

AGENCY FOR AUDIO AND  
AUDIOVISUAL MEDIA SERVICES

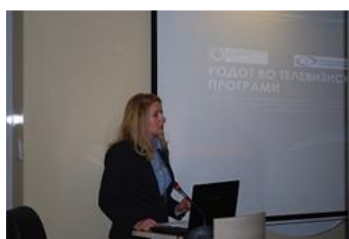


## NEWSLETTER

March 2018

No. 03/2018

### Agency Launches TV and Radio Spots against Sexism in Media and Research on Gender in the Television Programmes in 2017



With the aim of drawing media attention to recognize the importance of reporting about gender issues, and to encourage eradication of gender stereotypes, on 1 March, the Agency presented the results of its research on gender in the television programmes in 2017, and launched TV and radio spots against sexism in the media. The research into the representation of genders in the television programmes consisted of two analyses – one about gender issues in the programming concepts and contents of the daily information shows of the national TV stations, and the other about the way women and men were depicted in the commercials.

As part of the media campaign titled "Sexism Humiliates", two TV and one radio spot were launched at this event, aimed at raising the public and media workers' awareness of the importance of gender equality and of overcoming gender stereotypes and prejudices. Considering that this is a campaign of public interest, the Agency advised the media outlets to air these spots free of charge within their programmes. The spots are published on the Agency's YouTube channel and Facebook page.

### Declaration for Ethical and Professional Reporting on LGBTI-Related Issues Launched

(SLIKA) A Declaration for Ethical and Professional Reporting on LGBTI-related Issues was launched on 20 March, as part of the efforts to ensure professional reporting on the LGBTI community and observance of the rights of the members of this community without using discriminatory or derogatory speech.

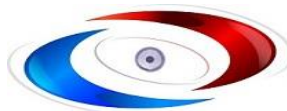
The signing of such a document had been initiated by the MARGINI Coalition, the Council of Media Ethics, the Association of Journalists of the Republic of Macedonia and the Agency for Audio and Audiovisual Media Services.

As a formal act, the Declaration is expected to contribute to preventing speech that stigmatizes this group in the media and promote sexual and gender diversity, including protection of the rights of the LGBTI community. The principles the Declaration promotes urge the media to restrain from and condemn hate speech based on sexual orientation, gender identity or belonging to any traditionally or socially marginalized group.

### Macedonia Speaks Before ERGA on Behalf of the Western Balkan Countries

The representatives of the European Regulators' Group for Audiovisual Media Services (ERGA) spoke in Zagreb, on 22 and 23 March, about the ways to address the inflow of fake news and about the importance of regional and broader cooperation in terms of exchange of experiences and good practices. This was the first time that an ERGA meeting was attended by the EU Commissioner on Digital Economy and Society, whose competences cover media as well. EU Commissioner Mariya Gabriel underlined the need for the Western Balkan countries to approach harmonization of their legislations in the audiovisual sphere with the EU Audiovisual Media Services Directive, as part of their EU integrative aspirations. She pointed out that viewers and listeners would be the ones benefiting the most from this, and that this would also contribute to raising competitiveness in the media sphere.

At the meeting, the stands of the regulators from the Western Balkans could be heard for the first time. On their behalf, the Director of the Agency for Audio and Audiovisual Media Services, Zoran Trajchevski, underlined that news and information did not know any physical boundaries, due to which bilateral and regional cooperation, as well as encouraging discussions on important regulatory issues, were of particular importance.



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### Agency Holds its First Public Meeting in 2018

On 28 March the Agency held its First Public Meeting in 2018. Agency Director Zoran Trajchevski spoke about the activities conducted in line with the Annual Work Programme, and presented the activities completed in the past quarter: supervisions over the broadcasters, the operators of public electronic networks and the print media publishers; the measures imposed; the conducted researches; activities in the sphere of international cooperation, etc. At the meeting, the Agency launched the publications it had published concerning gender issues in the TV programmes. The three compilations containing annual research results about the presence and depiction of genders in the programmes of the national television stations in the period 2012-2016 are published in Macedonian, Albanian and English, respectively. They include the results of five researches and a meta-analysis indicating the trends concerning gender and the media. Launched at the event was also the publication dedicated to gender in the television programmes in 2017, which consists of two analyses, one of which shows if, to what extent and in what way the gender-related issues are present on TV, while the other presents the way in which gender are depicted and portrayed in the TV programmes. This publication was also printed in Macedonian, Albanian and English.

The attendees at the Meeting had an opportunity to hear about the findings of the research into audiences' opinion about the radio and television programmes in the Republic of Macedonia, which was conducted in the period November-December 2017. The research yielded data about the audience standpoints regarding the quality of certain contents of the programming services of the domestic television and radio stations, the degree of content with the programme offer, the way in which the audience used media, and the programming contents with the largest viewership/listenership. The research also provided data about youth's participation in and depiction by the media, as well as the representation of persons with different sexual orientation.

