

# **DIVERSE APPROACHES TO PROFESSIONAL STANDARDS IN THE FIRST 10 DAYS OF THE PRE-ELECTION PERIOD**

**Skopje, 28 April 2016** – The Agency for Audio and Audiovisual Media Services concludes, in its Report on Media Coverage in the First Ten Days following the Calling of Elections, that some of the media have not been observing the programming principles for objective and unbiased presentation of the developments, provision of diverse viewpoints and their equal treatment,

respect for human dignity, promotion of the spirit of tolerance and independence and autonomy of the editorial policy. We wish to point out once again that observance of Article 61 of the Law on Audio and Audiovisual Media Services is a prerequisite for performing one's professional activities.

We are warning that, should certain media continue to air items in which the policies of the state are connected to measures incorporated in the election platforms of certain political parties and to report on the activities of the state authorities at the central and local levels in a manner that may serve as electoral media presentation of any political entity whatsoever, the appropriate legal measures will be undertaken.

We wish to remind the broadcasters that the requirement to present diverse viewpoints that will be given an equal treatment, as well as all other programming principles and the ban of hate speech, also apply to the debates, interviews and other current-affairs information programmes.

The first report on the monitoring of media coverage following the calling of the 2016 Early Parliamentary Elections, covering the period 15-24 April 2016, is available on the Agency's website, in the section ELECTIONS 2016. It can also be downloaded at the following link