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ОПШТИНСКИ ИЗБОРЕН
ЈУЖЕН РЕГИОН
НАСТАВНИК ЗА КРЕДИТО

Media Monitoring in the Republic of Macedonia, 2008 / Editor: Goran Stojkovski, Ph.D / Analysts: Biljana Mihajlovska, Daut Dauti, Vasil Ashtalkovski, Marijana Markovic, M.A / Monitors: Aleksandar Stevanovski, Aneta Necak, Edmond Sotir, Sultana Culeva / NGO Info - center: Nikola Trimpire 18-1/5 1000 Skopje; tel/fax: (02) 3233 560; (02) 3216 690, contact@nvoinfocentar.org.mk; info@nvoinfocentar.org.mk www.nvoinfocentar.org.mk

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1. INTRODUCTION

"Media Mirror" is a programme for continuing monitoring of the media in the Republic of Macedonia, which aims to provide a clear picture of the professional standards and criteria of reporting applied by the media, but also on the manner in which they cover and interpret the key social processes and events.

This edition of the Media Mirror presents the results of the monitoring and analyses of media coverage of the Parliamentary Elections 2008, for the period from May 5 to May 17, 2008.

A special methodology was designed for the purpose of this monitoring, first of its type in Macedonia, which was tested and implemented by a team of one editor, four analysts and four observers.

The monitoring included six daily newspapers and six national television broadcasters: "Vecer", "Vreme", "Dnevnik", "Utrinski vesnik", "Koha", "Spic", A1 TV, Kanal 5 TV, MTV 1, MTV 2, Sitel TV and Telma TV.

The applied methodology shows whether the media treatment of the events is thorough, moderate and balanced; whether the journalist texts and stories are supported by precisely named and identified sources; whether they consulted all sides involved in conflict situations; whether they avoid making arbitrary comments and evaluations; etc. In addition, the analysis explores the manner in which the information is presented (scope, time, source and placement); whether it was accompanied with appropriate illustration; what was the treatment given to diverse political options and personalities, the diverse ethnic and cultural values, through the use of terminology and language; how did they use the journalistic genres and whether there were and what were the differences between the monitored media in terms of presentation of same events or phenomena.

The monitoring and analysis aim to present factual data on the position individual media adopted towards the election campaign of the political parties and coalitions involved in the Elections.

The subject of this analysis was the media treatment of:

- 1. Coalition "For Better Macedonia" (FBM - VMRO-DPMNE and others)**
- 2. Coalition "Sun – Coalition for Europe" (SDSM and others)**
- 3. Democratic Union for Integration (DUI)**
- 4. Democratic Party of Albanians (DPA)**

A total of 789 published items were analyzed during the period covered by this analysis: text, illustrations, cartoons and comics, articles in the central news programmes covering the said topics.

Paid political advertising airtime commissioned by political parties for reports from their rallies were not subject to this monitoring. We did, however, take into account political advertising aired within the news programmes, but not in the regular advertising programming blocs.

This monitoring covered the following news programmes:

- | | |
|----------------------------------|---|
| 1. A1 TV | 5 - 17.05.2008 : 19.00 h. |
| 2. Kanal 5 TV | 5 - 17.05.2008 : 17.00 h. |
| 3. MTV 1 | 5 - 10.05.2008 : 19.30 h.
12 - 17.05.2008 : 23.00 h. ("Macedonia votes") |
| 4. MTV 2 (Programme in Albanian) | 5 - 17.05.2008 : 22.30 h. |
| 5. Sitel TV | 5 - 17.05.2008 : 18.00 h. |
| 6. Telma TV | 5 - 17.05.2008 : 18.30 h. |

