

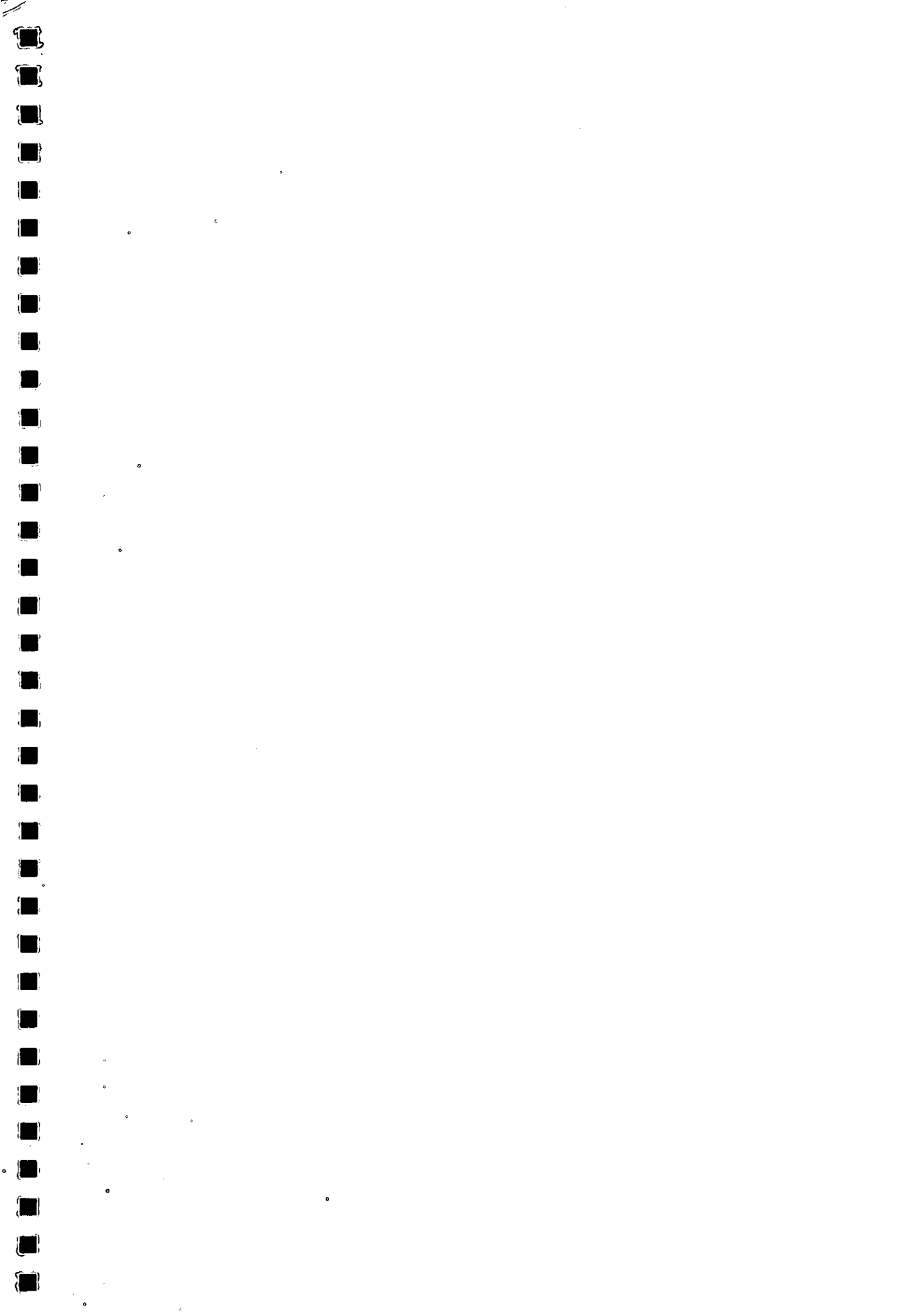
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PARLIAMENTARY ELECTIONS  
15th SEPTEMBER 2002

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# Voter Education Project

State Election Committee with  
support of IFES and USAID



McCann-Erickson Skopje

# McCANN-ERICKSON GROUP SKOPJE

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# McCANN-ERICKSON GROUP SKOPJE

## 1. More about McCann-Erickson Group

### a. **McCann-Erickson - the world's largest multinational advertising agency.**

McCann-Erickson now guides destinies of more clients, more top brands, and across more countries than any other single agency.

We rank among the top 3 agencies in 92 countries. We have deeper roots than any competition with over 20 years experience in 61 countries. We have depth within countries. In the world's 10 largest countries we have agencies in an average of 5 to 6 cities.

### b. **McCann-Erickson's core mission**

McCann-Erickson's core mission is simple and highly focused: To create advertising that is the *most effective* in influencing people and selling products and services... **Truth Well Told**

### d. **McCann-Erickson Group Skopje**

McCann-Erickson Group Skopje was founded in 1996 as Idols & Friends. Joined the McCann-Erickson network in 1997. The total number of employees is 16 with over 30 outsource collaborators.

We rank among top 3 agencies in Macedonia.

It is an advertising agency that provides full range of professional services to it's client:

- Market Research & Analysis
- Strategic Planning
- Art Design
- Audio, Video & Print Production
- Media Buying & Media Planning
- Promotions, Events & Sponsorships
- Public Relations (PR)
- Other



# McCANN-ERICKSON GROUP SKOPJE

## **2. The Project - General Info**

The Voters Education Project has been organized by The International Foundation for Election Systems (IFES) in cooperation with the State Election Commission and McCann-Erickson Skopje. The International Foundation for Election Systems (IFES) is a non-partisan and non-profit organization that supports and strengthens electoral systems worldwide by providing technical assistance, professional development opportunities and information resources. Funding for IFES support of the electoral process is provided by USAID.

This project was not aimed in selling a product to the consumers, but providing a service to the electorate. Its objective was to raise awareness, information and confidence levels among voters.

All the materials developed for this project were more laden with technical and legal information than the purely motivational efforts that may be undertaken by election contestant or any non-government organizations.

### **2a. Agency Task**

- Conceptualization of the voter election project;
- Development of a media strategy;
- Identification and contracting of all required talent and service providers;
- Campaign management;
- Script and copy-writing;
- TV and radio production;
- Graphic design and layout, pre-press;
- Print production;
- Nationwide distribution;
- Media planning, buying and monitoring;
- Focus Groups testing;
- Supplementary Public Relations efforts.



# McCANN-ERICKSON GROUP SKOPJE

## **2b. Target Groups (TG)**

- a. 18 + (The general electorate - no matter the occupations, job profile, education, nationality, religion, the urban and rural areas)
- b. Targeting groups with special needs
  - Internally displaced persons (IDPs)
  - Communities affected by the former conflict
- c. Other special aimed groups may include women, youth, ethnic minorities, military voters, disabled and home-bound (or hospital-bound) patients.



# McCANN-ERICKSON GROUP SKOPJE

## 3. Objectives of the Campaign

- Inform the voters of the changes (news) in the electoral procedure resulting from the reform of legislation governing the electoral process;
- Raise awareness of voting rights among voters and help them to fully exercise these rights;
- Reduce uncertainties about the voting process;
- Inform voters in post-conflict areas of special voting arrangements due to the presence of IDP (Internally Displaced Persons) voters;
- Help voters better comply with laws governing elections, particularly with respect to voting in person and in secret;
- Encourage non-violence on the Election Day;
- Build confidence in the efficacy of voting and the legitimacy of the election outcome.





# McCANN-ERICKSON GROUP SKOPJE

## 4. Creative Strategy/Approach

Using a simple, informative, close and clear approach to inform the voters.

The creative approach was an equilibrium between the technical information (clearly communicate the message) and the artistic expression (to attract and maintain the interest of the voters).

The language used in all the communication elements is technically accurate "literate Macedonian", but on the other hand, also direct and simple in order to be understood by the wider population, our TG.

The message and the Artwork/images are non-partisan, neutral, calm and official. We avoided using color schemes, symbols, visual images, slogans or any other elements that were used by the contestants, or were similar to their campaigns.

### 4a. Communication Elements

- Logo and Slogan
- Illustrations
- Print production
- TV/Video and Radio Production



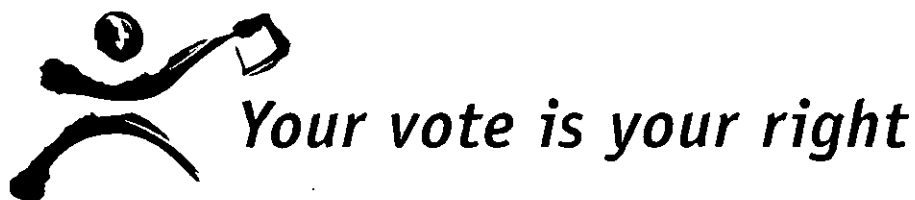
# McCANN-ERICKSON GROUP SKOPJE

## Logo and Slogan:

Using a direct and simple way to approach the voter, also reminding him of their right as an individual.



