



REPUBLIKA E SHQIPËRISË
AUTORITETI I MEDIAVE AUDIOVIZIVE

DECISION

No. 01, dated 27.01.2014

On adopting the Audiovisual Media Authority Code of Broadcast

In accordance with article 19, paragraph 1, subparagraph "e", and paragraph 16, and article 47 of Law No. 97/2013 "On Audiovisual Media in the Republic of Albania", the Audiovisual Media Authority,

DECIDED:

1. The adoption of the "Code of Broadcast" according to the text herein attached.
2. To charge the AMA administration with the implementation of this Decision.

This decision shall enter into effect immediately and shall be published on the AMA website.

Chair: Prof. As. Endirë BUSHATI

Vice Chair: Sami NEZAJ

Members: Suela MUSTA

Zylyftar BREGU



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AUDIOVISUAL MEDIA AUTHORITY CODE OF BROADCAST

Adopted with AMA Decision No. _____ ,dated

INTRODUCTION

The Code of Broadcast contains and determines audiovisual broadcasting principles, rules, requirements, and practices in the Republic of Albania. The Code of Broadcast has been developed in accordance with Law No. 97/2013 "On Audiovisual Media in the Republic of Albania". The structure and contents of the Code of Broadcast are based on the fundamental audiovisual broadcasting activity principles, the highest current professional standards, moral and ethical norms and requirements, and the practice of audiovisual activity in our country to date.

This Code of Broadcast recognizes the important role of the Audiovisual Media Service Operators as independent information outlets and public, political, and social developments media platforms with an informational, cultural, entertaining, and educational role. It also recognizes AMA's function as a regulatory authority in the audiovisual broadcasting sector.

The Code of Broadcast aims at ensuring AMSOs independence and unbiased activity, with the objective for them to become always more aware of their role and responsibilities in broadcasting content in compliance with fundamental human rights and freedoms, social moral and ethical standards and principles, especially upholding the rights of the child, right to privacy, dignity, pluralism, un-biasness, etc.

Fundamentally the Code of Broadcast contains the basic broadcasting principles and regulates audiovisual activities, throughout almost its entire multifaceted and varied current spectrum. The Code has been developed in various sections including principles and rules on informative programming, child protection in all programming, against gratuitous on screen violence, on various trade communications, on respecting dignity, protecting the personal information of persons with disability, etc.

AMSOs should not read and implement the Rules of the Code of Broadcast in isolation, but within the context of the Code in general, closely related to the general and specific definitions interacting with and completing each other in function of the whole.

The Code does not endeavor to address all cases and situations AMSOs could face, since a series of specific situations may not have been specifically addressed in this Code. The examples included in the Code are not exhaustive. However, the principles, as have been defined in the following sections should make the goal of this Code clear, and assists media services operators make relevant decisions.



LEGAL BACKGROUND

1) The Code of Broadcast, developed and adopted by AMA, in compliance with the obligation set forth in article 46 of Law No. 97/2013 "On Audiovisual Media in the Republic of Albania", shall set forth broadcasting rules, standards, and practices in compliance with the provisions of the following legislation and bylaws:

- Law No. 97/2013 "On Audiovisual Media in the Republic of Albania", articles 19, 20, 46, 51,52.
- Law No. 10347, dated 04.11.2010 "On child rights protection".
- Law No. 9887, dated 10.03.2008 "On personal data protection", as amended.
- Law No. 8096, dated 29.04.1996 "On cinematography", as amended.
- Directive No. 9, dated 15.09.2010, of the Commissioner for Personal Data Protection "On fundamental rules regarding the protection of personal data in written, visual and audiovisual media" as amended.

2) The Code of Broadcast has been developed in accordance with the requirements related to audiovisual activity in the European Union, as set forth in Directive 2010/13 EU ("Audiovisual Media Services Directive").

3) The Code of Broadcast has been developed in compliance with international act on the protection and respect of human rights:

- "European Convention on Human Rights and Fundamental Freedoms" (1998), article 8, article 9, article 10, and article 14;
- United Nations Convention "On Child Rights" (1989).

