



MACEDONIA DEMOCRACY WATCH

REPORT BASED ON THE MONITORING OF TV NEWS PROGRAMMES

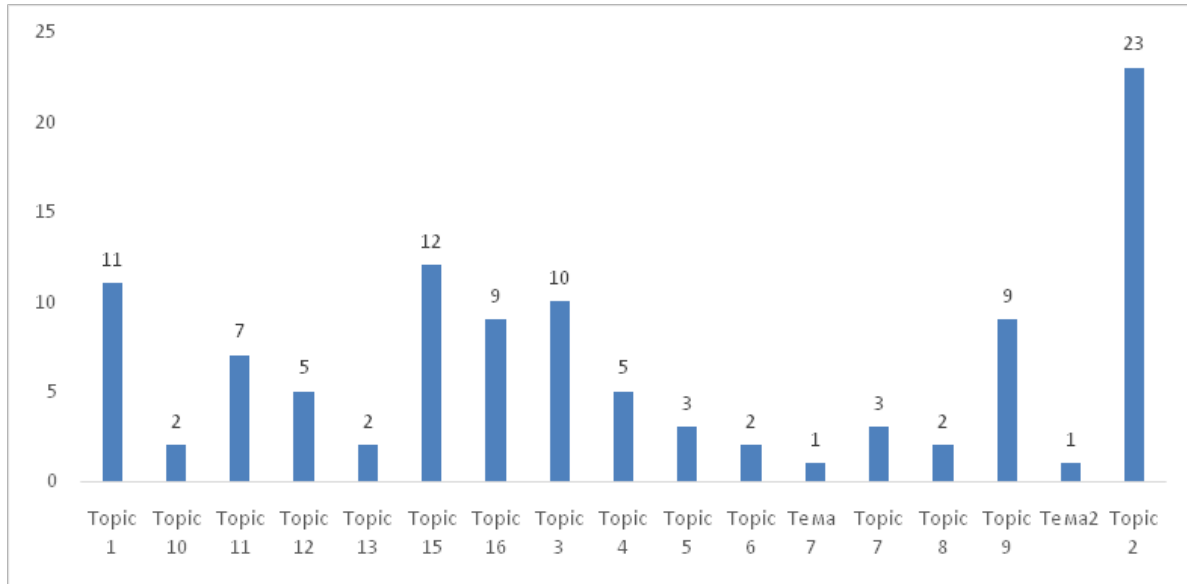


SITEL

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.

