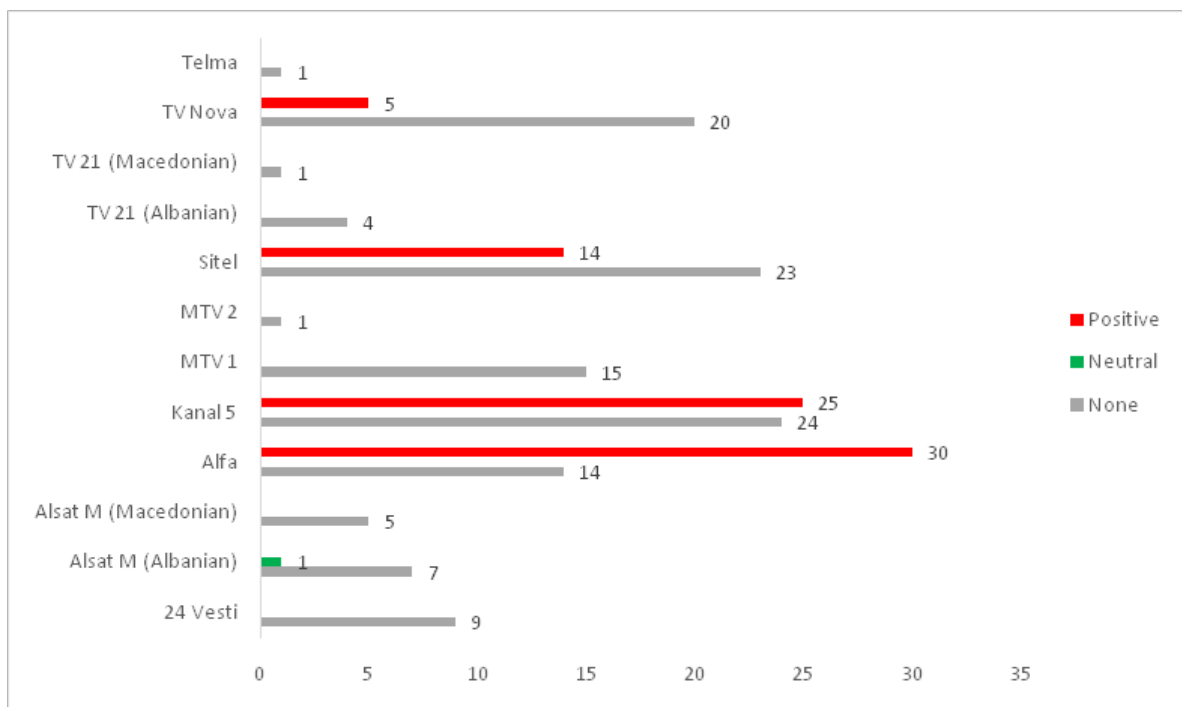
Number of reports aired on TV news programmes on various topics (September 5-9 and 11-16)

2. APPROACH TO REPORTING

During the ten day reporting period, providing comments and opinions that favour or attack some political standpoint did not occur as often. TV stations did not once quote websites, and in the first months of this year they were their main source of offensive, accusatory, slanderous and demonizing contents. Nonetheless, partiality to one type of views and disregarding, i.e. negating others was not left out, although the expression of a positive or negative attitude has lost a large portion of its intensity and harshness.

The main topics that showed the different attitude of the media towards one and other entities were the *pre-election activities of the parties*, of government representatives, as well as the involvement of state institutions in these activities. This was mainly evident with the TV stations that covered these topics the most, such as Sitel, Kanal 5, TV Nova and Alfa. Despite the relative balance of the number of reports, the way in which the reports were processed still showed essential differences. The prom-

ises and the activities of SDSM were shown as they were made, as the party representatives stated them, the media outlets did not provide any of their own insight. These reports were almost always followed by a segment that is a reaction of the ruling party or of a state institution, as a counterbalance. VMRO-DPMNE's promises, especially the ones provided in a format of state announcements, were followed up with author's analyses from the journalists, and the goal was to provide arguments that support how successful their implementation would be. It is interesting that some TV stations (Kanal 5 and Alfa) used the same sources for their analyses of government benefits in agriculture (the same cattle grower from the village Mralino, the same business owner, the owner of the company 'Veze Sharr', the 'drop by drop' systems). Gruevski's activities during which he speaks on behalf of the country about tourist weekends for pensioners and about other measures were broadcast without any distance taken due to his current position.



The approach to reporting in the TV news towards VMRO-DPMNE, VMRO-DPMNE's coalition, the Government ministers from VMRO-DPMNE, and Nikola Gruevski (September 5 – 9 and 11 – 16)

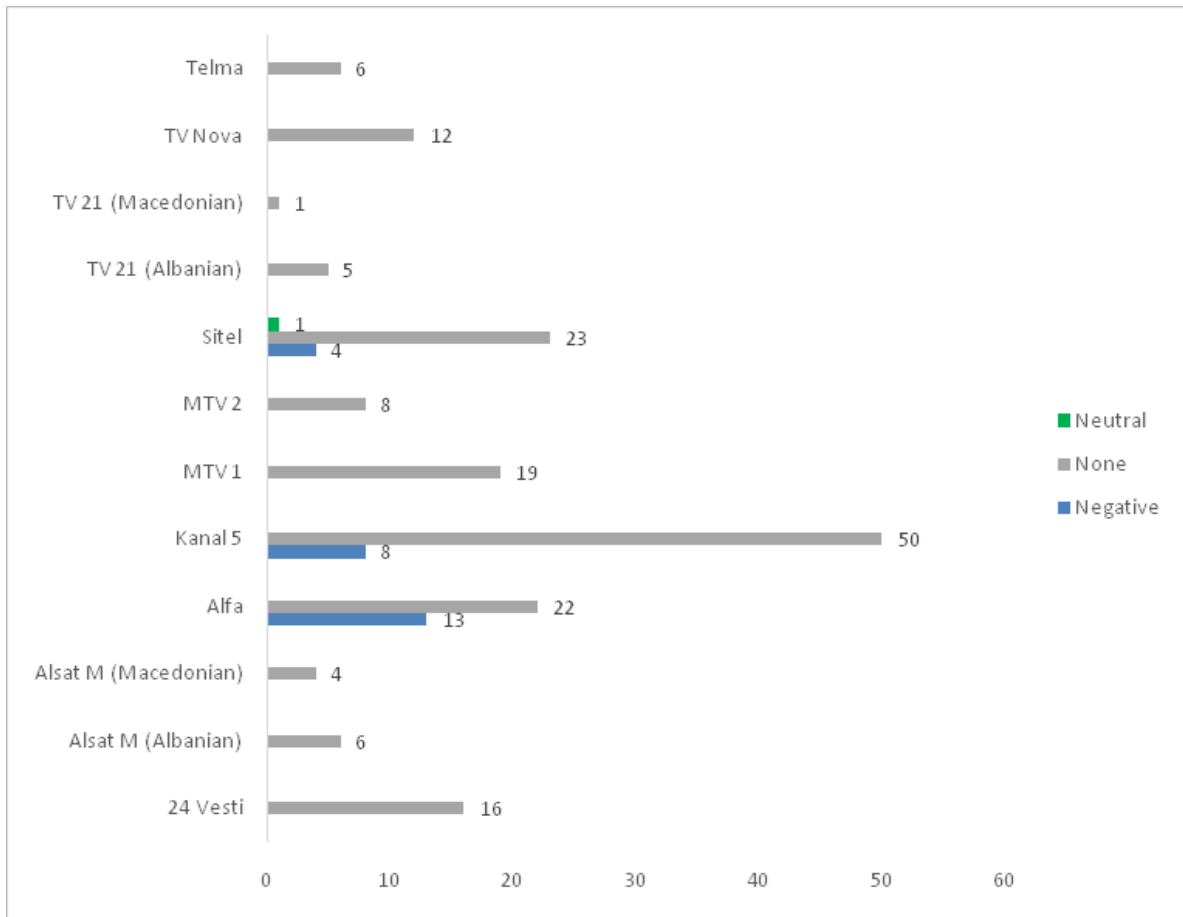
Regarding these topics, 24 Vesti television provided more coverage of the activities of smaller political entities, rather than the bigger blocks, and paid less attention to the promises and the campaign and more attention to the preparations of the parties, the potential formation of coalitions, drafting candidate lists and similar activities. Telma aired only a small part of SDSM's statements and the reactions of VMRO-DPMNE (concerning the costs for studying at University, September 16th), and this topic was hardly covered by Alsat M and TV21. All of these TV channels steered clear of the early campaign.

Macedonian Television reported on its first programme service on some of the activities of the opposition and the reaction to those activities (cancelling the broadcasting fee, the reaction to the canals that have not been cleaned out, etc.), as well as similar activities of smaller political entities (Democratic Alliance for Protection against Natural Disasters) and fewer reports about VMRO-DPMNE (projects in economy).

Another topic that noted significant differences in reporting, 'block-wise', was the work of the *Special Public Prosecutor's Office*. The reports about this institution referred to several sub-topics: a retrospective regarding the anniversary of the establishment of the SPPO, the option for the Constitutional Court to discontinue the prosecutor's office, and the first filed charges for the cases under their jurisdiction.

One of the ways in which a different attitude was expressed was in the news line-up. On most TV stations, including MTV, the topics that a charge has been filed against the leader of VMRO-DPMNE, Nikola Gruevski, was the leading news story and that is what opened the news, which is in alignment with public interest, especially that it is a person that held de facto the most powerful political position in the country for ten years. In contrast to that, Sitel, Alfa and Kanal 5 lined up that story as the seventh or eighth segment of the news, after reporting about the business forum between Ukraine and Macedonia, the visit of Serbian President Tomislav Nikolic, the attendance of President Gorge Ivanov at the first class of the Military academy, a statistics report about the increased turn-over in industry, and other topics.

Another way was through the choice of topics that were covered and were related to the SPPO. TV Nova aired statements of analysts who blamed the SPPO for organizing smear campaigns, and Alfa reported that it is to do with 'plenty of pompousness and little results', other TV stations pointed out the issues this prosecution office complained about, like the lack of cooperation from the institutions, and they also warned about the possibility for the Constitutional Court to discontinue it, criticizing the court of imploring tactics with delaying any statements on this issue (24 Vesti).

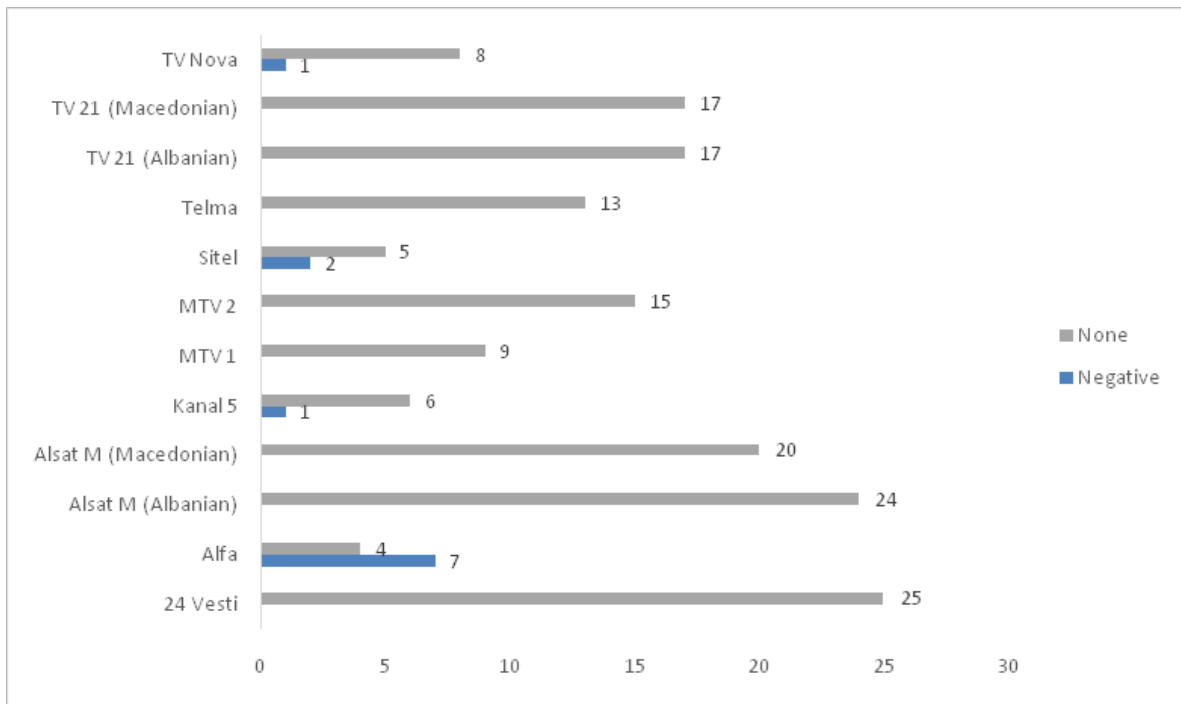


The approach to reporting in the TV news towards SDSM, SDSM's coalition, and the Government ministers from SDSM (September 5 – 9 and 11 – 16)

Retrospective analyses on the occasion of marking 25 years since the declaration of independence were particularly interesting as a topic that showed a partial and accusatory attitude of TV stations towards various political entities. It was especially evident in the case of Sitel, Alfa and Kanal 5, who in their stories pointed out that the country has undergone a transition and embargos, however now it has reformed and has become appealing for foreign investments (Sitel even directly pointed out that this happened in the last 10 years, after the current government came to power). On MTV, during the reports on this topic, there was balance in pointing out the ups and the downs of the coun-

try, and other TV stations had a much more critical approach, underlining that according to the state of the country today, the expectations from 1991 have not been met (24 Vesti).

The most expressive negative stand was noted in the reports of Sitel, TV Nova, Alfa and Kanal 5 regarding the statement of SDSM leader Zoran Zaev about the use of Albanian language on the entire territory of Macedonia. The accusatory stand was mostly visible in one-sided reporting, since they only reported the negative reactions to this proposal, although those were not the only reactions. Alsat M, on the other hand, reported that Rafiz Aliti from DUI commended the proposal, and Ilija Dimovski from VMRO-DPMNE criticized it.



Approach to reporting in TV news regarding SPPO's activities (September 5 - 9 and 11 - 16)



**ANALYSIS OF
INDIVIDUAL TV STATIONS**



MACEDONIA DEMOCRACY WATCH

REPORT BASED ON THE MONITORING OF TV NEWS PROGRAMMES

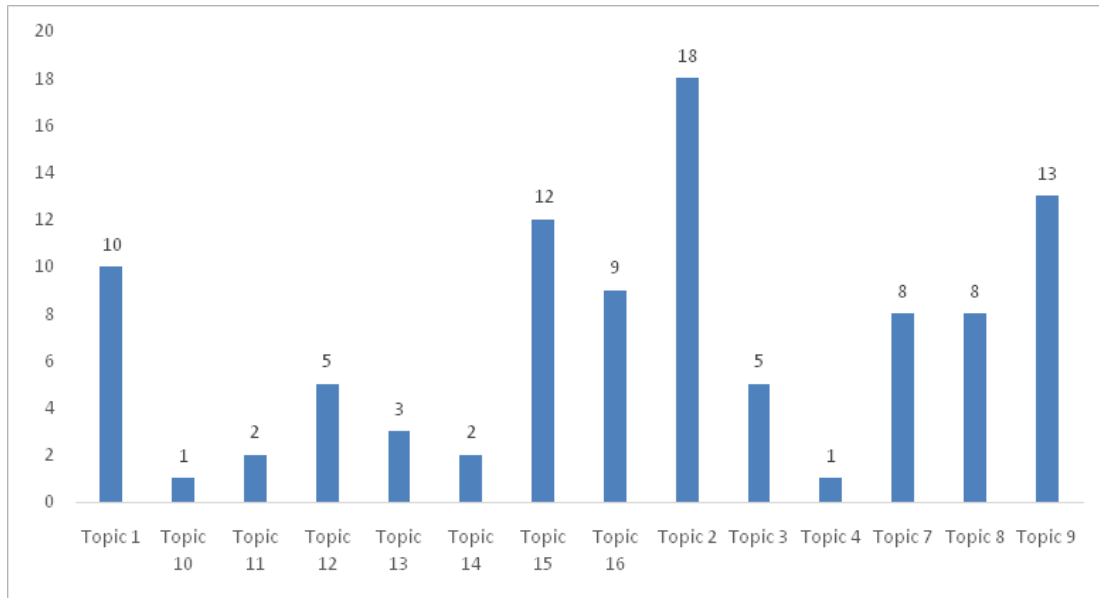


MACEDONIAN TELEVISION FIRST SERVICE

1. COVERED TOPICS

During the reporting period, the Macedonian Television broadcast 94 news reports in total, which referred to political entities, states and processes on its first programme service. In the prime time journal on MTV1 a wider repertoire of topics was represented and none of them exceeded 20 percent of the total number of reports. The highest number of reports that were