Macedonian



English

- a. VOICE - one of the five basic senses - sense of speech
- b. VOICE/VOTE - voting as a choice and legal right



PARLIAMENTARY ELECTIONS  
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# McCANN-ERICKSON GROUP SKOPJE

## Illustrations:



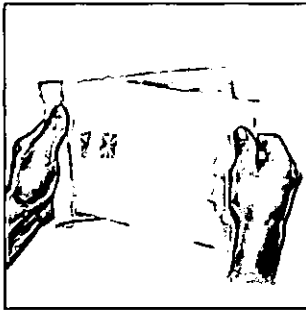
1. Voters



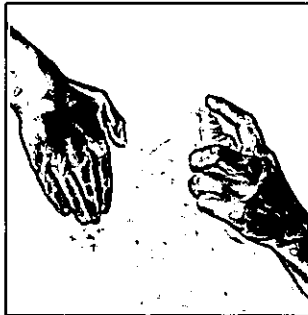
2. Election Official



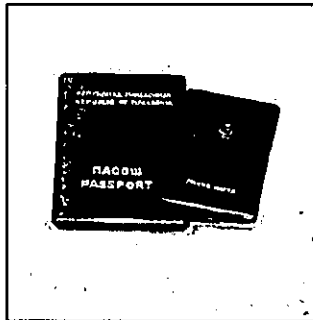
3. Secret Booth



4. Counterfoil ballot



5. Spray indelible ink



6. Types of ID



7. No Weapons



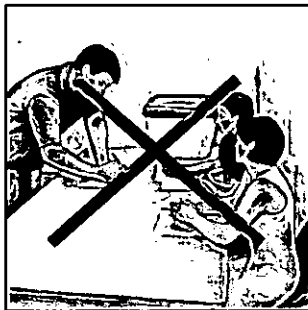
8. Hospital-Bound Voter



9. Check for indelible ink



10. Exit polling station



11. No Open Voting



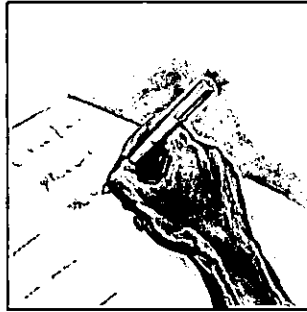
12. Police



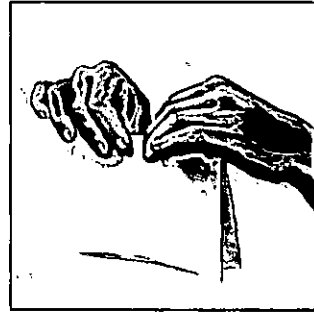
# McCANN-ERICKSON GROUP SKOPJE



13. No bribes



14. Sign voters registry



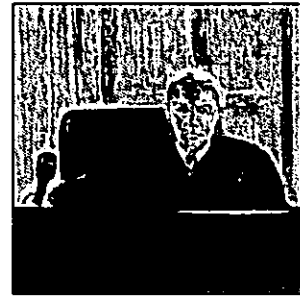
15. Fold ballot



16. No family voting



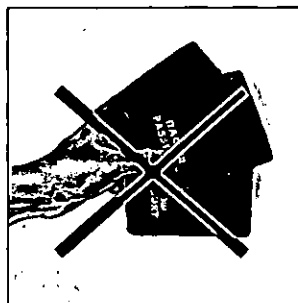
17. The Courts



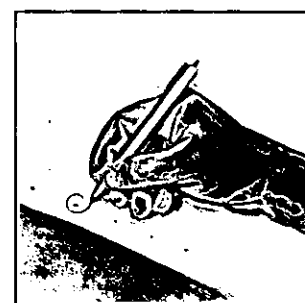
18. A judge



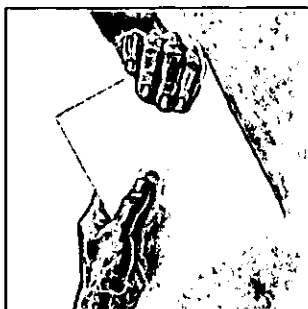
19. Deposit in ballot box



20. No Proxy Voting



21. Correctly mark ballot



22. Issue ballot



23. Military voters

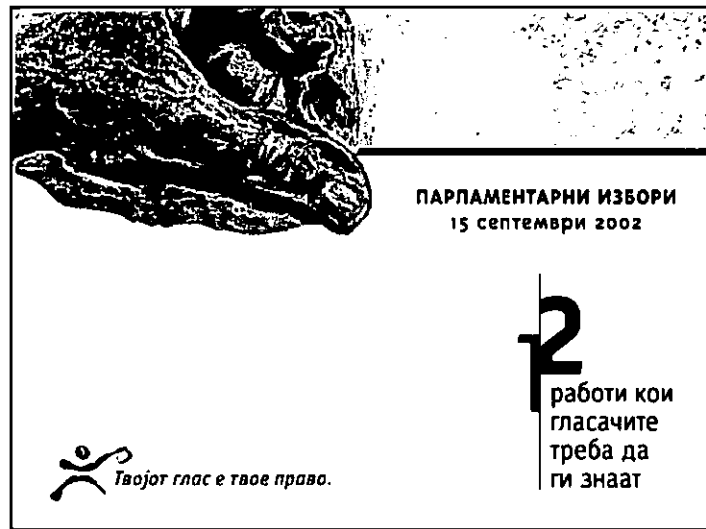


# McCANN-ERICKSON GROUP SKOPJE

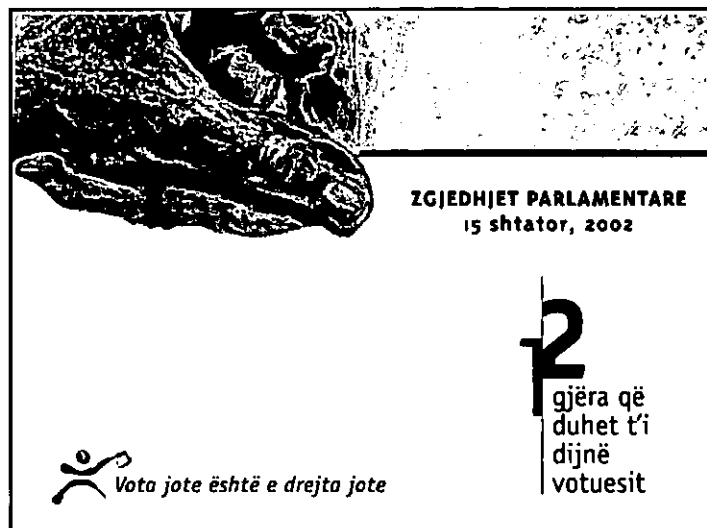
## Print Production:

"12 Things Voters Need to Know" - **Booklet**

### *Front Cover*



Macedonian



Albanian



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# McCANN-ERICKSON GROUP SKOPJE

## "Voting Steps" - poster



## "Non-violence" - poster

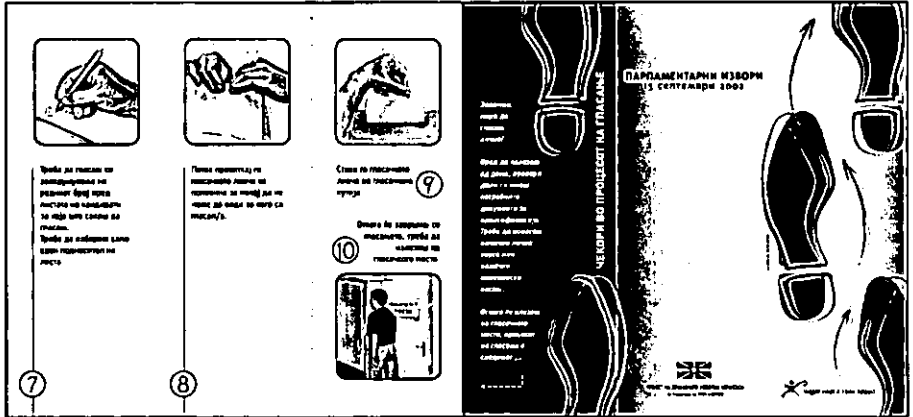


PARLIAMENTARY ELECTIONS  
15th SEPTEMBER 2002



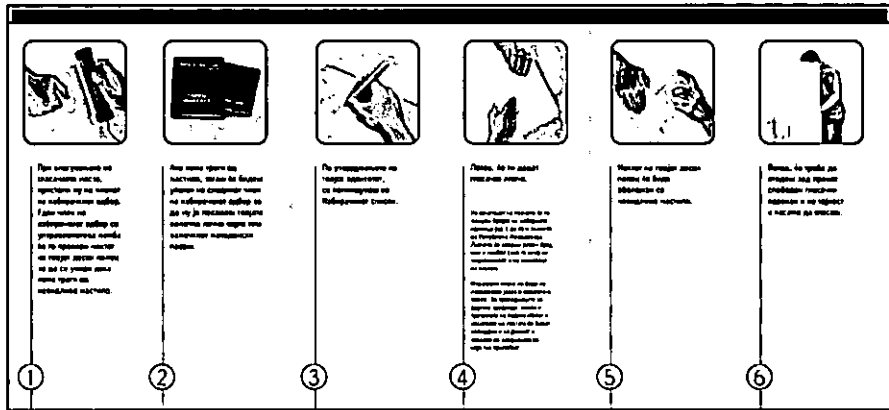
# McCANN-ERICKSON GROUP SKOPJE

## "Voting Steps" - leaflet



Front Side

## "Voting Steps" - leaflet



Inner Side



# McCANN-ERICKSON GROUP SKOPJE

## "Voting Rights" - leaflet



Зачмо гласачи,  
гласачи со друго лице  
или група луѓе  
не е одолично.  
Ти мора да гласаш  
во тајност.

④

Гласачки права

ПАРЛАМЕНТАРНИ ИЗБОРИ  
15 септември 2002

Изборите на Република Македонија се  
слободни, транспарентни и спроведени во тајност.

Ти имаш право да гласаш  
и во случајето на Република Македонија,  
како парламентарен гласач  
и во домашни избори.

Ти имаш право да гласаш ...

- Да гласаш лично
- Само да употребиш за тоа да гласаш
- Дајеш глас до тој момент во тајност.


Безучастност, и незаконни објави на овој работ.

  
ОПШТИНА ЗА ЗАШТИТА НА ИЗБОРИТЕ  
И ИЗБОРИТЕ ВО 2002

  
Гласачки права


Front Side

## "Voting Rights" - leaflet




Никој не може да гласа  
во твоето име, ниту ти  
можеш да гласаш  
во име на некој друг.  
Мора да гласаш лично.