2.1. GENERAL CONCLUSIONS

- The Coalition “For Better Macedonia” plays a double role - it is simultaneously participants in the elections and the incumbent technical Government actively involved in the election campaign. The media adopted different approach to this unusual situation – they either overemphasize and promote the “regular activities of the Government”, or criticise them as a part of the election campaign, pointing out that it constitutes abuse of the Government as an institution by the political parties in power.
- Most media and commentators perceive Government projects as packaged to advertise VMRO-DPMNE and the other parties in the "For Better Macedonia" Coalition, including the campaign of the DPA.
- During the period covered by this analysis, the media are dominated by intensive campaigns of the technical Government and the election campaign led by VMRO-DPMNE led coalition. Those campaigns have visibly pushed to the margins the campaign activities of the other coalitions and political parties running in the 2008 Elections. The numerous expensive and intensive media campaigns of the Government secured "For Better Macedonia" a favourable position in the media, privileged compared to the opposition "Sun - Coalition for Macedonia" and the other political parties and coalitions. Some media protested the actions of the technical Government, perceiving it as illegal spending of the State Budget.
- The monitoring concludes that, both in terms of quantity and quality of coverage, the media paid greater attention to "For Better Macedonia" than to "Sun" coalition. In some media, the ration is approximately 1.5 : 1 in favour of the VMRO-DPMNE led coalition. The misbalance is due primarily to the media controlled by political parties that are part of the FBM, and those media inclined to support the coalition. The situation is quite similar in the two media in Albanian language covered by the monitoring, with DPA enjoying advantage in the quality of coverage compared to DUI, because of the political support it gets from the two media.
- The general conclusion of most media and commentators is that the Government, the media and the political parties rushed into “...an early election campaign, in a situation when the Government wouldn't allow for the State Elections Commission (SEC) to be chaired by the representatives of the opposition, and instead engaged in extensive operation to complement its own with the campaign of the ruling coalition FBM”.
- According to the media, the political parties of the Macedonian Albanians further escalate their feuding with every new election cycle, engaging in increasingly intensive armed and violent conflict. The armed conflicts have direct detrimental effect on Macedonian European integrations. Majority of the monitored media believe that the responsibility for the damages caused by the violence is shared equally by the leaders of the two biggest parties of the Albanians, the Prime Minister who can't really establish control of the state's institutions over the situation on the ground, and especially the Minister of Interior, for her manifest inefficiency and failure to put a foot down in a quite delicate moment for Macedonia.
- DPA's and DUI's campaign activities are reported mainly in the context of the armed incidents. The incidents, however, are closely tied to DPA because of the statement of the party leader Menduh Thaqi announcing bloody campaign. The media insist on daily repetition of the word Thaqi used – “kasapaana” (the two most appropriate translations would be "massacre" or "slaughter"). Having in mind the strong messages by EU and NATO that Macedonia needs fair and democratic elections, the general impression is that the media will hold the ruling parties, VMRO-DPMNE and DPA, for any eventual failure to reach that goal. Therefore, many media and commentators suspect, quite openly, the ability of the two parties to organize fair and democratic elections.

- There is a visible difference in the reporting on the incidents in the Macedonian language media and in the reporting of their Albanian language counterparts. While Macedonian language media are concerned and protest strongly and openly, fearing the incidents may pose a threat for Macedonian European integration prospects, the Albanian language media are more dedicated to favouring, or neglecting for that matter, one of the two major political parties of the Macedonian Albanians. The two media outlets in Albanian language, one of which is a public service broadcaster, leave an impression of total lack of interest about the developments on the "Macedonian side of the Elections".

2.1.1. Comparative Data on Campaign Coverage

For a detailed statistical breakdown of each media's coverage of a given topic, see the appendix to this Report (*Table on Intensity of Publication of Materials per Media in the Analyzed Period*).

2.2. COMMENT ON MEDIA APPROACH TO TOPICS

Coalition "For Better Macedonia"

There is an evident domination of VMRO-DPMNE in terms of the party's presence in the media. Judging from the way they approach the campaign, some media seem to act as if they were actual participants in the campaign and partners of FBM coalition. That situation was quite expected, having in mind the fact that the owners of some media are also leaders of political parties that are part of the coalition.

