



Viewership Survey Report

New Heroes: A Reality TV Show in North Macedonia



Search for Common Ground

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The opinions and analyses included in the report are generated from the data collection tools used for this research and are interrelated by the researcher. The opinions or analyses do not represent the opinion or stand US Agency for International Development in North Macedonia.

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Executive Summary

This report provides analysis and assesses the viewership of the 12-episodes reality TV show “*New Heroes*” broadcasted from mid-October 2019 till first week of January 2020. The reality show gave opportunity to young people aged 14 and 18 years to play a leading role in identifying community problems that their community is facing and solving these problems and challenges for the common good. The overall objective of the show was to develop positive public awareness importance of inter-ethnic interaction and collaboration and promoting social cohesion among the youth, in general, and high school level youth aged 14-18. It also intended to promote cooperation between young people from across ethnic and religious divides. The show was broadcast on two national TV stations, TV Telma (in Macedonian language) and TV 21 (in Albanian language) in order to cover the two major language groups in the country.

In total, 16 young students aged 14-18 were selected as contestants to participate in the show and they were divided into 8 teams, each team consisting of 2 participants (each from different ethnic group). Each team was assisted by one host, in their quest to complete the mission. After each episode each team was evaluated on several criteria such as: teamwork, creativity, support, motivation, respect, openness, and resourcefulness. The finale was between the two best teams selected from earlier rounds. For the finale, both teams were given same challenge and judged based on the criteria mentioned above.

This research used various methods to collect data and information on viewership. The methods used were inputs from watch party discussions (274 students), TV and YouTube viewership metrics, qualitative interviews (approximately 200 students) with students in schools, and a national level survey (1,999 respondents) using the 3-R (Reach, Resonance and Response) framework. The targeted audience were aged 14 to 29 years, drawn from 19 municipalities across all the 8 statistical regions of the Republic of North Macedonia. In total 2,004 young people were surveyed, of which 1,990 surveys were completed and entered analysis. Among the respondents surveyed, 51% were female and 34.7% were from age bracket of 14-19 years old.

The analysis conducted from the data collected from different methods found out that reality shows are not a quite popular program among media consumers in North Macedonia. The viewership among participants of the watch party discussions (9.5%), school interviews (NA), Telma TV viewership data (1.3%) and YouTube Viewership data (652 to 2031/episode) showed a moderate reach of the reality show among target groups. The 3-R survey showed a 6.7% viewership among the survey population. However, despite having moderate viewership of the show, those who watched the show have a quite positive assessment of it. The viewers said that the show is a good initiative to engage young people in community issues; bringing them closer to youth from across the ethnic divide and building relationship among them; addressing relevant community issues through the young generation; promoting intergenerational relationships; and causing multiplier effect among larger young population to engage in social cause.

Qualitative interviews pointed out that the bigger lessons that viewers learnt from the show were:

- Cooperation between young people and their work ethic
- Young people finding solutions to the problems and challenges

More importantly, the respondent viewed that the friendship and mutual respect among the youth from different identity groups (ethnicity, language, religion) was seen as a factor that may help shift youth's role in the society. Other aspects such as teamwork, creativity, and social responsibility were highlighted as ones that had an impact on viewers.

The participants of the qualitative interviews also provided some feedback to improve the show for next season. Some of the suggestions provided were:

- Need for launching a comprehensive publicity campaign through media, social media, and word of mouth using local influencers.
- Invest more time and effort to mobilize the participants to do more research on issues being addressed by the participants.
- Not to call the show a "reality TV show" rather simply call it *"New Heroes Youth Challenge Show"*.
- Either enhance the role of the "Joker," moderator figure of the show, or get rid of it. In the current role, the Joker does not add value to the show.
- Give a more dramatic twist to the problem-solving process.
- Provide space for the participants to closely work with local government authorities like mayors and school administration like principals or directors in the problem solving process in order to enhance the sustainability aspect of the solutions.
- Bring the contestant youth closer to the audiences and provide more space for interaction with the public.
- Provide more training to participants on problem solving skills and camera facing skills.
- Inclusion of more environmental ecological issues as part of the challenges.

