



# ИЗВЕШТАЈ ОД СЛЕДЕЊЕТО НА МЕДИУМСКИТЕ СОДРЖИНИ

16 април - 7 мај 2016



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

## **5. TV 21 (Macedonian)**

### **(1) First week (16 – 22 April 2016)**

In the period between 16 and 22 April, in the news in Macedonian TV21 aired a total of 102 segments on political events. There were most news segments aired on: the elections and the political crisis (23 segments), the protests (21 segments), the blanket pardon (14 segments), the suspending of the opposition ministers' decisions (3 segments), the work of the SPO (3 segments), government projects (2 segments), the activities of the opposition (2 segments), the Greek-Macedonian relations (3 segments), the media (1 segment), and other subject matters.

Two segments concerning the activities of government officials feature a positive tone in the reporting (17 April, 'Todorov: 100 co-funded residency trainings for the unemployed,' 18 April, 'The appearance of the Old Bazaar to be changed. Kuçi: Let us enjoy this lovely day').

Commentary and Opinions in the News: This week the broadcaster covered many different issues. On current events, such as the elections, the blanket pardon and the protests, the television offered balanced reporting without express journalistic opinion, either in the segments or in the announcements. In this period 12 analyses on current events were aired (16 April, 'Are there conditions for elections on 5 June?', 22 April, 'Personal sanctions against the political elites. Vienna fell through—the circle around Macedonia closes,' 17 April 'Blanket pardon. Raufi: Ivanov should pardon persons involved in fabricated cases,' 19 April, 'Safety at the protests. Experts: Police presence unnecessarily increased,' 21 April, 'Protests and counter-protests. A call to avoid violence'), with juxtaposing opposing expert opinions. The broadcaster aired two segments promoting certain government projects, and another two presenting the views of the opposition, both being critical of certain government policies (17 April, 'Kire Naumov: The amendments to the Law on VAT should be repealed by the Constitutional Court,' 10 April, 'Kicarovski accuses: Pressure is being exerted on workers in Ohrid'). Additionally, there were two segments aired that are of particular interest to the Albanian community—the agreement for crossing the border with Kosovo with ID cards and the meeting of the minister of economy from DUI with members of the party.

Using Sources: In 53 news segments only one source was used. In 19 segments two opinions were juxtaposed, by in 14 they shared the same position. In 16 segments, three or more opinions were juxtaposed, whereby in 8 they shared the same position and in an equal number they had opposing views. In 10 news segments, the journalist did not refer to a specific source, but the information was



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not manipulative but informative.

Direct Addresses: In the analysed period, in the news in Macedonian on this broadcaster a total of 9 addresses were aired. It is notable that for the most part they were statements of the leaders of the Albanian political parties: two each of the leader of DUI Ahmeti and of the leader of the Movement for Reform of DPA Sela, whereas with one statement each were featured the leaders of DPA Thaci, of NDP Memeti, and of Uniteti Ostreni. There were two statements of the leader of SDSM Zaev aired as well.

Audio-visual Presentation: The only case that may be considered as manipulatively presented was the segment from 17 April 'Todorov: 100 co-funded residency trainings for the unemployed,' where the press release was conveyed without proper distance.

## **(2) Second week (23 – 28 April 2016)**

In the period between 23 and 28 April, in the news in Macedonian, *TV 21* aired a total of 88 news segments on political affairs. The most features were topics related to the early elections (17 segments), the protests (11 segments), President Ivanov's blanket pardon (5 segments), the announcements of possible sanctions because of the political crisis (3 segments), the Special Prosecutor's Office and the Krpač case (3 segments), the activities of the opposition (3 segments), the Government projects (2 segments), the refugee situation (2 segments), and other subject matters. None of the news segments featured an express journalistic opinion.

Commentary and Opinions in the News: Considering the lack of segments featuring an express apologetic or demonising journalistic position, one may conclude that the broadcaster offered balanced reporting on current affairs, whereas the analytical segments featured neutral criticism, by using multiple opposing views on a given issue.

This week, the news in Macedonian aired two segments related to Government activities (the memorandum of cooperation between the real estate cadastres of Macedonia and Albania and the industrial growth of the country), but none of them featured favourable or demonising journalistic positions. The subject matters of the 9 analyses aired this week pertained to current events: 'The non-governmental organisations and the protests. Civil society cannot overcome ethnic barriers' (23 April), 'Warning of sanctions. The political parties with different comments' (24 April), 'The EU presses for a solution. The date of the elections—a hot topic' (26 April), 'The World Bank: Loans for the municipalities in Macedonia only after the elections' (26 April).