SECTION 1 FUNDAMENTAL PRINCIPLES

The following shall comprise the fundamental principles serving as the baseline for the development of audiovisual activities guaranteeing the freedom and pluralism of audiovisual means of communication.

1.1 Audiovisual media service operators shall, during the exercise of their activities, guarantee and respect the freedom of expression and the freedom for information.

1.2 Audiovisual broadcasting activities shall respect the constitutional order, and national



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sovereignty and integrity.

1.3 Audiovisual broadcasting shall respect human personality, dignity, and other fundamental human rights and freedoms.

1.4 Audiovisual broadcasting activities shall especially respect the moral and legal rights, interests, and requirements for child protection.

1.5 Audiovisual broadcasts should not stimulate intolerance, or justify violence between citizens.

1.6 Audiovisual broadcasts should respect pluralism and un-biasness in editorial policy.

1.7 Audiovisual broadcasting activities shall respect social moral and ethical norms, and the deontological requirements of the journalist profession.

1.8 Audiovisual broadcasts shall respect copyrights and other related rights, and the Albanian language literary standard.

1.9 Audiovisual broadcasting activities shall especially respect the rights of persons with disabilities.

1.10 Audiovisual broadcasts shall respect privacy and ensure the right of reply.

1.11 Audiovisual broadcasts shall provide high variety content and information respecting the freedom of competition and making use of technological development opportunities.

1.12 Audiovisual broadcasts of all types shall respect to right to equality and non discrimination for any reason prescribed in the Albanian legislation.

1.13 Audiovisual broadcasts should not contain detrimental messages, stimulation of crime, physical violence, and/or hatred.

1.14 Audiovisual broadcasts containing pornographic elements or extreme violence must be subject to the specific rules of a control system, such as that of conditional access or encrypted broadcasting.

1.15 Audiovisual media service operators should be open to ideas, opinions, tendencies, and various political, social, cultural, and religious affiliations.

1.16 Audiovisual broadcasts should protect and promote ethnic, cultural heritage, artistic, and environmental features at the national and local level.

1.17 Audiovisual broadcasts should promote and protect to wellbeing, health, and harmonious moral and physical development of minors.



SECTION 2 RIGHT TO PRIVACY IN AUDIOVISUAL BROADCASTS

Audiovisual broadcasting standards and practices should be lead by the baseline principle of protecting individual privacy and protecting personal data, resulting in the implementation of the following rules by AMSOs:

2.1 During their audiovisual activities, AMSOs should respect the principle noting that the right to the freedom of expression must not be infringed as long as it does not infringe on the right of the individual to protect his/her privacy, personal data in accordance with the provisions of applicable laws. This is a fundamental human right, set forth in the Constitution of the Republic of Albania.

2.2 During their broadcasting and programming, AMSOs should not make public any images, views, footage, documents, and/or photographs containing personal data threatening the dignity of individuals, when not explicitly approved by the individual.

2.3 Audiovisual broadcasts, especially informational programming, should respect the right of the individual for non discrimination, individual and family confidentiality, and the principle of presumption of innocence.

2.4 AMSOs may broadcast footage, images, and information from private facilities, homes, hospitals, penitentiaries, other rehabilitation facilities, only upon receiving consent from relevant individuals involved.

2.5 Publication of personal data of various individuals may be done only upon consideration of the rules for personal data protection, while upholding the individual – public interest balance.

2.6 Personal data broadcasting by AMSOs, secured using hidden cameras or other hidden equipment for recording video and audio, mobile phones, texts, or personal email, may only be done in compliance with the requirements of the Directive of the Commissioner for Personal Data Protection, No. 9, dated 15.09.2010, "On fundamental rules for the protection of personal data in written, visual, and audiovisual media".

2.7 AMSOs should avoid broadcasting health data, details in cases of grave disease or catastrophes, descriptions of sexual tendencies or traditions, and processing of biometrics data that may threaten the dignity of the individual.