The Coalition "For Better Macedonia" plays a double role - it is simultaneously participants in the elections and the incumbent technical Government actively involved in the election campaign. The media adopted different approach to this unusual situation - they either overemphasize and promote the "regular activities of the Government", or criticise them as a part of the election campaign, pointing out that it constitutes abuse of the Government as an institution by the political parties in power.

The general conclusion of most media and commentators is that the Government, the media and the political parties rushed into "...an early election campaign, in a situation when the Government wouldn't allow for the State Elections Commission (SEC) to be chaired by the representatives of the opposition, and instead engaged in extensive operation to complement its own with the campaign of the ruling coalition FBM".

Government's projects are packaged in such a manner to advertise VMRO-DPMNE and to provide positive propaganda support for most parties in the Coalition (including the DPA).

The analysis noted a specific approach to the media presentation and promotion of the members of the Government Cabinet who also head the candidate lists of the FBM Coalition. In some cases, they are presented as government ministers, while in other they are presented as representatives of their respective political parties, which points out at an attempt to promote the results and achievements of the Government and its policies in favour of the Coalition.

Prime Minister Gruevski got huge space in the news programmes of some media (Sitel TV, "Vecer" daily, Kanal 5 TV, MTV1 and, to an extent, A1 TV) to promote the results of the Government. That approach to propaganda reporting in some media stopped immediately after the reaction of the Broadcasting Council of Macedonia, two days before the official start of the Election Campaign. Other media, on the other hand, continued with the same approach to the reporting through the period covered by this analysis.

The commentators that oppose that type of propaganda noted that *"...it was a model of authoritarian rule, where we could easily compare VMRO-DPMNE's media campaign with the 'cinema journals' screened during Tito's regime"* ("Dnevnik", May 17, 2008). *"Government campaigns and advertisements in the Election campaign are a form of intensive marketing operation and obvious manipulation of the process, used by the Government to attract positive points and violates the Election Law"* ("Spic", May 09/10, 2008). *"In spite of the fact that everybody knows the rules and legal possibilities for political propaganda, it seems that the parties who seek from the citizens to entrust them to implement reforms in the field of rule of law take the least care for those legal norms"* (Telma

TV, May 15, 2008). *"The coalition with the media that Gruevski implemented spending lavishly from the State Budget has put the other parties in difficult position"* ("Utrinski vesnik", May 5, 2008).

The discourse used by some of the media to report in support of the FBM coalition is rather impressive. The favouring of the Coalition in the news aired by Sitel TV and on the pages of "Vecer" daily is expressed **a)** directly, praising the activities of Prime Minister Gruevski, the leader of the Coalition, in the reports on Government activities), and **b)** indirectly, through strong and fierce criticism of the opposition SDSM, with opening dismissal of its programme, the policies towards Greece regarding the name-dispute, and open attempts to discredit the Party leader Radmila Sekerinska. Sitel TV uses every possibility to emphasize that Government activities (opening local day-clinics, sports facilities, water supply systems, etc.) are fulfilment of its promises or start of greater operations listed in VMRO-DPMNE's election platform.

The Government gets a rather specific treatment by A1 TV. There is notably positive approach to a limited number of its activities, especially those in the agricultural sector. The articles don't offer direct praise of the Government, but the project of Government subsidies for the farmers as a whole is assessed as very positive¹.

MTV1 dedicated some particularly impressive coverage to the visit of Marcello Vernolla and Riccardo Ventre, Members of European Parliament from Italy. The reports never mentioned the fact that they visited Macedonia on invitation of VMRO-DPMNE and that they participate in the party's campaign rallies with open support for the ruling coalition. That manner of coverage left an impression that they were received by the Prime Minister as official representatives of the European Parliament, not as representatives of Italian right that supports FBM Coalition. (MTV 1, May 14, 2008).