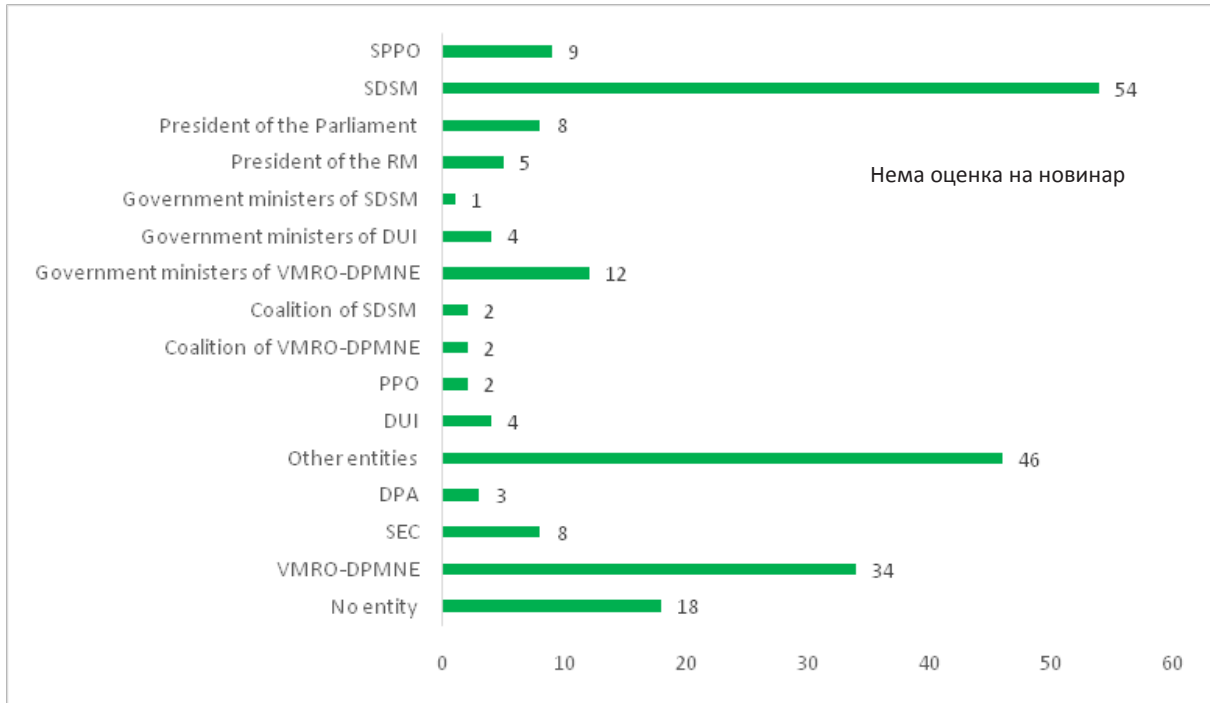
aired referred to pre-election activities of political parties (18), the 25th anniversary of independence (13), as well as the work of the institutions (12), the preparation of the elections and the problematic electoral unit 6 (10), the consequences from the flooding and the work of the SPPO (8 each), the state of the economy (5), Government projects and measures (3) and other topics.



Number of reports on MTV1, shown 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

2. POLITICAL ENTITIES



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

The most common entity in the news was the party SDSM, in 54 reports (57 with the ministers and the coalition). VMRO-DPMNE were represented in 34 reports, or 48 in total, along with those including party officials and coalition partners. In 46 reports non-categorized entities were represented, including public enterprises, state services, the Economic Chamber, civil organizations, smaller parties (Levica, Dostoinstvo, DS), organizations of the

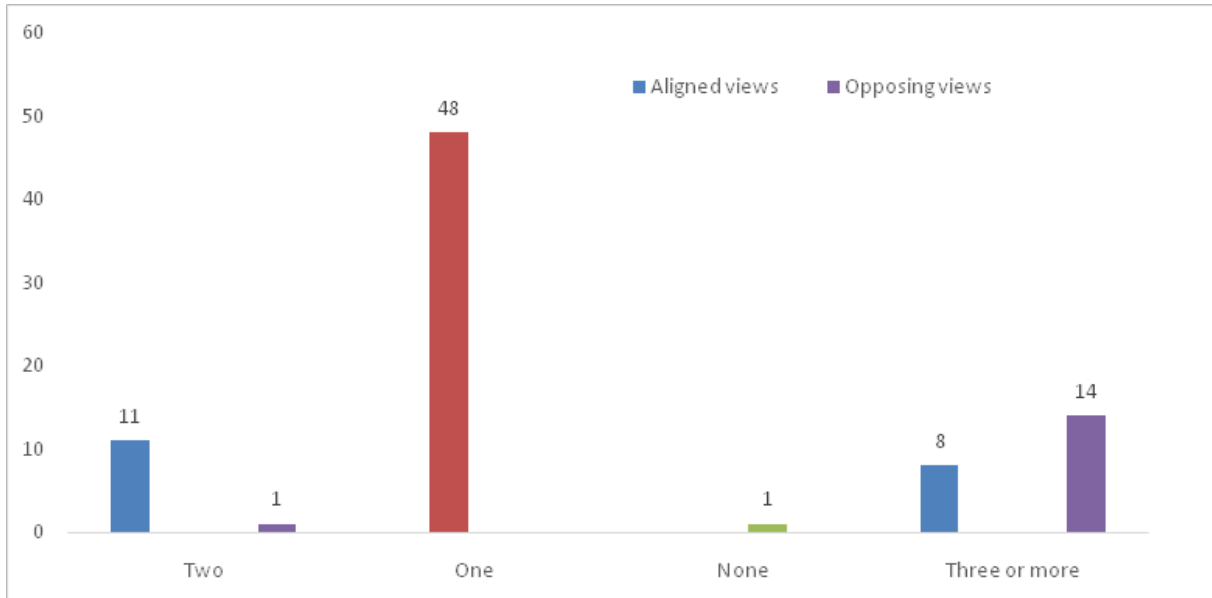
diaspora, the European Union, etc. The Special Public Prosecutor's Office was present in nine reports, and their activities were reported at the beginning of the news.

MTV1 kept up with current events and reported them according to their significance, without any partiality or disregard of political entities. The TV station broadcast full and comprehensive information about the events, without going into deeper analyses or providing critical insight.

3. USING SOURCES

For most of the reports (48) on MTV, only one source was used. The opposing views in some cases were presented with consecutive reports on the same topic. This was the case when reactions from the opposition on various events were shown (election of judges, the project

'Macedonia Providing Employment', September 5th), or when institutions or the ruling party had reactions to SDSM's activities. Only one of the 12 reports where two sources were used contained opposing views, however this was more common in the reports that had three or more sources.



Using sources in the news on MTV1 (September 5 - 9 and 11 - 16)



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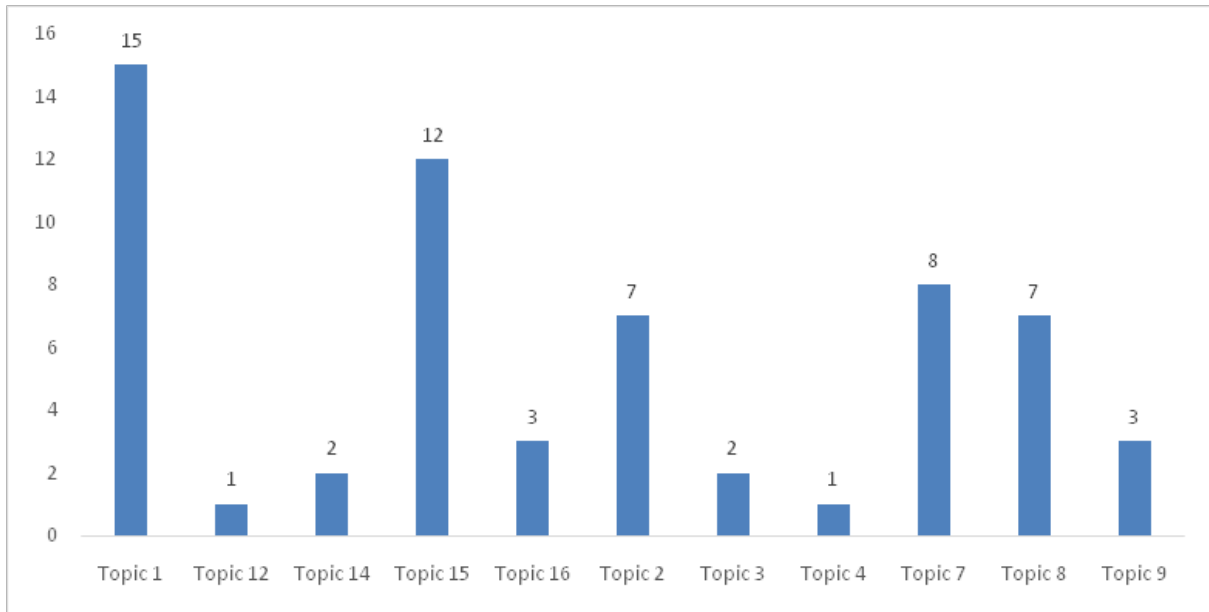


MACEDONIAN TELEVISION SECOND SERVICE

1. COVERED TOPICS

During the analyzed period, MTV2 has published a total of 63 news reports. The organization surrounding the elections conducted by the institutions, re-designing EU 6, the voters' registry were the topics that were prevalent in the reports (16). The work of the institutions

(European integrations, regional cooperation, visits) was a topic represented in 13 reports. The work of the SPPO, i.e. the announcement of the two charges and the process titled 'Coup' was a topic in 8 reports, while for the floods and the consequences from them, as well as the pre-



Number of reports on MTV2 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

election activities of the parties, MTV2 dedicated 7 reports each for reporting them. Independence Day was marked in the news with three reports.

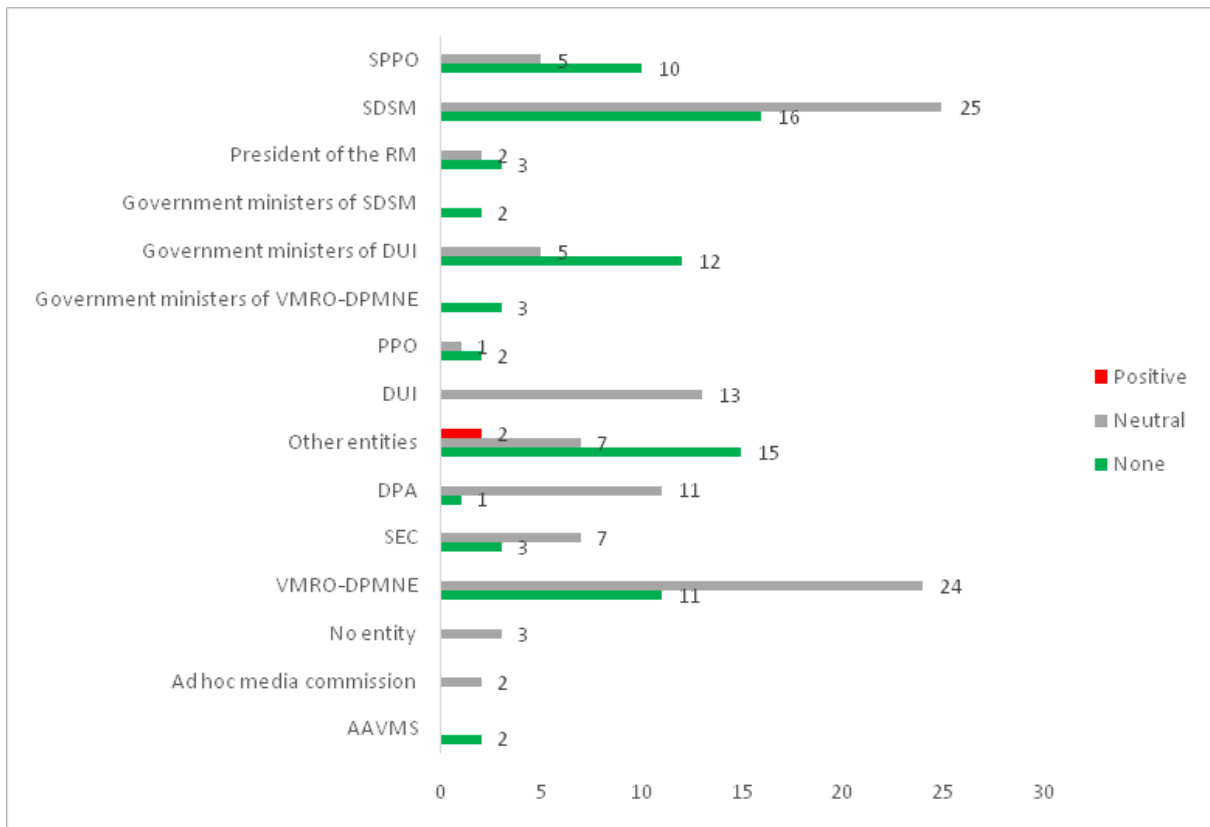
The news on MTV2 informed about all significant political events in the country,

although a mild inclination could be observed towards the topics that are of interest of the Albanian ethnic community (the activities of DUI officials, the shifts in the Albanian political block, local events related to the Albanian community).

2. POLITICAL ENTITIES

In the reports shown during the analyzed period, the subject that was most present was SDSM (41 reports), VMRO-DPMNE (35), ministers from DUI (17), SPPO (15), DUI (13), DPA (12) and SEC (11). In general, the news on MTV2 did not display any personal opinions

of the journalists or the newsroom. Whenever present, these were neutral, and occurred when the following topics were mentioned: SDSM (25 reports), VMRO DPMNE (24), DUI (13), DPA (11). In two reports the journalist gave their personal affirmative opinion.

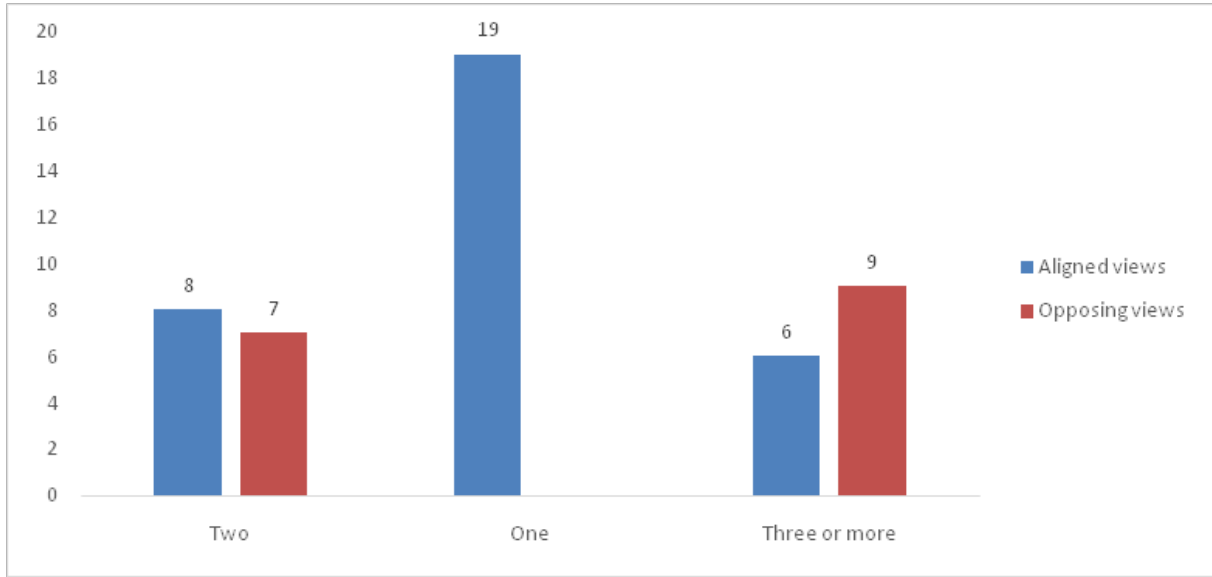


Number of reports and manner of framing of political entities (September 5 - 9 and 11 - 16)

3. USING SOURCES

For the most part, there was one source used in the reports (19). Then followed the reports with two or more sides were presented

(16), out of which 10 presented opposing views (10). In the reports with two sources (15), the interlocutors mostly had aligned views (8).



