Macedonia – Presidential and Early Parliamentary Elections 2014

Media Monitoring

From 17 March through 13 April, Transparency International Macedonia, in cooperation with a UK-based Electoral Reform International Services (ERIS) and a Slovak media-monitoring organization MEMO 98 and with the support of the European Union, has monitored seven television channels (MRT-1, MRT-2, Sitel, Kanal 5, Alsat-M, Telma and Vesti 24), two radio stations (MR-1 and Kanal 77), four newspapers (Dnevnik, Sloboden Pecat, Republika and Focus) and one online media outlet (TV Nova). The monitoring included quantitative and qualitative methods of analysis. Quantitative analysis includes a number of numeric measures and indicators that can be counted and analysed, including assessing and producing findings regarding the time or space allocated to each contestant or other relevant political subjects (in the prime time news programmes) and also evaluating the tone of the coverage in which these subjects were portrayed – positive, neutral or negative.

Qualitative analysis evaluates the performance of selected media outlets against ethical and professional standards, such as balance, accuracy, timely, choice of issues, omission of information, advantage of incumbency, positioning of items, inflammatory language etc. The enclosed charts show the coverage of political parties and other relevant subjects in the prime time news programs.

Explanation of the charts

**Political parties and other relevant subjects**

- The pie charts show the total percentage of airtime allocated to relevant political subjects for each media outlet in the defined period.
- The bar charts show the total number of hours and minutes of positive (green), neutral (white) and negative (red) airtime/pace devoted to relevant political subjects by each media outlet in the defined period.

**Presidential candidates**

- The pie charts show the total percentage of airtime allocated to presidential candidates for each media outlet in the defined period.
- The bar charts show the total number of hours and minutes of positive (green), neutral (white) and negative (red) airtime devoted to presidential candidates by each media outlet in the defined period.

**Presidential candidates – direct and indirect time**

- The upper bar charts show the total number of hours and minutes of positive (green), neutral (white) and negative (red) direct airtime allocated to presidential candidates for each media outlet in the defined period.
- The bar charts below show the total number of number of hours and minutes of positive (green), neutral (white) and negative (red) indirect airtime allocated to presidential candidates for each media outlet in the defined period.
Presidential and early parliamentary elections Macedonia 2014

Fokus
17/03/14 - 11/04/14

President 16%
Government 20%
VMRO-DPMNE Coalition 28%
SDSM Local Government 1%
SDSM Coalition 18%
Citizens’ option for Macedonia 5%
Democratic Party of Albanians 7%
Democratic Union for Integrations 1%
National Democratic Revival 4%
New Democracy 5%
Alliance for Positive Macedonia 3%
Democratic Party of Albanians 7%
Democratic Union for Integrations 1%
Social Democratic Party of Macedonia 2%
PEI Macedonian United Forces 1%

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Republika
17/03/14 - 11/04/14

Government 9%
VMRO NP 2%
SDSM Coalition 57%
Citizens’ option for Macedonia 1%
Democratic Party of Albanians 1%
Democratic Union for Integration 3%
VMRO-DPMNE 28%

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Sloboden Pecat
17/03/14 - 11/04/14

President
2%

Government
17%

VMRO Local Government
1%

VMRO-DPMNE
35%

SDSM Coalition
29%

Citizens’ option for Macedonia
4%

Democratic Union for Intergrations
4%

Democratic Party of Albanians
4%

Alliance for Positive Macedonia
1%

VMRO NP
3%

Serbian Progressive Party of Macedonia
1%

National Movement of Macedonia
1%

Union of left
1%

Party of Free Democrats
1%

National Democratic Revival
1%

Party for Democratic Prosperity
1%

Alliance for Positive Macedonia
1%

VMRO NP
3%

PEI Macedonian United Forces
1%

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Nova - print version
17/03/14 - 11/04/14

Government
11%
VMRO Local Government
2%
SDSM Local Government
1%
VMRO-DPMNE Coalition
29%

SDSM Coalition
36%
Citizens' option for Macedonia
6%
Democratic Party of Albanians
5%
Democratic Union for Intergrations
5%
National Democratic Revival
1%
Alliance for Positive Macedonia
1%
VMRO NP
2%
Democratic Union for Intergrations
1%
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Democratic Union for Intergrations
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Presidential and early parliamentary elections Macedonia 2014

Dnevnik
17/03/14 - 11/04/14

- President 8%
- Government 12%
- VMRO Local Government 6%
- SDSM Lgov 1%
- VMRO-DPMNE Coalition 19%
- SDSM Coalition 23%
- Citizens' option for Macedonia 7%
- Democratic Union for Integrations 13%
- Democratic Party of Albanians 9%
- Dostoinstvo Liberal Party 13%
- Alliance for Positive Macedonia 3%
- National Movement of Macedonia 7%
- Union of Left Forces 6%
- Party of Free Democrats 9%
- Party of Pensioners 4%
- New Democracy 2%
- Party for Democratic Prosperity 1%
- Alliance for Positive Macedonia 3%
- Democratic Party of Albanians 7%
- Democratic Union for Integrations 13%
- National Democratic Revival 2%
- Democratic Party of Albanian 6%
- Democratic Union for Integrations 13%
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- Democratic Party of Albanians 7%
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