The 3-R survey revealed that word of mouth (33%), YouTube (23%), and TV Telma (21%) are the three major sources from which respondents got information about New Heroes. Out of the total viewers (133), 52% were the youth aged 14-19, which is the main target group of the show.

Among the viewers, 92% liked the show and more than half (52%) watched the show on YouTube. It is interesting to know that majority of the viewers (60%), despite not watching all the episodes, remember the names of all the 16 Heroes from the show. There was no ethnic preference on identifying the inspiring heroes.

More than half (58%) of the viewers said that the messages given by the show resonate with social cohesion and inter-ethnic relationships. Among the viewers, 84% said that they are inspired to get engaged in community activities, like the New Heroes, after watching the show. Similarly, majority of the viewers (80%) said that they have changed their perceptions or the stereotypes towards "other" ethnic groups after watching the show.

When it comes to the response aspect, 52% of the viewers discussed the messages given by the show with others after watching the show and 93% viewers believe that the New Heroes are offering good example of youth role in community development and youth leadership. Similarly, 80% of the viewers consider it is important to engage in community activities

compared to 52% non-viewers and 45% viewers have engaged in community activities recently, compared to 25% non-viewers. This indicates that the show has some level of influence among viewers in encouraging them to engage in community activities. The research also found some good examples of institutional impact, where the mayors of municipalities have owned the initiatives of the youth and included in the annual planning agenda. The construction of care home for stray dogs in Gostivar Municipality, the allocation of space for the skate park in Vinica Municipality, community ownership of Park cleaning in Cair Municipality, and the huge number of public participants in the anti-pollution march in Skopje and its continuation every Friday are a few good examples of institutional impact and the sustainability of the initiatives.

Lastly, but also very importantly, the show managed to increase the interest of youth people to be engaged in helping their community in solving different problems. The youth are seen as changemakers and that they can have great impact in their community, by helping to resolve different issues.

In order to improve the show, some of the important recommendations identified by this viewership research are as follows:

- Launch a strong publicity campaign long before the broadcast date to inform people about the show, its broadcast medium, day, and timing.
- Use social media as well as local influencers in each school and use them as the ones who publicize the show among the students.
- Collaborate with school administration and directors to motivate and encourage their students to apply for the young Heroes role and watch the show as well.
- Connect the Heroes of the season 1 with the season 2 episodes as mentors or some other role.
- Use Karmen from *Nashe Maalo* to publicize *New Heroes*, as Karmen remains in the memory of many youth until now.
- If possible, broadcast the show on more popular TV channels like Sitel and Kanal 5.
- Invest more time and effort on researching topics/issues included in the challenges so that the challenge becomes more authentic, evidence based and based on ground reality.
- Make the voting system and winner selection process transparent
- Either enhancing the role of Joker or get rid of the Joker in the show.
- Provide more training to the youth participants on problem solving skills and camera facing skills
- Identify the technical flaws in the first season and improve them in season two.

1. Introduction

Search for Common Ground (Search) (www.sfcg.org) is an international peacebuilding organization that strives to transform the way the world deals with conflict, away from adversarial approaches and towards collaborative problem-solving. Search is working in over 30 countries across Africa, Asia, the Middle East, and the USA. Search works with governments, civil society, state institutions, youth, media organizations and other stakeholder groups to promote peace, reconciliation, tolerance, and collaboration across dividing lines.

Search began its program in North Macedonia in 1994 and aims to support collaborative relationships building and increased social cohesion among the diverse ethnic communities in the country.

Search is implementing a USAID funded 4-year project **“Advancing Social Cohesion in North Macedonia.”** This project expands on Search’s previous work in interethnic education in the country through the training of educators, pedagogical students, government inspectors, and parents. It also works towards improving public awareness of social cohesion using mass media, particularly youth reality television programming. The overall goal of the project is to strengthen democratic values and deepen social cohesion between different ethnic communities across North Macedonia.

1.1. Background

One of the main components of the project is the reality TV show *“New Heroes”*. It is a youth reality TV show in which teens aged 14 to 18 years have the opportunity to play a leading role in the show and resolve community challenges presented to them. The main purpose of the reality show is to mobilize young people identify and address community level problems and raise public awareness on social issues as well as promote positive ethnic interaction and social cohesion and to foster cooperation among young people from different ethnic, social and religious backgrounds.