Using sources in the news on MTV 2 (September 5 - 9 and 11 - 16)



MACEDONIA DEMOCRACY WATCH

REPORT BASED ON THE MONITORING OF TV NEWS PROGRAMMES

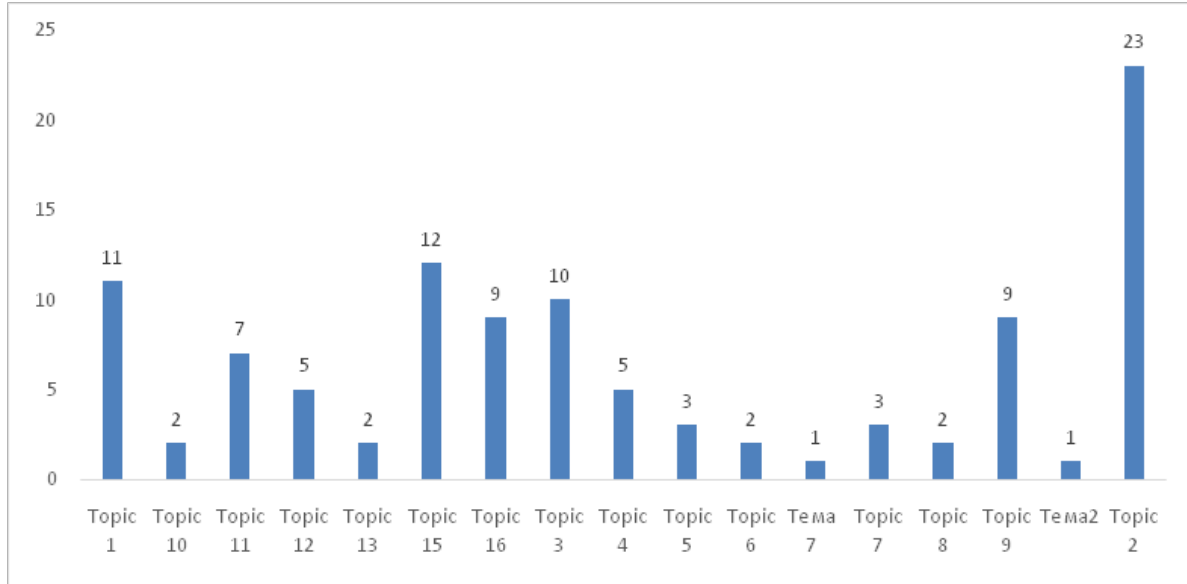


SITEL

1. COVERED TOPICS

In the news during the analyzed period, September 5-9 and 12-16, Sitel aired a total of 116 reports which referred to political events and actors. Most of them related to the pre-election activities of the parties (25 reports), then organizing the elections, the work of the

SEC and the debate raised for re-designing the sixth Electoral Unit (14 reports), the regular activities of the institutions (12 reports), promotional measures of the Government (9) and Independence Day (9). That same number of reports (9) also referred to topics that were



Number of reports on Sitel, 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

included in the analysis under the heading 'Other topics' - the crash of the Italian airplane near Skopje, celebrating the religious holiday Ramadan Bayram, the series of earthquakes in Skopje which caused a wide debate.

Regarding unemployment and investments, Sital published 8 reports, while on the topic of wide use of the Albanian language, which came from the interview of the leader of SDSM Zoran Zaev – 7 reports.

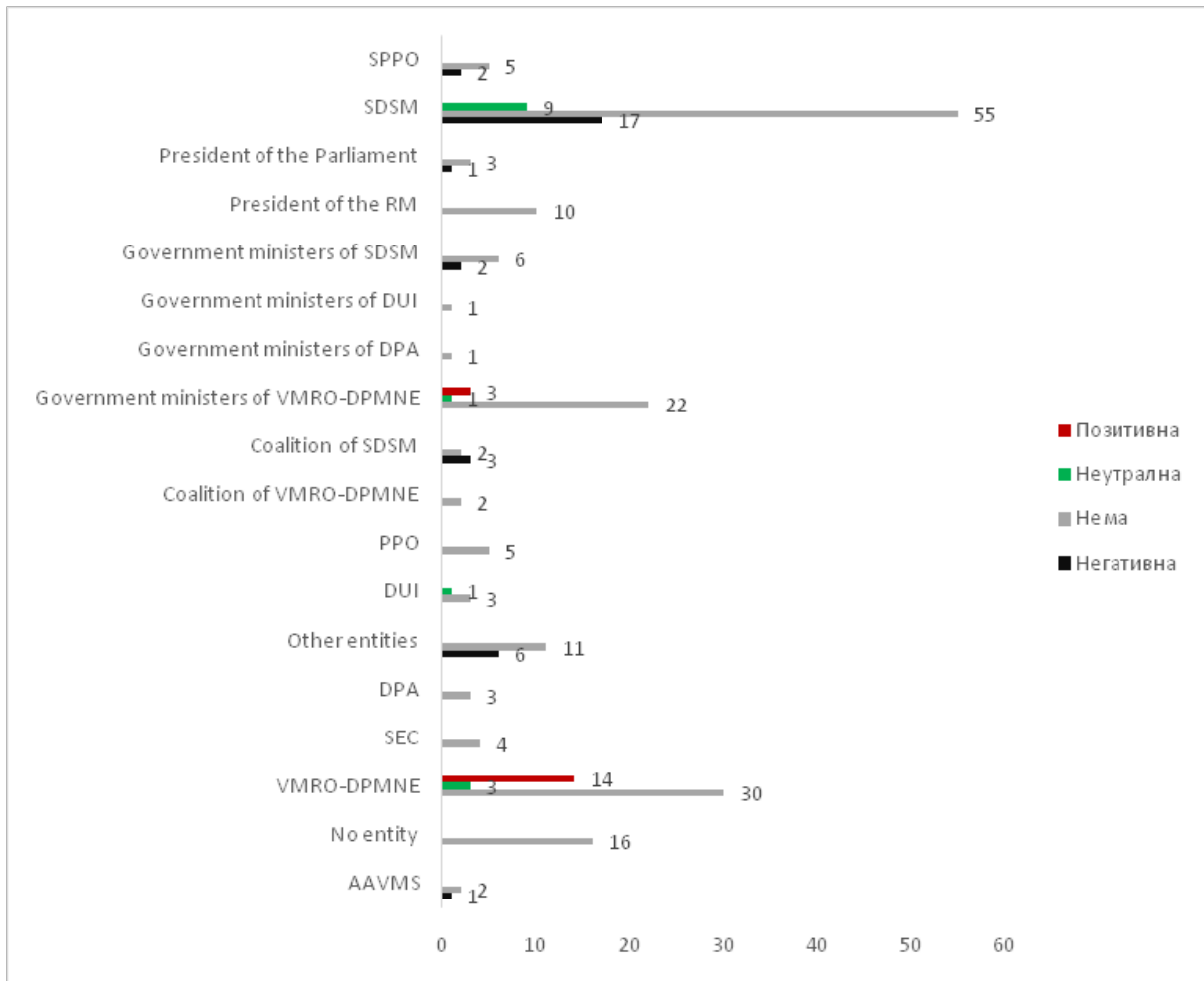
2. POLITICAL ENTITIES

The most common subject in the news on Sital was the oppositional party SDSM (82), which was followed by the ruling VMRO DPMNE (46), the ministers from VMRO DPMNE (26), the President of RM (10), ministers from SDSM (8), SPPO (7) and PPO (5), DUI – 4.

A positive i.e. affirmative attitude was expressed by journalists mostly in the reports where the subject was VMRO DPMNE – 14 and VMRO DPMNE ministers – 3. A negative, i.e. demonizing attitude was mostly expressed towards the oppositional party SDSM (18 reports) and towards the ministers from this party – 2. In 2 reports, the journalist commented

negatively about the work of SPPO. This TV station published 3 reports in which the journalist expressed a negative attitude towards the activities of DUI. Referring to the oppositional party SDSM, in 9 reports the opinion of the journalist was neutral.

Although the high number of reports about SDSM, when compared to the ones about VMRO-DPMNE seems like an improvement, it, however, does not imply a change in the editorial policy of the medium outlet. It is important to mention that it is a matter of reports that include no explicit opinion of the journalist (be it positive, negative or neutrally

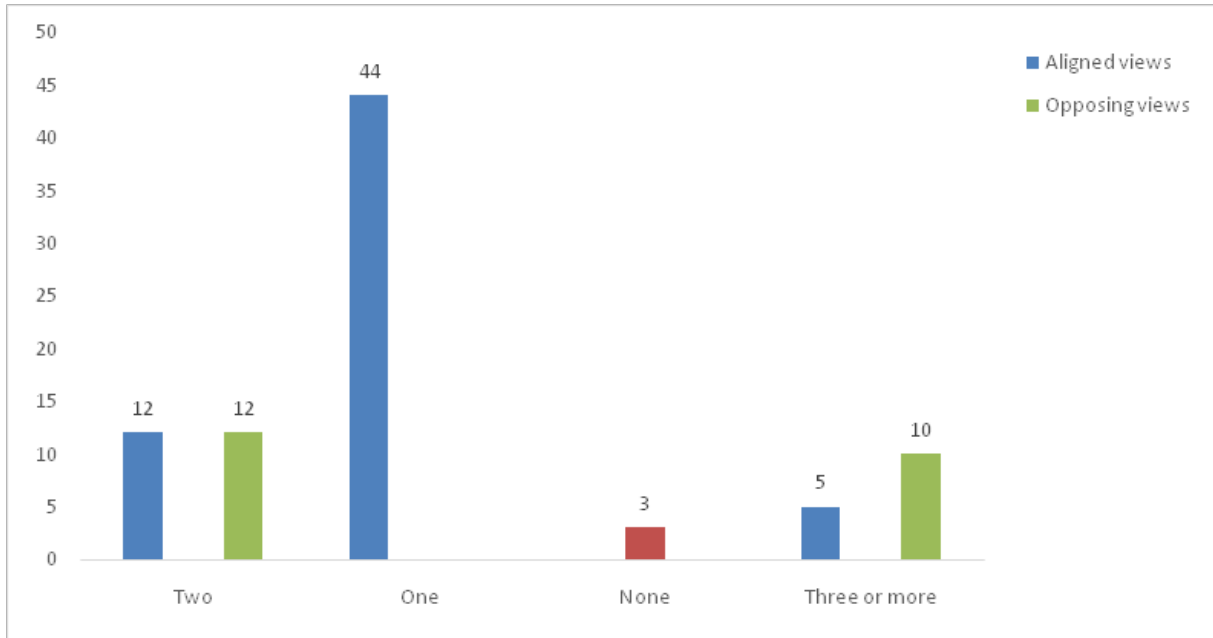


Number of reports and manner of framing of political entities (September 5 - 9 and 11 - 16)

criticizing). Nonetheless, this does not mean that the medium outlet has decided to distance themselves, in their editorial policy, from the ruling party, since in a total of 19 reports they continue to demonize the opposition (17) or the SPPO (2), and in 17 reports they favour the power and the ruling

party. It is a fact that unlike in the previous months, this trend has decreased in intensity both in the number of reports and in the vocabulary that was used, however this may be due to the factual period of analysis and the intensity and the nature of the events covered by the medium outlet.

3. USING SOURCES



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

In 88 reports on this TV station, the journalist called on sources for the information they reported. Most of them had one source (44), then followed the ones with two sources (24) and (18) were with three or more sources.

When it comes to the reports with two sources, there is an equal division of reports with aligned and with opposed opinions (12 each), while for the reports with three or more sources, more of them were opposed (10). In 3 reports the source of the information was not provided.



MACEDONIA DEMOCRACY WATCH

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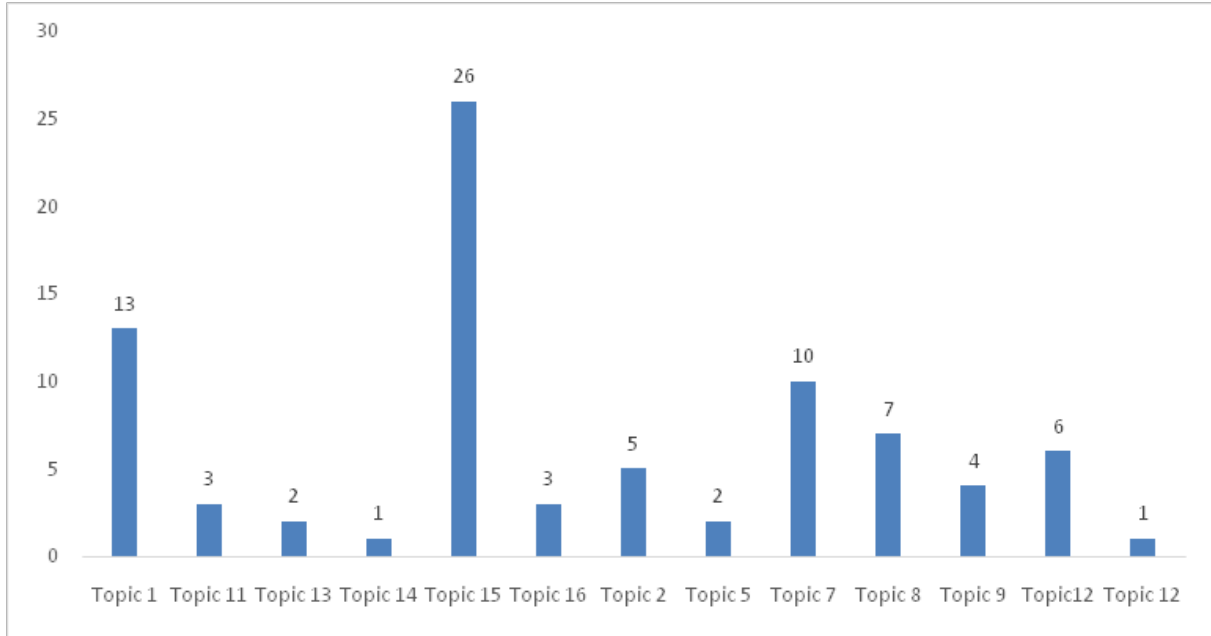


TELMA

1. COVERED TOPICS

In the news during the analyzed period, Telma aired a total of 86 reports which referred to political events and actors. Most of the reports were dedicated to the work of the institutions (26). Organizing the elections was treated in

11 reports, while the work of the SPPO was a topic in 10 reports, with an emphasis placed on the announcement of two charges filed by this institution, as well as the postponement of the court procedure for the case 'Coup' where one



Number of reports on Telma, 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
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Topic 16	Other topics

of the suspects in the leader of SDSM, Zaev. Dealing with the floods in August was a topic in 7 reports, while the state of the economy (unemployment and investments) was a topic

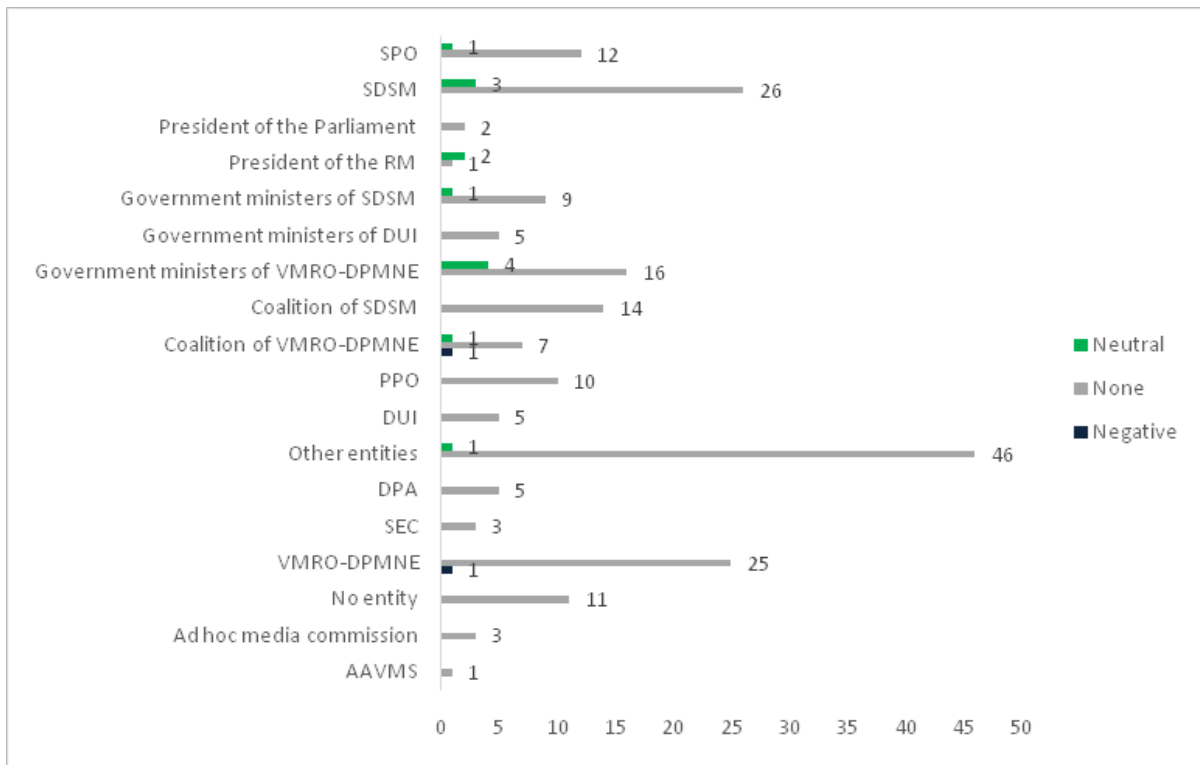
in 8 reports. The same number (8 reports) was dedicated to marking the Independence Day. The use of Albanian language on the territory of the entire country was the topic of 4 reports.

