



**COUNTRY REPORT, REPUBLIC OF MACEDONIA**  
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In the light of development and promotion of media literacy in Republic of Macedonia, the Agency, with an expert assistance, developed a Programme for Promoting Media Literacy. The guiding principles of the Programme are to raise the awareness on media literacy, to contribute to understanding of media literacy by citizens and to improve the conditions for civic and democratic participation. The programme was adopted after extensive public consultations.

The Agency created accustomed version of the video “Wo ist Klaus?” (Where is Klaus?) by the German organization klicksafe.de. The Agency also prepared a Macedonian version of the animated spot about the adventure of a boy called Jack, who now became Jove (the EAVI production).

According to the Law, the Agency shall undertake activities to encourage the audio and audiovisual media service providers make their services accessible to hearing and visually impaired persons.

Having in mind this, in June this year, the Agency adopted the Programme for ensuring access to the media for persons with sensory impairment as well as Procedure for Communicating with Citizens with Some Kind and Degree of Impairment.

The Programme envisages activities and measures to be undertaken in the next 3 years to promote better access for persons with visual and hearing impairment, while the Procedure prescribes the manner of providing the access, manner of communication, obligations of persons responsible for communicating with persons with sensory impairment.

With the aim of raising the awareness of both the citizens and the media towards wider implementation of the right of reply and correction, and using court proceedings as the last resort, the Agency designed a Plan for Informing the Citizens and the Media about the Right of Correction and Reply. The Plan elaborates in more detailed the manner in which the opportunity to use this right will be popularized: through assigning a special segment on the Agency's website to explain, using popular vocabulary, how to realize one's right to correction and reply, and through informing the media publishers on how to fulfill the legal provisions regarding the right to reply and correction.

Pursuant to the Law on Audio and Audiovisual Media Services, the Agency ensures transparency of the operations by holding public meetings at least quarterly, enabling all the interested parties to express their views and opinions about the development of audio and audiovisual media services in Republic of Macedonia, the state of the market and the realization of the activities and goals set by the Agency's Annual Work Plan.

The second public meeting was held in June and the third one in September. Conduction of the annual Work Programme of the Agency were presented at both meetings. Attention to the implementation of the EU funded project dedicated to enhancing the administrative capacities of the regulator for efficient regulation of the new digital and multiple play services was given at the second meeting, while the focus of the third meeting was on media literacy and obligation to broadcast originally created programme.