2.8 In their programming, AMSOs should respect rigorously and with priority minor privacy rights, the personal data of which are subject to special protection.

2.9 Broadcasting, publishing, and disseminating details, by any means, of news or footage identifying minors involved in a crime shall be forbidden.

2.10 The principle of privacy and personal data protection should be respected in audiovisual broadcasting without discriminating based on race, age, disability, or any other reason set forth in the applicable Albanian legislation.



SECTION 3 AUDIOVISUAL BROADCASTS AND PUBLIC INTEREST

The practice of audiovisual broadcasting to date has shown that there is a mutual relation between the right to information, the right to privacy and public interest. Assessing the determining public interest meaning and circumstances in relation to the right of the public for information should direct AMSOs to comply with the following rules:

- 3.1 Audiovisual activity should protect specific public interests, defined by Directive 2010/13 EU and other acts of the European Union, such as cultural diversity, right to information, media pluralism, public safety and protection from disinformation, etc.
- 3.2 AMSOs should be aware that infringement of the Code of Broadcast provisions may only be legitimated when it is clearly shown that this is done to serve public interest.
- 3.3 AMSOs should be aware that uncovering, exposing, or preventing a crime, scandal, and/or abuse of power shall also be considered to be in the highest public interest.
- 3.4 For the purposes of this Code, public interest shall not justify inaccuracy and speculation, and shall not be mistaken for sensational information for the public.

SECTION 4 BROADCASTING OF INFORMATIONAL PROGRAMMING

Audiovisual information activity, regardless of the audiovisual media service operator exercising it, constitutes in all cases a general public interest service and shall be provided in compliance with the following principles and requirements:

- 4.1 In the course of their information activities, AMSOs should comply with the provisions on freedom of expression and information, and those on human rights, set forth in national and international acts ratified by the Republic of Albania.
- 4.2 AMSOs should exercise their information activities in compliance with the requirements set forth in the Constitution and the Republic of Albania legislation, statutes and documents of the International Federation of Journalists and the Council of Europe, and in compliance with the rules and norms set forth in this Code.
- 4.3 Audiovisual broadcasts shall guarantee to right of each citizen to be informed.
- 4.4 The information broadcasted should be true, accurate, and balanced.
- 4.5 The information broadcasted should be fair and respect the pluralism and diversity of thought and free public opinion.
- 4.6 All news shall be broadcasted and relayed objectively and without bias.
- 4.7 Journalists shall have the right to not disclose information sources.



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- 4.8 AMSOs should not broadcast news threatening public ethics and moral rules, and that could incite the commitment of felonies or threaten the authority of the state.
- 4.9 AMSOs should not reflect biasness towards any political force during broadcast time allocation for political organization activities.
- 4.10 Information audiovisual broadcasts should not contain direct or implied discriminatory messages based on gender, race, color of skin, ethnicity, language, gender identity, sexual orientation, political affiliation, religion, philosophical thought, economic situation, education, social standing, or any other reason.
- 4.11 During information broadcasting, AMSOs should not propagandize crime, terrorism, and/or any other activities based on violence, for sensational purposes.
- 4.12 AMSOs should be particularly careful in respecting child rights during the reporting of violent and sexual behavior against minors.
- 4.13 AMSOs should not misinform the public, misuse or misinterpret statements made in specific contexts.
- 4.14 AMSOs should respect the right to retraction and reply and the right to be presumed innocent and confidentiality.
- 4.15 AMSO shall have access to information, but information should be collected ethically and legally, and reported with linguistic and professional culture.
- 4.16 AMSOs should, in the entire information spectrum, respect the right of individuals to privacy. Only the protection of the interests of the society (public interest) may justify investigative journalism intervening in the private life of an individual.
- 4.17 AMSOs should consider public sensitivity in cases of adversity, catastrophes, accidents, prioritizing rescue operations and not disturbing and violent footage.
- 4.18 AMSOs should always consider that the information may not be used for personal gain by the owners, management, or journalists.
- 4.19 In their information timeslot AMSOs should not misuse vulnerable groups, but should promote a positive approach toward vulnerable groups (minorities, women subjected to violence, persons with disabilities, etc.).

