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Media Literacy Days Opened



From 22 October until 15 November 2019, the Media Literacy Network will be holding the Media Literacy Days, under the motto "Stop, think, check!". In this way, the country is joining in the marking of the 8th UNESCO Global Week of Media and Information Literacy.

During these four weeks, the citizens will have an opportunity to engage in some thirty workshops, debates, webinars, open days and other events focused on different aspects of media literacy.

The purpose of the Media Literacy Days, among other things, is to raise public awareness of the importance of media literacy; to acquaint different categories of citizens of all age groups (children, youth, adults and elderly) with media literacy and equip them with media literacy skills, and to provide a platform for collaboration, exchange of experiences and development of sustainable media literacy projects.

As Director Zoran Trajchevski informed at today's press conference, the Agency for Audio and Audiovisual Media Services will be participating in several events as part of the Media Literacy Days: Open Days on 31 October and 1 November 2019, when citizens will be able to visit the Agency and learn about its competences, as well as acquire knowledge about media literacy, and a Conference on 14 and 15 November 2019, at which results will be presented of the survey into the level of media literacy among the adults and freshpersons, carried out with the support from OSCE; a debate will be held on the topic of online consumption, and a media literacy workshop involving the political party youth wings. Among the events planned is also a Fair aimed at presenting the work of the Network members.



Speaking at the press conference were also representatives of the Macedonian Institute for Media, the Institute of Communication Studies, Konedu Global, the Council for Media Ethics of Macedonia, Eurothink, the Metamorphosis Foundation, the Ohrid Institute, the Youth Educational Forum, VEZ – Value for European Knowledge, the "Lice v Lice" magazine, the Macedonian Radio and Television, the Independent Union of Journalists and Media Workers, and the Antico Women's Civil Society Initiative, which are actively involved in the realization of the Media Literacy Days. For the needs of the Media Literacy Days, an audio and a video clips have been adapted with the support of the Public Broadcasting Service, in the Macedonian and Albanian languages, respectively. Originally, the spots were produced by the Media Literacy Network of Ireland and the Irish regulatory body – BAI. The videos are already being broadcasted by the media in order to inform citizens about the events that are part of the Media Literacy Days.

Data on the Radio Stations' Reach and Television Stations' Share in the Total Viewership – Q 3, 2019

A survey was conducted for the needs of the Agency for Audio and Audiovisual Media Services about the reach of the radio stations and the share of the television stations in the total viewership during the third quarter of 2019.

The data collected during the survey are available at the Agency's website, www.avmu.mk.



NEWSLETTER

Press Release – AAVMS Has Not Approved Any Change to 1 TV's Ownership Structure

Following the writings in some media that 1TV has a new owner, on 16 October 2019, the Agency for Audio and Audiovisual Media Services informed the public that, in accordance with the Law on AAVMS, any broadcaster, here also including 1TV, must not make any changes to its ownership structure before the same has been approved on the part of the Agency. At the same time, the Central Registry should not insert any changes to the ownership structure without a Decision by the Agency endorsing the planned change. To that date, the Agency had neither been asked to endorse, nor had it endorsed, any change to the ownership structure of 1TV.

Considering the latest developments related to 1TV, in the past period, the Agency has taken a number of actions to determine if this television station meets the terms and obligations laid down in the Law and in its television broadcasting license. Apart from checking the specific minimum spatial and staffing requirements, as well as its compliance with the programme concept specified in the license, the Agency has also been in touch with the Ministry of Interior regarding certain aspects of the functioning of this television station.

Supervisions over Broadcasters, Print Media Outlets and Operators of Public Electronic Communication Networks

Broadcasters

Regular programme and administrative supervisions were conducted over the EF-EM 90.3 – Sports Radio, Radio Capitol FM, Radio Hit FM, Radio Zona M-1, Radio RFM and Urban FM Radio, regarding the rules for broadcasting audio commercial communications, providing quizzes or other forms of award winning participation, airing lottery games, the use of languages in the programmes, airing radio programme at least 12 hours a day, impression announcing Impressums, information that should be made available to the users and airing broadcaster's identification. The supervisions showed violations by Radio Zona M-1, which had failed to air information that needs to be made available to the audience, and by Radio Hit, which had not aired information required to be made available to its audience and had not aired an Impressum for the show "Stand up, Macedonia".