2. POLITICAL ENTITIES

Most of the reports referred to entities that are not related to the bigger political parties: Trade unions, Universities, NGOs and other smaller political parties. The rest mostly referred to SDSM (30), VMRO DPMNE (26), the ministers from VMRO DPMNE (20), the Coalition led by SDSM (14), the SPPO (13), the ministers from SDSM (10), the Public Prosecutor's Office (10), the Coalition led by VMRO DPMNE (9). In general, the TV station did display any attitudes in terms of political events or actors. There were no reports with a personal positive

opinion of the journalist towards any entity. In 4 reports, the journalist reported neutrally, while in two reports there was a mildly negative attitude and this was in reports that refer to VMRO DPMNE and the coalition led by VMRO DPMNE.

Telma continued the reporting about current events professionally, without expressing opinions towards any political entities. The topics that dominated were of civil interest, and an argument supported criticizing attitude was taken towards them, by consulting all sides of the problem.

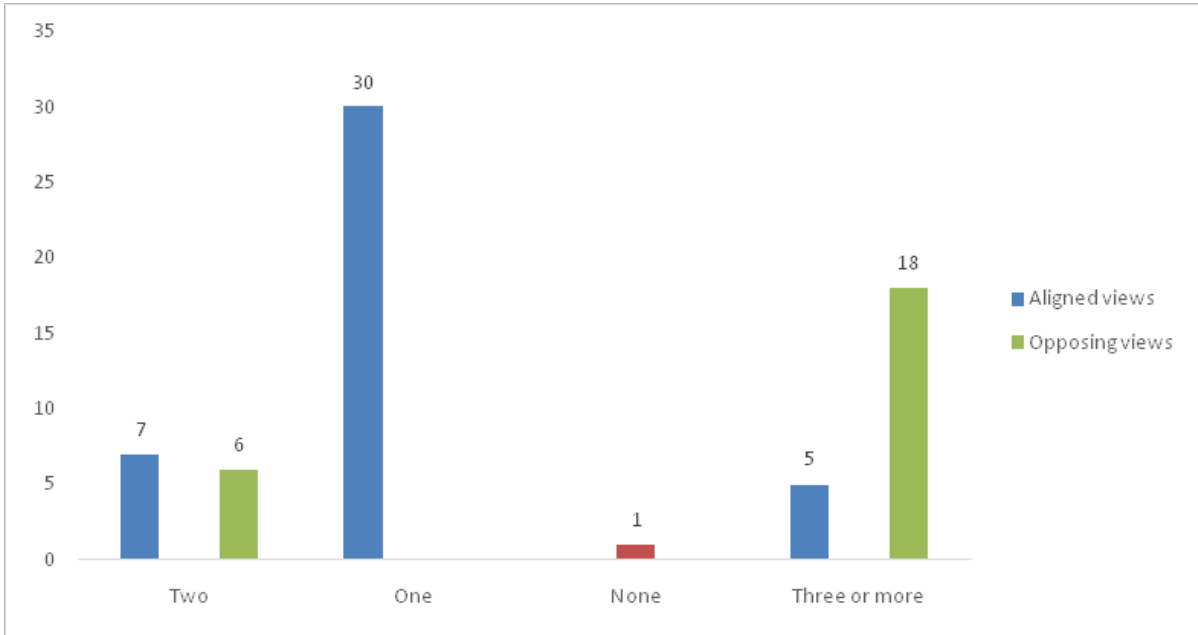


Number of reports and manner of framing of political entities (September 5 - 9 and 11 - 16)

3. USING SOURCES

In 71 reports on this TV station, the journalist called on sources for the information they reported. Most of them had one source (30), then followed the ones with three or more sources (23) and then with two sources (13).

In 7 of the reports with two sources the interlocutor had aligned positions, while in 6 reports the views were contrary. In the reports with more than two sources (3 and more), the ones that consulted sources with differing views were more numerous (18). One segment did not state a source.



Користење на изворите во вестите на Телма (5 - 9 и 11 - 16 септември)



MACEDONIA DEMOCRACY WATCH

REPORT BASED ON THE MONITORING OF TV NEWS PROGRAMMES

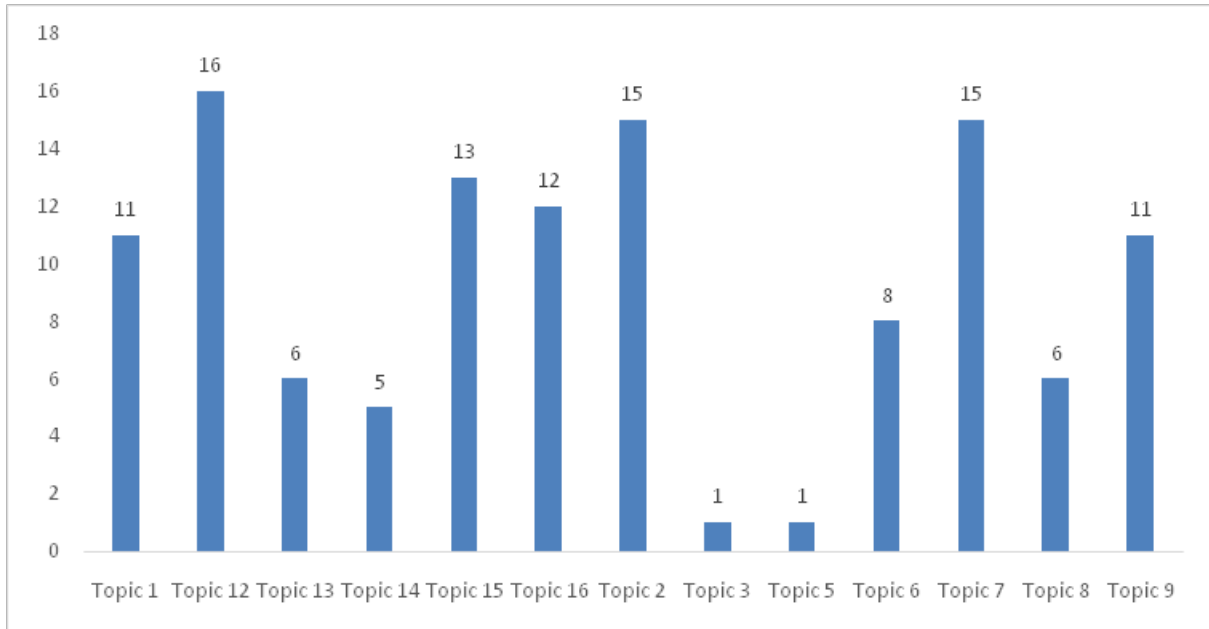


24 VESTI

1. COVERED TOPICS

TV station 24 Vesti aired a total of 107 reports during the monitored period, which referred to political actors, processes and situations. The medium outlet focused most of its attention on topics regarding the econ-

omy (16 reports), including the debts of the state towards the business sector, the decline of unemployment, preparations of the budget, etc. Among the more common topics were those referring to pre-election ac-



Number of reports on 24 Vesti, 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)
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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

tivities of political parties, the work of the Special Public Prosecutor’s Office, the work of the institutions, the public debt, marking 25 years of independence (including analyses of the progress of the country in the 25

years), the preparations for elections including the issue with the sixth electoral unit, the consequences from the floods in the Skopje region including the Parliamentary debate about them, etc.

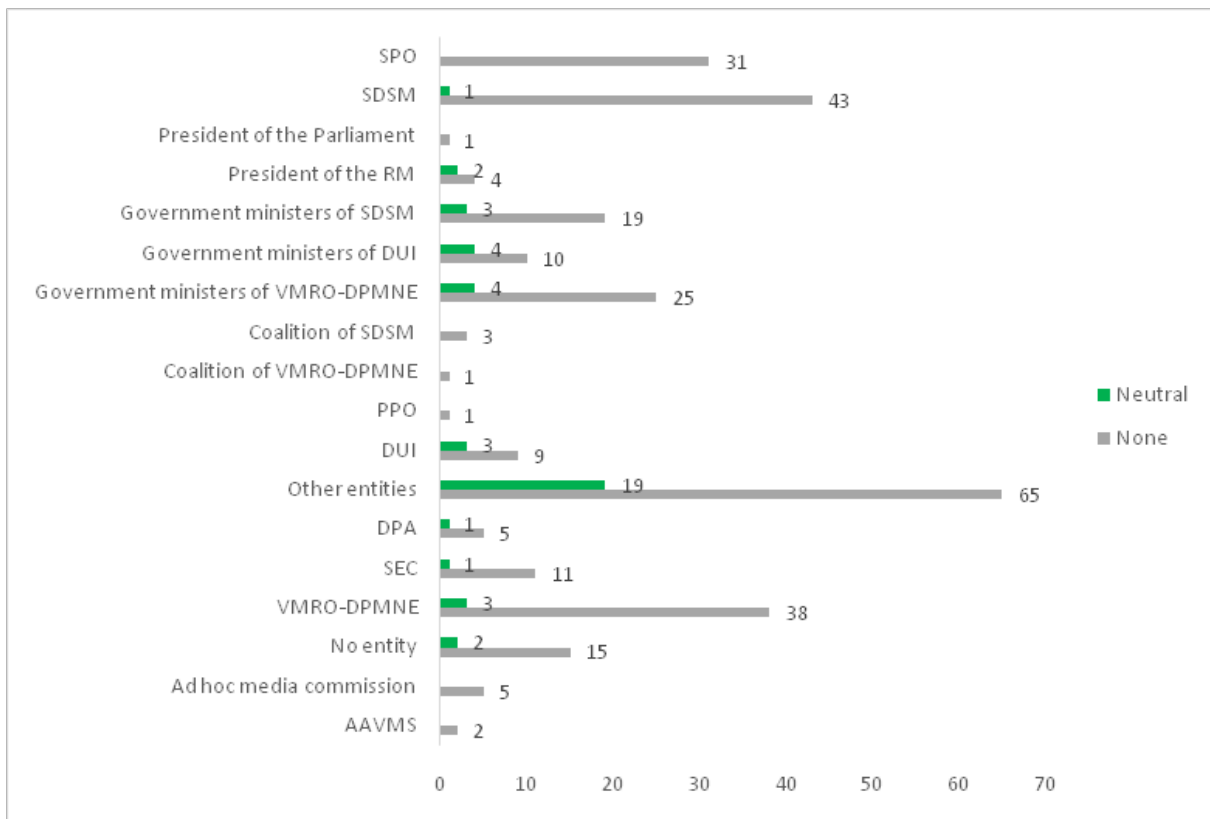
2. POLITICAL ENTITIES

In most of the cases (84), the reports of the TV station did not present political parties, rather they focused on ‘other entities’. This means institutions such as the Constitutional Court, the Economic Chamber, MANU and others, or the reports referred to ministries and state bodies without mentioning the political entities that are at their helm, in accordance with the principle of separating the state from the parties. In 19 of these reports, a neutrally criticizing attitude was expressed towards the following entities: The Constitutional Court did not express their view about SPPO (September 5), the ideals from 1991 were not met (September 8), the budget is prepared, there will be a new conflict (September 16).

Apart from this, reports were also aired regarding the smaller political parties (Levica, the right-winged coalition, etc.), that were also included in this category. SDSM and VMRO-DPMNE are represented in almost the same number of

reports (SDSM 44, VMRO-DPMNE 41), and DUI (1) and DPA (6) were much less present. The Special Public Prosecutor’s Office was presented in 31 reports, and the State Elections Commission in 12, almost all of them pertained to the work of these institutions in the relevant period. Government representatives from various parties were almost equally presented too. The TV station did not express any explicit positive or negative opinion in any segment. A neutrally criticizing stand was expressed in 43 reports, towards Ministers from DUI (the Minister of Justice not coming up with a solution for the issue with the sixth electoral unit), Government representatives from SDSM and VMRO-DPMNE (the old and new story in Mol) and towards other entities.

The medium outlet regularly followed current events of public interest, they reported them and analyzed them in accordance with how important they are.

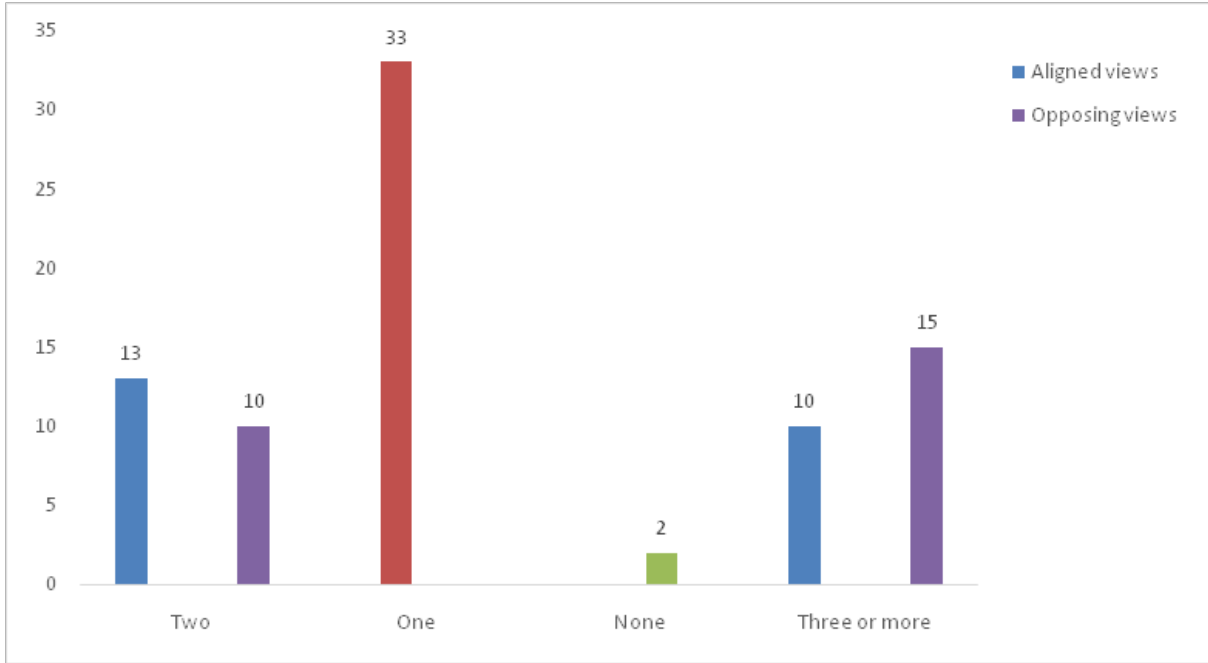


Number of reports and manner of framing of political entities (September 5 - 9 and 11 - 16)

3. USING SOURCES

In most of the reports (48), the rule of quoting two or more sources was complied with, and they were divided into almost equal halves, one with aligned views and the one with oppos-

ing views. 33 reports had only one source, and two of them did not have explicitly provided sources (retrospective reports on the occasion of 25 years of independence).



Using sources in the news on 24 Vesti (September 5 – 9 and 11 – 16)



MACEDONIA DEMOCRACY WATCH

REPORT BASED ON THE MONITORING OF TV NEWS PROGRAMMES

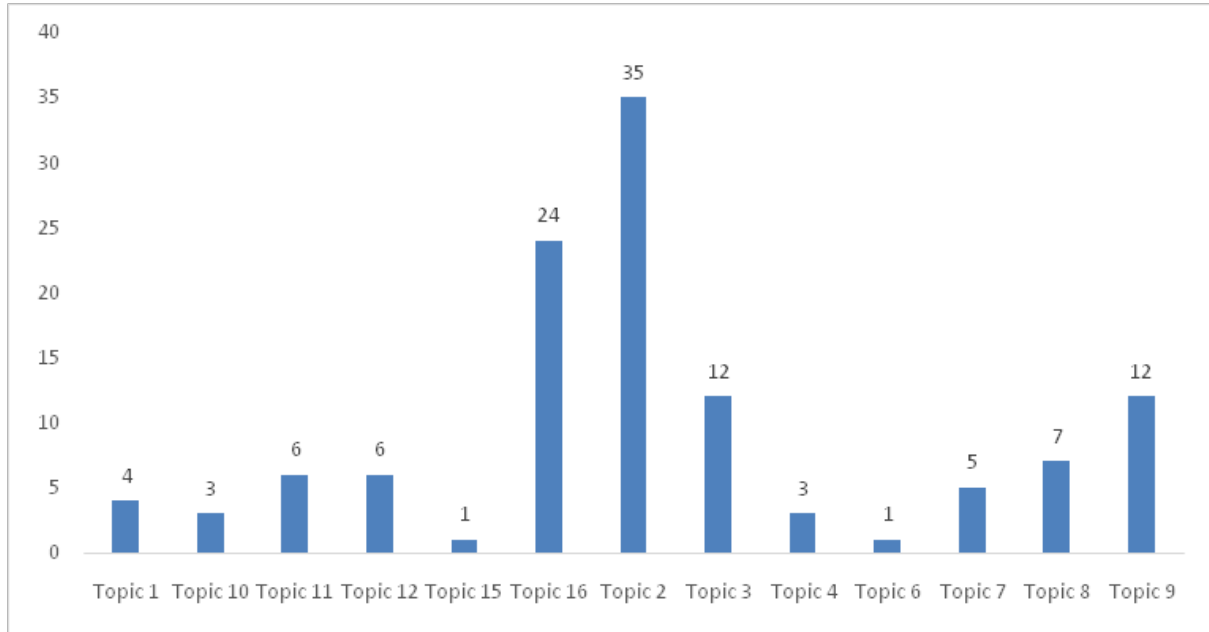


KANAL 5

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
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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).