The first season of the *“New Heroes”* was broadcast from mid-October 2019 to January 5, 2020. A total of 12 episodes of the show were broadcast on the national TV stations TV Telma (Macedonian language) and TV 21 (Albanian language).

During the show, 16 young participants worked in 8 teams of 2 each and competed to find creative solutions to local problems that affect local people. The show was hosted by two celebrities and each team was assisted by one of the celebrities while planning and executing their tasks/challenges. The role of the hosts was to encourage and support the teams during their adventures. The reality show also included a Joker, whose role was to provide suggestions and support to the contesting teams when they were struggling to find a breakthrough of their challenge. The teams in every episode were evaluated by Search and the reality show production company’s technical members according to the following criteria: creativity, teamwork, resourcefulness, support, motivation, respect, and openness. The last episode was the grand finale between the two most successful teams throughout the season. In the end, the winning team received USD 1500 each, while the runner up team received USD 500 each for their further self-development and knowledge.

SYNOPSIS OF NEW HEROES TV SHOW

Episode # 1: Introduction and Forming the Teams

The reality TV show began with top celebrities Natalija and Martin as hosts and Gent as the Joker, whose role is to advise the teams towards the results of their missions. The hosts introduced the 16 participants while they were tackling the first challenges in the city center of Kumanovo and in one of the oldest observatories in the world called Kokino where, besides the challenges, the hosts informed the young participants and explained the rules of the competition.

Episode # 2: Clean Up Action in Cair Vs Music Breaking Boundaries

After Kumanovo and Kokino the entire team came back to Skopje where the teams were given their challenges. Zana and Filip were part of Martin's team in this episode in which they worked to resolve Zana's environmental challenge in one residential park in the Municipality of Cair. At the same time Sofija and Mladen were part of Natalija's team in which they wanted to raise awareness among young people and break ethnic boundaries with music. They gathered young musicians from different ethnic backgrounds to form a multi-ethnic band and recorded their first performance.

Episode # 3: Initiative for Stray Dogs Vs Anti-Discrimination Exhibition

The third episode started in front of the Clock Tower in Gostivar where the teams begin with their missions. Martin's team wanted to help stray dogs by raising awareness and meeting the mayor of Gostivar to discuss the possible solutions of the issue of the large number of stray dogs in the streets of the city. On the other hand, Aysel and Dijana, as part of Natalija's team, organized in-class workshops using art as a tool where students created artwork on the subject of social equality and overcoming ethnic stereotypes. Both teams had assistance from Gent, the Joker. Every participant has the support of the Joker during the whole season of the show.

Episode # 4: Marking Bike Trails Vs Promoting Organic Agriculture

The team's challenges in the fourth episode are occurring in the small town of Vinica, where Marija and Chelebi as part of Martin's team are improving the bicycle trails around the town and Arrita and Darko alongside Natalija worked to raise awareness about organic farming among local communities. While the first team wanted to contribute in personal health of citizens by promoting Bicycle riding and pollution free environment, the second team also wanted to contribute in health of people through organizing farming as well as by reducing the use of chemical fertilizers and pesticides in farming.

Episode # 5: Marking Mount Bike and Hiking Trails Vs Skate Park Initiative

In the fifth episode, the teams tried to tackle sports infrastructural challenges such as cleaning and marking the hiking and mountain biking trails on the mount of Plackovica and initiative for building a skate park in the town of Vinica. Matej and Sara engaged local craftsmen and the scouts to help them mark the mountain bike trails and Martin's team held a meeting with the mayor of Vinica for the skate park initiative. Maja and Sarita as part of Martin's team engaged professional skateboarders who contributed to the local initiative.

Episode # 6: First Evaluation of the Teams

In this episode all the participants were gathered in Stenkovec, a small airport northwest of Skopje. The teams were evaluated based on the following criteria: team spirit and support, creativity and resourcefulness, motivation, respect and openness. They all met entertaining musical challenges during the episode and the host informed them about the new rules which included individual evaluation during their mission on their path to the grand finale.