①



Со закон е забрането  
некој да влијае на тебе  
во да гласаш или не, или  
како да гласаш на  
денот на изборите.

②



Никој не смее да ти го  
повреди правото на  
слободен избор,  
бидејќи употреба на  
силе, селоско закана,  
шанта или на  
некој друг начин.

③

Inner Side

# McCANN-ERICKSON GROUP SKOPJE

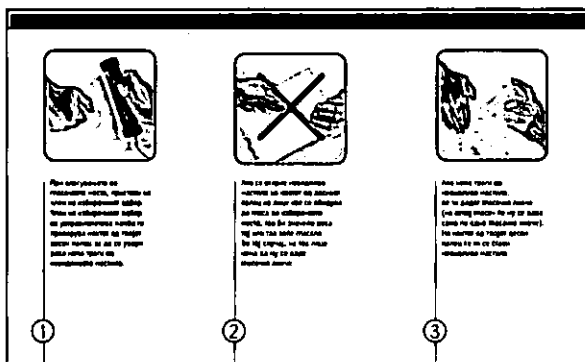
## "Anti-Fraud Measures" - leaflet



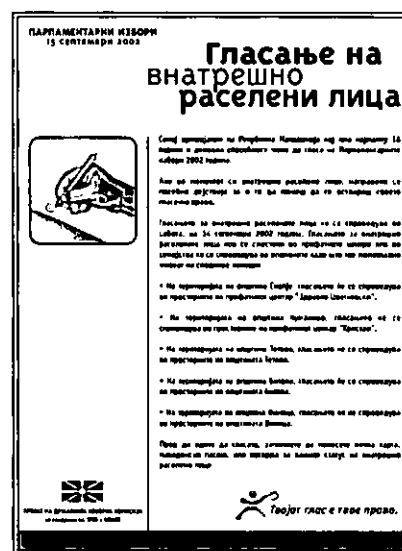
Front Side

## "Anti-Fraud Measures" - leaflet

## "IDP Voting" - leaflet

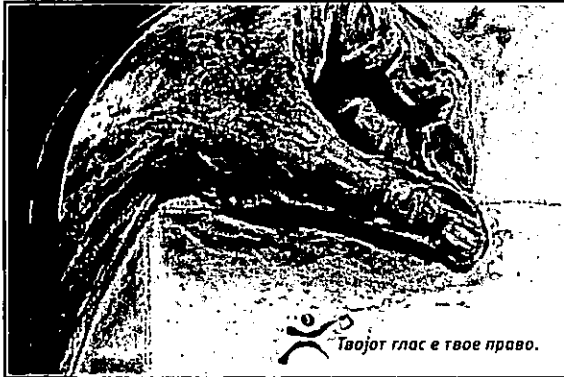


Inner Side

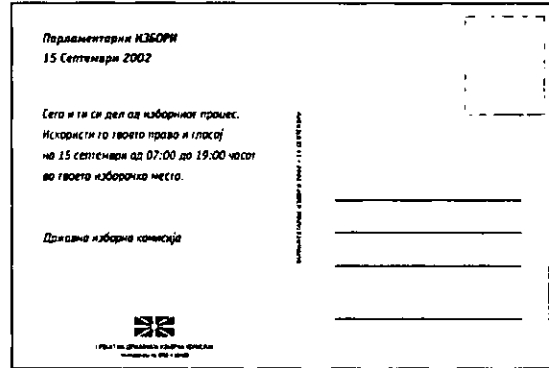


# McCANN-ERICKSON GROUP SKOPJE

## Post Card - Macedonian version



Front Side

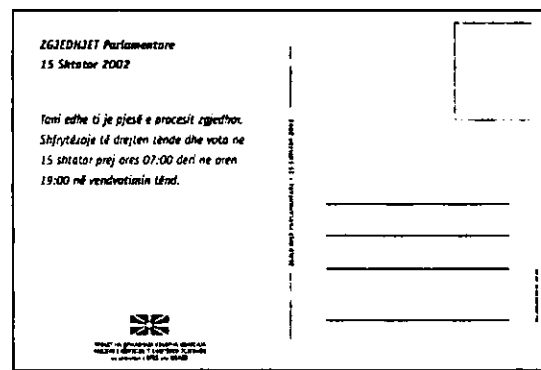


Back Side

## Post Card - Albanian Version



Front Side



Back Side



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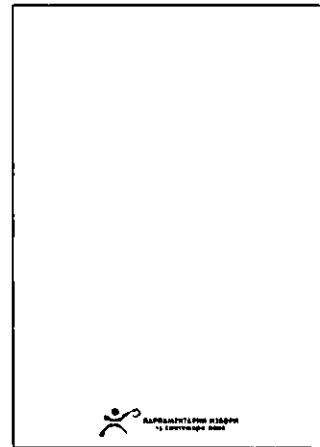
# McCANN-ERICKSON GROUP SKOPJE

## Materials for SEC:

Note Pad

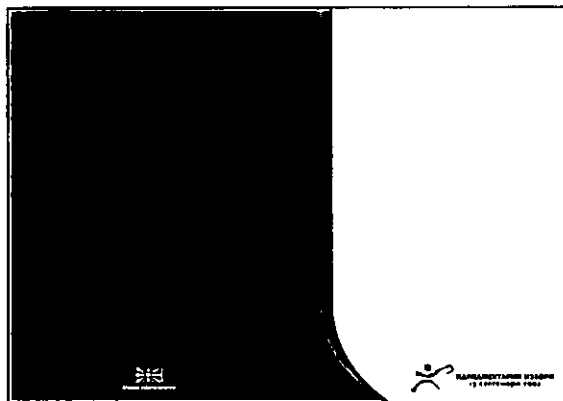


*Cover*



*Inside Sheets*

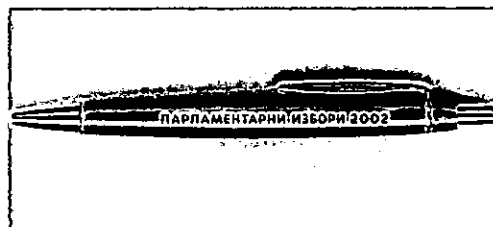
Folder



Paper Bag



Pen



PARLIAMENTARY ELECTIONS  
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# McCANN-ERICKSON GROUP SKOPJE

## **TV and Radio Production:**

### - (5) TV Commercials - Macedonian/Albanian:

1. "Animation" - Announcing the date and time of the elections.
2. "Voting Steps" - Accurate description of the steps in the voting process.
3. "No Family Open Voting" - Informing the voters that the voting process implies voting in person and in secret.
4. "Non-violence on Election Day" - Using visual allegory for encouraging non-violence on the Election Day.
5. "Anti-Fraud Measures" - Notifying the voters about the implementation of the new anti-fraud measure, the harmless and useful indelible ink.

### - (3) Radio Commercials - Macedonian/Albanian:

1. Time/Date of the Election (15")
2. No Family Open Voting (35")
3. Anti-Fraud Measures (30")



# McCANN-ERICKSON SKOPJE

## 4b. Circulation

### Print Materials - Specification & Circulation

Communication Elements	Theme	Specification	Circulation
<del>Print/Production</del>			
Booklet x 2	12 Things Voters Need to Know	15 pages. Text and illustrations. Paper weight: 170g. Glossy paper. 4/4. Dimensions: 21 x 15.5 cm.	250.000 Mac. 50.000 Alb.
Flyer x 2	IDP Voting/Voting in Post-Conflict Areas	Text and illustrations. Paper weight: 135g. Glossy paper. 4/0. Dimensions: 15 x 21cm.	1.500 Mac. 2.500 Alb.
Leaflet x 2	Steps in the Voting Process	Quadruple-fold. Text and illustrations. Paper weight: 135g. Glossy paper. 4/4. Dimensions: 8 x 21cm.	250.000 Mac. 50.000 Alb.
Leaflet x 2	Anti-Fraud Measures	Double-fold. Text and illustrations. Paper weight: 135g. Glossy paper. 4/4. Dimensions: 12 x 21cm.	250.000 Mac. 50.000 Alb.
Leaflet x 2	Vote in Person and in Secret	Double-fold. Text and illustrations. Paper weight: 135g. Glossy paper. 4/4. Dimensions: 10 x 21cm.	250.000 Mac. 50.000 Alb.
Poster x 2	Steps in the Voting Process	B1 size. Paper weight: 115g. Glossy paper. 4/0	12.000 Mac. 4.000 Alb.
Poster x 2	Non-Violence on Election Day	A1 size. Paper weight: 135g. Glossy paper. 4/0	10.000 Mac. 6.000 Alb.
Poster x 2	No Family, Proxy, Open Voting	A3 size. Paper weight: 135g. Glossy paper. 4/0	8.000 Mac. 8.000 Alb.
Poster x 2	Indelible Ink	A2 size. Paper weight: 135g. Glossy paper. 4/0	12.000 Mac. 4.000 Alb.
Note Pad	Logo/Slogan/Date of Election	A5 format. Heavier cover (250g.), 4/0; 50-60 sheets (80g.) 1/0.	1500 units
Folder	Logo/Slogan/Date of Election	22 x 31cm. Non-glossy paper. Glossy plastification, 4/0.	1500 units
Bags	Logo/Slogan/Date of Election		1500 units
Pens	Slogan		1500 units