Sun - Coalition for Europe

The monitoring concludes that, both in terms of quantity and quality of coverage, the media paid greater attention to "For Better Macedonia" than to "Sun" coalition. In some media, the ratio is approximately 1.5 : 1 in favour of the VMRO-DPMNE led coalition. The media space is dominated by the parallel campaigns of the Government and the VMRO-DPMNE-led coalition, at the expense of the campaigns of other coalitions and parties. The misbalance is due primarily to the media controlled by political parties that are part of the FBM, and those media inclined to support the coalition. On the other hand, the reporting on the activities of the Sun coalition is reduced, in some media, to news reports from its rallies and press-conferences.

SDSM gets the bulk of the coverage, but the other parties are also well represented in the reports from the rallies, and excerpts from their leaders' speeches are quoted before the excerpt from the speech given by SDSM leader Radmila Sekerinska.

Six media outlets stood in defence of SDSM (Social democratic Union of Macedonia)² when the similarly named Social democratic Party of Macedonia (SDPM) came forward with lists of candidates headed by people with similar or same names as the heads of Sun Coalition lists. SDPM's action was seen as malicious and petty, condemned as an action proving political immaturity of Macedonian political parties. They accused, albeit not explicitly, VMRO-DPMNE as being the mastermind behind SDPM's action, which, commentators say, is an attempt to manipulate the citizens that is far removed from accepted European standards. "Utrinski vesnik" daily sees SDPM as *"the Trojan Horse"*, pointing out that those who use it for their own purposes *"undermine their own legitimacy and reputation"* (May 9, 2008). Those media that avoided defending SDSM from the *"electoral parasites"* directly, did protest loudly against the lack of democratic spirit, moral and ethics, as well as the great reliance on cunning, catches and manipulation ("Vreme", "Spic", "Utrinski vesnik", "Dnevnik", A1 TV, Telma TV).

¹ The impression of the positive treatment are augmented by the announcements for A1 TV's show "Farmer", aired after the general lead of the evening news, with footage from speeches by the Prime Minister and the Vice-Prime Minister Stavrevski that promote the efforts of VMRO-DPMNE's Government.

² In addition to "Vecer" and Sitel TV and their cynical approval of SDPM's move, MTV1, Kanal 5 TV, "Koha" and MTV2 refrained from criticism. The last two actually leave an impression of total lack of interest in the developments on the Macedonian side of political spectrum.

The reporting in “Spic” and “Utrinski vesnik” dailies can be interpreted as supportive and promoting policies and views held by SDSM, as the leader of the Sun Coalition, on the matters of European integrations and Macedonian membership into NATO. “Spic” constructed, subtly and steadily, a positive picture of SDSM leader Sekerinska³. “Utrinski vesnik” defines SDSM as a party that managed to get Macedonia the status of candidate country for EU membership avoiding, in the process, to activate the dispute with Greece, simultaneously securing more relaxed interethnic relations in the country. The friendly media expressed their belief that the party is prepared to continue the negotiations with Greece on the name dispute, which would steer the country clear of the increasingly certain international isolation. According to “Utrinski vesnik”, the willingness of the Sun Coalition to negotiate a solution to the dispute is “...abused by Gruevski in his comparison of who is the bigger patriot” (“Elections Stuck between the Future and the Fake Patriotism”, May 12, 2008).

“Vecer” daily and Sitel TV adopted the position of political opponents of the policies promoted by the Sun Coalition, rather than reporters of its activities. Their arsenal of strong attacks started with direct attacks in the effort to discredit SDSM election platform, attempts at personal discreditation of the party's leader Sekerinska, to outright ridicule of the symbols and insignia of the Coalition. The approach is very similar to the rhetoric used by the competition VMRO-DPMNE. The two media proved that SDSM and the other parties in the Sun Coalition will be targeted with strong criticism and attacks. In fact, the general impression is that they aim not to report, but undermine the Coalition's public standing.