Episode # 7: Fixing the Basketball Court Vs Improving Traffic Jam

Natalija's team with the help of Gent held a meeting with the mayor of Kisela Voda and the police department. Mladen and Sofija's challenge was to resolve the traffic jam around a primary school in the same municipality. On the other side of Skopje, in the Municipality of Saraj, Chelebi and Marija were fixing the basketball backboard and rim to improve the conditions of the basketball court.

Episode # 8: Waste Management Initiative Vs Care for Elderly People

Bojana and Xhan, as part of Martin's team, were exploring what they can do to make older people happy and make something special for them. Arrita and Matej, as part of Natalija's team, were organizing a waste management initiative involving Arrita's neighbors and local community.

Episode # 9: Anti Bullying Initiative Vs Creative Reuse Workshop

Filip as part of Martin's team leads the anti-bullying initiative in this episode as he opens up his past and unfortunate events which motivates him to organize initiative as such. Zana supports him every step on the way and shows good teamwork. Natalija's team in this episode with Dijana and Ajsel in the front are organizing creative workshop and reusing old materials to fix the residential park in the Municipality of Aerodrom.

Episode # 10: Drug Abuse Awareness Initiative Vs Clean-Up Action

Sarita and Maja, as part of Martin's team, were holding educational and informational sessions in the Municipality of Shuto Orizari on the subject of Drug Abuse and Addiction among youth. Darko and Sara, on the other hand, have difficulties in recruiting people and volunteers for the clean-up action by the river of Lepenec.

Episode # 11: Second Evaluation of the Teams

The evaluation process in the episode included team and individual points for every participant. During this episode we have innovative young people joining us and presenting their socially responsible innovation. 12 participants received gifts from the organizer as this episode was their last one. At the end of the show, the hosts pronounce the 2 teams that will compete in the final episode of the show, among the finalists are Chelebi and Sofija against Sara and Filip.

Episode # 12: March against Air Pollution

The final challenge was to gather people for organizing an Air Pollution March/Campaign in Skopje and demonstrate the leadership role during the Citizen March/Campaign. Both teams, during the day, invited citizens to come to the march. Chelebi and Sofija also drew a simple engaging poster against air pollution bringing people to sign their name to express solidarity to the poster. Sara and Filip went to inform their peers in the schools and held a meeting with

the local scout unit which joined them on the march. During the anti-pollution March, all 4 competitors demonstrated leadership roles which ended with remarkable speeches in front of thousands of people. Their motivation and leadership demonstrated by the participants made it quite difficult for the judges to choose the winner of the show, at the end Filip and Sara were pronounced as winners of the first season of the reality show. The winning team showed great teamwork, initiatives in finding creative ways to convince a large number of citizens to participate in the campaign and express solidarity against air pollution, prepared a very powerful speech in front of the crowd and were equally involved in all the stages of the challenge as a team, compared to the opposite team that was largely dominated by only one team member.

2. Methodology

In order to measure the viewership and to make suggestions for the improvement of the second season of the show, this study used four tools: inputs from watch party discussion, TV and YouTube viewership metrics, qualitative interviews, and a national level survey using 3-R (Reach, Resonance and Response) Approach.

The 3-R Survey is the backbone of this study and the conclusions and recommendations will mainly stem from there, however the rest of the tools will provide some auxiliary inputs which will add to the results obtained through the survey.

2.1. Watch-Party Discussions

During November and December 2019, a total of 11 school visits were made where both promotion of the show and public screening of the specific episodes of the reality show was done. A total of 5 cities were covered: Debar, Struga, Tetovo, Gostivar and Skopje, which covers half of the 10 municipalities covered by the project. In each visit, the agenda included: introduction to the reality show and the project; screening of an episode of the show; discussion on the episode; information about the second season and the application procedures; and evaluation forms.