### POSEBNA KOCKA:

#### Regulatory Authorities of Republic of Macedonia and Republic of Albania Hold Bilateral Meeting in Tirana

A delegation of Macedonia's Agency for Audio and Audiovisual Media Services and representatives of the regulatory authority of the Republic of Albania (AMA) agreed on enhancing mutual cooperation and increasing exchange of experiences in the sphere of media regulation at the meeting they had in Tirana on 30 March 2018.

At this bilateral meeting, the two regulatory authorities discussed the experiences related to the process of television digitalization, media content monitoring, author's rights, advertising, and the development of media and technological innovations in this area. As part of the meeting, a visit was paid to the Albanian national television station Top Channel.

The two parties concluded that there was room for promoting bilateral relations, particularly concerning the issues of common interest and, to this aim, announced signing of a Memorandum of Cooperation in the foreseeable future.

### POSEBNA KOCKA:

#### Agency Issues Press Releases

In March, the Agency reacted in public on two occasions, condemning the cases of a verbal attack on a journalist and of impeding the work of media workers, respectively. One of its reactions was against threats addressed at the President of the Macedonian Journalists' Association (ZNM), Naser Selmani, while the other one followed TV 21's information that their reporter had been prevented from asking a question at the Foreign Ministry's Press Conference.

The Agency reacted by means of a Press Release against Minister Robert Popovski's claims, uttered at the Public Debate in the RM Government, on 2 March 2018, that the Agency had not been functioning properly for years and had not been performing its competences, in the context of foreign programme service retransmission without having ensured the author's rights.

The Agency also joined in the initiative of the RM Government for accountability regarding the expenditures of the holders of public offices and announced the expenditures incurred by the Director in the second half of 2017.



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### Supervision over broadcasters

The Agency conducted regular programme supervision over the programming services of the Macedonian Radio - MRA1, MRA2 and MRA 3, concerning the rules that regulate airing of commercial communications; quizzes and other forms of prize-giving shows; the use of value-added telephone services and telephone voting; lottery games; the duration of the daily broadcasts and the quotas for music and originally produced programmes. The supervision did not detect any violations. The same programming services underwent regular administrative supervision concerning their obligations to publish an Impressum, information that should be made available to the users, as well as the broadcaster's identification. Violation was detected only in the case of MRA1.

The ad hoc supervision the Agency conducted ex officio over the edition of "Milenko Nedelkovski Show" aired by Alfa TV on 27 February 2018, revealed a number of statements and standpoints that had been expressed in the above-stated edition stirring and spreading discrimination, intolerance and hate speech on the grounds of one's ethnic belonging. Considering that law does not envisage any measure against such infringement, the Agency submitted footage of the show's edition, along with the Written Report on the conducted programme supervision, to the Primary Public Prosecution in Skopje and to the Commission for Protection against Discrimination, for further action on their part. An ad hoc programme supervision was also conducted over the show "Samo vistina" (Only the truth), aired on 28 February 2018, by Kanal 5 TV, and detected that certain gender-related stereotypes and prejudices had been presented in this show, concerning, more precisely, women and their marital status. This constitutes violation of the principle of performing one's business activity relating to freedoms and rights regardless of one's gender, and the Agency issued a written notification to Kanal 5 TV about this violation.

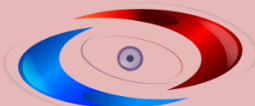
The Agency conducted an ad hoc administrative supervision over *Telekanal A1* from Strumica, concerning its observance of the obligations laid down in the Rulebook on Minimum Technical, Spatial, Financial and Staffing Conditions Required for Obtaining a Radio or Television Broadcasting License. Due to failure to meet the minimum staffing conditions, the Agency withdraw this broadcaster's television broadcasting license.

### Supervision over operators of public electronic communication networks

The Agency conducted regular programme supervision over the cable operators KDS-KABEL NET, SPAJDER-NET, MULTIMEDIA-NET, KABEL, MAKEDONSKI TELEKOM, ROBI and SKUPI KABLE, concerning their observance of the legal provision requiring registration of the programming services with the Agency and subtitling in Macedonian or in the language of the community that does not constitute a majority in the Republic of Macedonia. The supervision found no violations on the part of the above operators.

### Supervision over print media

The Agency conducted an ad hoc administrative supervision over the monthly magazines of "Jeni Balkan", "Isprati Recept" and "Story", the Albanian-language magazines "Mini Libi" and "Libi", and the Turkish-language weekly "Jeni Balkan Haftal'k Bilten", regarding their obligation to publish data about their headquarters, editors, printing plant, circulation and print or reprint date. The supervision found that they had met this obligation under the Media Law.



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