

# **09.03.2011 The Broadcasting Council demanded from the electronic media to adhere to the programming standards in the political advertising**

**SKOPJE, 9.03.2011** – Due to the recently intensified political advertising in the TV programs, the Broadcasting Council (BC) once again warned the electronic media that the broadcasters must adhere to the advertising standards, stipulated in the Broadcasting Law also in the political ads.

This especially refers to the obligation that the advertising should respect the human dignity, not to encourage hatred, not to offend the political and religion beliefs and not to endanger the minors. BC noted that the political advertising should be properly marked and should be within the advertising quota. The possible exceeding of this quota will be penalized respectively.

The members of the BC also emphasized that the professional and impartial informing of the public is the foundation of the democratic societies and it is an obligation of the media, stipulated in the programming standards of the Broadcasting Law.