

Pursuant to Article 20, Paragraph 1, Indents 1 and 15, of the Law on Audio and Audiovisual Media Services (“Official Gazette of the Republic of Macedonia,” Nos 184/13, 13/14, 44/14, 101/14, 132/14, 142/16 and 132/17), and Article 10, Paragraphs 1 and 3, and Article 39, Paragraph 1, Indents 1 and 15, of the Rules of Procedure of the Agency for Audio and Audiovisual Media Services, No.01-4351/1 of 29.08.2014, in relation to Article 14 of the Law on Media and Article 51, Paragraph 1, of the Law on Audio and Audiovisual Media Services, on 9 October 2018, the Director of the Agency adopted the following

## **GUIDELINES**

### **ON IMPLEMENTING THE OBLIGATIONS RELATED TO IMPRESSUM AND TO INFORMATION THAT SHOULD BE MADE AVAILABLE TO THE USERS**

#### **I. GENERAL PROVISIONS**

1. These Guidelines determine the broadcasters’ mode of operating when meeting the obligations laid down in Article 14 of the Law on Media (Impressum) and Article 51, Paragraph 1, of the Law on Audio and Audiovisual Media Services (information that should be made available to the users).
2. The obligations requiring publishing of an Impressum and of information that should be made available to the users apply to all broadcasters.
3. The Impressum data are published at an appropriate place (as part of the announcement or the ending credits) within all broadcasted programmes, regardless of whether the latter are own production (produced by the broadcasters themselves, as co-production or commissioned) or foreign (purchased) programmes.

#### **II. OBLIGATIONS APPLYING TO TELEVISION PROGRAMME SERVICES**

##### ***Information that should be made available to the users***

4. In order to provide their users with an easy, direct and continuous access to data whereby they can identify and contact them, the television stations need to publish, at least once a day (preferably at the beginning of the morning part of

their programme), for a period of minimum 10 seconds, using a telop, the following data for identification of their programme service:

- Name of the audiovisual media service provider;
- The name identifying the programme service;
- Address of the headquarters and editorial office of the media outlet;
- Name and surname of the person in charge of the media outlet;
- Name and surname of the responsible editor, i.e. editors, in accordance with the internal organization of the editorial board;
- Contact information about the media outlet – at least a telephone number, an e-mail address and/or a web page, and
- The name of the competent regulatory body.

### *Impressum*

5. In their daily information programmes (news journals, newscasts, etc.) and other information programmes composed of several journalistic items, which they have produced themselves, the television stations should publish the Impressum as follows:

- Publish the following data as part of the ending credits:
  - Name and surname of the responsible editor of the programme service;
  - Name and surname of the responsible editor of the newsroom section (if any);
  - Name and surname of responsible editor of that particular issue of the journal/newscast/ information broadcast;
  - Names and surnames of the other members of the television crew who have been significantly involved in the preparation of the programme;
  - Date of production (day, month and year);

- The name of any other entity from which a certain item or part thereof has been taken, unless regulated otherwise by means of a mutual agreement.
  - During the show, publish the following data for each separate item in particular:
    - Name and surname of the journalist who is the author of the published item;
    - Names and surnames of the other persons who have been significantly involved in the preparation of the item (the cameraperson, the video editor, etc.)
6. With programmes that are the broadcaster's own production, the Impressum should be published as follows:
- The announcement or the ending credits should include the following data:
    - Name and surname of the responsible editor of the programme service;
    - Name and surname of the responsible editor of the editorial team that has produced the programme (if any);
    - Name and surname of the editor/author/programme host;
    - Name and surname of the co-authors, i.e. the entire television crew that has taken part in the complete audiovisual work;
    - The name of the entity that has produced the programme (the broadcaster, the co-producers, the independent producer that was commissioned to make the programme), and
    - Date of production (month and year).
  - If applicable, the data published should also include:
  - The name of the legal entity, or the name and surname of the person, that keeps the cultural good or archival work, or the reproduction of the work, that has been used,

- The name of any other entity from which a certain item or part thereof has been taken, unless regulated otherwise by means of a mutual agreement.
7. Within the collage entertainment and information programmes, or the information and entertainment programmes (morning shows, afternoon programmes, etc.) composed of several separate wholes aired under the same title, apart from the programme's Impressum, the television station should also do the following:
- Air an Impressum within each individual show, broadcast as part of the collage program;
  - Air the following data for each particular item:
    - Name and surname of the journalist, who is the author of the aired item, and those of the other persons who have been significantly involved in the preparation of the item (the cameraperson, the video editor, etc.), if not part of the team that has prepared that particular edition of the programme.
8. The obligation to publish an Impressum does not refer to airing individual music video spots.
9. This obligation applies to audiovisual works composed of a series of music videos compiled into a special programme piece by way of a journalistic/editorial intervention.
10. When broadcasting programmes that are foreign production, the television station should air the original credits.
11. If the programmes of foreign production are dubbed, the data about the team that has adapted the programme for the Macedonian audience should be published along with those of the original team, and not replace them.
12. If the programmes are subtitled, the ending credits should include data about who has done the translation and the processing (name of the production/person/television, etc.), along with the data about the original team.