The MTV1 public service broadcaster often manifests its animosity towards Sun Coalition⁴, too.

Democratic Union for Integration

DUI and its competitor in the Albanian political bloc – DPA, received almost equal treatment by the media, both in terms of quantity and quality of coverage.

There is a visible difference in the reporting in the Macedonian language media and in the reporting of their Albanian language counterparts.

The majority of Macedonian language media reported on DUI's campaign with two types of articles, dedicated to three different topics: a) reports on the party's daily activities in the election campaign; b) commentary/reports with views and opinions on the violent incidents that cover DUI and DPA simultaneously; c) commentary/reports on the radicalization of DUI's positions if it doesn't make it into the Government after the elections, i.e. announced “regionalisation”, “federalisation” and “cantonisation” of the country, as well as to intents of Izet Mexhiti to create a museum dedicated to the League of Prizren and the KLA in Skopje.

The Albanian language media, on the other hand, paid more attention to favouring and neglecting one or the other major party of the Macedonian Albanians.

The illegal building (as seen by the Macedonian language media) of the proposed Museum of KLA and the League of Prizren motivated the media to invoke the past comments on the role of DUI in the 2001 conflict. The mention of the 2001 events is used by most authors to emphasize DUI's terrorist past.

The interest in DUI, and in DPA as well, grew parallel with the incidents that culminated in the incident in which shots were fired on the vehicle used by the party leader Ali Ahmeti, which DUI said was an (attempted) assassination. In that context, “Utrinski vesnik” wrote that “Ahmeti is a victim of assassination attempt, but has the virtue to not try and retaliate with arms but with protest, while Minister of Interior and the Prime Minister remain calm and unmoved” (“Campaign terror”, May 14, 2008). Some media believe that DUI's “declared support for Macedonian integration into NATO and

³ Radmila Sekerinska's participation in the Skopje Marathon at the very start of the Campaign, was reported by Spic on the front-page, with a headline “Start in Style”, commenting on her preparedness to ‘join the difficult race for European Macedonia’. The article on the convention of the opposition coalition carries the headline “The Sun will Illuminate the Road to NATO and EU” (May 9; May 12; May 14, 2008).

⁴ The analysis noted opinions that attempt to question and dispute SDSM's credibility to react on certain matters. Another notable point was the visual packaging that used footage with the leaders of the Sun Coalition when presenting VMRO-DPMNE's position that “those who try to stop reforms to protect their personal interests will be punished by the voters on June 1” (May 5; May 8; May 13), suggesting that the leaders of the political parties in the Sun Coalition are those people who try to stop the reforms.

EU is just that, a declaration" (for example, "Dnevnik" daily of May 6, 2008), while other find it "...positive that DUI is opposed to the proposed referendum on the name of the country, which will prove an obstacle to the integration processes" ("Utrinski vesnik", May 17, 2008). According to "Utrinski", "...the responsibility and the blame for the eventual federalisation will fall on Nikola Gruevski, for if DUI wins the elections and Gruevski doesn't invite it into the Government, it will start establishing its own power structures in the municipalities it won, which would start the practical federalisation of Macedonia" (May 5, 2008).

All media reported on the start of reconstruction works on the memorial-home of Jashar Beg in Skopje, which is intended to house the Museum of Albanians in Macedonia – from the League of Prizren to 2001, as well as Izet Mexhiti's statements on the opening of the question of federalization of Macedonia if the will of the Albanian voters is not respected in the creation of the new Government. The media also covered the news that in all municipalities in which the local government is held by DUI, party flags are posted on the street together with the state-flag of Albania, without the Macedonian flag. Those events were used for open attack on DUI's policies and to remind the public of the party's history and background. "Vecer" talked about the "Museum of Evil" (May 10, 2008); Sitel TV called it an "open provocation" (May 15, 2008); "Vreme" said it was "Electoral Violence" (May 14, 2008); while A1 TV protested the "lawlessness promoted everywhere possible, in this case by DUI, in the municipalities in which it controls the Mayor's office" (May 15, 2008).

