Pursuant to Article 18, Paragraph 1, Indent 22; Article 20 Paragraph 1, Indent 15, and Article 96, Paragraph 2, 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, 132/17, 168/18, 248/18 and 27/19, and “Official Gazette of the Republic of North Macedonia” Nos 42/20, 77/21, 154/23 and 55/24); Article 15, Paragraph 1, Indent 19, and Article 39, Paragraph 1, Indent 15, of the Rules of Procedure of the Agency for Audio and Audiovisual Media Services (Consolidated Text) No. 01-3732/1, dated 29.07.2019, in relation to Article 76-c, Paragraph 1; Article 75; Article 75-f, Paragraph 1; Article 76; Article 76-a, Paragraphs 2 and 8, and Article 76-b of the Electoral Code (“Official Gazette of the Republic of Macedonia” Nos 40/ 06, 136/08, 44/11, 51/11, 142/12, 31/13, 34/13, 14/14, 30/14, 196/15, 35/16, 97/16, 99/16, 136/16, 142/16, 67/17, 125/17, 35/18, 99/18, 140/18, 208/18 and 27/19, and “Official Gazette of the Republic of North Macedonia” Nos 98/19, 42/20, 74/21, 215/21, 58/24 and 76/24), and the Conclusion of the Agency Council Ref. No. 02-1904/2 dated 15.04.2024, a consolidated text has been prepared of the Guidelines for Broadcasters Pertaining to the 2024 Presidential and Parliamentary Elections.

The consolidated text of the Guidelines for Broadcasters Pertaining to the 2024 Presidential and Parliamentary Elections incorporates the Guidelines for Broadcasters Pertaining to the 2024 Presidential and Parliamentary Elections Ref. No. 01-1550/1 dated 29.03.2024, the Guidelines Amending and Supplementing the Guidelines for Broadcasters Pertaining to the 2024 Presidential and Parliamentary Elections Ref. No. 01-1911/1 dated 15.04.2024 and the Guidelines Amending and Supplementing the Guidelines for Broadcasters Pertaining to the 2024 Presidential and Parliamentary Elections Ref. No. 01-1911/2 dated 26.04.2024.

**GUIDELINES FOR BROADCASTERS**

**PERTAINING TO THE 2024 PRESIDENTIAL AND PARLIAMENTARY ELECTIONS**

**(consolidated text)**

1. These Guidelines clarify the manner of implementing the rules of the Electoral Code concerning the paid political advertising (PPA) limits, the labelling of the entities that have ordered the ads, the distribution of airtime in the news of the Public Broadcasting Service (PBS), the free political presentation on the Parliament’s Channel, the provision of accessibility of contents related to the electoral process for persons with disabilities, as well as the rules for reporting during the days of election silence for the 2024 Presidential and Parliamentary Elections, respectively, especially during the period when the two electoral processes shall overlap.

***Paid political advertising***

1. During the Presidential Election campaign, in the first round of voting, broadcasters may air a total of nine minutes and thirty seconds (00:09:30) of additional advertising time per clock hour of broadcasted programme, intended exclusively for paid political advertising.
2. In accordance with the distribution of airtime assigned for paid political advertising, as laid down in Article 75-f, Paragraph 1, of the Electoral Code, the list submitters shall use the total of nine minutes and thirty seconds (00:09:30) per clock hour of aired programme in the following manner:

* Within the maximum of 4 minutes assigned for the two largest ruling political parties that won the most votes at the last parliamentary elections, broadcasters shall air the paid political advertising of the list submitters/presidential candidates Stevo Pendarovski, supported by the SDSM political party, and Bujar Osmani, supported by the DUI political party, respectively.
* Within the maximum of 4 minutes assigned for the two largest opposition political parties that won the most votes at the last parliamentary elections, broadcasters shall air the paid political advertising of the list submitters/presidential candidates Gordana Siljanovska-Davkova, supported by the political party of VMRO/DPMNE, and Arben Taravari, supported by the Alternativa and BESA Movement political parties, respectively.
* Within the maximum of 1 minute designated for the political parties in Parliament that did not win a sufficient number of MP seats at the last parliamentary elections to form a parliamentary group, broadcasters shall air the paid political advertising of the list submitters/presidential candidates Biljana Vankovska-Cvetkovska, supported by the LEFT (Levica) political party, and Stevcho Jakimovski, supported by the GROM political party, respectively;
* In the remaining 30 seconds assigned for the political parties or candidates that are not represented in Parliament, broadcasters shall air the paid political advertising of the list submitter/presidential candidate Maksim Dimitrievski, supported by the ZNAM political party.