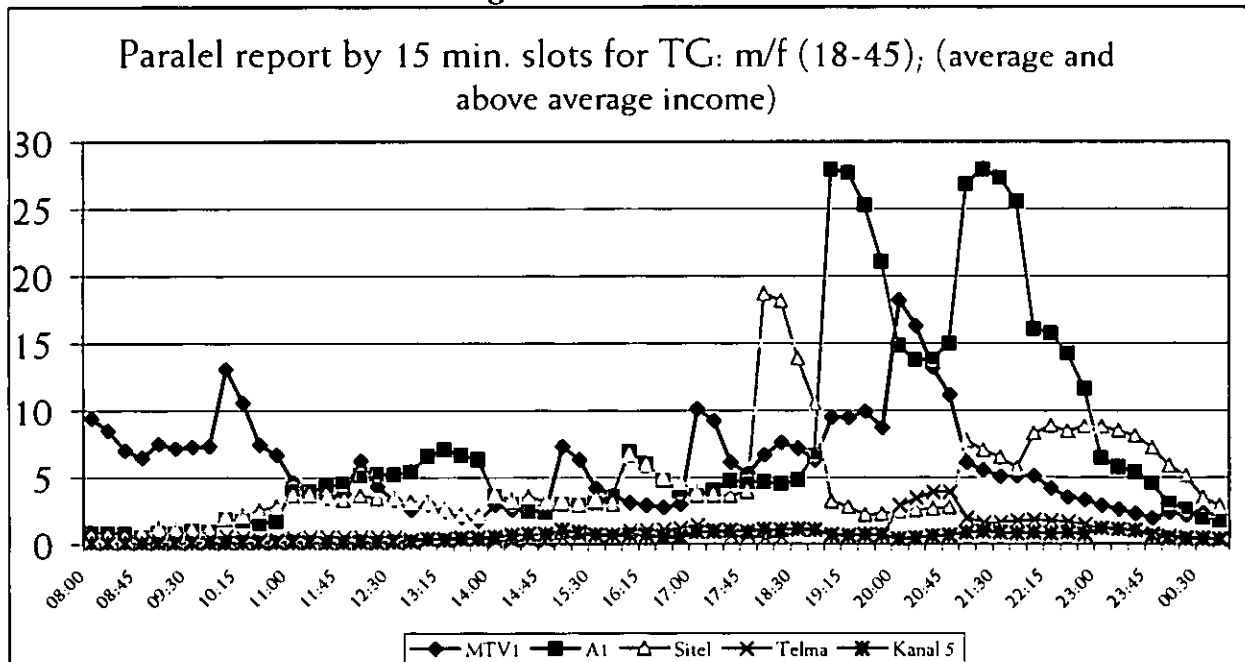
# McCANN-ERICKSON GROUP SKOPJE

## 5. Media Selection and Coverage

TV Stations that were used for covering the "Voters Education Project" campaign:

- MTV 1/2
  - A1
  - Sitel
  - Telma
  - Kanal 5
  - Era
- MTV, A1 TV and TV Sitel are TV stations with national coverage and programs with high ratings - leads directly to cost efficiency
  - A1 TV - dominant in the Prime Time with the highest share of viewing
  - Telma and Kanal 5 - local TV stations in Skopje. Agency believes that these TV stations are significant in creating public opinion. TV schedule of these stations with "must see" programs such as news, serials and films allow us to emphasize reach specially in the capital city
  - TV Era - local Skopje, Albanian language

### *TV Viewing Pattern - Main TV Stations*



Source: SMMRI Jan '02



PARLIAMENTARY ELECTIONS  
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# McCANN-ERICKSON GROUP SKOPJE

## 5a. TV Monitoring



PARLIAMENTARY ELECTIONS  
15th SEPTEMBER 2002



## Листа на емитувања по сакани критериуми:

Критериуми :

Дата од:	27-08-02	до:	13-09-02
Време од:	0.00	до:	23.59
Времетраење од:	0.00	до:	1,000,000.00

Рејтинг од:	0.00	до:	1,000.00
Цена сек од:	0.00	до:	100,000,000.00
Цена вкупно од:	0.00	до:	10,000,000,000.00

Програма	*
Спот	*
Спонзор	ифес*

Група	*
Канал	*
Место	*

Дата	Канал	Време	Место	Програма	Рејтинг	Спонзор	Име на спот	Траење	Цен од	Цен вк
27-08-02	ЕРА	21.39	рез	Дневник		ифес	твој глас л 42	42.00	256.00	10,752.00
27-08-02	КАНАЛ 5	21.53	рез *	Трилинг		ифес	твој глас с 65	65.00	155.00	10,075.00
27-08-02	СИТЕЛ	18.02	рез-најава **	Дневник 1		ифес	твој глас а 23	23.00	864.00	19,872.00
27-08-02	ТЕЛМА	18.32	рез-најава	Вести		ифес	твој глас л 42	42.00	490.00	20,580.00
27-08-02	А1	18.01	пред **	Сериски филм		ифес	твој глас с 65	65.00	920.00	59,800.00
28-08-02	КАНАЛ 5	19.46	рез *	Вести		ифес	твој глас л 42	42.00	256.00	10,752.00
28-08-02	СИТЕЛ	18.01	пред **	Дневник 1		ифес	твој глас л 42	42.00	432.00	18,144.00
28-08-02	ЕРА	21.40	рез *	Дневник		ифес	твој глас л 42	42.00	256.00	10,752.00
28-08-02	ЕРА	21.31	пред	Дневник		ифес	твој глас с 65	65.00	192.00	12,480.00
28-08-02	А1	21.01	пред **	Сериски филм		ифес	твој глас л 42	42.00	920.00	38,640.00
28-08-02	ТЕЛМА	18.32	рез-најава	Вести		ифес	твој глас с 65	65.00	490.00	31,850.00
29-08-02	А1	19.40	рез-спорт	Вести		ифес	твој глас а 23	23.00	1,230.00	28,290.00
29-08-02	ЕРА	21.31	пред *	Дневник		ифес	твој глас л 42	42.00	192.00	8,064.00
29-08-02	ЕРА	22.52	рез *	Игран филм		ифес	твој глас раце 31	31.00	160.00	4,960.00
29-08-02	СИТЕЛ	21.44	рез	Вести		ифес	твој глас с 65	65.00	720.00	46,800.00
30-08-02	СИТЕЛ	21.01	пред *	Вести		ифес	твој глас а 23	23.00	432.00	9,936.00
30-08-02	КАНАЛ 5	16.23	рез	Трилинг		ифес	твој глас с 65	65.00	125.00	8,125.00
30-08-02	ТЕЛМА	23.02	рез	Игран филм		ифес	твој глас а 23	23.00	185.00	4,255.00
30-08-02	А1	21.06	рез	Сериски филм		ифес	твој глас л 42	42.00	920.00	38,640.00
30-08-02	ЕРА	21.31	пред *	Дневник		ифес	твој глас а 23	23.00	192.00	4,416.00
30-08-02	ЕРА	22.42	рез #	Игран филм		ифес	твој глас раце 31	31.00	160.00	4,960.00
31-08-02	СИТЕЛ	23.34	рез	Игран филм		ифес	твој глас а 23	23.00	504.00	11,592.00
31-08-02	А1	20.07	пред **	Игран филм		ифес	твој глас а 23	23.00	920.00	21,160.00
31-08-02	ТЕЛМА	21.14	рез Филм	Сериски филм		ифес	твој глас л 42	42.00	256.00	10,752.00
31-08-02	МТВ1	23.50	пред **	Дневник 3		ифес	твој глас раце 31	31.00	250.00	7,750.00