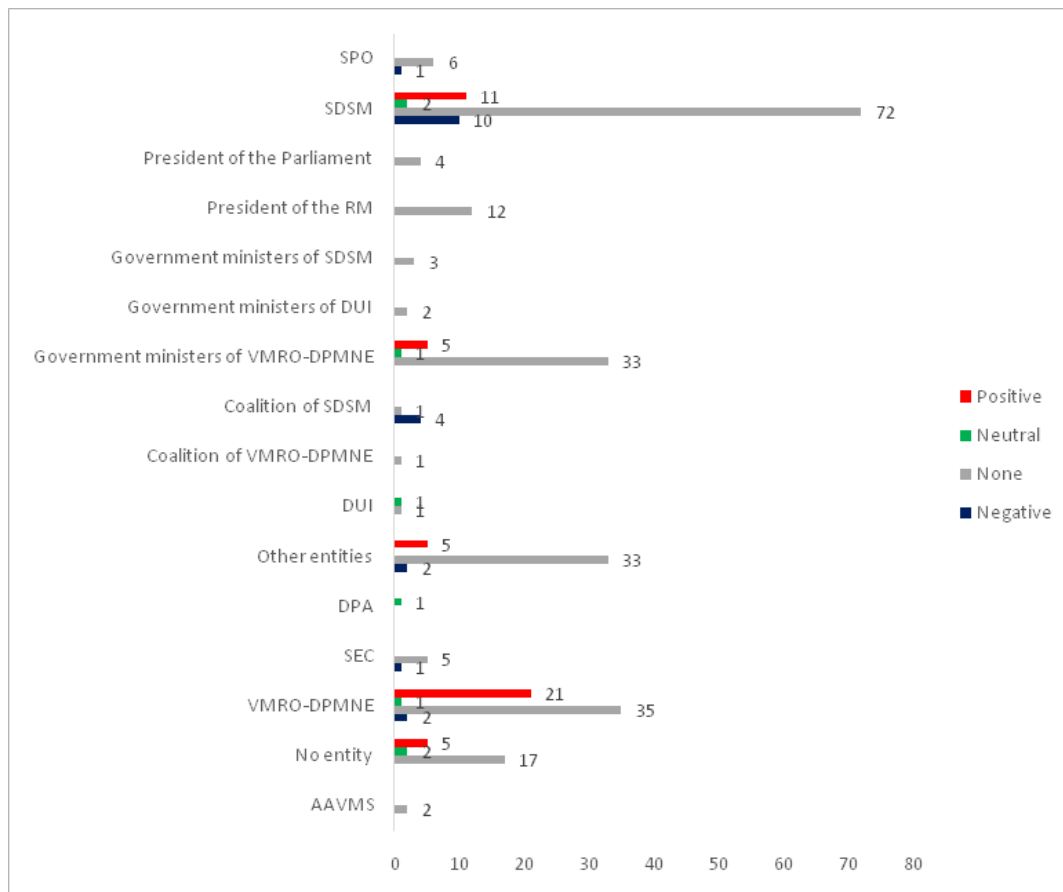
2. POLITICAL ENTITIES

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.

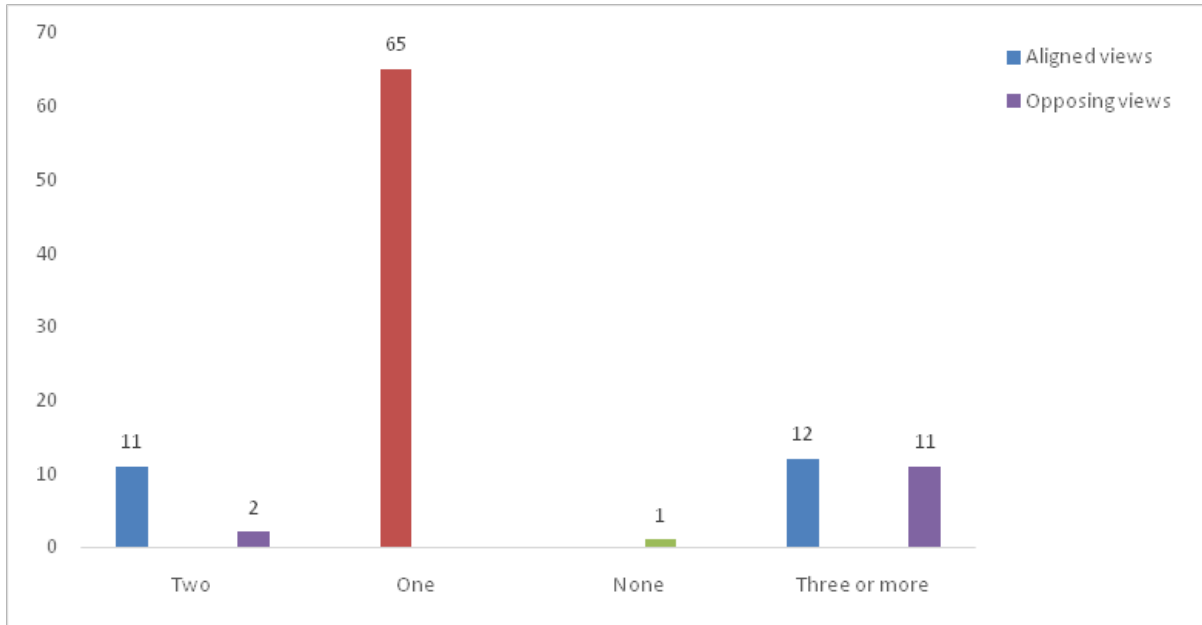


Number of reports and manner of framing of political entities (September 5 - 9 and 11 - 16)

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)



MACEDONIA DEMOCRACY WATCH

REPORT BASED ON THE MONITORING OF TV NEWS PROGRAMMES

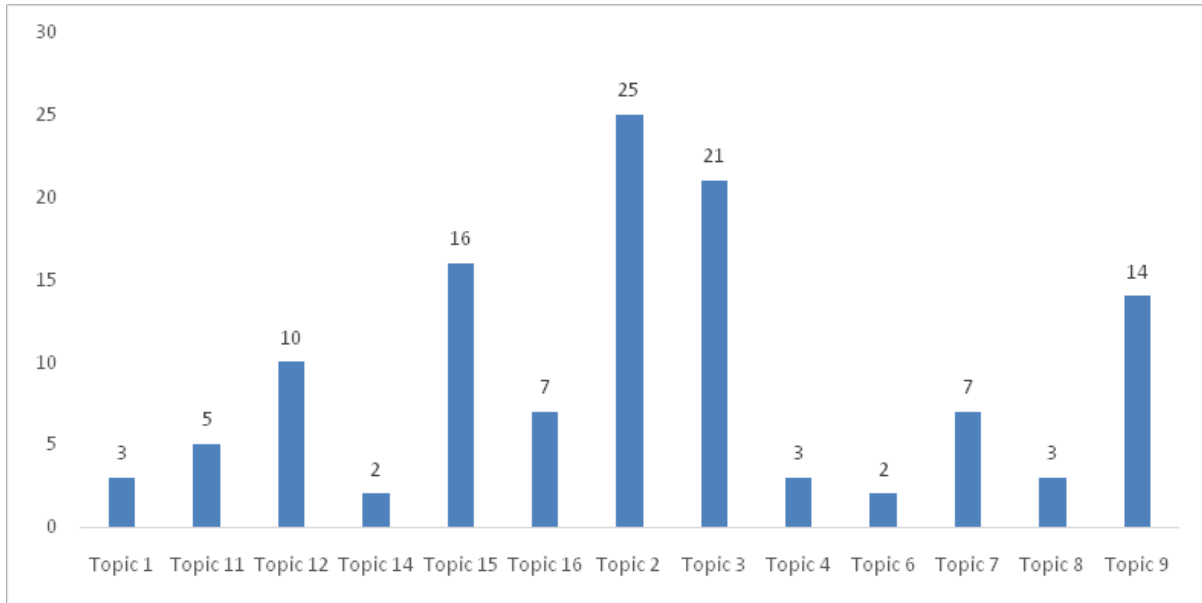


ALFA

1. COVERED TOPICS

During the monitored period, Alfa Television aired a total of 103 reports that refer to the state of politics in the country: Almost a quarter of them (25) referred to pre-election activities of political parties, and a large number of reports (21) were dedicated to promot-

ing Government projects and measures and the institutions. Significant attention was also paid to the 25th anniversary of independence, the economic state (the decline of unemployment, investment opportunities), the work of the SPPO (first charges and a retrospective)



Number of reports on TV Alfa, 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
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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

and the proposal for expanding the use of Albanian language. Only three reports on the topic of the floods were aired, and none regarding public debt.

Two reports were also aired in which the leader of VMRO-DPMNE, Nikola Gruevski, announced new projects and extensions of old ones on behalf of the country, and in one he

was shown as a guest at a governmental event (book promotion, September 9).

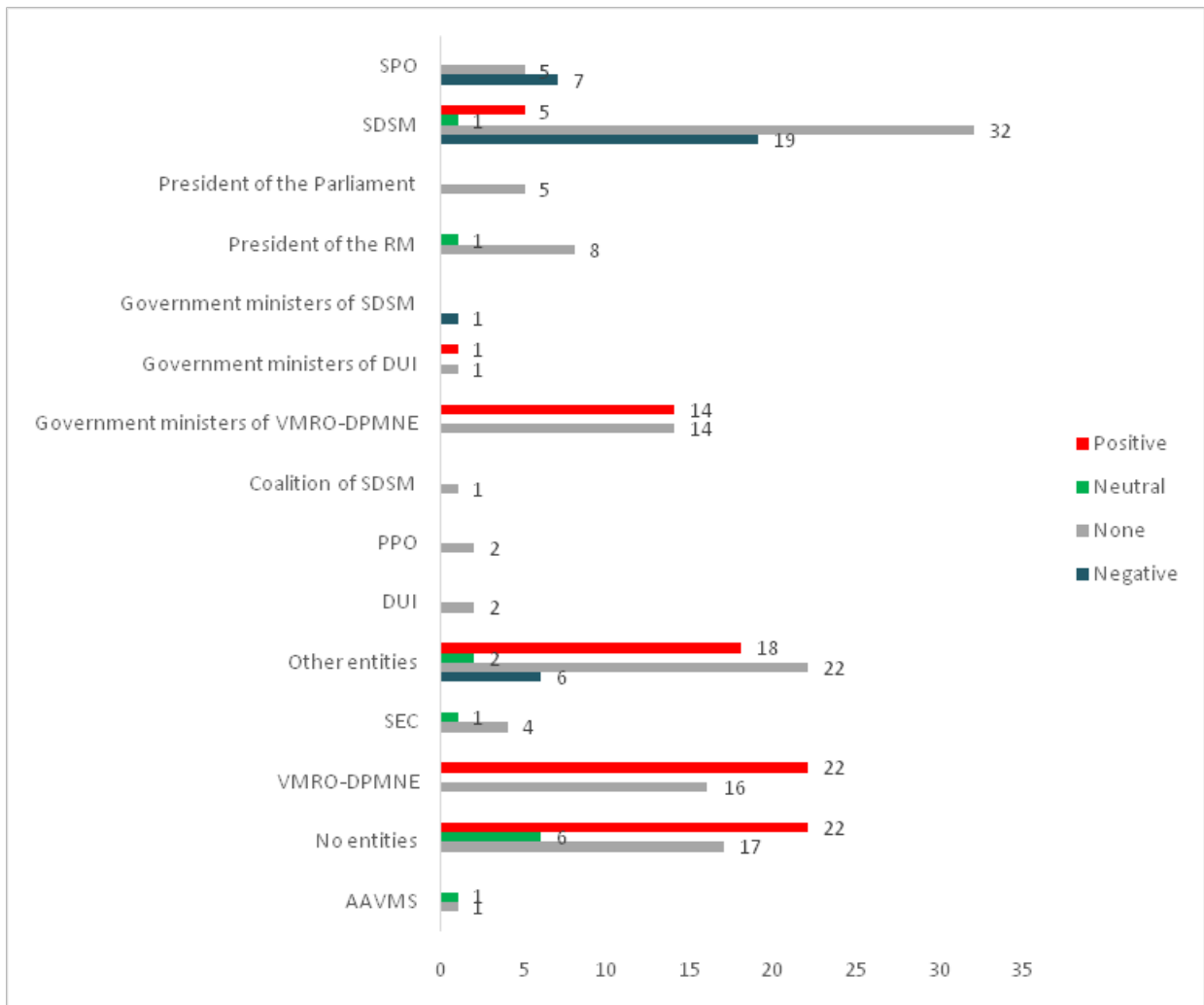
Alfa Television extensively followed the campaign activities of the parties, although the elections were not announced during the monitored period, and they had very few reports on the potential problems in organizing the elections, like for example the surplus voters in the sixth electoral unit.

2. POLITICAL ENTITIES

Although SDSM is convincingly the most represented political entity in the news (57 reports), the TV station often expressed an explicit negative attitude towards this party, conveying in full the accusatory statements from the political opponent (as far as Dime Spasov is concerned, Mila Carovska's party has created social poverty, September 12) or by inserting their own commentary elements (in a race to win votes, Zaev is prepared to expand

the use of Albanian language, September 14).

VMRO-DPMNE was represented with fewer reports (38), however with a visibly positive attitude (with 160,000 new employees we have reduced unemployment, said the leader Nikola Gruevski, September 9.) However, if we add to this number the reports in which the leading role is of the members of the Government from VMRO-DPMNE, also frequently positively assessed (promotions of new Government



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

measures for farmers), there is no difference in the level of representation. Many refer to 'other entities' (48) or have no clear subject (45), and in half of them a positive attitude is expressed. It concerned an assessment of the work of state institutions (VAT returns paid regularly, September 5) or the general state of affairs (in 25 years Macedonia went from a crisis destination to a desired destination, September 8). A negative stand was also taken towards the Special Public Prosecutor's Office (a lot of hype and a parade, and not a single valid charge, September 14). The attitude towards this institution could also be seen in the line-up, the news of the first charges (September 15) was shown seventh in

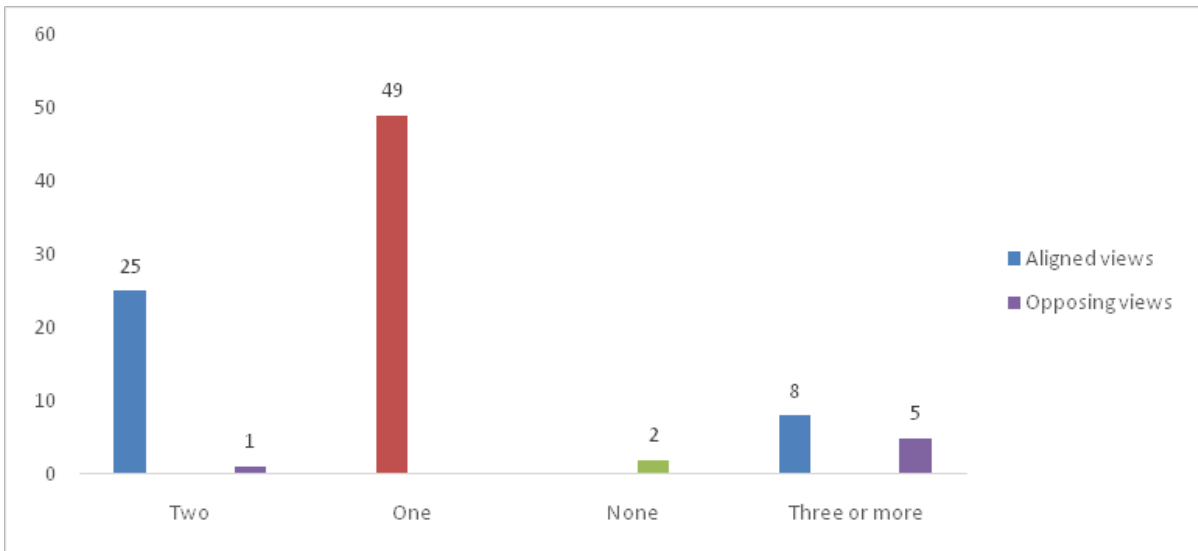
the journal, after the news about the growth of industrial turn-over, business opportunities for Macedonian companies, etc.

