



NEWSLETTER

January 2018

No. 01/2018

DVD Launched on Media Literacy, Intended for Use by Primary Schools



As part of its efforts to promote media literacy development, on 25 January 2018, the Agency launched the project prepared by several members of the Media Literacy Network – a DVD intended for use by the primary schools in the Republic of Macedonia. The project was financed by the Agency, and supported by the Bureau for the Development of Education and by the Ministry of Education, which will be disseminating the DVD to all primary schools around the Republic of Macedonia in the forthcoming period.

As Agency Director Zoran Trajchevski, PhD, stressed at the launch, “The importance of this project is two-fold: on one hand, teachers will receive concrete written and video materials that they can use either to inspire themselves or as classroom resources and thus introduce media literacy into the primary schools in a more substantial fashion, while, on the other, cooperation both in and outside the Media Literacy Network is slowly but surely starting to function.”



Representatives of the School of Journalism and Public Relations, KonEdu Global, the Eurothink Centre for European Strategies and the Ombudsman's Office addressed the present, too, and spoke about the content of the materials with which they had contributed to the project, expressing their pleasure with mutual cooperation so far. The materials for the DVD had been provided by the Agency, the Macedonian Media Institute, Metamorphosis, the Infocentar NGO, Transparency Macedonia and the Helsinki Community for Human Rights.

Учество на Конференција за политичкиот плурализам во медиумите надвор од изборна кампања



A conference was held in Skopje on 24 January, dedicated to political pluralism in media reporting during periods outside of election campaigns. The conference was organized by the Macedonian Media Institute and the Council of Europe. The goal of the conference was to stimulate discussion about this important issue among the relevant stakeholders in the country and, by including the experiences of and the existing trends in the European countries, offer recommendations for promoting the current situation.

At the session dedicated to the mechanisms for promoting political pluralism in media contents in Macedonia, the Director of the Agency, Zoran Trajchevski, Ph. D., held a presentation in which he highlighted the legal framework of the regulator and the Agency's activities regarding this issue so far, as well as the recommendations for promoting political pluralism in the media. Some of the recommendations referred to respect for the professional standards, in terms of providing political pluralism; organizing debates, roundtables and workshops to present the joint efforts of all stakeholders in the media community; ensuring, on the media's part, presentation of the diverse political and ideological groups, including the minority standpoints and interests, as well as equal treatment of the diverse political stances.



The other speakers at the event stressed the importance of self-regulation in the media and building a system for protecting political pluralism. Part of the discussion was also dedicated to the experiences of the European communities in terms of political pluralism in media contents.



AGENCY FOR AUDIO AND
AUDIOVISUAL MEDIA SERVICES



NEWSLETTER

Data on Radio Stations' Reach and Television Stations' Share in Total Viewership – 2017 Annual and Q4 Reports

For the needs of the Agency for Audio and Audiovisual Media Services, two reports were conducted containing data on the radio stations' reach and the television stations' share in the total viewership – the 2017 Annual report and the Report on the Fourth Quarter of 2017.

The two reports are available on the Agency's website, www.avmu.mk

Supervisions over Broadcasters

The Agency conducted regular programme supervision over Kanal 5 TV, Sitel TV, Telma TV, Alsat-M TV, Alfa TV and the Macedonian Radio and Television's channel MRT 1, concerning their observance of the legal requirements to produce at least 10 hours of domestic documentary programme annually – or 30 hours in the case of the Public Broadcasting Service – and air it within the time frame from 7:00 hrs until 23:00 hrs during the day, and the requirement to produce at least 20 hours of domestic feature programme annually – or 30 hours in the case of the Public Broadcasting Service – and air it within the time frame from 7:00 hrs until 23:00 hrs during the day. The supervision found that the above broadcasters had acted in accordance with the respective provisions of the Law on Audio and Audiovisual Media Services.

Also conducted was a control administrative supervision over RADIO LAV from Ohrid, regarding its obligation to air data on its ownership structure, editor(s) in charge and financing sources used in the previous year, and submit a footage of the announcement to the Agency. The supervision indicated that the above broadcaster had acted in tune with the Media Law.

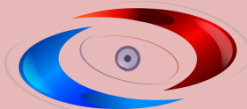
Supervisions over Print Media

The Agency conducted control administrative supervision over INDEPENDENT BALKAN NEWS, the publisher of the "Nezavisen" (Independent) daily, in order to verify if, following the issuance of a warning measure, the latter had met the obligation to publish data about the headquarters, responsible persons and editorship of the print media outlet, along with data about the printing plant, the date of printing or reprinting and the daily's circulation, at a visible spot in each issue of the daily. The supervision showed that the previous violation against the Media Law had been removed.

Supervisions over the Operators of Public Electronic Communication Networks

The Agency conducted regular programme supervision over *Transhped Trejd*, *Biv Piramida*, *Inel Internacional* and *Globalsat* operators from Skopje, Delcevo, Kavadarci and Skopje, respectively, regarding their observance of the rules on transmission or retransmission of programming services containing pornography in a coded form, providing subtitles in Macedonian or the language of the community that does not constitute the majority in the Republic of Macedonia, registration of programming services with the Agency and retransmission of the programming services only within the service zone covered by the broadcasters' licenses for providing TV or radio broadcasting services. The supervision found no violations.

As regards the same legal provisions, the Agency also conducted one ad hoc programme supervision, over Total TV from Skopje, and found that this cable operator had been retransmitting programming services to its users, which had not been included in the programming service registration certificates issued by the Agency. As a result of the committed violation, a warning measure was imposed, ordering termination of the disputed programming services' retransmission.



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