Three segments were related to the activities of representatives of the opposition, which were critical of the operation of the Government ('New finger-pointing by Nikolovski: Illegal operations at the Agricultural Development Agency' (25 April), 'Kire Naumov: They borrowed another EUR 1.2 million today' (26 April), 'Kiracovski: Gruevski connected to suspicious tenders. Millions of euros for companies close to the authorities' (26 April)).

Using Sources: Most news segments (28) referred to only one source. In 23 segments two sources were used, in 14 the sources shared a single position, whereas in 4 the sources had opposing views. Six news segments featured three or multiple sources, in 4 of which they had different positions. In 11 news segments there was no reference to a source of information, but the information itself was not manipulative in content.

Direct Addresses: In the news there were a total of 7 addresses aired, one each by leaders of different political parties: Stojanče Angelov, Zoran Zaev, Fijat Canoski, Pavle Trajanov, Jove Kekenovski, Nikola Gruevski and Zdravko Saveski (*Levica/Left Wing*).

Audiovisual Presentation: There was no audiovisual manipulation featured.

### **(3) Third week (2 – 7 May 2016)**

During the analysed five-day period, in the news in Macedonian, the TV21 television broadcaster aired a total of 79 news segments related to current political events and actors. The greatest focus was placed on the early elections (13 segments), the protests and counter-rallies (11 segments), the blanket pardons (6 segments), the work of the SPO and the Krpač and Transporter cases (5 segments), the impact of the political crisis on the economy (4 segments, plus 2 on the public borrowing), the possible sanctions from the EU (3 segments), the prisoners' protest (3 segments), the migrant crisis (2 segments), the opposition (1 segment), as well as on the media (1 segment), and other subject matters. This week the broadcaster also aired 6 news segments covering topic of interest to the Albanian community (the trials for Divo Naselje, the 15-year anniversary of the Slupčane events, and the inner-party elections in NDP).

Commentary and Opinions in the News: None of the aired news segments featured an express journalistic position, either favourable or demonising to the subject reported on. The reporting was balanced, in a mildly critical tone, particularly on the topics of interest to the Albanian community (2 May: 'Lipkovo 15 years after the armed conflict. The villagers: We lack basic living conditions,' 7 May: 'Click Plus debate: Divo Naselje—a year later'). The topics were covered in the news or through reports and analyses (7 this week), analysing various aspects of current events (2 May: 'Experts: Alarming security situation? Angelov: The citizens want to live without fear,' 4 May: 'NBRM tightens the economic policy. Economists: This is a signal that the NBRM is protecting the denar,' 6 May, 'The markets are half-empty: Has the citizens' purchasing power diminished?'). The protests of the *Protestiram* platform and the GDOM association were covered on a daily basis, but a lack of balance was noted since the information on the protests against President Ivanov's blanket pardon were featured more in the news.

Using Sources: Most segments were without a precisely cited source of information (20). This is mostly due to the fact that on 4 May, probably for technical reasons (it was not explained), the news were primarily announcements—news read by the anchor.

Eleven news segments featured two sources, but in 8 they had matching positions, whereas 14 segments featured three or more statements, in 7 of which they opposing, and in the remaining they were identical.

Direct Addresses: In the five analysed days, only two statements of party leaders were aired—one each by the leader of Dignity Angelov and of NDP Vesel Memedi.

Audiovisual Presentation: There was no audiovisual manipulation.

## **6. TV 21 (Albanian)**

### **(1) First week (16 – 22 April 2016)**

In the monitored period, the broadcaster aired 84 news segments covering political issues and subjects. There were 21 segments aired on the protests, another 14 segments on the blanket pardon and 5 on other aspects of the political crisis, then 14 segments on the early elections, 4 segments on the activities of the Special Prosecutor's Office, and 6 news segments on topics of interest to the Albanians. There were also 5 news segments on the squabbles between the ministers of SDSM and



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the VMRO-DPMNE.

Two of the aired news segments were critical of the government, and one was favourable to DUI.