Although the positive or negative stand towards the entities was clear, its expression, in comparison with previous months, was with much lower intensity in terms of the vocabulary and audiovisual presentation. The TV station had a more analytical approach towards the measures proposed by Government ministers, providing a rationale as to how positive their effects would be, and the proposals of the opposition were conveyed in their original format, and with a reaction-comment from the institutions or from the ruling party.

3. USING SOURCES

Using one source was predominant in the reports (49 reports), rather than two (26) or more (13). In only six reports there were different or opposed viewpoints. The differing views were often presented in consecutive reports. The

TV station aired most of the addresses of the opposition's representatives, stating their reactions to the issues or pre-election promises, and immediately after they showed reactions from the ruling party or from state institutions.



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



MACEDONIA DEMOCRACY WATCH

REPORT BASED ON THE MONITORING OF TV NEWS PROGRAMMES

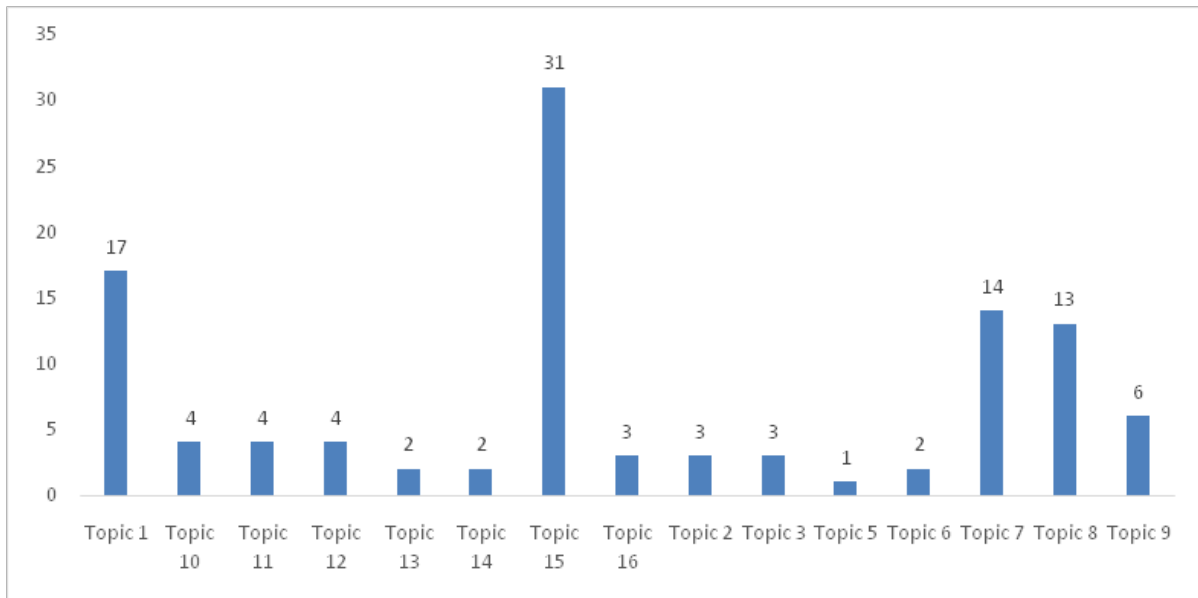


ALSAT M ALBANIAN LANGUAGE

1. COVERED TOPICS

In the news in Albanian, Alsat M television published a total of 92 reports pertaining to political actors, processes and situations. The most frequently observed topic of the television, by far, (31 reports) was the work of state and public institutions, most often in the field of education (unpaid students' transportation in

Tetovo, the poor condition of schools in the villages), and also urban planning (the hole that was opened in the center of Skopje, for which the parties and the public reacted), pollution, etc. Very few reports were aired (3) in regards to party pre-election activities, however quite a lot (17) regarded the issue of organizing the



Number of reports on Alsat M in Albanian, 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

elections, primarily in electoral unit 6. Among the topics that caught attention were also the work of the SPPO (14 reports) and the

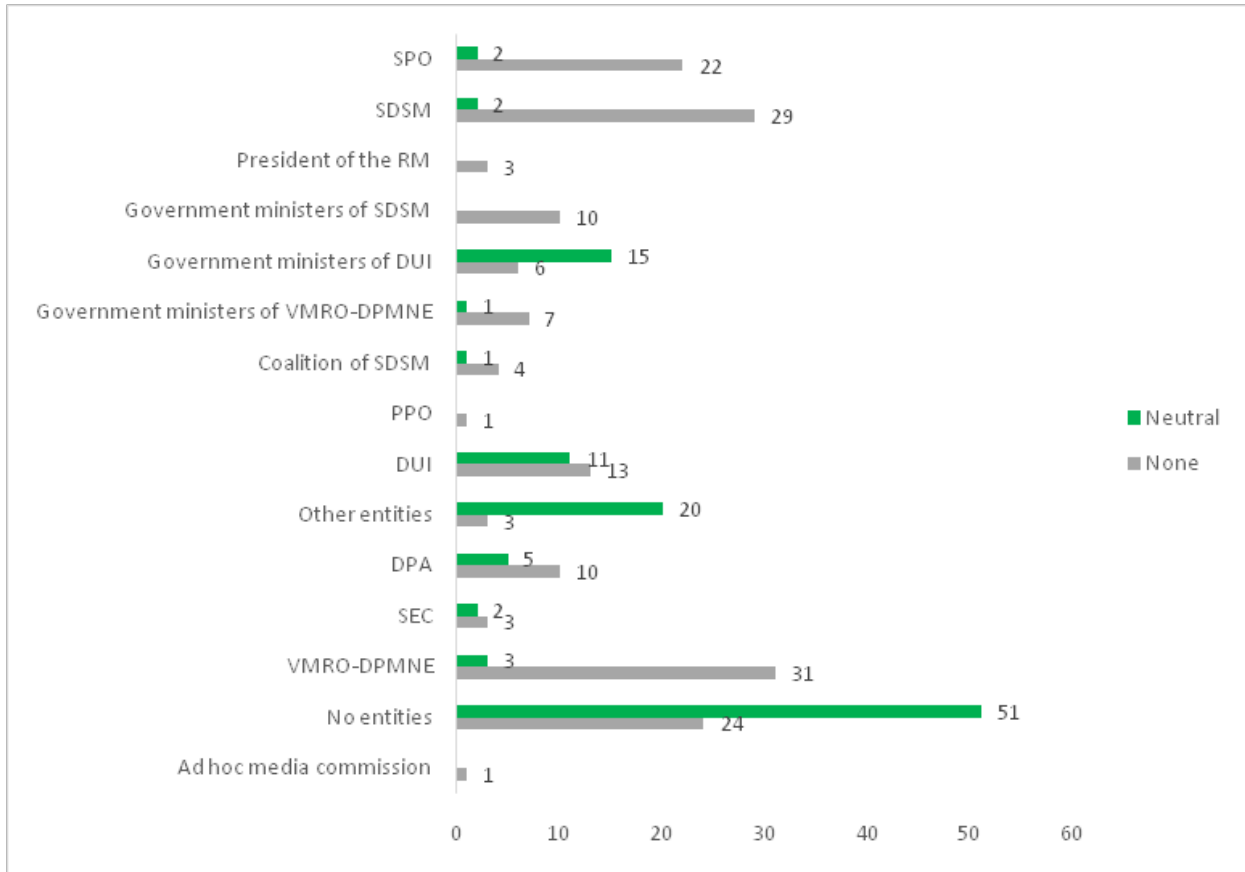
consequences from the floods (13), and the topic of Mother Teresa was covered more by this media outlet than others (4 reports).

2. POLITICAL ENTITIES

In most cases, specific political entities were not mentioned in the reporting (75) or the reports concerned general entities, such as institutions (23). These were mostly the reports with a criticizing observation, and they referred to the shortcomings in education and in the work of other institutions. Government ministers from DUI were among the most criticized (21 reports, 6 of which were criticizing), with the Minister of Justice at the head, regarding the issue with the sixth electoral unit. VMRO-DPMNE (34) and SDSM (31) had a much bigger presence in comparison to DUI (24)

and DPA (15), however the parties of Albanians were more frequently the subject of criticism. In none of the cases was there presence of a positive or negative attitude towards political entities.

The TV stations covered the current events that are of public interest and communicated them appropriately, stating an argument supported attitude in their reports. The TV station itself mainstreamed some issues with which the people are facing, such as education in rural environments, or the state of the flooded areas in the Skopje region.

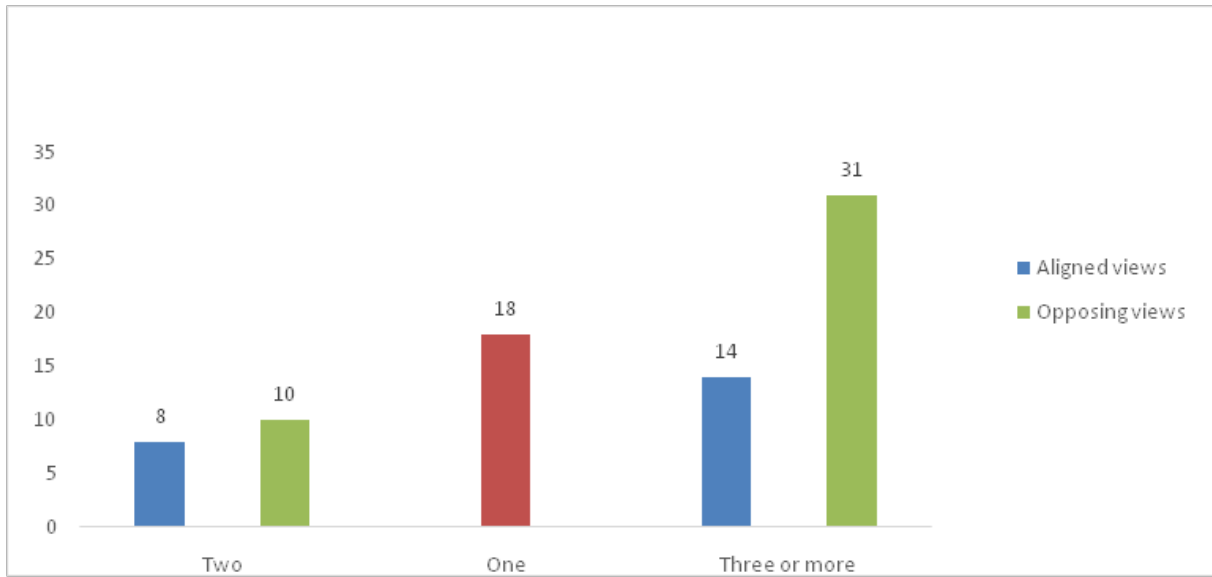


Number of reports and manner of framing of political entities (September 5 - 9 and 11 - 16)

3. USING SOURCES

Several sources with different or opposing views were most often used in the reports. As many as 45 reports used three or more sources, and in 31 of them they represented different

positions. Also, with reports were two sources were used (18), the sources more often had opposing views. One source was used for 18 reports.



Using sources in the news on Alsat M in Albanian (September 5 - 9 and 11 - 16)



MACEDONIA DEMOCRACY WATCH

REPORT BASED ON THE MONITORING OF TV NEWS PROGRAMMES

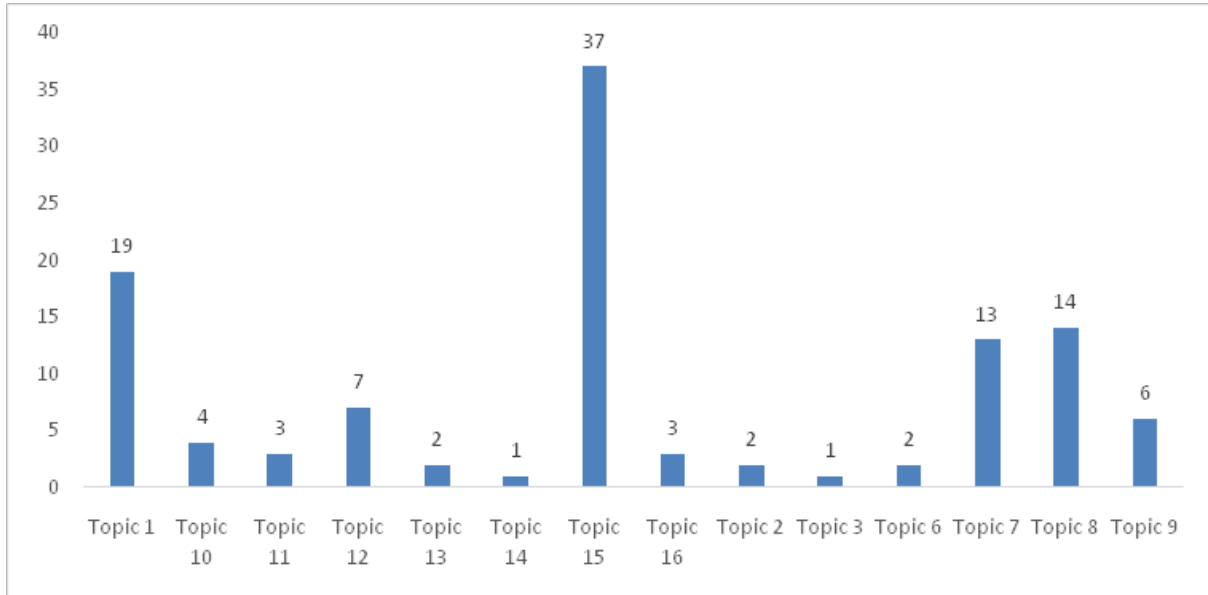


ALSAT M MACEDONIAN LANGUAGE

1. COVERED TOPICS

The news programmes in Macedonian on Alsat M Television contained 95 reports referring to political actors, processes and situations. The contents of these news reports, during the monitored period, were almost identical with the contents of the news programme in Alba-

nian. In accordance with that, once again the most common topic of observation by far (37 reports) was the work of the state and public institutions, most often in the field of education, urban planning, pollution and other areas. Only two reports were aired in regards to party



Number of reports on Alsat M in Macedonian, 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)
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Topic 13	Borrowing and public debt
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Topic 15	The work of the institutions
Topic 16	Other topics

pre-election activities, however 19 regarded the issue of organizing the elections, primarily in the electoral unit 6. Among the topics that caught the attention were also the work of the

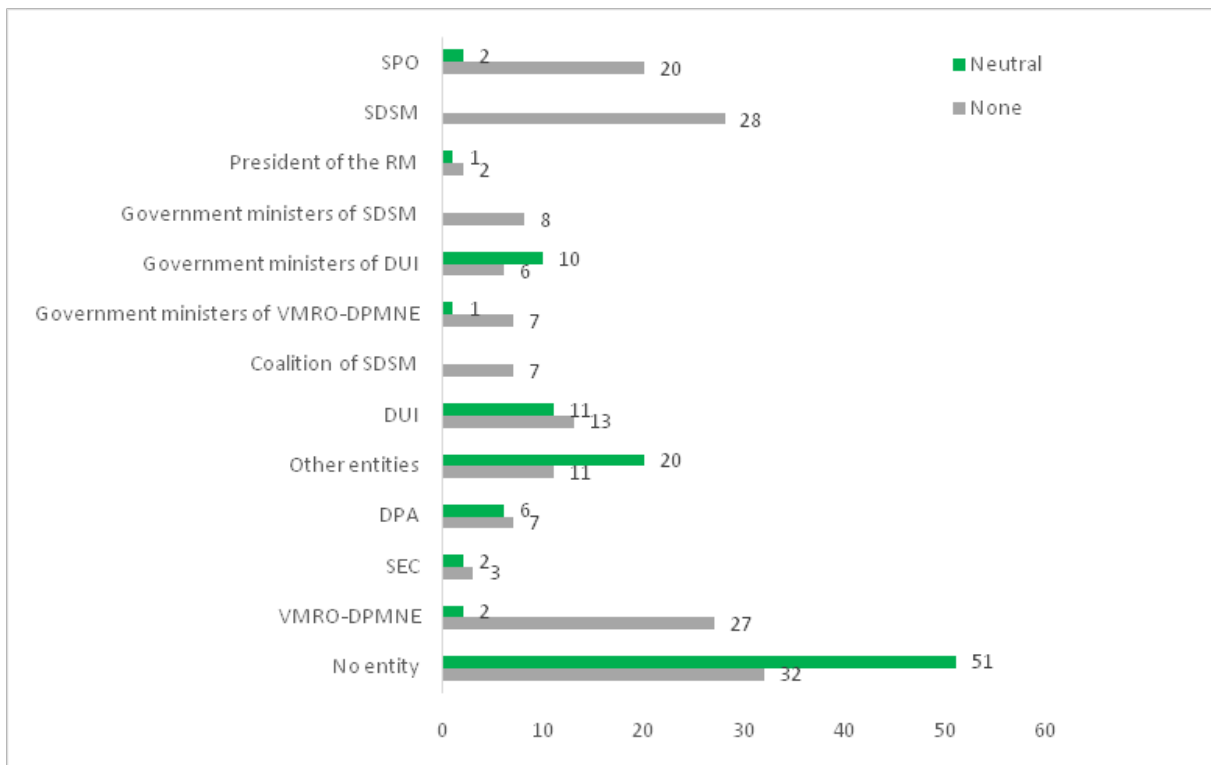
SPPO (13 reports) and the consequences from the floods (14), and the topic of Mother Teresa was covered more by this media outlet than others (4 reports)

2. POLITICAL ENTITIES

Just as in the news in Albanian, in the news in Macedonian, in most cases, specific political entities were not mentioned in the reporting (83) or the reports concerned general entities, such as institutions (31). These were mostly the reports with a critical observation, and they referred to the shortcomings in education and in the work of other institutions. In these news too, some of the most criticized entities were DUI (24 reports, 11 of which were criticizing) and the ministers from that party (16 reports, 10 of which were criticizing). It is a matter of neutral and argument supported criticism, reporting that the party DUI kept quiet about the issue with the sixth electoral unit (September 14), that Minister

Ljutfu handed out school supplies in a school that was in need of repairs (September 6), etc. VMRO-DPMNE (29) and SDSM (28) had a much bigger presence in comparison to DUI (24) and DPA (13), however the parties of Albanians were more frequently the subject of criticism. In none of the cases was there presence of a positive or negative attitude towards political entities.

