

## **- ELECTIONS 2014 -**

### **CONCEPT FOR MONITORING OF RADIO AND TELEVISION PROGRAMME SERVICES**

#### **PERIOD**

##### **A. Prior to the initiation of the election campaign**

- ☞ The monitoring begins the day after the announcement of the election and ends at 24:00 hrs. the day before the election campaign.

##### **B. First round of the election campaign**

- ☞ The monitoring of the media coverage of the election campaign begins at 00:00 hrs. on the first day of the campaign in the first round and ends 24 hours before the voting day.
- ☞ The monitoring of the election silence begins at 00:00 hrs. on the day before the voting, and ends at 19:00 hrs. on the voting day.
- ☞ The results of the public opinion surveys related to the participants in the election process must not be published within a period of five days before the voting day in the first round.

##### **C. Second round of the election campaign**

- ☞ The monitoring of the media coverage begins at 00:00 hrs. on the first day of the campaign in the second round and ends 24 hours before the voting day.
- ☞ The election silence is monitored from 00:00 hrs. on the day before the voting in the second round to 19:00 hrs. on the voting day.
- ☞ The results of the public opinion surveys related to the participants in the election process must not be published within a period of five days before the voting day in the second round.

#### **MANNER OF IMPLEMENTATION**

Radio and television services at the national and regional level will be recorded and analysed in the premises of the Agency for Audio and Audiovisual Media Services. Local radio and television stations will be analysed by external associates from their homes. Data for all media will be entered directly into the software of the Agency for Analysis of Radio and TV Programme, regardless from where the analysis is being conducted. The entered data will be checked, after which conclusions will be drawn from the results that will be published in reports. Registered violations will be published, as well as the imposed measures and explanations for them.

#### **ASSOCIATES**

The monitoring of the media coverage of the elections in 2014 will be implemented by the employees in the Department for Programme Affairs of the Agency for Audio and

Audiovisual Media Services, eight associates from other departments in the Administrative Office of the Agency and external associates whose numbers will be different in different periods of the monitoring, because of the difference in the number of covered media. The basic requirements for selection of associates are: that they have completed at least secondary education, they are not members of a political party and not employed in radio or television (which should be confirmed by a statement), to be computer literate and to have a computer and Internet access, RA and TV set, and to have a quality technical access of RA and the TV stations that will be analysed.

- ☞ **In the period before the start of the election campaign** two external associates will be engaged - one for media in Macedonian language and one for media in Roma language.
- ☞ **For the first round of elections** 48 external associates will be necessary (12 from Skopje and 36 from other areas in Macedonia) - 38 for media in Macedonian language, 9 for media in Albanian and one for media in Roma language.
- ☞ **For the second round of elections** the number of external associates will be determined additionally depending on the results in the first election round.

## SAMPLE AND SCOPE

### **A. Prior to the beginning of the election campaign**

The monitoring of the Agency, in the period from the announcement of the elections until the beginning of the election campaign will encompass terrestrial and satellite television programme services at the state level (public and commercial), public and commercial radio stations at the state level and regional TV stations, that is, a total of 45 programme services. All other radio and television programme services will be analysed on the basis of petitions and complaints.

The sample for observation will consist of 24-hour programme (with an emphasis on one issue of the daily - informative programmes in the peak time) on the following television and radio services:

#### **1. THE PUBLIC BROADCASTING SERVICE – MRT**

Four services – two televisions and two radios:

- MRT1,
- MRT2,
- First programme of the Macedonian Radio– Radio Skopje,
- Programme in the languages of the ethnic communities on the Macedonian Radio;

#### **2. TRD TERRESTRIAL PROGRAMME SERVICES AT THE STATE LEVEL**

Five televisions broadcasted via a digital terrestrial multiplex:

- Alsat- M TV
- Alfa TV
- Kanal 5 TV
- Sitel TV
- Telma TV

Four radio terrestrial services:

- Antenna 5 Radio
- Kanal 77 Radio

- Metropolis Radio
- Slobodna Makedonija Radio

### **3. TRD SATELLITE PROGRAMME SERVICES AT THE STATE LEVEL**

Five satellite TV services at the state level:

- Kanal 5 Plus TV
- Nasha TV
- Sitel 3 TV
- Sonce TV
- 24 Vesti TV

### **4. TRD TERRESTRIAL TELEVISION PROGRAMME SERVICES AT THE REGIONAL LEVEL– A TOTAL OF 27 SERVICES**

Eight TV services of the region E1 Crn Vrv – Skopje (six via a digital terrestrial multiplex and two via a cable operator):

- Skopje TV (Alfa)
- Amazon TV
- BTR TV
- Edo TV
- Era TV
- MTM TV
- Skynet TV
- Shutel TV

Two TV services of the region E1 (Crn Vrv – Veles):

- KTV, Kavadarci
- Tikveshija TV, Kavadarci

Two TV services of the region E2 Stracin:

- Zlaten Kanal TV, Kriva Palanka,
- Sitel 2 TV, Kratovo,

Three TV services of the region E3 Turtel:

- D1 TV, Delchevo,
- Iris TV, Stip,
- Star TV, Stip,

Three TV services of the region E4 Boskija:

- TVT, Valandovo
- Kobra TV, Radovish,
- Kanal Vis TV, Strumica,

Three TV services of the region E5 Pelister:

- Boem TV, Kichevo,
- Uskana TV, Kichevo,
- Vision TV – BM, Prilep,

One TV service of the region E6 Mali Vljaj:

- NTV, Ohrid,

One TV service of the region E7 Stogovo:

- Kanal Tri TV, Debar,

Four TV services of the region E8 Popova Shapka:

- Kiss TV, Tetovo,
- Koha TV, Tetovo,
- Menada TV, Tetovo,
- Chegrani Media TV, village of Chegrane, Gostivar.

## **B. First round of the election campaign**

The monitoring in the first round of the election campaign will be the most comprehensive in scope. In the election processes so far, it was established that the volume of information on the election campaign is greater in the first than in the second round.

The analysis of terrestrial and satellite televisions at the state level will be conducted on the whole 24-hour programme. One issue of daily informative programmes broadcasted between 16:00 hrs. and 24:00 hrs. will be analysed, expected to include most concentrated information on the election campaign.

In the radio programme services at the state level the period from 06:00 hrs. to 20:00 hrs. will be analysed, an exception of which is the first programme service of the Macedonian radio, where the sample will be four hours longer, that is, it will end at 24:00 hrs. One issue of the daily informative programmes will be analysed.

Regional television services will be analysed from 06:00 hrs. to 24:00 hrs., and local television services from 16:00 hrs. to 24:00 hrs.

Regional radio stations will be analysed in the period from 06:00 hrs. to 20:00 hrs. , and local radio stations in the period from 08:00 hrs. to 18:00 hrs. The central issue of the daily informative programmes will be monitored - if any.

The sample excludes the Second programme of Macedonian Radio - Radio Two , the programmes of the public service in Bosniak, Vlach , Roma and Serbian language of the radio and television, non-profit university radios: Student FM 92.9 from Skopje , UKLO FM from Bitola and UGD FM from Stip and the local television stations Anisa TV from Plasnica, Lazani TV from Dolneni, since so far they did not become involved in the coverage of election campaigns or informed in a very small volume.

We also excluded the radio stations at the regional and local level, which according to the data from research agency "company for marketing research IPSOS STRATEGIC PULS DOOEL , Skopje" in 2013 , have a weekly reach less than one percent<sup>1</sup>. These services include: Skopje regional radios - Home radio, Classic, Jazz FM and RFM , then B -97 Radio and Aktuel Radio from Bitola, Sky Radio from Berovo; Valandovo Radio, CD Radio from Veles , Pro FM Radio from Gostivar , Merlin Radio from Debar, Kavardaraci Radio and Galaxy 2002 Radio from Kavadarci, Madison Radio from Kichevo, FM Kochani Radio from Kochani, Albana Radio from Kumanovo, Plus Morris Radio from Makedonski Brod, Radio Production LGN from Negotino and Puls Radio from Negotino, Ohrid Radio , Choki 5 Radio from Prilep, Pehchevo Radio, Eko Radio from Probishtip, Sveti Nikole Radio and Modea Radio from Sveti Nikole, RTV Drini - Bipi Radio, Dee Jay Radio, Energy Radio and Mi-ni Radio from Struga, Radio Focus from Tetovo, Besa Radio from Dolneni of Emi Radio from Rostushe.

These programme services will be treated on the basis of complaints, as a result of which they will have an obligation, every Monday during the campaign to submit to the Agency recordings of the overall programme aired in the previous week.

The sample for analysis will result from the total of 109 radio and television programme services in the state:

### **1. THE PUBLIC BROADCASTING SERVICE - MRT**

Five services - three television and two radio services:

- MRT 1,
- MRT2 (programmes in Albanian and Turkish language),

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<sup>1</sup> The data of the average weekly reach are obtained on the basis of the data which radio stations the respondent listened to at least five minutes in the previous year.

- The Assembly Channel/MRT,
- First Programme of the Macedonian Radio - Radio Skopje,
- Programme in the languages of the ethnic communities on the Macedonian Radio (in Albanian and Turkish language).

## **2. TDR TERRESTRIAL PROGRAMME SERVICES AT THE STATE LEVEL**

Five television stations broadcasted via a digital terrestrial multiplex:

- Alsat – M TV,
- Alfa TV,
- Kanal 5 TV,
- Sitel TV,
- Telma TV.

Four radio terrestrial services:

- Antenna 5 Radio,
- Kanal 77 Radio,
- Metropolis Radio,
- Slobodna Makedonija Radio.