The discourse used by the two Albanian language media in their reporting on DUI's campaign attracted special attention. The analysis noted that the party is not endorsed by either "Koha" daily or the MTV2 – Programme in Albanian. The two media didn't observe the principle of neutral reporting in their coverage of DUI's and DPA's campaigns.

MTV 2 is dismissive of DUI and uses classical manipulative discourse in its reporting of the party's activities.⁵

Both editorial offices (MTV2 and "Koha") totally ignored an important event when they didn't report the incident in the village of Rakovec, near Tetovo, when Ahmeti's car was shot on. Then again, although they didn't report on DUI's statements and positions on the incident, MTV2 did cover the reactions of DPA about the same event. In a number of cases, the party's activities were not covered and reported at all.

Both editorial offices gave prominence to polls that showed that DPA holds advantage on DUI in the public opinion.⁶

Democratic Party of Albanians

DPA's activities, just like DUI's, were covered mostly in the context of the armed incidents, with most media emphasising the efforts of the former to minimise the importance and the serious nature of the attack on Ahmeti. The incidents, in fact, are closely tied to DPA because of the statement of the party leader Menduh Thaqi announcing bloody campaign. The media insist on daily repetition of the word Thaqi used – "kasapaana" (the two most appropriate translations would be "massacre" or "slaughter").

Most media point at the party as the instigator and at the Ministry of Interior as the responsible institution that should act promptly, but which, in spite of its obvious competence and that appeals to take action - does nothing. Having in mind the strong messages by EU and NATO that Macedonia needs fair and democratic elections, the general impression is that the media hold the ruling parties, VMRO-

⁵ The real problem is that MTV2 airs DPA's reactions on DUI's accusations, but we never have the chance to hear those accusations presented by the latter. In addition, the favouring of DPA is evident in the length of reports. For instance, DPA's rally in Studenican on May 14 got a four-minute report, while DUI's rally in Vrapciste on the same day got just one minute and a half.

⁶ On May 5, MTV2 presented the findings of an opinion poll that had DPA leading DUI with 59.5 to 38.7%. It didn't, however, present the results of the poll conducted by the National Democratic Institute, released the same day, in which DUI was the leading party in the public opinion. The broadcaster also presented as its lead story for May 10 the results of a poll done by "Ghani Bobi" Centre for Research Studies from Kosovo, which showed that DPA is supported by 58.2 and DUI is supported by 38.2 percent of the polled citizens..

DPMNE and DPA, for any eventual failure to reach that goal. The newspapers and the broadcasters repeated the message that the *“violence has to stop”* every day.

Therefore, commentators and media alike rather suspect the ability of VMRO-DPMNE and DPA to organize fair and democratic elections⁷ (“Spic” May 15 and 16; “Utrinski vesnik”, May 12, 2008; “Dnevnik”, May 13; A1 TV, May 12, 14 and 15; “Vreme”, May 14 and 16).

“Vreme” daily commented indirectly whom it found responsible for the incidents (May 16, 2008), illustrating its report *“Ahmeti’s Assassin Surrenders”* with a photograph depicting DPA’s leading figures Thaqi and Selmani, with the suspected shooter Vulnet Xhelili in the background. The daily leaves open the issue brought up by DUI’s accusations that members of the Police were involved in the incidents on behalf of DPA and called for the Ministry of Interior to *“identify, one way or another, the perpetrators of violent incidents during the campaign, even if they came from its own ranks”* (*“Electoral Violence”*, May 14, 2008). A1 TV aired amateur camera footage of the party’s convoys passing through the highway toll stations, and noted that the evasion of the obligation to pay toll was a matter of *“lawlessness”*, accusing both DPA and DUI of the same offence (May 12, 14/15, 2008). Even “Vecer” daily of May 17, 2008 made a rare exception from its regular manner of coverage, in the editorial comment *“Albanians Shoot, Macedonia Suffers”*, criticising both DUI and DPA. “Dnevnik” points out that *“just like VMRO-DPMNE, DPA abuses its position as Government party in the use of state institutions to collect as many votes as possible”* (May 13 and 17, 2008). “Utrinski vesnik” put emphasis the ties between DPA and VMRO-DPMNE on the matter of the referendum on the name (proposed by the latter), on which DPA avoids to adopt a clear position, unlike DUI which openly opposes it (May 17, 2008).