### III. OBLIGATIONS APPLYING TO RADIO PROGRAMME SERVICES

#### *Information that should be made available to the users*

13. In order to provide their users with an easy, direct and continuous access to data whereby the latter can identify and contact them, the radio stations should announce, at least once a day (preferably at the beginning of the morning portion of the programme), the following programme service identification data:

- Name of the audio media service provider;
- The name that the programme service goes by;
- The frequencies on which the programme is broadcast;
- The address of the headquarters and editorial office of the media outlet;
- Name and surname of the person in charge of the media outlet;
- Name and surname of the responsible editor, or editors, in accordance with the internal organization of the editorial office;
- Contact details of the media outlet – at least a telephone number, an e-mail address and/or a website;
- The name of the competent regulatory body.

### *Impressum*

14. In their long-form daily information programmes (radio journals, etc.) and the other information shows composed of a number of journalist news items, made as their own production, the radio stations should announce the Impressum as follows:

- The ending credits should include the following data:
  - Name and surname of the responsible editor of the programme service;
  - Name and surname of the responsible editor of the newsroom section (if any);
  - Name and surname of the responsible editor of that particular edition of the journal/information show;
  - Names and surnames of the other members of the radio team who have been significantly involved in the preparation of the program;

- Date of production (day, month and year);
  - The name of any other entity from which a certain item or part thereof has been taken, unless regulated otherwise by means of a mutual agreement.
- During the show, at the beginning or at the end of each separate item, the name and surname of the journalist who has been the author of the aired item should be announced;
  - Names and surnames of the other persons who have been significantly involved in the preparation of the items (the cameraperson, the audio editor, etc.) should be announced as part of the ending credits of the show.
15. In the cases where editorial pieces consisting of short radio news (flash news shorter than 5 minutes) are aired, it is sufficient to announce the following data as part of the ending credits:
- Name and surname of the editor of that particular news edition;
  - Name and surname of the news presenter/journalist;
  - Name and surname of the person in charge of the technical guidance of the show;
  - Production date (day, month and year);
  - The name of any other entity from which a certain item or part thereof has been taken, unless regulated otherwise by means of a mutual agreement.
16. In the other programmes that are the broadcaster's own production, the Impressum is announced as follows:
- The announcement or the ending credits should contain the following data:
    - Name and surname of the responsible editor of the programme service;
    - Name and surname of the responsible editor of the editorial department that has produced the programme (if any);
    - Name and surname of the editor/author/show host;

- Names and surnames of the co-authors, i.e. the entire radio crew that has taken part in the making of the entire piece of audio work;
- Production date (month and year).

- If applicable, the following data should be announced as well:
  - The name of the legal entity, or the name and surname of the person, that keeps the cultural good or archival work, or the reproduction of the work, that has been used,
  - The name of any other entity from which a certain item or part thereof has been taken, unless regulated otherwise by means of a mutual agreement.

17. In their programme blocks/belts (the morning, the noon, the afternoon, the night programme, etc.) the radio stations should:

- Announce the following data as part of the announcement or the ending credits:
  - Name and surname of the responsible editor of the programme service;
  - Name and surname of the host of the programme block;
  - Name and surname of the person in charge of the technical guidance of the programme and, if applicable, the music illustrator and other members of the team who have been significantly involved in the preparation of the programme block (audio editing, the audio recorder, etc.);
  - Date of production (month and year);
  - The name of any other entity from which a certain item or part thereof has been taken, unless regulated otherwise by means of a mutual agreement.
- In their programme blocks/belts, apart from the Impressum of the programme belt, the radio stations should also do the following:
  - Announce Impressums for each individual show in particular, aired as part of a programme block;
  - Publish the following data on each individual item in particular:

- Name and surname of the journalist, who has been the author of the aired item, along with those of the other persons who have been significantly involved in the preparation of the item (audio recorder, audio editor, etc.), if different from those that are part of the team that has prepared that particular edition of the block.

18. The obligation to air an Impressum does not apply to broadcasting of individual music numbers.

19. This obligation also applies to audio works made of a series of music numbers compiled in separate programme piece by means of a journalistic/editorial intervention.

20. When broadcasting programmes made as foreign production, the radio should broadcast the original credits.

21. If the radio has processed the programmes of foreign production in some way (translation, dubbing, etc.), the ending credits should also contain data about who did the processing, along with the data on the original team.

#### IV. FINAL PROVISIONS

18. These Guidelines shall enter into force on the day of their adoption, and shall be published on the website of the Agency for Audio and Audiovisual Media Services.

**No.01-4443/1  
09.10.2018  
Skopje**

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

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**Zoran TRAJCHEVSKI, Ph.D.**

*(original signed and stamped)*