Activity:		Promotion, Evaluation Monitoring of the Viewership of New Heroes									
	School	Location	Date	#particip.	Male	Female	Mac	Alb	Tur	Rom	Other
1	PS Mustafa Kemal Ataturk	Gostivar	13.11.2019	27	17	10	11	0	13	3	0
2	HS Gymnasium Gostivar	Gostivar	14.11.2019	25	12	13	10	14	0	1	0
3	Kiril Pejcinoviq	Tetovo	19.11.2019	20	10	10	0	20	0	0	0
4	Nikolla Shtejn	Tetovo	21.11.2019	23	6	17	14	9	0	0	0
5	Avram Pisevski - Karposh	Skopje	28.11.2019	30	13	17	27	1	0	1	1
6	Rade Jovcevski Korcagin	Skopje	05.12.2019	24	9	15	21	0	1	0	2
7	Niko Nestor	Struga	10.12.2019	12	5	7	11	0	0	1	0
8	IbrahimTemo	Struga	10.12.2019	30	7	23	15	12	3	0	0
9	Nikola Karev	Skopje	12.12.2019	21	9	12	19	0	0	0	2
10	Said Najdeni	Debar	17.12.2019	34	18	16	0	34	0	0	0
11	28 Nentori	Debar	17.12.2019	28	7	21	8	20	0	0	0
Total				274	113	161	136	110	17	6	5

A total of 274 students participated from two primary and 9 high schools, of which 113 (41%) were male and 161 (59%) were female. From ethnic perspective, 136 (50%) were Macedonians, 110 (40%) were Albanians and 17 (6%) were Turks, 6 (2%) were Romane, while remaining two percent were others.

2.2. Interviews

During December 2019, the Search team visited a few schools in four cities and interacted with students about their awareness of the reality show, viewership, and feedback of the show. It was not a systematic sampling rather informal interaction with those students, who were encouraged to apply for the next season of the show. The questions during the interaction covered if they were aware of the show, if they watched the show, if they watch TV, What media source they prefer, what types of TV programs they prefer to watch, if they have watched New Heroes, etc. Their responses were documented by the team and they were incorporated into the viewership report.

2.3. TV and YouTube Viewership

The 12-episodes TV show was broadcast on the National TV Stations: TV Telma (in Macedonian) and TV 21 (in Albanian) for a total of twelve weeks. Given that there was no data for the viewership of TV 21 from Nielsen, the only data available for analysis are the data for the viewership of TV Telma for each episode with information provided for the average audience (AMR) and share (%SHR), as well as regional and age coverage. It is important to mention that the data available are only for the original showing of the episode and not for the reruns, although both TV 21 and TV Telma had reruns of the show during weekdays.

In addition to the broadcast of the show on TV, each episode was published on New Heroes YouTube Channel (https://www.youtube.com/channel/UCkh2tVUrWJJn8yVmal8p_jw) with subtitles in three languages: Macedonian, Albanian and English. Viewership of the show on YouTube is measured by the number of views for each episode (for all three languages).

2.4. 3-R Survey

The 3-R framework focuses on three main dimensions of media projects which gives a well-rounded picture of what we are doing and what we are changing – the RESULTS we are achieving. Referred to as the *3Rs framework*, the 3 Rs stand for **Reach, Resonance and Response**.

1) Reach – To understand the outcomes of New Heroes the first thing that needs to be measured is its reach.

There are two elements to this:

- Saturation in the society – how widely has the show been watched?
- Who has seen the show – have those people who are key to the objective seen the show? This is where we can understand the more people/key people effects. While by itself, reach doesn't mean that it is changing society, it tells us if we have a hook into the market and if the output works for the audience.

2) Resonance – To understand whether the audience is relating to and absorbing the messages of the show.

There are several key elements:

- Does the audience relate to the characters and to the core storyline?
- Can they understand the messages?
- Do the narratives engage the viewers emotionally?
- Do they apply the setting of the show and the lives of the characters to their own lives?
- Have viewers gained new knowledge and developed new attitudes as a result of the show?

Resonance will show whether attitudes have changed. Why or why not and how they have changed.

3) Response – Understand what changes occur in the society as a result of the show. For the most part, we focus on behaviors of our target audience or specific actions that they are taking to address the conflict issues. But changes could also be measured at the cultural, political, symbolic level as well. In addition, a change often comes about when a barrier is removed or when space is created for individuals to come together to try out new ideas in a safe space, see community leaders model a new type of attitude and behavior or engage in a project that crosses divides and brings people together. We should be looking for these changes when we do our work and make sure that we collect evidence, from different sources, when we observe these things happening.

2.4.1. Survey Audience

The audience of this viewership survey are young people aged 14-29 on a nationwide scale.