## **3. TRD SATELLITE PROGRAMME SERVICES AT THE STATE LEVEL**

Five satellite TV services at the state level:

- Kanal 5 Plus TV,
- Nasha TV,
- Sitel 3 TV,
- Sonce TV,
- 24 Vesti TV.

## **4. TDR TERRESTRIAL TELEVISION PROGRAMME SERVICES AT THE REGIONAL LEVEL – a total of 27 TV services**

Eight TV services of the region E1 Crn Vrv – Skopje (six via a terrestrial multiplex and two a via cable operator):

- Skopje TV (Alfa),
- Amazon TV,
- BTR TV,
- Edo TV,
- Era TV,
- MTM TV,
- Skynet TV,
- Shutel TV.

Two TV services of the region E1 (Crn Vrv – Veles):

- KTV, Kavadarci,
- Tikveshija TV, Kavadarci.

Two TV services of the region E2 Stracin:

- Zlaten Kanal TV, Kriva Palanka,
- Sitel 2 TV, Kratovo.

Three TV services of the region E3 Turtel:

- D1 TV, Delchevo,
- Iris TV, Stip,
- Star TV, Stip.

Three TV services of the region E4 Boskija:

- VTV, Valandovo,
- Kobra TV, Radovish,
- Kanal Vis TV, Strumica.

Three TV services of the region E 5 Pelister:

- Boem TV, Kichevo.
- Uskana TV, Kichevo.
- Vision – BM TV, Prilep.

One TV service of the region E6 Mali Vlah:

- NTV, Ohrid.

One TV service of the region E7 Stogovo:

- Kanal Tri TV, Debar.

Four TV services of the region E8 Popova Shapka:

- Kiss TV, Tetovo,
- Koha TV, Tetovo,
- Menada TV, Tetovo,
- Chegrani Media TV, village of Chegrane, Gostivar.

## **5. TRD TERRESTRIAL RADIO PROGRAMME SERVICES AT THE REGIONAL LEVEL – a total of 12 radio services**

Twelve radio services of the region of Skopje:

- RA 90.3 FM Sportsko Radio,
- RA Arachina,
- RA Buba Mara,
- RA Vat,
- RA Zona M-1,
- RA Klub FM,
- RA Life FM,
- RA Rosa AB,
- RA Sky,
- RA City,
- RA Folk,
- RA Fortuna.

## **6. TRD TERRESTRIAL TELEVISION PROGRAMME SERVICES AT THE LOCAL LEVEL – a total of 24 TV services**

Two local TV services from Bitola:

- Orbis TV,
- Tera TV,

Two local TV services from Veles:

- Zdravkin TV,
- Kanal 21 TV.

One local TV service from Gevgelija:

- Nova TV.

One local TV service from Gostivar:

- Due TV.

One local TV service from Debar:

- Dibra TV.

One local TV service from Kichevo:

- Gurra TV.

Two local TV services from Kochani:

- Kanal 8 TV,
- Kochani LD TV.

Four local TV services from Kumanovo:

- Dalga – Krt TV,
- Nova TV,

- Festa TV,
  - Hana TV.
- Two local TV services from Ohrid:
- TVM,
  - Moris TV.
- One local TV service from Probistip:
- Protel TV.
- One local TV service from Radovish:
- Emi TV.
- One local TV service from Sveti Nikole:
- Svet TV.
- Two local Tv services from Struga:
- Spektra TV – village of Labunishta,
  - Kaltrina TV.
- One local TV service from Strumica:
- Intel TV.
- Two local TV services from Tetovo:
- Art TV,
  - Super Sky TV.

## **7. TRD TERRESTRIAL RADIO PROGRAMME SERVICES AT THE LOCAL LEVEL – a total of 27 radio services**

- Two local radio services from Bitola :
- RA 106,
  - RA Delfin.
- Two local radio services from Veles:
- RA Goldy,
  - RA Merak 5 FM.
- One local radio service from Gevgelija:
- RA Time.
- One local radio service from Gostivar:
- RA Kometa.
- One local radio service from Delchevo:
- RA Zora.
- Three local radio services from Kichevo:
- RA Akord,
  - RA Aleksandar Makedonski,
  - RA Uskana – Plus.
- One local radio service from Vinica:
- RA La Kosta.
- Three local radio services from Kumanovo:
- RA Bravo,
  - RA Jehorina,
  - RA KMR.
- Three local radio services from Ohrid:
- RA Lav,
  - MH Radio,
  - Super Radio.
- Two local radio services from Prilep:
- RA Meff,
  - RA Holliday.
- One local radio service from Veleshta:
- RA Rapi.

Two local radio services from Strumica:

- Radio Ekspres,
- RA Hit.

Four local radio services from Tetovo:

- RA Bleta,
- RA Kiss,
- RA Plus Forte,
- RA Fama.

One local radio service from Stip:

- RA Angels FM.

### **C. Second round of the election campaign**

The scope of the monitoring in the second round will be additionally defined, depending on the results in the first round.

***Agency for Audio and Audiovisual Media Services***