1. The permitted advertising airtime shall be distributed among the list submitters based on a prior written agreement among them. In this, any list submitter/presidential candidate may also buy out the total permitted PPA airtime within their respective category (4 minutes/4 minutes/1 minute/30 seconds, respectively), if there is no interest on the part of the other list submitter/presidential candidate and if this is in accord with the agreement that has been reached.
2. During the Presidential Election campaign, in the second round of voting, broadcasters may broadcast a total of eight minutes (00:08:00) of additional advertising airtime per clock hour of aired programme exclusively intended for paid political advertising, of which maximum four minutes (00:04:00) for the list submitter/presidential candidate Stevo Pendarovski, supported by the political party of SDSM, and maximum four minutes (00:04:00) for the list submitter/presidential candidate Gordana Siljanovska-Davkova, supported by the VMRO-DPMNE political party.
3. During the election campaign for the Parliamentary Elections, broadcasters shall be entitled to an additional total of nine minutes and thirty seconds (00:09:30) per clock hour of aired programme for advertising intended exclusively for paid political advertising (PPA).
4. The list submitters shall use the total of nine minutes and thirty seconds (00:09:30) per clock hour of aired programme for paid political advertising for the Parliamentary Elections in accordance with the distribution of airtime as laid down in Article 75-f, Paragraph 1, of the Electoral code, as follows:

* In the maximum of 4 minutes intended for the two largest ruling political parties that won the most votes at the last parliamentary elections, broadcasters shall air the paid political advertising of the list submitters: COALITION FOR EUROPEAN FUTURE and the EUROPEAN FRONT COALITION.
* In the maximum of 4 minutes intended for the two largest opposition political parties that won the most votes at the last parliamentary elections, broadcasters shall air the paid political advertising of the list submitters: "YOUR MACEDONIA" VMRO-DPMNE COALITION and the VLEN COALITION.
* In the maximum of 1 minute intended for the political parties in the Parliament that did not win enough MP seats to form a parliamentary group at the last parliamentary elections, broadcasters shall air the paid political advertising of the list submitters: the LEFT PARTY and the “BRAVELY FOR MACEDONIA” COALITION.
* In the remaining 30 seconds allocated for the political parties that are not represented in Parliament or candidates, broadcasters shall air the paid political advertising of the following list submitters:
* the “ZNAM - FOR OUR MACEDONIA” MOVEMENT;
* the AVAJA political party;
* the EUROPEAN CITIZENS’ MOVEMENT PARTY;
* UNIFIED MACEDONIA;
* the THIRD MACEDONIAN ERA/MACEDONIAN INDEPENDENT LISTS –

SOVEREIGNISTS’ PARTY;

* the “DEMOCRATS” PARTY;
* “THE RIGHT” [DESNA] POLITICAL PARTY;
* the NEW ALTERNATIVE SKOPJE POLITICAL PARTY;
* the MOTHERLAND MACEDONIA PARTY;
* the WORKERS’ PARTY, and
* YOUR PARTY.