Дата	Канал	Време	Место	Програма	Рејтинг	Спонзор	Име на спот	Траење	Цен ед	Цен вк
31-08-02	МТВ1	20.04	пред 11/11	Дневник 2		ифес	твој глас с 65	65.00	500.00	32,500.00
31-08-02	МТВ1	20.45	по **	Дневник 2		ифес	твој глас л 42	42.00	500.00	21,000.00
31-08-02	МТВ1	17.02	пред Вести	Англиски фудбал		ифес	твој глас а 23	23.00	200.00	4,600.00
31-08-02	КАНАЛ 5	19.41	рез *	Вести		ифес	твој глас а 23	23.00	256.00	5,888.00
31-08-02	КАНАЛ 5	14.54	рез Контактна	Жилете спорт чоу		ифес	твој глас с 65	65.00	125.00	8,125.00
01-09-02	КАНАЛ 5	19.36	пред	Вести		ифес	твој глас а 23	23.00	192.00	4,416.00
01-09-02	МТВ1	17.01	пред **	Вести		ифес	твој глас а 23	23.00	200.00	4,600.00
01-09-02	МТВ1	20.05	пред	Дневник 2		ифес	твој глас с 65	65.00	500.00	32,500.00
01-09-02	МТВ1	20.45	по	Дневник 2		ифес	твој глас л 42	42.00	500.00	21,000.00
01-09-02	МТВ1	23.45	пред	Дневник 3		ифес	твој глас раце 31	31.00	250.00	7,750.00
01-09-02	СИТЕЛ	18.02	рез-најава *	Вести		ифес	твој глас л 42	42.00	864.00	36,288.00
01-09-02	ТЕЛМА	19.05	по *	Вести		ифес	твој глас с 65	65.00	185.00	12,025.00
01-09-02	ЕРА	18.20	рез Хумор **	Игран филм		ифес	твој глас а 23	23.00	160.00	3,680.00
02-09-02	МТВ1	20.45	по	Дневник 2		ифес	твој глас л 42	42.00	500.00	21,000.00
02-09-02	МТВ1	23.50	по	Дневник 3		ифес	твој глас раце 31	31.00	250.00	7,750.00
02-09-02	МТВ1	17.01	пред	Дневник 1		ифес	твој глас и 53	53.00	200.00	10,600.00
02-09-02	КАНАЛ 5	19.32	пред **	Вести		ифес	твој глас и 53	53.00	192.00	10,176.00
02-09-02	ЕРА	22.00	рез *	Дневник		ифес	твој глас раце 31	31.00	256.00	7,936.00
02-09-02	А1	19.01	пред	Вести		ифес	твој глас раце 31	31.00	920.00	28,520.00
02-09-02	МТВ1	20.05	пред	Дневник 2		ифес	твој глас с 65	65.00	500.00	32,500.00
03-09-02	МТВ1	20.45	по	Дневник 2		ифес	твој глас раце 31	31.00	500.00	15,500.00
03-09-02	ТЕЛМА	18.53	рез	Вести		ифес	твој глас раце 31	31.00	370.00	11,470.00
03-09-02	ТЕЛМА	18.32	рез-најава	Вести		ифес	твој глас и 53	53.00	490.00	25,970.00
03-09-02	СИТЕЛ	18.02	рез-најава	Дневник 1		ифес	твој глас раце 31	31.00	864.00	26,784.00
03-09-02	МТВ1	20.05	пред	Дневник 2		ифес	твој глас а 23	23.00	500.00	11,500.00
03-09-02	МТВ1	19.12	рез	Сериски филм		ифес	твој глас а 23	23.00	1,000.00	23,000.00
03-09-02	МТВ1	10.02	пред **	Дневник 10		ифес	твој глас раце 31	31.00	150.00	4,650.00
03-09-02	КАНАЛ 5	21.37	рез *	Трилинг		ифес	твој глас л 42	42.00	155.00	6,510.00
03-09-02	ЕРА	22.26	рез #	Хумористична пр		ифес	твој глас раце 31	31.00	192.00	5,952.00
03-09-02	ЕРА	16.34	пред Док #	ЕРА со вас		ифес	твој глас и 53	53.00	125.00	6,625.00
03-09-02	А1	19.01	пред #	Вести		ифес	твој глас раце 31	31.00	920.00	28,520.00
03-09-02	МТВ2	23.59	рез(04.25)	Сериски филм		ифес	твој глас а 23	23.00	250.00	5,750.00
04-09-02	МТВ1	17.01	пред	Дневник 1		ифес	твој глас л 42	42.00	200.00	8,400.00
04-09-02	ТЕЛМА	22.19	по	Вести		ифес	твој глас а 23	23.00	185.00	4,255.00
04-09-02	ТЕЛМА	19.01	рез *	Вести		ифес	твој глас а 23	23.00	370.00	8,510.00
04-09-02	ТЕЛМА	18.31	пред *	Вести		ифес	твој глас а 23	23.00	185.00	4,255.00
04-09-02	СИТЕЛ	21.01	пред *	Вести		ифес	твој глас с 65	65.00	432.00	28,080.00
04-09-02	МТВ2	23.59	рез Сер(04.26)	Игран филм		ифес	твој глас а 23	23.00	250.00	5,750.00
04-09-02	МТВ1	20.45	по	Дневник 2		ифес	твој глас и 53	53.00	500.00	26,500.00
04-09-02	КАНАЛ 5	19.36	пред	Вести		ифес	твој глас л 42	42.00	192.00	8,064.00
04-09-02	ЕРА	22.41	рез #	Игран филм		ифес	твој глас раце 31	31.00	192.00	5,952.00

Дата	Канал	Време	Место	Програма	Рејтинг	Спонзор	Име на спот	Траење	Цен ед	Цен вк
04-09-02	ЕРА	17.31	рез Муз #	Игран филм		ифес	твој глас а 23	23.00	125.00	2,875.00
04-09-02	А1	19.37	рез-спорт *	Вести		ифес	твој глас л 42	42.00	1,230.00	51,660.00
04-09-02	МТВ1	20.02	пред	Дневник 2		ифес	твој глас раце 31	31.00	500.00	15,500.00
04-09-02	МТВ1	19.13	рез 10/12	Сериски филм		ифес	твој глас а 23	23.00	1,000.00	23,000.00
05-09-02	МТВ1	17.01	пред **	Дневник 1		ифес	твој глас и 53	53.00	200.00	10,600.00
05-09-02	ТЕЛМА	18.32	рез-најава	Вести		ифес	твој глас а 23	23.00	490.00	11,270.00
05-09-02	МТВ2	23.57	рез Сер(р)	Пулсирања		ифес	твој глас а 23	23.00	250.00	5,750.00
05-09-02	МТВ1	20.05	пред	Дневник 2		ифес	твој глас с 65	65.00	500.00	32,500.00
05-09-02	МТВ1	19.10	рез 12/16	Сериски филм		ифес	твој глас а 23	23.00	1,000.00	23,000.00
05-09-02	КАНАЛ 5	19.37	пред **	Вести		ифес	твој глас и 53	53.00	192.00	10,176.00
05-09-02	ЕРА	16.24	рез #	ЕРА со вас		ифес	твој глас л 42	42.00	125.00	5,250.00
05-09-02	А1	18.07	рез **	Сериски филм		ифес	твој глас и 53	53.00	1,230.00	65,190.00
05-09-02	МТВ1	20.45	по	Дневник 2		ифес	твој глас с 65	65.00	500.00	32,500.00
06-09-02	МТВ1	20.45	по	Дневник 2		ифес	твој глас с 65	65.00	500.00	32,500.00
06-09-02	А1	19.43	рез-спорт	Вести		ифес	твој глас и 53	53.00	1,230.00	65,190.00
06-09-02	ЕРА	21.31	пред	Дневник		ифес	твој глас л 42	42.00	192.00	8,064.00
06-09-02	ЕРА	22.30	рез Муз #	Хумористицна пр		ифес	твој глас раце 31	31.00	160.00	4,960.00
06-09-02	МТВ1	17.07	пред **	Вести		ифес	твој глас с 65	65.00	200.00	13,000.00
06-09-02	МТВ1	19.06	рез 10/14	Сериски филм		ифес	твој глас а 23	23.00	1,000.00	23,000.00
06-09-02	МТВ2	23.59	рез Сер(р)	Атлетски митинг		ифес	твој глас а 23	23.00	250.00	5,750.00
06-09-02	СИТЕЛ	18.02	рез-најава	Вести		ифес	твој глас раце 31	31.00	864.00	26,784.00
06-09-02	ТЕЛМА	23.15	рез	Игран филм		ифес	твој глас а 23	23.00	185.00	4,255.00
06-09-02	МТВ1	20.05	пред	Дневник 2		ифес	твој глас и 53	53.00	500.00	26,500.00
07-09-02	МТВ1	20.45	по	Дневник 2		ифес	твој глас л 42	42.00	600.00	25,200.00
07-09-02	ТЕЛМА	20.02	рез Филм *	Сериски филм		ифес	твој глас раце 31	31.00	245.00	7,595.00
07-09-02	МТВ1	23.50	пред **	Дневник 3		ифес	твој глас с 65	65.00	250.00	16,250.00
07-09-02	МТВ1	17.01	пред Вести	Англиски фудбал		ифес	твој глас раце 31	31.00	200.00	6,200.00
07-09-02	ЕРА	22.22	рез Муз *	Хумористицна пр		ифес	твој глас л 42	42.00	160.00	6,720.00
07-09-02	ЕРА	21.31	пред *	Дневник		ифес	твој глас раце 31	31.00	192.00	5,952.00
07-09-02	А1	20.06	пред **	Игран филм		ифес	твој глас с 65	65.00	920.00	59,800.00
07-09-02	СИТЕЛ	21.27	рез	Вести		ифес	твој глас раце 31	31.00	720.00	22,320.00
08-09-02	ЕРА	21.58	рез *	Дневник		ифес	твој глас раце 31	31.00	256.00	7,936.00
08-09-02	МТВ1	17.01	пред #	Вести		ифес	твој глас раце 31	31.00	200.00	6,200.00
08-09-02	МТВ1	20.45	по **	Дневник 2		ифес	твој глас л 42	42.00	500.00	21,000.00
08-09-02	МТВ1	23.50	пред **	Дневник 3		ифес	твој глас с 65	65.00	250.00	16,250.00
09-09-02	ТЕЛМА	18.31	пред *	Вести		ифес	твој глас раце 31	31.00	185.00	5,735.00
09-09-02	СИТЕЛ	18.02	рез-најава	Вести		ифес	твој глас с 65	65.00	864.00	56,160.00
09-09-02	ТЕЛМА	18.32	рез-најава	Вести		ифес	твој глас л 42	42.00	490.00	20,580.00
09-09-02	СИТЕЛ	21.45	рез #	Вести		ифес	твој глас раце 31	31.00	720.00	22,320.00
09-09-02	КАНАЛ 5	19.35	пред **	Вести		ифес	твој глас и 53	53.00	192.00	10,176.00
09-09-02	А1	19.01	пред	Вести		ифес	твој глас раце 31	31.00	920.00	28,520.00

