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/space 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

MRT1 - news programs
17/3/14 - 11/4/14

Graph showing the distribution of votes among different political parties.

- VMRO-DPMNE Coalition 36%
- SDSM Coalition 31%
- Government 14%
- VMRO NP 1%
- DOST 1%
- Democratic Union for Albanians 8%
- Citizens Option for Macedonia 4%
- Democratic Union for Integrations 5%
- VMRO NP 1%
- DOST 1%

Bar chart showing the distribution of news programs by political party.

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Presidential and early parliamentary elections Macedonia 2014

MRT2 - news programs
17/03/14 - 11/04/14

- National Democratic Revival: 2%
- Party for Democratic Prosperity: 1%
- Government: 7%
- VMRO-DPMNE Coalition: 21%
- SDSM Coalition: 7%
- Citizens’ option for Macedonia: 5%
- Democratic Union for Integration: 30%
- Democratic Party of Albanians: 27%
- National Democratic Revival: 2%
- VMRO NP: PEI: 0.1%
- Macedonian United Forces: 0.1%

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Presidential and early parliamentary elections Macedonia 2014

Sitel - news programs
17/03/14 - 11/04/14

Government 25%
VMRO Local Government 2%
VMRO-DPMNE Coalition 42%
SDSM Coalition 17%
Citizens’ option for Macedonia 4%
Democratic Party of Albanians 5%
Democratic Union for Integrations 3%

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Presidential and early parliamentary elections Macedonia 2014

Telma TV - news programs
17/03/14 - 11/04/14

- Government 19%
- VMRO Local Government 1%
- SDSM Local Government 1%
- VMRO-DPMNE Coalition 15%
- SDSM Coalition 24%
- DPA 10%
- Democratic Union for Integration 13%
- Alliance for Positive Macedonia 3%
- Serbian Progressive Party of Macedonia 2%
- DOST 3%
- Citizen's Option for Macedonia 2%
- VMRO NP 4%
- VMRO NP 4%
- SDMS 3%
- DOST 3%
- VMRO NP 4%
- VMRO NP 4%
- VMRO NP 4%
- VMRO NP 4%
- VMRO NP 4%
Presidential and early parliamentary elections Macedonia 2014

Alsat TV - news programs
17/03/14 - 11/04/14

Government 16%
VMRO-DPMNE Coalition 11%
SDSM Coalition 14%
Citizens Option for Macedonia 4%
Democratic Party of Albanians 22.8%
VMRO NP 1.0%
National Democratic Revival 2.5%

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Presidential and early parliamentary elections Macedonia 2014

24 vesti - news programs
17/03/14 - 9/04/14

Governmen: 20%
VMRO Local Government: 3%
SDSM Local Government: 1%
VMRO-DPMNE Coalition: 25%
SDSM Coalition: 24%
Citizen’s Option for Macedonia: 6%
Democratic Party of Albanians: 10.8%
Democratic Union for Integration: 6.6%
Democratic Party of National Movement of New Democracy: 1.8%
Alliance for Positive Macedonia: 0.9%
Democratic Union PEI: 0.4%

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Presidential and early parliamentary elections Macedonia 2014

Government 15%

VMRO-DPMNE Coalition 9%

SDSM Coalition 56%

Citizens' Union for Macedonia 9%

National Movement of Macedonia 2%

Democratic Party of Albanians 3%

Alliance for Positive Macedonia 5%

VMRO NP 2%

Government 15%

VMRO-DPMNE Coalition 9%

SDSM Coalition 56%
Presidential and early parliamentary elections Macedonia 2014

Macedonian Public Radio - news programs
17/03/14 - 11/04/14

- President 1%
- Government 26%
- VMRO-DPMNE Coalition 29%
- SDSM Coalition 26%
- Citizens’ option for Macedonia 7%
- Democratic Party of Albanians 5%
- Alliance for Positive Macedonia 3%
- Democratic Union for Intergrations 1%

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Presidential and early parliamentary elections Macedonia 2014

Radio Kanal 77 - news programs
17/03/14 - 11/04/14

Presidential and early parliamentary elections Macedonia 2014

Govermnent 4%
VMRO Local Government 6%
SDSM Local Government 1%
VMRO-DPMNE Coalition 20%
SDSM Coalition 22%
Citizens’ Union for Macedonia 12%
Democratic Party of Albanians 16%
Democratic Union for Integration 11%
National Democratic Revival 2%
Alliance for Positive Macedonia 2%
VMRO NP 2%
DOST 1%
Government 4%
SDSM Local Government 1%
VMRO Local Government 2%