2.4.2. Survey Location

The scope of the 3-R Survey was national with representation of the 8 statistical regions. Specific emphasis on the selection of municipalities across the 8 regions was to include the 10 municipalities that are the focus of the project activities overall: Shtip, Debar, Kicevo, Struga, Radovich, Gostivar, Tetovo, Kumanovo, Gazi Baba, Chair, Karposh.

2.4.3. Sample Size

The survey developed a representative sample of young people (ages 14-29), presented below. The sample is based on the data available on the website of the State Statistical Office of Republic of North Macedonia based on last population Census of 2002 (total population 2,057,000). The proposed sample size of the survey was 1999 respondents calculated based 95% confidence interval and 2.19 confidence level (margin of error). The sample was proportionally divided across regions, age groups, ethnicities and gender. The number of respondents has been set as a result of a discussion within the Search team with the intent of increasing the relevance of the results, setting the confidence level at 95% and confidential interval (margin of error) at 2.19.

Region	City	Age group	Gender		Nationality								Total
			male	female	Mac	Alb	Tur	ROM	VLA	SERB	BOS	Other	
Vardar	Veles	14-19	10	9	16	1	1	0	0	0	1	0	19

		20-24	11	10	18	1	1	0	0	0	1	0	21
		25-29	13	12	21	1	1	0	0	0	1	0	25
	Total		34	32	55	3	2	1	0	1	3	0	65
	Kavadarci	14-19	7	7	13	0	0	0	0	0	0	0	14
		20-24	8	8	15	0	0	0	0	0	0	0	16
		25-29	9	8	17	0	0	0	0	0	0	0	17
	TOTAL		24	23	45	0	0	1	0	0	0	0	47
	Sveti Nikole	14-19	3	3	6	0	0	0	0	0	0	0	6
		20-24	3	3	6	0	0	0	0	0	0	0	7
		25-29	4	4	8	0	0	0	0	0	0	0	8
	TOTAL		11	10	20	0	0	0	0	0	0	0	21
Eastern	Shtip	14-19	13	12	22	0	1	1	1	0	0	0	25
		20-24	13	13	23	0	1	1	1	0	0	0	26
		25-29	18	17	30	0	1	2	1	0	0	0	34
	TOTAL		44	41	74	0	2	4	4	1	0	0	85
	Kocani	14-19	11	10	19	0	0	1	0	0	0	0	21
		20-24	12	11	21	0	0	1	0	0	0	0	23
		25-29	14	13	25	0	0	1	0	0	0	0	26
	TOTAL		36	34	65	0	1	4	0	0	0	0	70
South-western	Debar	14-19	5	5	2	6	1	1	0	0	0	0	10
		20-24	6	6	2	7	2	1	0	0	0	0	12
		25-29	7	7	3	8	2	1	0	0	0	0	13
	TOTAL		18	17	7	21	5	2	0	0	0	1	36
	Kicevo	14-19	12	11	12	7	2	1	0	0	0	0	23
		20-24	16	15	16	9	2	2	0	0	0	1	30
		25-29	18	17	19	11	3	2	0	0	0	1	35
	TOTAL		45	43	47	27	7	5	0	0	0	2	88
	Struga	14-19	15	14	9	16	2	0	0	0	0	1	29
		20-24	19	18	12	21	2	0	0	0	0	1	38
		25-29	23	22	15	26	3	0	0	0	0	2	46
	TOTAL		58	55	36	64	6	0	1	0	0	4	112
South-eastern	Radovish	14-19	9	8	14	0	2	0	0	0	0	0	17
		20-24	10	9	17	0	3	0	0	0	0	0	19
		25-29	11	10	18	0	3	0	0	0	0	0	21
	TOTAL		30	28	49	0	8	1	0	0	0	0	58
	Strumica	14-19	16	15	28	0	2	0	0	0	0	0	31
		20-24	17	16	30	0	2	0	0	0	0	0	32
		25-29	19	18	35	0	3	0	0	0	0	0	38
	TOTAL		52	49	93	0	7	0	0	0	0	1	101
Pelagonia	Prilep	14-19	14	13	25	0	0	2	0	0	0	0	27
		20-24	15	14	27	0	0	2	0	0	0	0	30
		25-29	18	17	32	0	0	2	0	0	0	0	35
	TOTAL		47	44	84	0	1	5	0	0	0	0	91