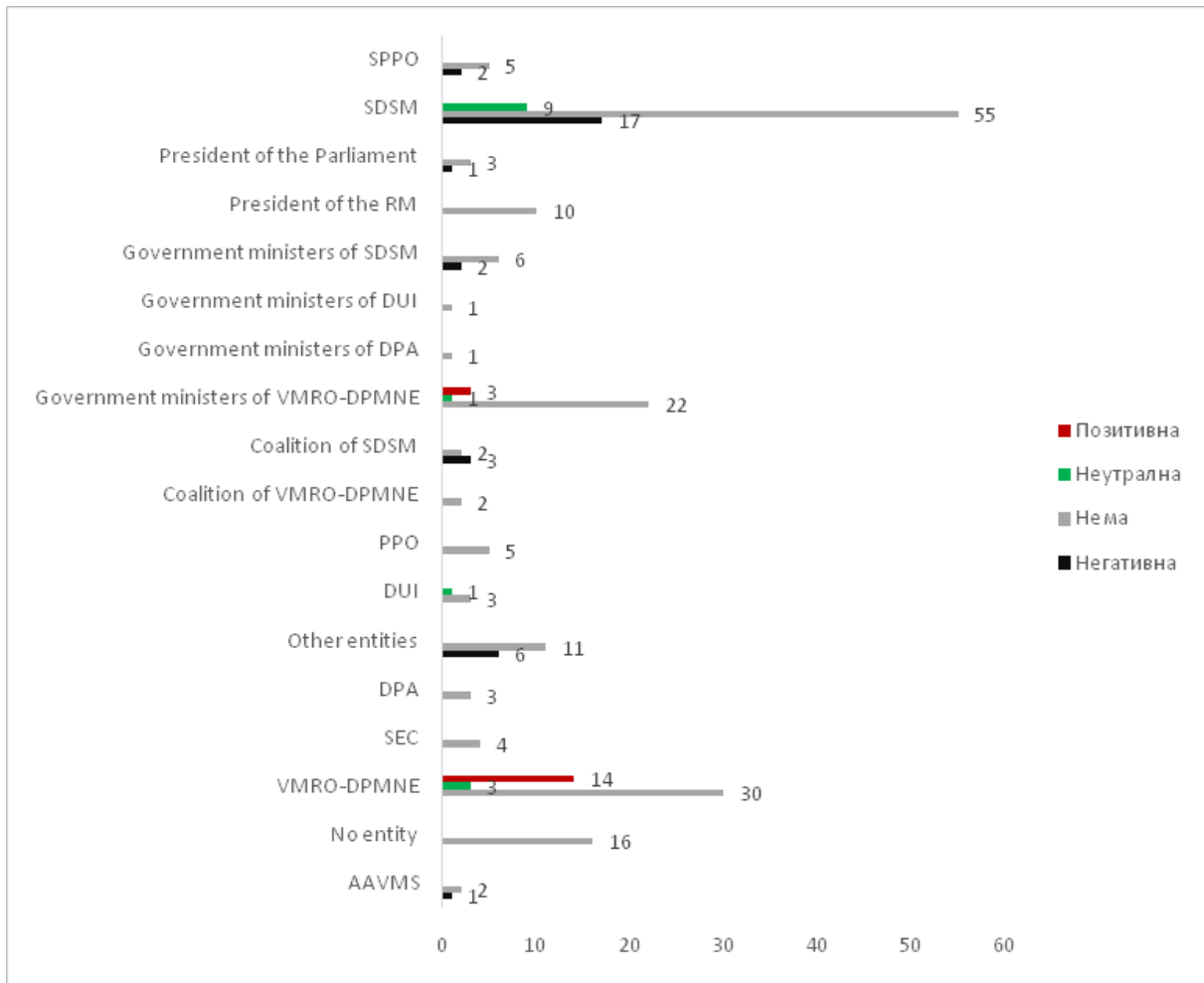
2. POLITICAL ENTITIES

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

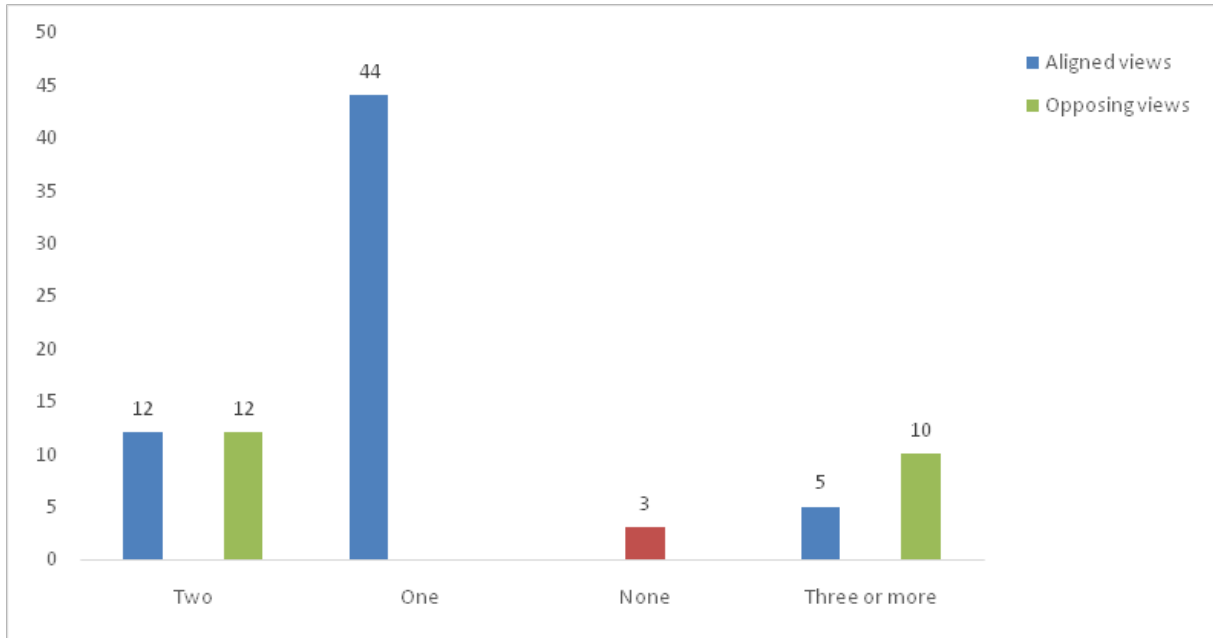


Number of reports and manner of framing of political entities (September 5 - 9 and 11 - 16)

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.