Дата	Канал	Време	Место	Програма	Рејтинг	Спонзор	Име на спот	Траење	Цен ед	Цен вк
09-09-02	ЕРА	21.31	пред *	Дневник		ифес	твој глас с 65	65.00	192.00	12,480.00
09-09-02	КАНАЛ 5	19.42	рез *	Вести		ифес	твој глас с 65	65.00	256.00	16,640.00
10-09-02	МТВ1	20.45	по 4/9	Дневник 2		ифес	твој глас с 65	65.00	500.00	32,500.00
10-09-02	ТЕЛМА	18.31	пред	Вести		ифес	твој глас раце 31	31.00	185.00	5,735.00
10-09-02	ТЕЛМА	18.32	рез-најава	Вести		ифес	твој глас и 53	53.00	490.00	25,970.00
10-09-02	СИТЕЛ	23.17	рез **	Игран филм		ифес	твој глас а 23	23.00	504.00	11,592.00
10-09-02	СИТЕЛ	18.02	рез-најава	Дневник 1		ифес	твој глас раце 31	31.00	864.00	26,784.00
10-09-02	А1	19.01	пред	Вести		ифес	твој глас л 42	42.00	920.00	38,640.00
10-09-02	МТВ1	20.01	пред	Дневник 2		ифес	твој глас а 23	23.00	500.00	11,500.00
10-09-02	МТВ1	17.01	пред **	Дневник 1		ифес	твој глас и 53	53.00	200.00	10,600.00
10-09-02	КАНАЛ 5	22.01	рез *	Трилинг		ифес	твој глас раце 31	31.00	155.00	4,805.00
10-09-02	КАНАЛ 5	19.43	рез *	Вести		ифес	твој глас раце 31	31.00	256.00	7,936.00
10-09-02	КАНАЛ 5	19.39	пред **	Вести		ифес	твој глас раце 31	31.00	192.00	5,952.00
10-09-02	ЕРА	21.31	пред *	Дневник		ифес	твој глас а 23	23.00	192.00	4,416.00
10-09-02	А1	21.43	пред ППП**	Сериски филм		ифес	твој глас л 42	42.00	920.00	38,640.00
10-09-02	МТВ1	19.09	рез 12/13	Сериски филм		ифес	твој глас и 53	53.00	1,000.00	53,000.00
10-09-02	МТВ2	23.59	рез(00.50)	Сериски филм		ифес	твој глас и 53	53.00	250.00	13,250.00
11-09-02	МТВ1	20.45	по **	Дневник 2		ифес	твој глас и 53	53.00	500.00	26,500.00
11-09-02	МТВ1	20.04	пред	Дневник 2		ифес	твој глас с 65	65.00	500.00	32,500.00
11-09-02	МТВ2	23.35	рез(р)	Сериски филм		ифес	твој глас с 65	65.00	250.00	16,250.00
11-09-02	СИТЕЛ	18.02	рез-најава	Дневник 1		ифес	твој глас л 42	42.00	864.00	36,288.00
11-09-02	ТЕЛМА	18.32	рез-најава	Вести		ифес	твој глас и 53	53.00	490.00	25,970.00
11-09-02	СИТЕЛ	23.59	рез(01.19) *	Игран филм		ифес	твој глас и 53	53.00	504.00	26,712.00
11-09-02	ТЕЛМА	18.31	пред *	Вести		ифес	твој глас а 23	23.00	185.00	4,255.00
11-09-02	А1	19.01	пред	Вести		ифес	твој глас с 65	65.00	920.00	59,800.00
11-09-02	МТВ1	17.12	рез *	Дневник 1		ифес	твој глас л 42	42.00	200.00	8,400.00
11-09-02	КАНАЛ 5	19.43	рез *	Вести		ифес	твој глас с 65	65.00	256.00	16,640.00
11-09-02	КАНАЛ 5	19.35	пред **	Вести		ифес	твој глас и 53	53.00	192.00	10,176.00
11-09-02	ЕРА	23.18	рез Муз **	Игран филм		ифес	твој глас раце 31	31.00	160.00	4,960.00
11-09-02	ЕРА	22.00	рез *	Дневник		ифес	твој глас л 42	42.00	256.00	10,752.00
11-09-02	А1	18.07	рез **	Сериски филм		ифес	твој глас а 23	23.00	1,230.00	28,290.00
11-09-02	ЕРА	21.32	рез *	Дневник		ифес	твој глас раце 31	31.00	256.00	7,936.00
11-09-02	МТВ1	19.02	рез 16/17	Сериски филм		ифес	твој глас с 65	65.00	1,000.00	65,000.00
12-09-02	МТВ1	20.45	по	Дневник 2		ифес	твој глас раце 31	31.00	500.00	15,500.00
12-09-02	ТЕЛМА	18.56	рез *	Вести		ифес	твој глас с 65	65.00	370.00	24,050.00
12-09-02	ТЕЛМА	18.32	рез-најава	Вести		ифес	твој глас раце 31	31.00	490.00	15,190.00
12-09-02	СИТЕЛ	21.42	рез **	Вести		ифес	твој глас раце 31	31.00	720.00	22,320.00
12-09-02	СИТЕЛ	21.02	рез-најава *	Вести		ифес	твој глас с 65	65.00	864.00	56,160.00
12-09-02	МТВ2	23.59	рез(02.29)(р)	Сериски филм		ифес	твој глас раце 31	31.00	250.00	7,750.00
12-09-02	МТВ1	19.04	рез 10/11	Сериски филм		ифес	твој глас раце 31	31.00	1,000.00	31,000.00
12-09-02	КАНАЛ 5	21.40	пред **	Избори 2002		ифес	твој глас раце 31	31.00	155.00	4,805.00

Дата	Канал	Време	Место	Програма	Рејтинг	Спонзор	Име на спот	Траење	Цен од	Цен вк
12-09-02	КАНАЛ 5	19.38	пред **	Вести		ифес	твој глас раце 31	31.00	192.00	5,952.00
12-09-02	КАНАЛ 5	19.45	рез **	Вести		ифес	твој глас раце 31	31.00	256.00	7,936.00
12-09-02	ЕРА	21.33	рез	Дневник		ифес	твој глас с 65	65.00	256.00	16,640.00
12-09-02	ЕРА	21.31	пред *	Дневник		ифес	твој глас а 23	23.00	192.00	4,416.00
12-09-02	А1	19.01	пред #	Вести		ифес	твој глас и 53	53.00	920.00	48,760.00
12-09-02	А1	18.03	рез	Сериски филм		ифес	твој глас а 23	23.00	1,230.00	28,290.00
12-09-02	МТВ1	17.01	пред **	Дневник 1		ифес	твој глас раце 31	31.00	200.00	6,200.00
12-09-02	СИТЕЛ	18.02	рез-најава *	Вести		ифес	твој глас с 65	65.00	864.00	56,160.00
13-09-02	А1	19.44	рез-дом *	Вести		ифес	твој глас раце 31	31.00	1,230.00	38,130.00
13-09-02	ТЕЛМА	18.32	рез-најава **	Вести		ифес	твој глас л 42	42.00	490.00	20,580.00
13-09-02	ТЕЛМА	19.09	рез *	Вести		ифес	твој глас раце 31	31.00	370.00	11,470.00
13-09-02	СИТЕЛ	18.02	рез-најава	Вести		ифес	твој глас и 53	53.00	864.00	45,792.00
13-09-02	СИТЕЛ	18.01	пред **	Вести		ифес	твој глас л 42	42.00	432.00	18,144.00
13-09-02	МТВ2	23.59	рез Сер(01.21)	Атлетски митинг		ифес	твој глас раце 31	31.00	250.00	7,750.00
13-09-02	МТВ1	20.45	по *	Дневник 2		ифес	твој глас л 42	42.00	500.00	21,000.00
13-09-02	КАНАЛ 5	19.44	рез *	Вести		ифес	твој глас а 23	23.00	256.00	5,888.00
13-09-02	КАНАЛ 5	19.37	пред	Вести		ифес	твој глас л 42	42.00	192.00	8,064.00
13-09-02	ЕРА	22.00	рез *	Дневник		ифес	твој глас раце 31	31.00	256.00	7,936.00
13-09-02	А1	19.42	рез-спорт #	Вести		ифес	твој глас с 65	65.00	1,230.00	79,950.00
13-09-02	ТЕЛМА	23.59	рез(00.16)**	Игран филм		ифес	твој глас а 23	23.00	245.00	5,635.00
13-09-02	ЕРА	21.31	пред *	Дневник		ифес	твој глас раце 31	31.00	192.00	5,952.00

Вкупно емитувања: 169

6,887.00

3,210,725.00





Focus Group Study  
YOUR VOTE IS YOUR RIGHT

SEPTEMBER 2002

KEY FINDINGS

Realized by  
SMMRI Group



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## PROJECT OBJECTIVES

### General objective:

Obtaining information about the opinions, attitudes and viewings of voters regarding the project “ **Your vote is your right**” of the State Electoral Commission.

### Separate objectives:

- Determining the level to which the voters are informed about the basic issues of the project;
- Obtaining information about the extent to which the voters are familiar with the elements and forms in which the project was conducted as well as their opinions about those elements and forms;
- Determining voters’ evaluation of the usefulness and functionality of the project;
- Discovering the influence of the project on the participation of voters in the elections;
- Receiving knowledge about the opinions of voters regarding some issues related to the work of the State Electoral Commission.

## METHODOLOGY

### Research Method:

Focus Group Discussion technique (FGD, qualitative research method which consists of ninety minutes’ discussions, conducted by a trained moderator, involving from 6 to 10 people) was used for two reasons:

- It allows deeper understanding of the behavior, attitudes, motives, believes, etc;
- This technique enables collecting a lot of information in a short period of time.

The FGD’s (as well as the other types of qualitative research) do not allow any kind of generalization of the results on the population. The results obtained from the focus groups refer to the identification of typical opinions, attitudes and feelings regarding the topics discussed. The findings can be considered as typical for the population, but they cannot provide data for any kind of distribution among the population (proportion of typical attitudes). Due to the quasi-random sampling technique, it is not possible to identify the sampling error.

This research was conducted through FGD’s of 8 participants for a period from 60 to

90 minutes, led by trained moderators in the language of the certain nationality.

FGD's have advantages as well as weaknesses. The advantages relate to the possibility of the participants to freely discuss, express their attitudes and opinions, debate, agree or disagree with the other participants and/or the topic. Through selection of participants on several criteria (sex, age, occupation, education, social status, preference, etc) and substantial number of focus discussion groups, thorough knowledge about the attitudes and opinions of the observed focus segments of the population are gained. The weaknesses can be perceived in groups created on basis of less criteria in terms of participants being unwilling to state their opinion, being passive and uninterested, feeling uninformed and evading answers. The participants in our focus groups were very active, mobile and honest in their statements, which provided information and knowledge for deeper understanding of their behavior, attitudes and believes.