SECTION 5
CHILDREN IN AUDIOVISUAL BROADCASTING

Every child enjoys the right to adequate information, and the right to speak, express their opinions, and to be considered as an individual with inalienable rights. The implementation of a series of principles and rules prioritizing the highest interest of the child and centering on the child, is more than necessary.

Other basic principles focus on guaranteeing child protection, the absolute right of the child to privacy, fight against prejudice, discrimination and stereotypes in the society, confirmed truth and accuracy of child related story reporting, right for participation, and the very important principle placing the media in service of children.



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In order to realize and implement the abovementioned principles, Audiovisual Media Service Operators should consider the following rules:

Identification of the child

5.1 AMSOs should avoid reporting or broadcasting that directly or indirectly leads to the identification of any child that might be a victim, witness, under investigation, indicted, or proven guilty for any penal acts in a visual and *audio* form, and by providing identity information, address, or any description thereof.

5.2 Any report or broadcast directly or indirectly leading to the identification of any child that may or has been involved in a grave household case should be avoided.

5.3 In relation to the cases foreseen in paragraphs 5.1 and 5.2 above, the adequate technology concealing the identity or video or audio of the child should be used.

5.4 Consideration should be made also when reporting and broadcasting in relation to third, non-child parties when this could lead to the direct or indirect identification of the child in line with paragraphs 5.1 and 5.2 above.

5.5 Child images or footage should be obtained honestly and fairly and whenever possible they should be obtained upon knowledge and consent of the child themselves or the knowledge and consent of the parents or legal guardians when the earlier is not possible. This consent shall be obtained upon explaining the purpose for obtaining such information.

5.6 AMSOs should avoid broadcasting degrading photographs and images of children, instead stimulating the broadcasting of positive photographs and images of children.

5.7 The publication and broadcasting of any sexual nuance child photographs or images or those depicting children in inadequate positions should be avoided.

5.8 Filming of children should be done in public spaces with the presence of the child's legal representative or a person appointed by him/her.

5.9 AMSOs should enact strict rules for child material and footage archiving and dissemination, restricting and preventing the possibility of abuse with this material. Material purchased by AMSOs (documentaries, etc.) shall respect the provisions above to the best of their abilities.

Child Interviewing

5.10 Child interviews should be conducted in the presence or at least upon informing his/her legal representative or another person appointed by him/her.

5.11 The child and his/her legal representative should preliminarily be informed on the purpose of the interview and the possible use of the interview. The right to not be interviewed should be respected for both the child and his/her legal representative.



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5.12 In case the legal representative refuses the interview with the child, this interview may only be conducted when the child insists and the journalist has a concrete reason for thinking that the interview will serve the interest of the child.

5.13 The journalist shall in no case exercise pressure, make promises, or provide gifts to the child or his/her legal representative in order to get the interview.

5.14 When necessary during the interview with the child, the journalist shall request the assistance of a specialized psychologist or social worker.

5.15 The interview should be conducted in an adequate space where the child feels free and not under pressure. Lengthy interviews and filming tiring and negatively impacting the child and the repetition of the interview and filming with the same child without strong cause should be avoided.

5.16 Questions should be clear and direct and should not be suggestive.

5.17 Questions or prejudicing comments dangerous for the child and those reminding him/her of traumatic events should be avoided.

5.18 Children should not be obligated to act in accordance with directions given by the journalist or the media. They should be stimulating to be themselves.

5.19 Should the journalist become aware during the interview of a penal act committed against the child or threatening the child, the journalist should immediately inform the relevant authorities.

5.20 Should the journalist become aware during the interview of facts, the publication of which could threaten the life, health, or wellbeing of the child, the entire interview or the part where this information is disclosed should not be broadcasted.