DPA, on the other hand, is not without allies and supporters in the media.

It has the total and loyal support of the public service MTV2 - Programmes in Albanian. The editorial office has reserved the prime slots of its news to DPA’s rallies or to reports praising the policies that contribute to employment of Albanians in state institutions resulting, it suggests, from DPA’s activities. The party enjoys the benefit of extensive coverage both in term so length and numbers of reports. The campaign is often followed with remarks in favour of the party: *“DPA enters the elections with confidence, having in mind the encouraging results of the 18 months of its stay in power”* (May 17, 2008). One indicator of “Koha” daily’s inclination to endorse DPA is evident in its treatment of the opinion polls testing the ratings of the two Albanian parties – those that are in favour of DPA are covered, those that may show DUI has the higher ratings are ignored.⁸ During the period covered by this analysis, there was extensive positive coverage of the campaign to employ 5,000 Albanians in the state administration, which is not seen by the daily as Government’s, but rather as DPA’s merit, giving greater prominence to statements of government ministers and heads of institutions from DPA’s ranks). It also has the support of two Macedonian language media - “Vecer” and Sitel TV.

“Vecer”, in its May 7 report of on the schedule of rallies of major political parties, predicts DPA’s victory in Tetovo and gave the article the headline *“Sorry, But Tetovo is Reserved for DPA”*. Also, compared to the other media, there is an impression that “Vecer” leaves DPA out of its reporting on the violent incidents, presenting briefly the party’s reactions on the incidents. Sitel TV, on the other hand, presented its *“unofficial”* findings about Menduh Thaqi’s statements on the background of the incidents and DUI’s motives to instigate them *“...in order to undermine the reputation of the Government as incompetent and unable to organize fair and democratic elections”* (May 13, 2008).

⁷ The views of most media on this matter are practically summarized in a “Dnevnik” editorial of May 13: *“The campaign is just two days old, and the rule of the Law is already down on its knees. The equality of citizens, fight against corruption, protection of the national interests and other advertised principles are gone and forgotten. What remains is party interests and unscrupulous struggle for every vote. Judging from the past two days, we can conclude that, over the next 20 days, the Laws will be valid for everybody but activists and members of VMRO-DPMNE and DPA”* (*“Government Caught by the ‘Snake Eye’, Too”*, May 13).

⁸ “Koha” explained enthusiastically (May 12) the background of the “Ghani Bobi” Centre, whose poll showed DUI would win 11 seats in the Parliament to DPA’s 17 MPs. The daily points out that the Centre gave an accurate prediction of the results of the recent elections in Albania, suggesting that the readers should trust the results of their poll.

APPENDICES

INTENSITY OF PUBLISHED MATERIAL PER MEDIA

For the period: May 5-17, 2008

Topic	Media												Total (per topic)
	A1	Spic	Vecer	Vreme	Dnevnik	Kanal 5	MTV1	MTV2 in Albanian	Sitel	Telma	Utrinski vesnik	Koha	
1. Coalition "For Better Macedonia"	14	28	26	12	17	14	67	10	31	9	12	12	252
2. Sun – Coalition for Europe	16	24	24	15	13	15	42	7	16	14	22	7	215
3. DUI	14	11	7	16	18	14	17	10	10	8	13	25	163
4. DPA	13	10	8	12	12	9	15	22	8	7	11	32	159
Total (per media)	57	73	65	55	60	52	141	49	65	38	58	76	789