### Structure of participants:

Quasi-random procedure for selecting candidates was used and typical representatives of the population were included. All the participants in the discussion groups belong to the adult population with the right to vote. The groups consisted of participants of both sexes, divided according to nationality with separate moderators who used the language of the nationality.

The research was conducted in 6 (six) FGD's, 3 (three) discussion groups consisting of voters of Macedonian nationality and 3 (three) discussion groups consisting of voters of Albanian nationality.

The participants were divided into three groups according to age:

	Sex	Age	Nationality
A 1	M/F	18 - 28	Macedonian
B 1	M/F	18 - 28	Albanian
A 2	M/F	29 - 40	Macedonian
B 2	M/F	29 - 40	Albanian
A 3	M/F	41+	Macedonian
B 3	M/F	41+	Albanian

Regarding the socio-demographic profile of the participants, the groups consisted of participants with various occupations (students, employed, pensioners, unemployed), with different levels of education and from different environments from several cities in Macedonia (Skopje, Kumanovo, Bitola, Strumica, Tetovo, Veles).

### Report:

The report is given with key findings on topic issues, comparatively for Macedonian and Albanian participants.

## KEY FINDINGS

(participants of Macedonian nationality)

### Familiarity of voters with the basic issues of the project:

The knowledge that the project “Your vote is your right” had a very good slogan which appreciates the vote of the people, educates the citizens, directs to the right and obligation of every citizen to vote individually or as a student precisely stated: “not to vote in a group, as a family, but that everyone has his or her own vote”, was predominant in every focus group.

Due to the numerous messages during the election campaign (advertisements, videos, fliers, addresses and similar) part of the participants did not identify this project directly, but with reminders through the conversation they activated their knowledge.

Part of the participants in the FGDs had precise knowledge about the project.

The large number of subjects involved in the activities related to the parliamentary elections, was a drawback for a direct identification of the subject who organized the project, i.e. the State Electoral Commission. Certain Citizens' Associations (for example, “Most”) were mentioned as possible organizers. It was clearly stated that it was not organized and conducted by a political party or a coalition, which ran in the elections. USAID was also mentioned as a possible organizer.

Certain individual statements, mainly in the age group from 18 to 28, pointed out the State Electoral Commission as a possible organizer and performer of the project, taking into account the fact that it is “its obligation, it would benefit from it, it has enough information”.

- **Macedonian (female) age 18-28:** “I noticed that slogan in Strumica”;
- **Macedonian (male) age 18-28:** “It was not stated who carried out the project, but what is important is the message”.

### Familiarity with the elements and forms in which the project was conducted and opinions about them:

Out of all the forms in which the project was conducted, the brochure (manual) describing the 12 steps the voter should be familiar with left most significant impression and was easiest to identify. It was described as a “small book”, or “kind of a comic book” with a very vivid representation.

The three fliers were identified and the participants in the discussion groups were familiar with them. Posters most often noticed in public places and near voting places, also left impression on the participants.

- **Macedonian (male) age above 41:** “When I saw the poster I said to myself, this is exactly what voters in Macedonia miss”.

Most memorable colors of the printed materials were the green and white. The artistic and graphic designs were assessed as “receptive at first sight”, i.e. “the design was good, simple so everyone could understand it.”

The logo of the printed materials of the project was more seldom noticed and memorized, but with a remark that they would recognize where it comes from and what it refers to.

The participants encountered the brochure and the fliers mostly through newspapers in which they were distributed as supplements. The “Dnevnik” and “Vest” were the most frequently mentioned newspapers and then the “Utrinski Vesnik” and the weekly magazine “TEA Moderna”.

Other possible ways of receiving printed materials (distributor, State Electoral Commission, or other ways) were not mentioned in the discussions.

Contact with the radio advertisement was not confirmed as a part of the project in any of the discussion groups. This situation is partially a result of the irregular attention paid to this media, as well as the nature of radio-media itself.

- **Macedonian (female) age 18-28:** “It was difficult to identify it on the radio”;
- **Macedonian (male) age 18-28:** “The radio program is overcrowded, you can’t tell the difference between programs”;
- **Macedonian (female) age 18-28:** “ Probably it didn’t leave any impression”.

The participants in great number remember videos as part of this project broadcasted on television. The most impressive are the parts with “more hands” and “we’ll vote once the teeth have been brushed”. Several TV-channels on which the video material was seen were mentioned (“Kanal 5”, “A1”, “Telma”, “KIS”, and “MTV”). The following opinions were expressed: “good and easy video”, “the simpler the better”, “it was great”.

An attitude that certain parts of the messages of the project, as a result of the need for thorough memorizing and precise informing, would be more functional if expressed in written form was also expressed.

### Usefulness and functionality of the project:

- **Macedonian (male) age 18-28:** “It highlights your right, places it in the center, the future is yours”.
- **Macedonian (female) age above 41:** “No one can deny your right”.
- **Macedonian (male) age 28-41:** “Everyone to vote, you are an adult and that’s a privilege”.
- **Macedonian (female) age above 41:** “Brief and clear, everything is said.”

These are part of the statements made regarding the main message of the slogan

as well as the message of the whole project: “they give energy” and “educate about democracy and the right to vote”.

The general usefulness of the project as a part of the steps and measures taken for securing positive atmosphere for fair and democratic elections, for wider exercise of the right to vote was also highly estimated. A specific statement follows: “ I thought that I don't need such educational material, but when I went to the voting place and saw what kind of queries some of the voters had, I realized that the material is needed indeed, and was needed in the past”.

Taking into account the estimates about the project and the slogan, it is logical that almost all participants in the discussion groups pointed out that the information in the materials (especially the brochure and the fliers) was clear, understandable and useful.

The persons in the discussion groups belong to the group of regular active participants in voting, so basically they stated that they are informed about the election process and did not single out anything new they were unfamiliar with and was clarified with this project.

The information and knowledge that refer to the appropriate way of voting according to the electoral model, the steps when exercising the voting right, the possible irregularities, bodies, dead lines, where to address in case of irregularities, as well as about the terms and way of announcing the results of the vote, gained with this project were also positively assessed. Two statements follow: “I read about it and everything was clear to me”, “only those who didn't want were not informed”.

Regarding this issue there were several ideas put forward by the participants such as including an explanation of the way in which votes are calculated, the possibility the spray to be passed on through handshaking, the whole project to be even more noticeable so the individual would be even more interested.

### **The project and the participation of voters:**

As far as participation of voters is concerned, the participants in the discussion groups voted in the parliamentary elections themselves and stated that they understand it not only as their right guaranteed by the constitution, but also as a civil obligation. Their motives for voting consist of the belief that by voting they develop the democratic process and participate in the creation of conditions for solving the problems the country faces.

- **Macedonian (male) age 18-28:** “We need changes now, so my vote is important ”.
- **Macedonian (male) age 18-28:** “My vote for better future”.
- **Macedonian (female) age 18-28:** “I vote for positive results”.

Although they were all determined to vote, the information and knowledge received from the project, especially the slogan, strengthened and enforced their intention even further. They believe that the elections were legitimate.

According to the participants, the contribution of the project in the following aspects is unquestionable:

- The messages motivated large number of people to exercise their right to vote,
  - The trust in the legitimacy of the electoral procedures was increased,
  - It provided security, thus enabling free and fair elections.
- **Macedonian (female) age above 41:** “The material made me feel secure”.
  - **Macedonian (female) age 18-28:** “Maybe it didn’t influence the decision to exercise the voting right, but it was certainly an incentive ”.
  - **Macedonian (female) age 29-40:** “This was something new so it restricted possible manipulations at the very beginning”.

Bearing in mind the former electoral cycles in the country, which were based on different models (for example in the local elections for mayor the majority model was used, whereas for the municipalities councils the proportional model was used), the need for informing the voters was stressed and this was included in the project. The participants in the discussion groups stated that this kind of a project or a similar one would be necessary for further elections. It should be primarily intended for younger generations, for voters who would exercise their right to vote for the first time.

The project as a whole, especially the brochure was embraced with favor, so no serious remarks (regarding omissions, mistakes, inconveniences etc.) were made. In fact, the ideas for a possible future project (of this or similar kind) contribute to the improvement of what was offered by this project.

The following ideas were expresses:

- The media should announce the day when the basic brochure and the other materials are going to be distributed;
- The project to take place before the election campaign so it wouldn’t be overshadowed by the numerous messages, propaganda materials, slogans and videos of the political parties;
- The form and layout of the fliers to be different from those belonging to party materials for easier identification;
- To be distributed to every household (door to door), and to be broadcasted on TV in order to reach all voters;
- To be broadcasted on radio during special program belts so it would be received easily;
- The slogan of the brochure to be more noticeable, with bigger letters and in the central part of the cover;
- If a new slogan is created, it should be longer lasting (to sound nice and strong)
- The brochure as well as the other materials should contain a remark “IMPORTANT FOR THE VOTERS”;
- It should not be very luxurious, so it wouldn’t lead to reluctance.

- **Macedonian (male) age 18-28:** “Since it is good it should continue, a winning team shouldn’t be changed”.

### Opinions on some issues related to the work of the State Electoral Commission:

Predominant, i.e. almost unanimous assessment of the work of the SEC was that it functioned, acted and reached decisions professionally and reliably, in accordance with its legal rights and obligations. “Its presence in public was not very noticeable, but enough and appropriate”, “It fulfilled its tasks peacefully and reliably”; “The model used was such that it enabled the SEC to function successfully”; “SEC found its place”. These are only part of the statements made regarding the work of the SEC.

The SEC was also positively assessed in comparison to the previous compositions of this body. Its transparency and the existence of a spokesperson were stressed.