Children and advertising

5.21 AMSOs should not air advertising that may damage the physical, mental, or moral development of minors.

5.22 AMSOs should not air, during children programming, advertising of special food and beverages categories considered harmful to minors, especially those with high fat, sugar, salt, etc. contents.

5.23 AMSOs should monitor advertisement and promotional programming content, especially content involving and aimed at children.

5.24 Advertising should not depict children in violent, dangerous, aggressive, or auto-aggressive situations and approaches.

5.25 Advertising should not depict children consuming alcoholic beverages, smoking, or abusing other harmful substances.

5.26 Children should not be depicted directly purchasing the products being advertised, because this could be an abuse of their trust and lack of experience.



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5.27 AMSOs should develop and enact codes of conduct regarding inadequate commercial communications in their broadcasts

Cultural entertainment content, films and children.

5.28 AMSOs shall not be permitted to broadcast content that could seriously damage the physical, mental, or moral development of minors, especially films or programs containing pornography or depicting extreme and gratuitous scenes of violence.

5.29 AMSOs should act with the adequate care towards public sensitivity and impact on the moral, mental and physical development of children when broadcasting cultural and entertainment programming, especially as regards the depiction of violent and sexual behavior.

5.30 AMSOs should allot adequate timeslots for specific cultural and entertainment programming for children.

5.31 AMSOs should rigorously comply with ethical and moral requirements and protect child rights in cultural and entertainment programming for children.

5.32 AMSOs should allot a specific timeslot for programming that could damage the mental, physical, or moral development of children, or take other measures to restrict children from watching or listening to these broadcasts (adequate timeslot 21:00 hrs to 06:00 hrs).

5.33 When programs with content that may damage children is aired openly, they should be preceded by an acoustic warning or should be identified by the showing of a visual sign throughout the broadcast duration.

5.34 AMSOs should consider the level of damage caused by broadcasting any child damaging content, during broadcasting in general and during programming of a specific nature.

5.35 AMSOs should take under consideration children requests regarding the quantity and quality of audiovisual broadcasts and should focus on avoiding child dependence on television and emulating television models.

5.36 AMSOs should treat all children participating in audiovisual programs with respect, dignity, and professionalism.

5.37 AMSOs should not allow the involvement of children with pathological issues or disabilities in their programming for propaganda purposes or any other purposes abusing with their rights, with the exception of cases that are in the interest of the child and upon receiving approval by the legal representative.

5.38 AMSOs shall have the obligation to display child protection warning labels, especially during films and programming with problematic content and scenes.

5.39 AMSOs should pay special attention to the language and ethical communication practices in entertainment programs, and shows produced with and for children.



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5.40 In the case of on demand Audiovisual Media Services, AMSOs should broadcast programming that could gravely damage the physical, mental, and moral development of minors in an encrypted form, which should ensure that minors in common circumstances cannot break said encryption.

5.41 Cultural and entertainment programming for children should not include topics that stimulate prejudice.

Audiovisual programming warning labels for child protection

5.42 The use of warning labels for programming that harm or damage children shall be obligatory for content broadcasted during the 19:00 hrs to 22:30 hrs timeslot.

5.43 AMSOs should broadcast the content set forth in paragraph 5.41 above with the appropriate warning sign, which should be displayed in a visible part of the screen in clear and distinguishable color.

5.44 AMSOs should prepare the broadcasting of films or programming set forth in paragraph 5.41 above including the relevant sign (when the content does not include it), based on the preliminary review of the content according to the requirements, standards, and rules of the Code of Broadcast.

5.45 The warning sign shall be broadcasted onscreen along with the program or film at the start of the broadcast and shall continue throughout the length of said broadcasting. The warning sign shall be broadcasted prior to and after all interruptions to the broadcast through its conclusion.

5.46 AMSOs shall use three types of warning labels:

- A. Red warning label for programs or films that should not be watched by children, to be broadcasted only after 21:00 hrs, and containing scenes of heavy psychological and physical violence, sex, use of inadequate language, lexicon, and communication ethics.
- B. Yellow warning label for programs or films, which children may watch when accompanied by adults.
- C. Green warning label for programs or films with content adequate for all ages, including children.