Commentary and Opinions in the News: The blanket pardon and the ensuing crises took over most of the room in this broadcaster's news (16 April, 'After Skopje and Bitola, protests spark in Strumica as well'), but there were reports on the international reactions too (16 April, 'Hahn: Without fair elections, the EC will not recognise the future Government'), as well as the reactions to the protests themselves (17 April, 'SDSM says that Macedonia stands up in defence of the constitutional order,' 18 April, 'The revolt in the streets continues, protests in multiple cities'). The search for a solution to the crisis was in the focus too (18 April, 'The EU confirms the meeting in Vienna'), as well as its effect on the overall society (19 April, 'Prisoners ask Ivanov for pardons and threaten to radicalise their revolt').

On 20 April, it broadcast Zaev's statements that, in order for SDSM to go to Vienna, 'Ivanov should rescind the blanket pardon ordered by Gruevski and the elections should be postponed,' as well as Trajko Veljanoski's response that it was impossible to reconvene the Assembly. It also aired the message from Ahmeti that 'the Albanians are sick and tired from VMRO-DPMNE's and SDSM's partisan interests.' There was also coverage of the international messages to Ivanov: 'with the pardon you have undermined the rule of law.' The concern of a possible conflict was another topic covered by the media outlet (21 April, 'Skopje today is an arena, the police is ready for the protests of the two blocs'). Regarding the announced rally of the Albanians, it was noted that it was not in their interest to protest without prior agreement with SDSM. Nevertheless, their activity was covered the following day (22 April, 'A red-and-black protest in front of the Assembly, with demands for a binational state, the Albanian as an official language throughout the territory, and defining a new state'). The coverage of the so-called Coloured Revolution continued as well.

Regarding the new case of the Special Prosecutor's Office, the basic information is conveyed (21 April, 'The demolition of Kosmos was ordered by Gruevski'), as well as the reaction that the SPO used purely partisan rhetoric, and SDSM's view that Macedonia is in a crisis so that Gruevski may avoid prison.

Information critical of the Government were broadcast (19 April, 'A new EUR 3.2 million borrowing from domestic creditors,' 20 April, 'Macedonia with the worst ranking in the region according to Reporters Without Borders').

Using Sources: There were 31 news segments using a single source aired, and 10 segments using two or more sources, but sharing the same position, whereas the remaining 36 featured differing or opposing views of the sources.

Direct Addresses: There was one direct address aired by the leaders of SDSM Zoran Zaev, of DUI Ali Ahmeti and of DPA Menduh Thaci each, as well as statements of leaders of smaller Albanian parties.

Audio-visual Presentation: No manipulative audio-visual presentation was noted.

## **(2) Second week (23 – 28 April 2016)**

In the news in Albanian, the *TV 21* television broadcaster aired 65 news segments concerning political subjects: on the blanket pardon (13 segments), on the protests (15 segments), on the elections (8 segments), on the media (4 segments), on the work of the SPO (3 segments). Five of the segments were on topics of interest to the Albanian community, while two expressed a favourable position to government policies and one was in a critical tone. Four segments featured the critical views of representatives of the opposition on the Government operations.



Commentary and Opinions in the News: The broadcaster offered neutral and critical reporting on the crisis caused by the blanket pardon and the protests against it: ‘The Colourful Revolution: Guerilla actions to colour the baroque’ (23 April), ‘*Protestiram* moves to radicalise the revolt, GDOM agains street vandalism’ (24 April), ‘Protests are in their 12<sup>th</sup> day, the protesters do not back away from the colourful revolution,’ ‘Saveski from *Levica* detained, the police go after everybody who thinks differently’ (25 April), ‘The HC demands that the freedom to protest not be restricted’ (26 April).

On the topic of the political crisis and the election, the broadcaster aired positions on the potential sanctions by the EU and the USA against members of the authorities and the ruling party (‘Announcements of sanctions by the EU and the USA, difficult times for Macedonia, analysts predict’ (24 April)), as well as radical positions by association blaming the international community for the crisis (‘Macedonian Manifesto blame the international community for the crisis in Macedonia’ (25 April)). It also broadcast the analysis ‘A battle to the death instead of an agreement’ of the German newspaper *Frankfurter Allgemeine Zeitung* (26 April) and the position of an Austrian expert on the Balkans ‘Gruevski either in power or in prison’ (27 April).

It also covered the dustups regarding the election date: ‘The election date: The EU insists that the leaders in Skopje find a solution’ (26 April), ‘SDSM say that the registry is not consolidated,’ ‘VMRO: SDSM continues to avoid elections’ (27 April), ‘MOST and *Civil* with a united position: There are no conditions for credible elections on 5 June’ (28 April).