The Agency performed ad hoc programme supervision ex officio over Urban FM, EF-EM 90.03-Sports Radio, Hit Radio and Capitol FM Radio, to determine if at least 30% of the total music broadcasted between 06:00 and 00:00 hrs was music in the Macedonian language, as an obligation laid down in the LAAVMS and the Guidelines on the Amount of Domestic Music Voluntarily Reported to be Aired by the Radios. Failure to comply with this obligation had been established in the cases of EF-EM 90.03-Sports Radio on 25 September, and of Capitol FM – on 6 September. Supervision over the broadcasting of at least 35% of Macedonian music was conducted over Radio Zona M-1 only, where disregard for this obligation had been detected on 6 September 2019.

As regards compliance with the Rulebook on Minimum Technical, Spatial, Financial and Staffing Requirements for Obtaining a Radio or Television Broadcasting License, the Agency conducted an ad hoc administrative supervision ex officio over 1TV. The supervision found that 1TV did not meet the minimum staffing requirements set out in the Rulebook.

A control administrative supervision was conducted over Iris TV from Shtip, to determine whether it had acted upon the previous Decision to Undertake A Public Warning Measure against it, due to failure to publish the data about its ownership structure, the responsible editor(s) and the financing sources during the previous year, for the second time no later than 30 June 2019. The supervision concluded that the broadcaster had met the provisions of the Media Law.

Print Media Outlets

Regular administrative supervision was conducted over 22 print media outlets – *Skopsko Eho, Zenit, Ubavina i Zdravje, Portret, M Magazin, Avto Plus, Ekonomija i Biznis, Ruski Doktor, Home Style, Auto Focus, Jeni Balkan, Bahche, Nova Makedonija, Sloboden Pecat, Vecer, Koha, Lajm, Kapital, Fokus, Bitolski Vesnik, Jeni Balkan Haftalk Bilten, and Nezavisen Vesnik* – concerning their observance of the obligation to publish an Impressum. All print media outlets had met this requirement under the Media Law.



NEWSLETTER

Operators of Public Electronic Communication Networks

Regular programme supervision was conducted over the IP SYSTEMS, KABLEKALL, KDS-KABEL NET, KDS-VT, MULTIMEDIA-NET, NEOTEL and VIVA NET operators, concerning the obligations related to the registration of programme services with the Agency, and the provision of subtitles of the programmes they retransmit. The supervision found that the KABLEKALL cable operator from Kicevo was retransmitting the programme services of Balkanika TV and FEN TV, which had not been registered with the Agency.

The Agency conducted an ad hoc programme supervision over 34 operators of public electronic communication networks, regarding the obligation that the operators retransmitting programme services must also ensure, free of charge, that their programme package also include the programme services of the public broadcaster. The supervision was carried out on 7 October 2019, and did not detect any violations of the provisions of the LAAVMS.

As regards the obligation to register the programme services that are retransmitted by the operators, an ad hoc programme supervision was conducted over the Viva Net operator from Berovo. The supervision established that, on the territory of the municipalities of Berovo and Pehcevo, Viva Net was retransmitting the programme services of Viasat History as part of its programme package, although it had not been registered with the Agency.

Public Warnings against Broadcasters

At its 37th session in 2019, the Council of the Agency adopted a Decision to issue a public warning to Radio Kanal 77 from Shtip, because, on 5 August 2019, during the hours from 06:00 until 00:00 hrs, it had not aired at least 25% of music in the Macedonian language music has not been broadcast within its programme.

At its 39th session in 2019, the Council of the Agency adopted Decisions to issue public warning measures against Radio Hit FM Skopje and Zona M-1 Radio. The public warning against Radio Zona M-1 was issued because it had not provided the information that should be made available to the users within its programme broadcasted on 4 September 2019, while, on 6 September 2019, it had failed to air at least 35% of music in the Macedonian language in the hours between 06:00 and 00:00 hrs.

Public warning measures were issued against Radio Hit due to the fact that, in its programme broadcasted on 6 September 2019, it had failed to air data that are obligatory to be broadcasted at an appropriate slot within each content of its programme service, and had failed to provide the information that should be made available to the users.