5.47 AMSOs may use various graphical representation forms for these warning labels, providing that the color and clarity of the warning label remain unchanged and obligatory for all.

SECTION 6 PERSONS WITH DISABILITIES IN AUDIOVISUAL BROADCASTING

6.1 AMSOs should play an important role in depicting a respectful image of persons with disabilities in their audiovisual broadcasts.

6.2 AMSOs shall have the duty to attract the attention of the society and various institutions and raise awareness on the responsibility towards persons with disabilities.



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6.3 AMSOs should promote the efforts of disability organizations and persons for their integration in social life.

6.4 AMSOs should ensure a fair and objective treatment of persons with disabilities during their programming, providing neither mercy nor denigration, but appreciation and encouragement.

6.5 AMSOs should not allow to use of persons with disability image for publicity or advertisements, except in awareness campaigns and to favorably impact these persons.

6.6 Audiovisual broadcasting should not prejudice, use, or identify persons with disability, in order not to infringe on their rights and interests.

6.7 AMSOs should not exploit audience sensitivity towards persons with disabilities for commercial aims or gains.

6.8 AMSOs should treat footage of persons with disability in the best ethical manner possible. No details of their deformities should be displayed and the language of journalists should respect their dignity.

6.9 AMSOs should take measures to ensure that their services are accessible to persons with disabilities. AMSOs should stimulate the promotion of persons of disabilities achievements.

SECTION 7

PROMOTION OF EUROPEAN AND INDEPENDENT WORKS

7.1 AMSOs should recognize and distinguish the provisions of article 35 and 36 of Law No. 97/2013 regarding european and independent works.

7.2 AMSOs should promote the production and broadcasting of European works and access to these works. Among others, their promotion may be achieved through financial contribution for the production and to purchase the rights of European works guaranteeing a timeslot for the airing of European works in their content catalogs.

7.3 National AMSOs should allot the majority of their airtime to broadcasting European works, with the exception of the airtime allotted for newscasts, sport programming, games, advertisement, teletext services and telesales.

7.4 National AMSOs should allot at least 10% of their airtime to independent productions, with the exception of the airtime allotted for newscasts, sport programming, games, advertisement, teletext services and telesales.

7.5 AMSOs may stimulate and participate in the form of direct cooperation in the production, purchasing, and broadcasting of European works, in line with relevant contracts.

7.6 Purchasing the rights for European (works) by AMSOs should be done in compliance with copyrights and intellectual property rights.

7.7 The cooperation with and ensuing broadcast by AMSOs of works produced by independent



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producers should be achieved in compliance with the requirements of this Code on cultural programming, advertisements, films, etc.

SECTION 8
ADVERTISING IN AUDIOVISUAL BROADCASTING

- 8.1 Broadcasting of advertisement by AMSOs should consider legal requirements, especially with regard to forbidden advertisement and subliminal messages.
- 8.2 During advertising AMSOs shall be forbidden the use of unconscious viewer enticement and suggestive techniques negatively impacting viewers.
- 8.3 AMSOs should not accept to or broadcast advertisement that openly or subliminally stimulates discrimination and advertisement that does not respect human rights and dignity, especially the rights of women and children.
- 8.4 Advertising should not stimulate or drive minors to purchase or obtain products or services, by directly stimulating them to ask parents or other relatives to obtain advertised products or services for them, or advertisement that exploit the position of the child in relation to the parent, teachers, or other relatives.
- 8.5 Interruptions of various programming to broadcast commercial communications should respect the timeframe allotted for advertisement in relation to other programming, and these communications should respect communication ethics norms and requirements.

