

# Gender in Children's Programmes in the Spotlight of AAVMS' Public Meeting

✘ **Skopje, 30 June 2020** – The Agency for Audio and Audiovisual Media Services held a Public Meeting today using video conferencing due to the current Covid-19 pandemic. At the meeting, Agency Director Zoran Trajchevski presented an overview of the numerous activities carried out in accordance with the Annual Work Programme for the past six months.

Those attending had the opportunity to hear about the activities related to the monitoring of the election process of the Early Parliamentary Elections, the supervisions conducted over the broadcasters, the operators of public electronic communication networks and the print media publishers, the imposed public warning measures, the analyzes and studies conducted and the activities in the sphere of international cooperation.

The meeting placed a special accent on the analysis of gender in the media in 2019, which, for the first time in the country, made both quantitative and qualitative analysis of the treatment of gender in children's shows. The analysis covered a total of 520 shows for children, broadcasted as part of the programme services of MRT1 and MRT2 – Programme in Albanian, and the seven national terrestrial television stations of Alfa TV, Kanal 5 TV, Sitel TV, Telma TV and Alsat M TV, in the period from 15 September until 15 October 2019.

During the presentation of the key findings, the author of the analysis pointed out that the Public Broadcasting Service pursued a planned and well-thought-through programme policy regarding the children's population, but this statement

applies much more to MRT1 than to MRT2 – Albanian Language Programme, because the latter offers the needed variety of children’s programmes only partially.

As regards the programmes of the private terrestrial television stations at the state level, the findings show that there is no well-thought-through or thorough editorial approach to the selection of shows intended for different age segments of the juvenile audience, and they air far fewer shows for children than the Public Broadcasting Service. Most children’s shows were broadcasted by Sitel TV, followed by Kanal 5 TV. Telma TV aired only a few editions of a show, which to a certain extent applies to Alsat M TV as well, while Alfa TV did not broadcast any shows for children at all during the month analyzed.

The analysis, prepared for the needs of the Agency by a research agency, also offers recommendations for the Public Broadcasting Service and the private television stations. The analysis has already been published on the website [www.avmu.mk](http://www.avmu.mk), under the special banner titled “Gender and the Media,” and will also be printed as a publication in Macedonian, Albanian and English in the forthcoming period.

The views and opinions received, along with the position of the Agency for Audio and Audiovisual Media Services for the public meeting can be downloaded at the following link

**The presentations are available at the following links:**

Implemented activities in accordance with the Annual Work Program of AAVMU

**Activities implemented in accordance with AAVMS’ Annual Work Programme**

AAVMS Director Zoran Trajchevski, PhD

**Gender in Children’s Shows: A Multimethod Analysis of Gender Presentation by the National Broadcasters**

Igor Micevski, Social Development Research Institute, RESIS