Also, in its edition in Macedonian, the TV station covered current events that are of public interest and communicated them appropriately, stating an argument supported critical attitude in their reports, and they mainstreamed various problems with which the people are faced.

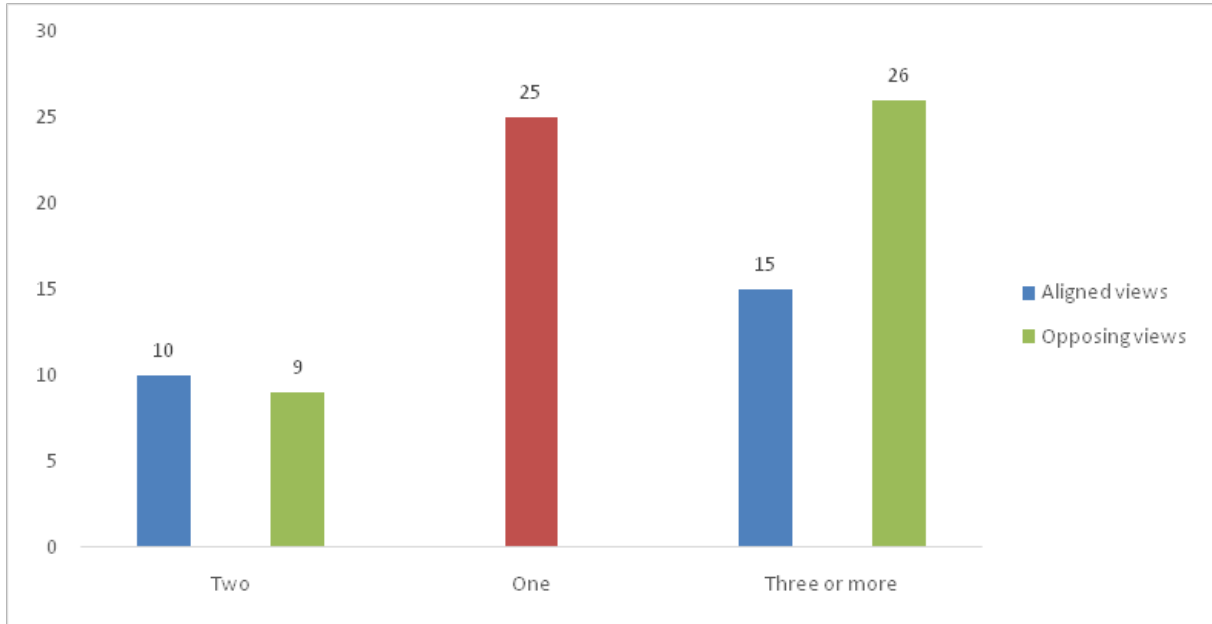


Number of reports and manner of framing of political entities (September 5 - 9 and 11 - 16)

3. USING SOURCES

Several sources with different or opposing views were most often used in the reports of the TV station. As many as 41 reports used three or more sources, and in 26 of them they represented differ-

ent positions. In the reports with two sources (19), in slightly more than half (10) the sources had an aligned point of view, and in the rest the views were opposed. One source was used in 25 reports.



Using sources in the news on Alsat M in Macedonian (September 5 – 9 and 11 – 16)



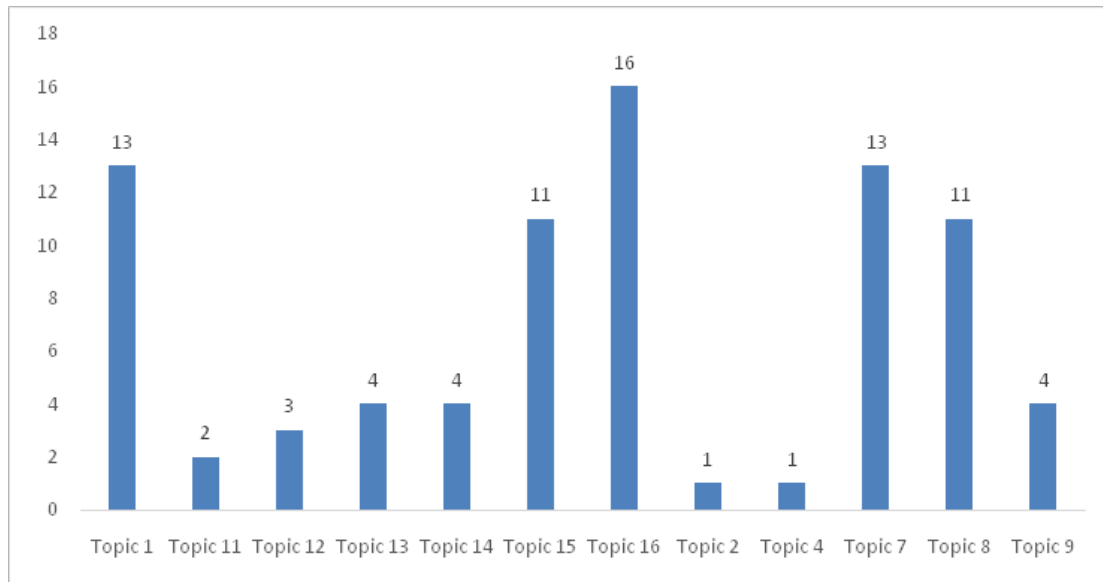
TV 21

MACEDONIAN LANGUAGE

1. COVERED TOPICS

In the news in Macedonian, TV 21 aired 84 reports during the analyzed period. Most of them (16 reports) regarded events outside current political events (the chaos with the landslide in the center of Skopje, activities of smaller political parties, as well as local events). The TV station also intensely covered the organizing of the elections (14 reports),

through the work of the SEC and the opinions for re-designing EU 6. The Special Public Prosecutor's Office was the topic of 13 reports, while the situation with the floods was analyzed in 8 reports. 4 reports each were dedicated to the marking of Independence Day, the topic of borrowing and the state of the media.



Number of reports on TV 21 in Macedonian, in relation to the different topics (September 5 – 9 and 11 – 16)

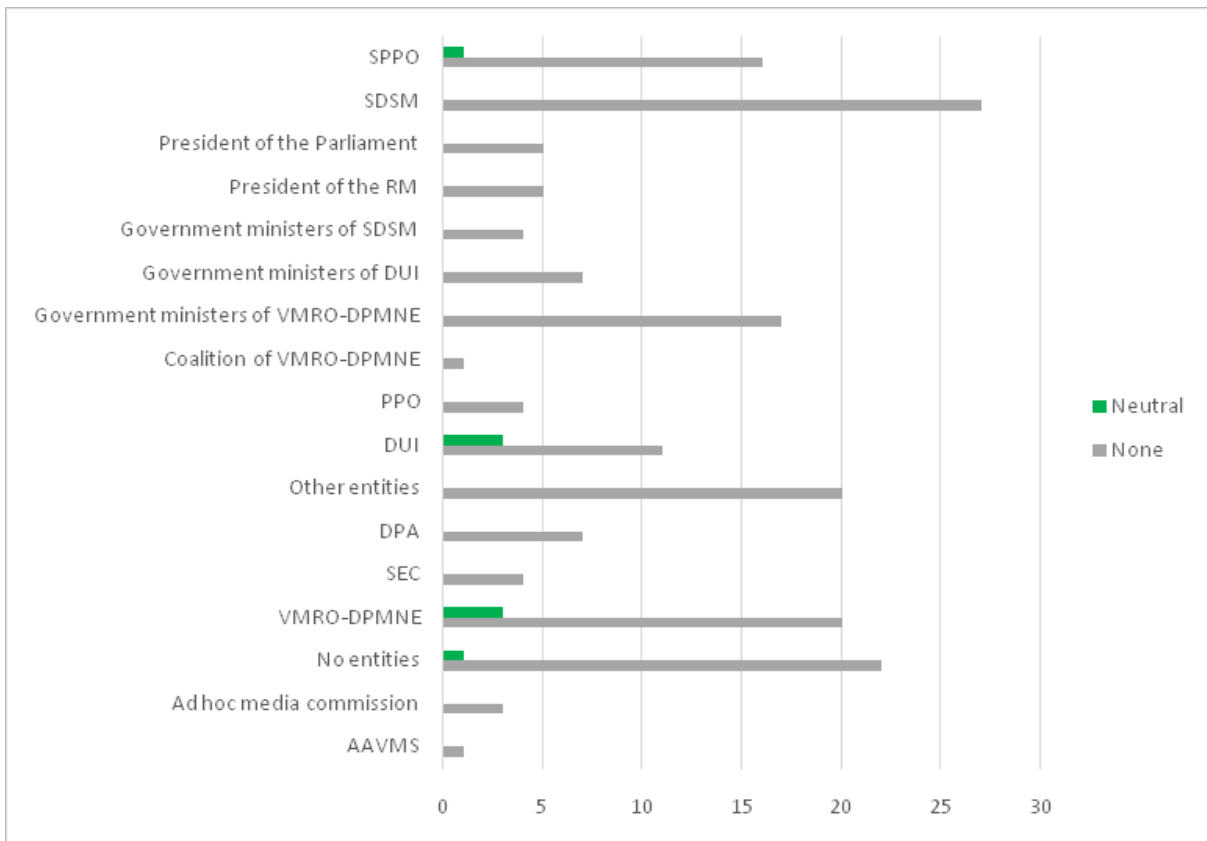
Topic 1	Organizing early parliamentary elections (preparation of the voters' registry, the issue with the exceedingly high number of voters in the sixth electoral unit, etc.)
Topic 2	Pre-election activities of political parties (all activities involving announcements, promises and reactions to them)
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
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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

2. POLITICAL ENTITIES

In most of the reports, the subject was the oppositional party SDSM (27), then followed VMRO-DPMNE (23), ministers from VMRO-DPMNE are the subject in 17 reports, and SPPO is the subject in as many reports. DUI were mentioned in 14 reports, and 7 reports also referred to DPA.

The only expressed opinion observed in three reports (about the Public Prosecutor's Office,

VMRO DPMNE and SDSM) was neutrally criticizing. In general, the TV station did not express any personal journalist or newsroom opinions in the reports in their news in Macedonian. The main emphasis is placed on expert opinions in the analyses that follow daily political events, where varied, contrary opinions are presented without exception.

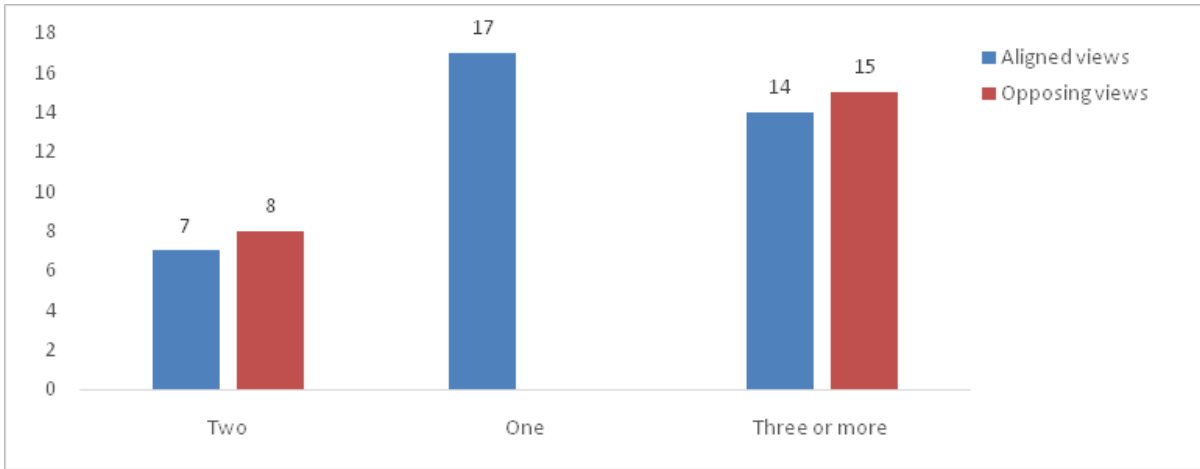


Number of reports and manner of framing political entities (September 5 – 9 and 11 – 16)

3. USING SOURCES

In 30 reports in the news in Macedonian on TV 21, the opinion of three or more interlocutors was expressed. In most of them (16), these opinions were conflicted. In 17 reports there was only

one source on which the information was based, while in 15 reports there were two or more viewpoints, which were opposing in 8 reports, while in 7 reports they were in congruence.



Using sources in the news on TV 21 in Macedonian (September 5 – 9 and 11 – 16)



MACEDONIA DEMOCRACY WATCH

REPORT BASED ON THE MONITORING OF TV NEWS PROGRAMMES

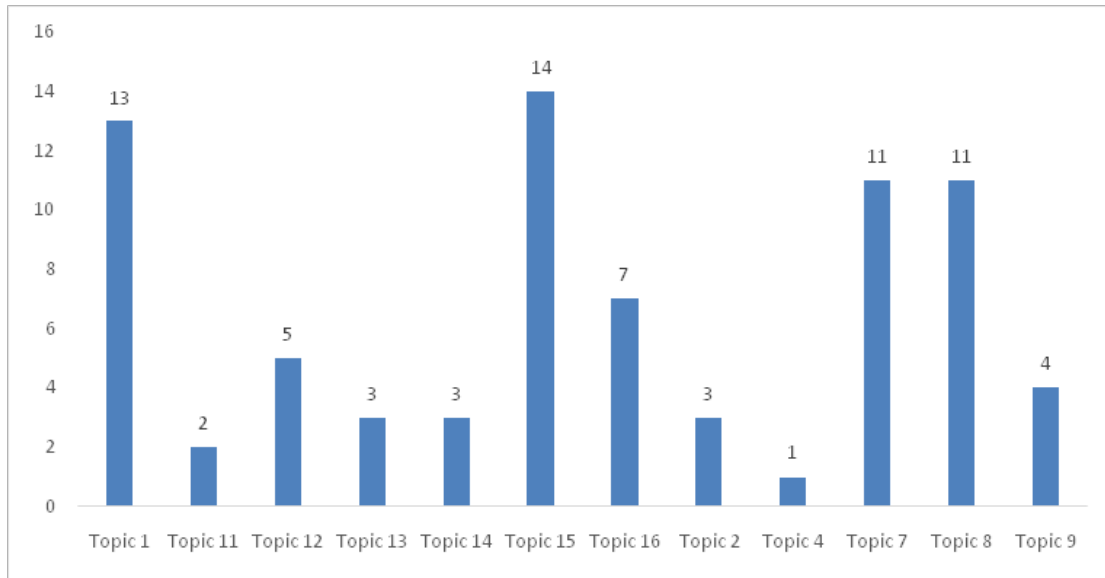


TV 21 ALBANIAN LANGUAGE

1. COVERED TOPICS

TV 21 aired 78 reports in their news in Albanian. Most of them were about the work of the institutions (the state of schools, regional cooperation) - 15, after which followed the topic of organizing the elections (13 reports), such as the work of the SEC, the debate for re-designing EU 6. 11 reports were about the work of the SPPO related to the first charges, and as many reports

(11) were about the situation with the floods. The TV station aired 7 reports about the investigation about the King Air that crashed near Skopje, the landslide in the city center, near the building of the MoE and about other institutions outside political events. The state of the economy (unemployment) was the topic of 5 reports, while Independence Day was the topic of 4.