It was remarked that the previous presidents of the SEC were politically determined where as this time it was “strictly professional”.

The SEC as a central institution legally established in order to organize and conduct the elections was undoubtedly perceived as the most competent to carry out such an educational project. This opinion was supported by the authority and responsibility of the SEC for the accuracy of the forms of the project, the precise implementation of the legal decisions and the level of trust that the voters will have in such materials.

- **Macedonian (female) age 28-40:** “SEC is responsible, so it should train us”.
- **Macedonian (male) age above 41:** “SEC is responsible, but some other subject can take care of technical matters”.



## KEY FINDINGS

(participants of Albanian nationality)

### Familiarity of voters with the basic issues of the project:

In general it can be concluded that almost all participants in the three focus groups were generally familiar with the project “**Your vote is your right**”. Smaller number of participants had a more detailed knowledge about the information offered by the project. More than half of the participants, depending on the level of education, could express their opinion about the contents and the objectives of the project. A significant number of the participants in the discussion groups could remember at least one of the forms of the project, in most cases the printed materials were mentioned (posters, fliers and similar). However, during the conversations in the discussion groups almost all other participants confirmed that they have seen the fliers, brochures and the videos. All the participants were aware of the fact that this project was not part of the electoral campaign of the political parties and coalitions.

The participants of the first (voters aged 18-28) and the second (voters aged 29-40) groups were familiar with the contents and the objectives of the project in greater detail.

Two participants in the first discussion group with absolute certainty identified the organizer and the donor of this campaign, and could distinguish this project from the activities of the other NGOs related to the elections. Nevertheless, due to the numerous activities of the NGOs in these parliamentary elections, none of the other participants could distinguish this project from the other projects. Small number of participants could identify SEC as the organizer of this campaign. In the second discussion group three of the participants identified The Ministry of Justice as organizer of the project, whereas the rest of the participants had no answer to this question. In the third discussion group (aged above 41) four of the participants thought that a foreign NGO is the organizer and one of them mentioned a Norwegian NGO.

One of the participants from Gostivar heard about the campaign on a promotion of the project in his city. According to this participant the people in Gostivar were “by far more interested in the information offered by the project than in the political parties, to which they paid less attention”.

The type and quality of information were generally evaluated as very important and accessible to all, especially the two most vulnerable categories of voters: those who vote for the first time and the illiterate voters.

- **Albanian (male) age above 41:** “Because of the fact that in the past one member of the family voted for the whole family and because of the level of education, these two categories are wide spread among our population”.

Similar views could be encountered in all three FDGs and this was constantly referred to when discussing each of the topics.

**Familiarity with the elements and forms in which the project was conducted and opinions about them:**

Generally all the participants pointed out the printed materials and videos as main sources of information about the project and its contents. Since none of the participants used the radio as a source of information, i.e. they do not pay special attention to it, the radio advertisement was not identified by any of the participants. All the participants who encountered the printed material were satisfied with the artistic and graphic designs of the fliers, brochures and posters. In the first FDG the following statements were made regarding this issue:

- **Albanian (male) age 18-28:**“Very interesting, good combination of colors”.
- **Albanian (female) age 18-28:**“The pictures illustrate the text well”.
- **Albanian (male) age 29-40:**“Through the pictures even the illiterate voters can learn how to vote”.

After the printed materials were shown to them, almost all the participants in the FDGs confirmed with absolute certainty that they have seen the materials or encountered them in some other way. The persons involved in our FDGs encountered the fliers and brochures in the following newspapers: the “Dnevnik”, “Flaka”and “Fakti”. None of them mentioned distributors or the SEC. Most of the participants noticed posters and other printed material near voting places. In all FDGs majority of the participants remembered the colors (green and white) of the printed materials, but none of them, except one in the first FDG, remembered the logo.

Believing that the short-film broadcasted on most of the TV channels was part of the project; the participants expressed their viewings about it as well:

- **Albanian (male) age 18-28:**“The presence of all minority groups in the film is positive; too much acting, far from being realistic ”.

The participants in the first two FDGs were familiar with the videos, whereas in the third FDG only one participant was familiar with the video but not in detail.

- **Albanian (female) age 29-40:**“I liked the videos. The message was most important”.

In most of the cases the participants saw the videos on the Macedonian channels, i.e. the three state channels (MTV) and the local TV channels in Kumanovo, Tetovo and other cities. The following TV channels were mentioned: “Festa”, “Hana” and “Era”.

All the participants in the second FDG followed the videos, where as in the first FDG the number of participants who followed the videos was lower. All the subjects who saw the videos agreed that the narrative part of the video was most useful. In the first FDG the fact that the information was carefully selected, useful and understandable for everyone was singled out. It was also stated that there was no pointless acting as in the longer short-film for which all the participants thought that it was part of this campaign.

### Usefulness and functionality of the project:

According to all the participants in the FGDs, the information presented in different forms as part of the project were understandable and gave a clear image of the rights in the electoral process. The slogan of the project was perceived as an incentive for exercising the right to vote by almost all participants. Few observations regarding the slogan and the project itself follow:

- **Albanian (female) age 18-28:** "It gives me self-confidence".
- **Albanian (male) age 18-28:** "The fact that I will exercise my voting right makes me proud".
- **Albanian (male) age 18-28:** "I become aware of the fact that my future depends on the right to vote".
- **Albanian (female) age 29-40:** "It motivates me to think about my future".

In the third FDG the slogan is understood as a right, which should be exercised with responsibility.

- **Albanian (male) age above 41:** "No one should interfere with your choice".

All the participants find the information presented in this project very useful. Most of them consider that the new information and knowledge they received through the different forms of the project mainly refer to the new electoral model applied to these parliamentary elections. Great stress was placed on the way in which the information was presented and the fact that it was easy to understand.

- **Albanian (female) age 28-40:** "Besides everything else, keeping the voters better informed is a very effective way of preventing possible manipulations".

A significant number of subjects from all three discussion groups are aware of the possible irregularities and manipulations, but insignificant number of them are familiar with the procedure and terms for reacting against those irregularities. The measures taken as prevention against possible manipulations were perceived as more noticeable and interesting. The spray and lamp were identified. In the third discussion group a special SOS line was also mentioned.

All the participants without an exception are informed about the terms and manner of announcing the results.

### The project and the participation of voters:

One of the opinions present in all FGDs was that this project contributed to fair, free and legitimate elections. The fact that there were no incidents shows that the citizens were very well informed and aware of all possible manipulations. Due to the fact that a great deal of the participants were previously unfamiliar with the information, they find such campaigns necessary and useful for any elections.

- **Albanian (female) age 18-28:** "Every campaign whose primary goal is informing the public about the elections is welcomed".

Although part of the participants in the first discussion group thought that citizens would vote even without this campaign, the attitude that this campaign motivated a larger number of people to vote was predominant in all three FGDs.

- **Albanian (male) age above 41:** “So far we were used to one person voting for the whole family, even for the neighbor. This year we had to vote ourselves”.
- **Albanian (female) age 18-28:** “Among the Albanian population this time a greater number of people were informed (not as in the past when only the father knew the procedure) and many of us voted for the first time”.

Almost all subjects expressed the fact that this campaign increased their confidence in the electoral process. A larger number of participants consider that this project with the information it offered resulted in increased trust on the part of the voters.

The participants from other cities in Macedonia unanimously stated that the weakness of the project was the distribution of information. A participant from Gostivar stated that some of the distributors of the “Flaka” and “Fakti” newspapers threw away the fliers and brochures. Regarding this issue several suggestions were made about the different ways in which the information of the project would reach all the citizens. Door to door distribution of fliers and brochures was suggested in the first discussion group.

- **Albanian (male) age 28-40:** “They should be placed in public places. I’ve never seen them on billboards. It’s easy to lose a flier”.
- **Albanian (male) age 28-40:** “The video should be broadcasted earlier and for a longer period, not three days before the elections”.

Regarding the video, a subject from the third discussion group declared: “the most suitable time for us, housewives, is after 9 p.m.”.

- **Albanian (female) age above 41:** “Maybe informative meetings similar to our meeting today should be organized”.

Almost all the participants who were informed about the project were convinced that the project motivated them to vote. In the first FDG the narrative part of the fliers and videos was underlined, i.e. the fact that the information regarding the rules of voting motivated them to vote themselves. In the second and third FGDs most of the participants consider voting as a moral obligation. The very same participants emphasized the fact that the innovations (the spray and neon lamp) were the reason that a significant number of citizens voted.

The attitude that the elections were legitimate was supported by all the participants, along with the certainty that this project helped the citizens to gain greater trust in the electoral process.

- **Albanian (male) age above 41:** “My brother never voted before. Although this year his name was not in the list, he took a taxi and went to the Regional Electoral Commission where he obtained an official written confirmation and voted”.

### Opinions on some issues related to the work of the State Electoral Commission:

As far as the work of the SEC is concerned, all subjects shared completely the same opinion even though, as they remarked, the SEC has not completed its mission entirely yet. The SEC fulfilled its tasks objectively and professionally. The work of this composition is completely different from that of the previous compositions.

- **Albanian (female) age 29-40:**“Maybe the reason for that is the fact that the members were not involved in politics”.

According to the participants in the third group the large number of monitors as well as the determination of people to exercise their right to vote played an important role.

The prevailing attitude was that as a result of the authority and role that the SEC has in the elections, it is a body competent to organize such a project and that it is in fact one of its obligations. All the participants in the FGDs stated that it would be even better if NGOs participated in the process through various projects.

- **Albanian (male) age 18-28:**“Of course the SEC is a competent body, but NGOs should also be involved as monitors. ”.

When discussing whether NGOs should run such projects independently in the third focus group, a dilemma regarding the quality of information they would offer aroused.