SECTION 9
COMPLAINTS COUNCIL

- 9.1. The Complaints Council shall monitor the implementation of the Code of Broadcast and the regulations approved by AMA, for all subjects the activity of which is regulated by Law No. 97/2013 "On Audiovisual Media in the Republic of Albania". The scope of work of the Complaints Council shall include especially the respect of fundamental human rights and dignity, focusing also on child protection, right to information and public opinion awareness, in relation to the respect of moral and ethical norms during broadcasting by audiovisual service operators.
- 9.2. The Complaints Council shall periodically monitor the compliance of foreign broadcasters' programming completely or mainly directed at audiences in the Republic of Albania for exclusively information purposes with the Code of Broadcast.
- 9.3. The Complaints Council shall review any complaint related to broadcasting of news, respect for human rights, rules of ethics, privacy, broadcasting of pornographic material without ensuring child protections through conditional access or parental control equipment.
- 9.4. Complaints should be submitted in writing to the Complaints Council within 30 days from the day of broadcasting, or the day of the latter broadcast when the complaints relates to two or more separate broadcasts.
- 9.5. When deemed necessary, the Complaints Council shall forward the complaint



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- submitted to the AMSO to make its claims within 7 days.
- 9.6. The AMSO shall submit its conclusions to the Complaints Council, when this conclusion is in favor of the person submitting the complaint, within 2 days from being notified in the same manner of communication as that of the complaint.
 - 9.7. The Complaints Council shall decide in relation to the resolution within a 15-day period. During complaint resolution procedures, the Complaints Council may decide to hold hearings with the relevant parties.
 - 9.8. When a case has been the subject of a series of submitted complaints, in accordance with this article, or for broadcasts outside AMA's territorial jurisdiction, the Complaints Council shall report to AMA in relation to its peculiarities and resolution methods, when deemed appropriate.
 - 9.9. Upon reviewing the complaint and claims of the subject, the Complaints Council shall, when it believes that infringements have been perpetrated, propose that AMA take relevant steps. In any case the Complaints Council shall notify the person submitting the complaint and the relevant AMSO regarding the conclusions reached and relevant measures in writing.
 - 9.10. The Complaints Council may organize public surveys on ethical issues in broadcasting, using independent expertise. The conclusions of the survey or studies and those from public complaints shall be reported to AMA, suggesting improvement measures. The conclusions may be published through public information channels.
 - 9.11. The Complaints Council shall publish a summary of conclusions reached, based on paragraph 9.4 above, every six months in a special bulleting published by AMA.
 - 9.12. The Complaints Council shall define the guidelines to be used by AMSOs in reviewing written complaints submitted by any person in relation to content broadcasted by them, in the framework of the provisions of article 33 of Law No. 97/2013 "On audiovisual media in the Republic of Albania".
 - 9.13. The Complaints Council shall have the right to inspect complaint records and responses provided, which shall be maintained by the subject the activity of which is regulated by Law No. 97/2013, for a two year period from the recording of the complaint.
 - 9.14. When deemed necessary, the Complaints Council shall forward the complaint submitted to the AMSO to make its claims within 7 days.
 - 9.15. The AMSO shall submit its conclusions to the Complaints Council, when this conclusion is in favor of the person submitting the complaint, within 2 days from being notified in the same manner of communication as that of the complaint.
 - 9.16. The Complaints Council shall decide in relation to the resolution within a 15-day period. During complaint resolution procedures, the Complaints Council may decide



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to hold hearings with the relevant parties.

- 9.17. When a case has been the subject of a series of submitted complaints, in accordance with this article, or for broadcasts outside AMA's territorial jurisdiction, the Complaints Council shall report to AMA in relation to its peculiarities and resolution methods, when deemed appropriate.
- 9.18. Upon reviewing the complaint and claims of the subject, the Complaints Council shall, when it believes that infringements have been perpetrated, propose that AMA take relevant steps. In any case the Complaints Council shall notify the person submitting the complaint and the relevant AMSO regarding the conclusions reached and relevant measures in writing.
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- 9.20. The Complaints Council shall publish a summary of conclusions reached, based on paragraph 9.4 above, every six months in a special bulleting published by AMA.
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