Number of reports on TV 21 in Albanian, in relation to the different topics (September 5 – 9 and 11 – 16)

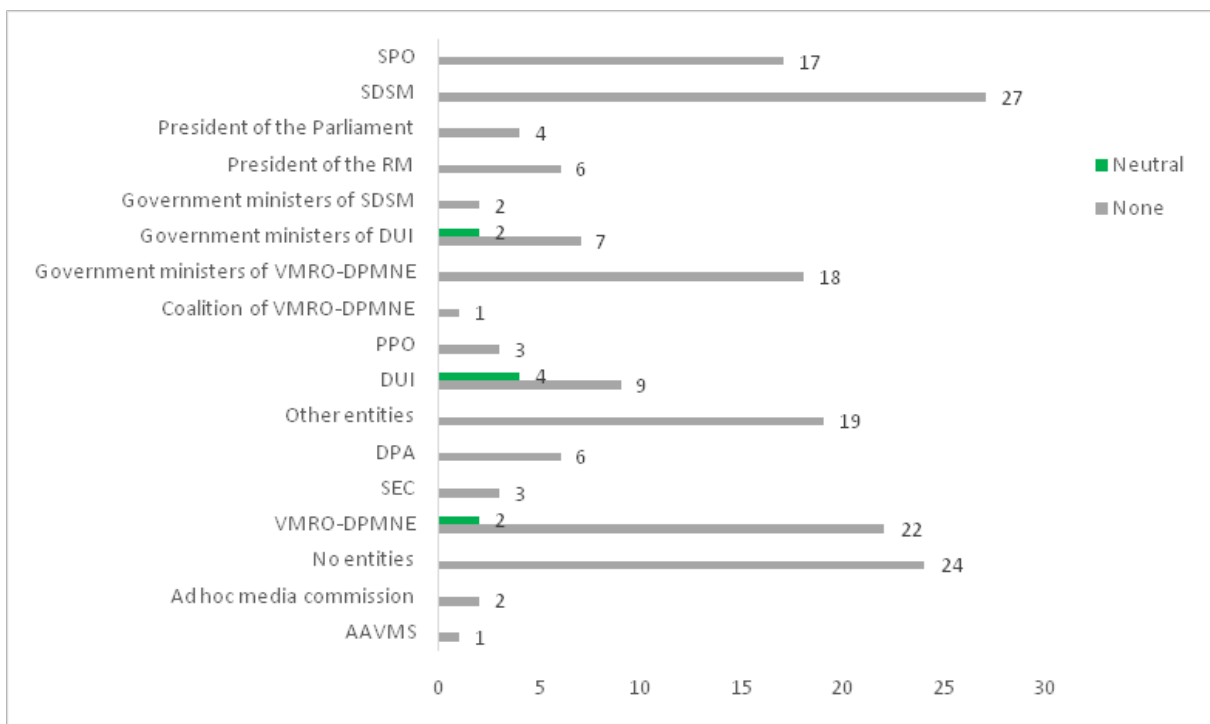
Topic 1	Organizing early parliamentary elections (preparation of the voters' registry, the issue with the exceedingly high number of voters in the sixth electoral unit, etc.)
Topic 2	Pre-election activities of political parties (all activities involving announcements, promises and reactions to them)
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
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Topic 15	The work of the institutions
Topic 16	Other topics

2. POLITICAL ENTITIES

Most of the reports shown in the news in Albanian on TV 21 referred to SDSM (27), then VMRO DPMNE (25), subjects that do not refer to political actors were mentioned in 19 reports. SPPO and the announcement of both charges were the topic of 17 reports, while the ministers from VMRO DPMNE (18), DUI (13), DPA (6) and the President of the Republic of Macedonia (6).

In these news reports, the TV station did not display a personal stand towards any events or any

political entities. The only opinion provided was neutral, with argument supported criticism in 10 reports (DUI Ministers 3, DUI 4 and VMRO DPMNE 3). In the news reports, unlike the other TV stations, information was provided in more depth about political and every day events of the Albanian ethnic community, by treating public interest issues in regions where this community is the majority of the population, without favouring any opinions, of the community or of any political entity.

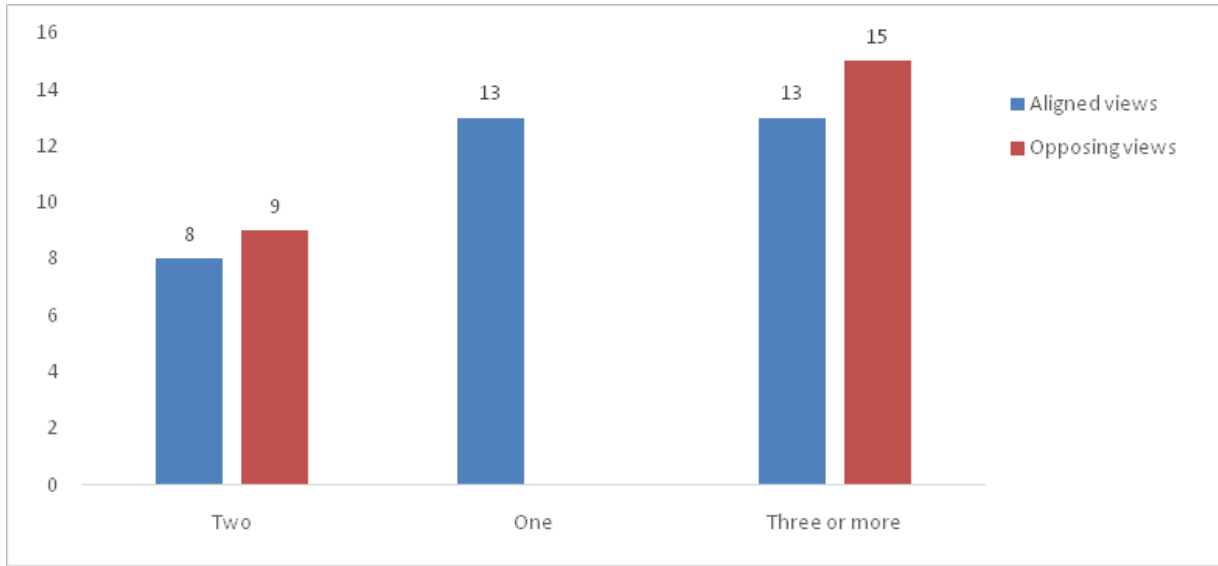


Number of reports and manner of framing political entities (September 5 – 9 and 11 – 16)

3. USING SOURCES

In most of the reports (29) the standpoints of three or more interlocutors were faced, 16 of which were with contrary standpoints, while 14 had similar stands. In 17 reports two sour-

es were used, 9 of which were opposed and in 8 they were in line. 13 reports had only one source of the conveyed information.



Using sources in the news on TV 21 in Albanian (September 5 - 9 and 11 - 16)



MACEDONIA DEMOCRACY WATCH

REPORT BASED ON THE MONITORING OF TV NEWS PROGRAMMES

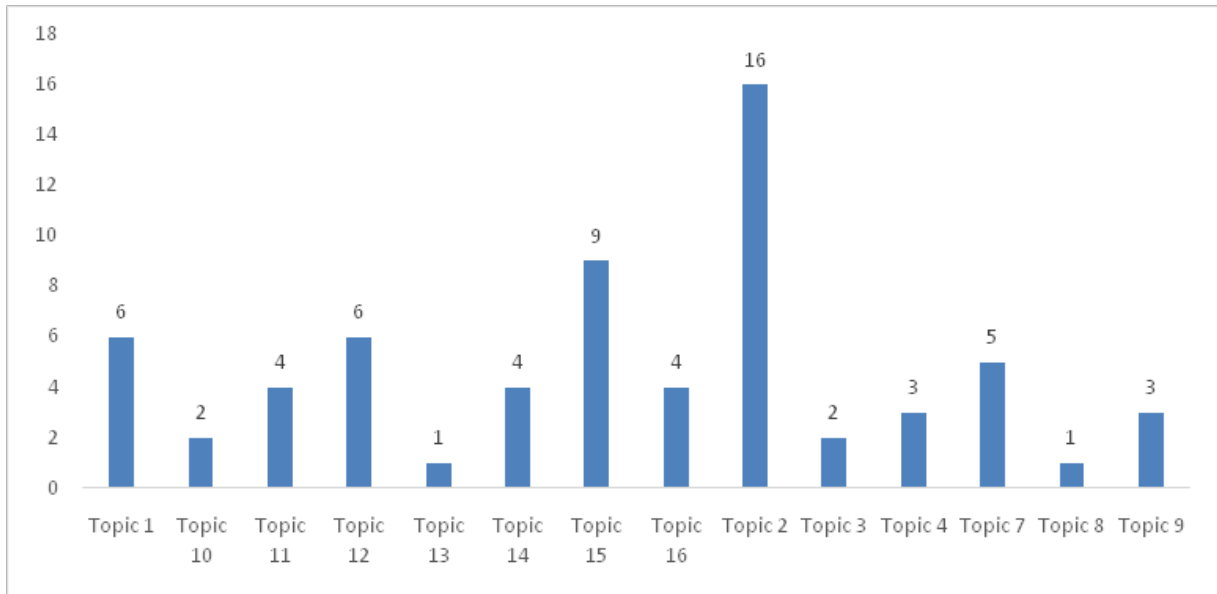


TV NOVA

1. COVERED TOPICS

In the period from September 5-9 and September 12-16, TV Nova broadcast 67 reports about current political events. Most of the news were dedicated to electoral activities of the parties (16). In 9 reports information was conveyed about the work of the institutions (European Integrations, signing agreements, visits). In 6 reports the topic was organizing the elections

(SEC, EU6), and also in 6 reports the topic was the state of the economy (unemployment, investments). The work of the SPPO which often came up after announcing the first two charges was the topic of 7 reports on this TV station, while 4 reports each were devoted to the state of the media and Zaev's proposal for widespread use of Albanian language in the country.



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

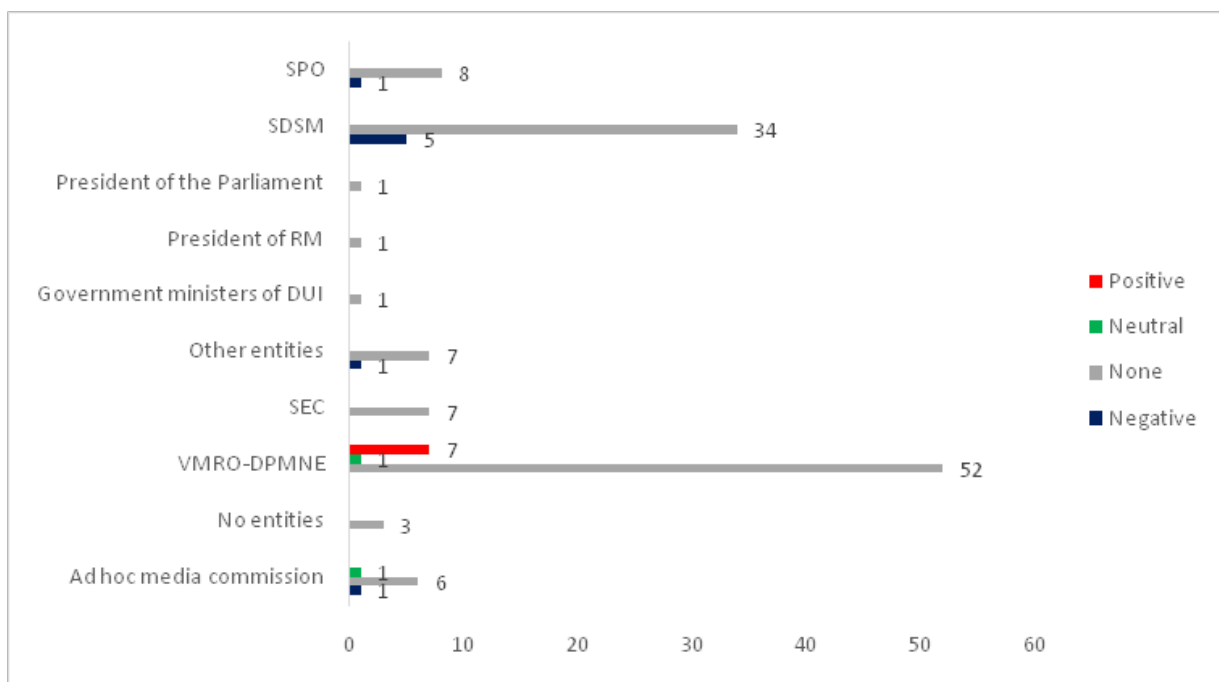
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Topic 16	Other topics

2. POLITICAL ENTITIES

In most of the reports, the subject was the ruling VMRO DPMNE (61), while SDSM were mentioned in (39). The SPPO was the subject in 9 reports, while the Ad Hoc organ constituted for working on the media issue was the subject in 8, along with other institution such as smaller political parties, non-governmental organizations... SEC was mentioned in 7 reports during this period. Most often the journalist and the newsroom did not express a personal opinion in the reports. The analysis showed that in 7 reports there was an affirmative attitude towards the activities of the ruling

VMRO DPMNE, while a negative attitude was observed in 7 reports, 5 of which referred to SDSM, one for the Ad Hoc organ for the media and one for SPPO.

Promoting the activities of the Government and the ruling VMRO DPMNE continues to be a mark of the news on TV Nova. However, unlike the previous period, this attitude is less present, as is the negative attitude, especially towards the oppositional SDSM. The number of reports that inform about events, without taking sides is growing, at the expense of the reports including commentary.

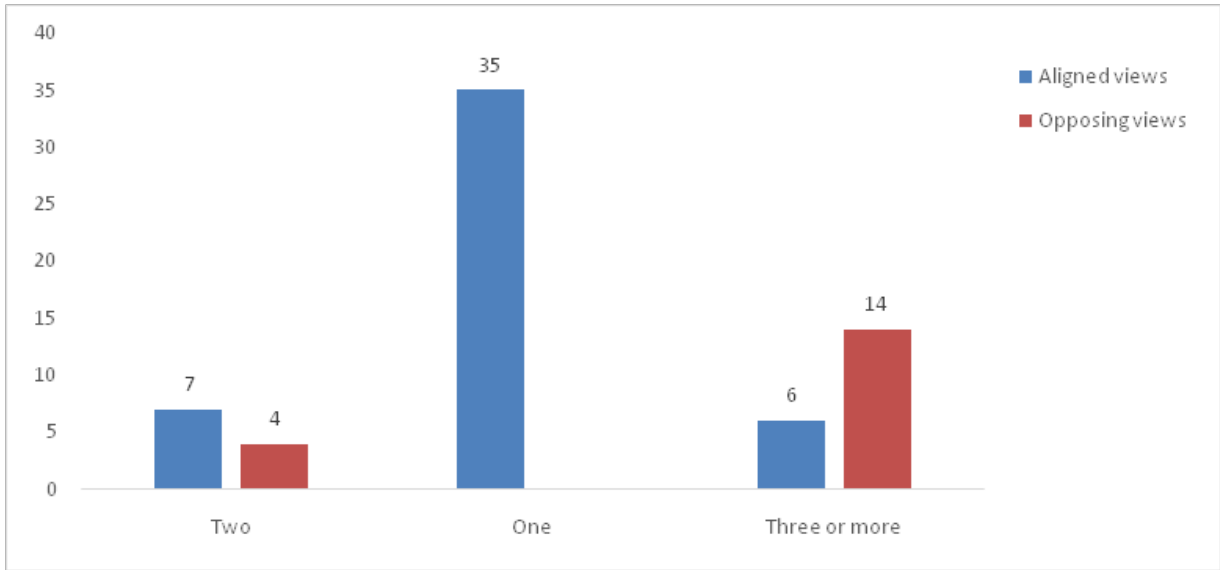


Number of reports and manner of framing political entities (September 5 - 9 and 11 - 16)

3. USING SOURCES

Most of the reports point to only one source of information (35). In cases when three or more sources were used (20 reports), most of them

(14) showed conflicting views. In the reports where two sources were provided (12), most of them had the same opinions (8).



Using sources in the news of TV Nova (September 5 - 9 and 11 - 16)



British Embassy
Skopje

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