The broadcaster also covered the work of the SPO and the bickering between the parties regarding its role, particularly in relation to the murder in Kapištec of one of the pardoned individuals from Ivanov’s list: ‘The SPO is suspicious the Krpač committed suicide, has evidence that he was placed under pressure’ (28 April). Regarding the topics of interest to the Albanian community, there were reports of putting up monuments of Albanian activists in the centre of Skopje (25 April). In the context of the crisis, there was an analytical segment, ‘Civil society cannot overcome ethnic barriers’ (23 April), and in the segment on the protest of the Albanians from the Movement for Sela’s Movement for the Reform of DPA in front of the Assembly the crises was given an ethnic feature (24 April).

In the segment ‘Gruevski connected to suspicious tenders. Millions of euros for companies close to the authorities,’ government policies were criticised. The broadcaster also aired MODEM’s report, stating that ‘TV 21 offers neutral and critical reporting,’ unlike ‘pro-governmental media outlets such as *Sitel*, *Kanal 5* and others’ (28 April).

Using Sources: In 24 segments a single source was used, whereas 15 segments referred to two or more sources, but sharing a single position.

Direct Addresses: The broadcaster aired one direct address by Gruevski and Zaev each.

Audiovisual Presentation: There was no manipulative audiovisual presentation featured.

### **(3) Third week (2 – 7 May 2016)**

During the reporting period, in the news in Albanian, the television broadcaster aired 76 news segments related to political subjects, processes or situations. The most featured were the topics pertaining to President Ivanov’s blanket pardon (15 segments), then the protests (13 segments), the economic consequences of the crisis (6 segments), the elections (6 segments), the Special Prosecutor’s Office (4 segments), the media (4 segments), and other subject matters. It aired 9 news segments with a special ethnic Albanian focus and 7 segments critical of the Government.

Commentary and Opinions in the News: The broadcaster offered neutrally critical reporting on the political crisis (3 May: ‘The protests of the Colourful Revolution in their fourth week’). The



protests were covered on a daily basis (4 May: ‘The Colourful Revolution in its 16<sup>th</sup> day, against elections without a consolidated voter registry’). It aired the positions of the international representatives (5 May: ‘Bailey and Orav state that the political crisis depends upon Ivanov’s decision,’ ‘According to the EU presidents, there are no minimum conditions for fair elections’). All activities related to the blanket pardon were covered (5 May: ‘In Bitola, a guerrilla action to congratulate Talevski on his pardon’).

The broadcaster reported on the attempts by the foreign representatives and the parties to resolve the crises and aired a statement by the leader of SDSM Zaev (3 May: ‘We demand rescindment of the blanket pardon and convening the Assembly in order to meet the conditions for fair elections’). It also reported on various consequences of the political crisis (2 May: ‘According to experts, the security situation in the country is alarming,’ ‘International isolation of Macedonia is possible as pressure to rescind the blanket pardon’). The main events and topics related to the political situation were constantly in the focus (4 May: ‘Germany appointed a special envoy for the country,’ ‘The International Crisis Group believes that Macedonia is dangerous for the region as well’). The broadcaster also aired warnings of economic consequences (5 May: ‘NBRM alarms that the crisis affects the decrease of economic growth’). The topics of special interest to Albanians were marked by the NLA (2 May: ‘Observing 15 years since the 2001 conflict’), and announced the anniversary of the Kumanovo events (4 May: ‘A memorial march in Divo Naselje, the citizens to boycott the political protests’).

The broadcaster also aired critical news segments on the government borrowing (3 May: ‘In the first four months the public debt reached EUR 4.3 million’), as well as the criticism of the opposition officials on the operations of the government (7 May: ‘Nikolovski, the deputy minister of agriculture, demands accountability for the money from the Japanese foundation: EUR 50 thousand for a company without offices’).

The occasion of the World Press Freedom Day was used to shed light on this issue as well (3 May: ‘On World Press Freedom Day, the AJM reiterates that freedom of expression is not respected’). Expert opinions were aired as well (3 May: ‘Macedonia is in media darkness, the government and media owners are the main culprits’).

Using Sources: Twenty-five segments feature a single source, and 15 segments feature two or more sources, but with a single position. Most news segments (27) feature two or more sources with differing or opposing views.

Direct Addresses: Over the whole reporting period, only one direct address was aired, by the leader of SDSM Zoran Zaev.

Audiovisual Presentation: No manipulative audiovisual presentation was noted.