1. Consequently, the total time for paid political advertising per clock hour of programme aired by broadcasters shall amount to:
   * + nine minutes and thirty seconds (00:09:30) in the period from 4 to 17 April 2024;
     + nineteen minutes (00:19:00) in the period starting from 18 until 22 April 2024;
     + nine minutes and thirty seconds (00:09:30) on 23 and 24 April 2024, and
     + in the period from 25 April to 6 May 2024, nine minutes and thirty seconds (00:09:30) for the Parliamentary Elections, and eight minutes (00:08:00) for the second round of the Presidential Elections, respectively.
2. When concluding contracts for airing paid political advertising, the broadcasters must make sure that they observe both the total allowed limits per clock hour for each of the categories of list submitters and the total of permitted PPA airtime per clock hour of aired programme.
3. In accordance with Article 76, Paragraph 2, of the Electoral Code, the entity that has ordered the advertising must be clearly labelled in all forms of paid political advertising.
4. The names of presidential candidates Stevo Pendarovski, Bujar Osmani, Gordana Siljanovska-Davkova, Arben Taravari, Biljana Vankovska-Cvetkovska, Stevcho Jakimovski and Maksim Dimitrievski should be stated as the entities that have ordered the advertising for the Presidential Elections.
5. Broadcasters should state as the entities that have ordered the ads for the Parliamentary Elections the names of the following submitters of verified candidate lists for MPs in the Assembly of the Republic of North Macedonia, i.e. the following verified lists:

* COALITION FOR EUROPEAN FUTURE;
* the EUROPEAN FRONT COALITION;
* “YOUR MACEDONIA” VMRO-DPMNE COALITION;
* the VLEN COALITION;
* the “LEFT” PARTY;
* the “BRAVELY FOR MACEDONIA” COALITION;
* the “ZNAM - FOR OUR MACEDONIA” MOVEMENT;
* the AVAJA political party;
* the EUROPEAN CITIZENS’ MOVEMENT PARTY;
* UNIFIED MACEDONIA;
* the THIRD MACEDONIAN ERA/MACEDONIAN INDEPENDENT PARTY

LISTS – SOVEREIGNISTS’ PARTY;

* the “DEMOCRATS” PARTY;
* “THE RIGHT” POLITICAL PARTY;
* the NEW ALTERNATIVE SKOPJE POLITICAL PARTY;
* the MOTHERLAND MACEDONIA PARTY;
* the WORKERS’ PARTY, and
* YOUR PARTY.

***Distribution of the airtime of the PBS’ newscasts***

1. In accordance with Article 76-a, Paragraph 2, of the Electoral Code, during the election campaign for the Presidential Elections, in the first round of voting, in its newscasts, the Public Broadcasting Service shall report on the list submitters/presidential candidates as follows:

* during the 30% of airtime dedicated to the activities of the ruling political parties, it shall be reporting on the election campaigns of presidential candidates Stevo Pendarovski and Bujar Osmani;
* in the 30% of airtime dedicated to the activities of the opposition political parties, it shall report on the election campaigns of presidential candidates Gordana Siljanovska-Davkova, Arben Taravari, Biljana Vankovska-Cvetkovska and Stevcho Jakimovski;
* in the 10% of airtime dedicated to the activities of the political parties that are not represented in the Assembly of the Republic of North Macedonia and to the independent candidates, it shall be reporting on the election campaign of presidential candidate Maksim Dimitrievski.

1. Starting from 18 April 2024, when the election campaign for the Parliamentary Elections shall begin, until 22 April 2024 inclusive, the Public Broadcasting Service shall be reporting on the list submitters for this electoral process as well, within the same three slots (30%+30%+10%) of its newscasts, as follows:

* during the 30% of airtime dedicated to the activities of the political parties in power, it shall report on the election campaigns of presidential candidates Stevo Pendarovski and Bujar Osmani, and of the MP list submitters COALITION FOR EUROPEAN FUTURE and the EUROPEAN FRONT COALITION, respectively.
* during the 30% of airtime dedicated to the activities of the opposition political parties, it shall report on the election campaigns of presidential candidates Gordana Siljanovska-Davkova, Arben Taravari, Biljana Vankovska-Cvetkovska and Stevcho Jakimovski, and of the MP list submitters "YOUR MACEDONIA" VMRO-DPMNE COALITION, the VLEN COALITION, the “LEFT” PARTY, and the “BRAVELY FOR MACEDONIA” COALITION.
* during the 10% of airtime assigned to the activities of the political parties that are not represented in the Assembly of the Republic of North Macedonia and to the independent candidates, it shall report on the election campaigns of the candidate for president Maksim Dimitrievski, and od the MP list submitters the “ZNAM - FOR OUR MACEDONIA” MOVEMENT; the AVAJA political party; the EUROPEAN CITIZENS’ MOVEMENT PARTY; UNIFIED MACEDONIA; the THIRD MACEDONIAN ERA/MACEDONIAN INDEPENDENT LISTS – SOVEREIGNISTS’ PARTY; the PARTY OF DEMOCRATS; the “RIGHT” POLITICAL PARTY; the NEW ALTERNATIVE SKOPJE POLITICAL PARTY; the HOMELAND MACEDONIA PARTY; the WORKERS' PARTY; and YOUR PARTY.

**14-a** Starting from 25 April 2024, when the second round of the Presidential Election campaign shall begin, the Public Broadcasting Service shall be reporting on both the presidential candidates and the list submitters, within the same three slots (30%+30%+10%) of its newscasts, as follows:

* during the 30% of airtime dedicated to the activities of the political parties in power, it shall report on the election campaigns of presidential candidate Stevo Pendarovski and the MP list submitters COALITION FOR EUROPEAN FUTURE and the EUROPEAN FRONT COALITION, respectively.
* during the 30% of airtime dedicated to the activities of the opposition political parties, it shall report on the election campaigns of presidential candidate Gordana Siljanovska-Davkova and of the MP list submitters "YOUR MACEDONIA" VMRO-DPMNE COALITION, the VLEN COALITION, the “LEFT” PARTY, and the “BRAVELY FOR MACEDONIA” COALITION.
* during the 10% of airtime assigned to the activities of the political parties that are not represented in the Assembly of the Republic of North Macedonia and to the independent candidates, it shall report on the MP list submitters “ZNAM - FOR OUR MACEDONIA” MOVEMENT; the AVAJA political party; the EUROPEAN CITIZENS’ MOVEMENT PARTY; UNIFIED MACEDONIA; the THIRD MACEDONIAN ERA/MACEDONIAN INDEPENDENT LISTS – SOVEREIGNISTS’ PARTY; the PARTY OF DEMOCRATS; the “RIGHT” POLITICAL PARTY; the NEW ALTERNATIVE SKOPJE POLITICAL PARTY; the HOMELAND MACEDONIA PARTY; the WORKERS' PARTY; and YOUR PARTY.

***Free political presentation on the Parliament’s Channel***

1. During the Presidential Election campaign, in the first round of voting, the Programming Service assigned for broadcasting the activities of the Assembly of the Republic of North Macedonia shall provide three hours of free political presentation for the campaigns of each of the list submitters/presidential candidates, respectively, supported by the political parties represented in the Assembly of the Republic of North Macedonia, as well as a total of one hour of free political presentation for the campaigns of the submitters of lists that are not represented in the Assembly of the Republic of North Macedonia.
2. Three (3) hours of free political presentation during the first round of the presidential election campaign shall be allotted to each of the following list submitters/presidential candidates: Stevo Pendarovski, Bujar Osmani, Gordana Siljanovska-Davkova, Arben Taravari, Biljana Vankovska-Cvetkovska and Stevcho Jakimovski.
3. A total of one (1) hour of free political presentation during the first round of the Presidential Election campaign shall be given to presidential candidate Maksim Dimitrievski.
4. In the second round of the Presidential Election campaign, the Programming Service assigned to broadcast the activities of the Assembly of the Republic of North Macedonia shall allocate equal amounts of time for the free political presentation of each of the two presidential candidates Gordana Siljanovska-Davkova and Stevo Pendarovski, respectively, i.e. three (3) hours each.
5. During the election campaign for the Parliamentary Elections, the Programming Service assigned to broadcast the activities of the Assembly of the Republic of North Macedonia shall provide a total of three hours daily for free political presentation of the campaigns of the list submitters from the political parties represented in the Assembly of the Republic of North Macedonia, as well as a total of one hour daily for free political presentation of the campaigns of the list submitters who are not represented in the Assembly of the Republic of North Macedonia.

**19-a.** The duration of a total of three (3) hours daily, allocated for free political presentation of the campaigns of the MP list submitters shall be used by:

* the COALITION FOR EUROPEAN FUTURE;
* the EUROPEAN FRONT COALITION;
* the "YOUR MACEDONIA" VMRO-DPMNE COALITION;
* the VLEN COALITION;
* the LEFT PARTY; and
* the “BRAVELY FOR MACEDONIA” COALITION.

**19-b.** The time of a total of one (1) hour, each day, for free political representation of the campaigns of the submitters of lists for deputies will be used by:

* the “ZNAM - FOR OUR MACEDONIA” MOVEMENT;
* the AVAJA political party;
* the EUROPEAN CITIZENS’ MOVEMENT PARTY;
* UNIFIED MACEDONIA;
* The THIRD MACEDONIAN ERA/MACEDONIAN INDEPENDENT LISTS –

SOVEREIGNISTS’ PARTY;

* the “DEMOCRATS” PARTY;
* the RIGHT POLITICAL PARTY;
* the NEW ALTERNATIVE SKOPJE POLITICAL PARTY;
* the HOMELAND MACEDONIA PARTY;
* the WORKERS’ PARTY, and
* YOUR PARTY.

1. The Programming Service assigned for broadcasting the activities of the Assembly of the Republic of North Macedonia shall decide on the way of utilizing the airtime for free political presentation in accordance with its editorial policy, and shall inform the submitters of the lists accordingly, in a timely fashion.

***Accessibility of content pertaining to the electoral process***

1. The Public Broadcasting Service and the state-level television stations that shall be airing paid political advertising must, in accordance with the obligations under Article 75, Paragraphs 1, 4 and 5, of the Electoral Code, broadcast the content related to the electoral process in a format that is accessible for persons with disabilities.
2. The Public Broadcasting Service and the state-level television stations shall provide accessibility in:

- at least one edition of the news, in the period from 16:00 hrs to 24:00 hrs, daily, and

- at least one other show related to the electoral process, in the period from 16:00 hrs to 24:00 hrs, once a week.

1. The Public Broadcasting Service and the state-level television stations that shall be airing paid political advertising should submit data on their accessible contents related to the electoral process to the Agency for Audio and Audiovisual Media Services by 1 April 2024 at the latest.

***Election silence***

1. During the election silence for the Presidential Elections, on 23 and 24 April (until 19:00 hrs) 2024, the election campaign for the Parliamentary Elections shall continue; however, media coverage of the participants in the election campaigns for the two electoral processes in the news and in the special information shows shall halt.
2. As regards the activities as part of the Parliamentary Election campaign that shall be taking place on 23 and 24 April 2024, broadcasters may, in accordance with their respective editorial policies, cover these on 24 April after 19:00 hrs, i.e. after the polls close.
3. During the election silence for the Presidential Elections, broadcasting of the forms of “direct access to the voters” (free political presentation and paid political advertising) by the participants in the election campaign for the Parliamentary Elections shall continue.

***Final provisions***

(Point 27 of the Guidelines for Broadcasters Pertaining to the 2024 Presidential and Parliamentary Elections, Ref. No. 01-1550/1, dated 29.03.2024)

1. Considering that not all data on the submitters of lists for the electoral processes were known at the time of adoption of these Guidelines, particularly data in relation to Points 5, 7, 8, 12, 14 and 19, if needed, the Guidelines shall be supplemented in the following period accordingly.

(Point 28 of the Guidelines for Broadcasters Pertaining to the 2024 Presidential and Parliamentary Elections, Ref. No. 01-1550/1, dated 29.03.2024)

1. The amendments and supplements to these Guidelines shall be made in writing.

(Point 29 of the Guidelines for Broadcasters Pertaining to the 2024 Presidential and Parliamentary Elections, Ref. No. 01-1550/1, dated 29.03.2024)

1. 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.

(Point 5 of the Guidelines Amending and Supplementing the Guidelines for Broadcasters Pertaining to the 2024 Presidential and Parliamentary Elections, Ref. No. 01-1911/1, dated 15.04.2024)

1. 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.

(Point 6 of the Guidelines Amending and Supplementing the Guidelines for Broadcasters Pertaining to the 2024 Presidential and Parliamentary Elections, Ref. No. 01-1911/2, dated 26.04.2024)

1. 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.

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|  | **Agency for Audio and Audiovisual**  **Media Services**  **President of the Council,**  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  **Lazo PETRUSHEVSKI** |