	Bitola	14-19	16	15	27	1	1	1	0	0	0	0	31
		20-24	18	17	31	2	1	1	0	0	0	0	35
		25-29	21	20	37	2	1	1	1	0	0	0	42
	TOTAL		55	52	95	5	2	3	1	1	0	1	107
Pollog	Gostivar	14-19	24	22	9	31	5	1	0	0	0	0	46
		20-24	31	29	12	40	6	2	0	0	0	1	60
		25-29	38	36	14	49	7	2	0	0	0	1	73
	TOTAL		92	87	35	120	18	5	0	0	0	2	180
	Tetovo	14-19	27	25	12	37	1	1	0	0	0	0	52
		20-24	33	31	15	46	1	2	0	0	0	0	65
		25-29	37	35	17	51	2	2	0	1	0	1	73
	TOTAL		98	92	44	134	4	5	0	1	0	1	190
North-eastern	Kumanovo	14-19	29	27	34	14	0	2	0	5	0	0	56
		20-24	31	29	37	16	0	2	0	5	0	0	61
		25-29	34	32	40	17	0	3	0	6	0	0	66
	TOTAL		94	89	111	47	1	7	0	16	0	1	183
Skopje	Gazi Baba	14-19	27	25	13	30	4	2	0	1	2	1	52
		20-24	28	27	13	31	4	3	0	1	2	1	55
		25-29	31	29	14	34	4	3	0	1	3	1	60
	TOTAL		86	81	40	95	12	8	0	2	8	3	167
	Chair	14-19	30	28	43	10	0	2	0	2	1	1	58
		20-24	30	28	43	10	0	2	0	2	1	1	58
		25-29	32	30	46	11	1	2	0	2	1	1	63
	TOTAL		92	86	131	31	1	5	1	5	2	2	178
	Karposh	14-19	16	15	28	1	0	0	0	1	0	1	32
		20-24	18	17	31	1	0	0	0	1	0	1	35
		25-29	21	20	37	1	0	0	0	2	0	1	42
	TOTAL		56	53	96	4	1	1	1	4	0	2	108
	Center	14-19	19	18	31	1	0	1	0	2	0	1	36
		20-24	20	19	34	1	0	1	0	2	0	1	39
		25-29	19	18	31	1	0	1	0	2	0	1	36
	TOTAL		58	55	96	4	1	2	1	5	0	3	112

3. Findings

3.1. Watch-Party Discussions

The watch parties were attended by 274 students in different schools. In terms of reach and viewership, 43 out of 274 participants have previously heard of the show, while 26 have watched at least one episode, reaching almost a 10% viewership rate. A majority (219 or 80%) of the 274 students who watched the specific episode of the show in the watch party found the topics of the episodes they watched interesting, while 20 (7%) found them very interesting, 33 (12%) not so interesting and 2 (0.7%) not interesting at all. The majority of those that participated in the watch parties, although most hadn't heard of the show, found the episodes they watched very interesting.

Positive remarks from students:

- TV Shows like New Heroes are needed for our society where people do not take initiatives for common cause
- The encouragement and message given by the show that youth should be engaged on community issues is considered as a strong message of the show
- Young people identifying community problems and trying to find the solutions to these problems is positively viewed
- The length of the episodes is appropriate
- The concept seems attractive and is largely liked
- The joker as a role is a good addition to the show
- Presenters are very good
- Testimonials give space for participants to say more about their experience
- The diverse background of the participants representing different ethnic communities is a positive aspect of the show, providing different perspectives to similar problems
- The topics are relevant, current, and important for the community in concern
- Young people as main actors empower and motivate other young people to take up similar actions
- The show gives viewers an opportunity to listen to different languages for those that do not have interactions with youngsters of other ethnic background

Feedback based on discussions and comments

Content-based feedback:

- The joker as a role is good but lacks representability and should be funnier. The role of the joker is ambiguous and doesn't add any humor to the show. Having a comedian instead might add attractiveness to the show
- More tension should be seen among the teams and participants, and difficulties they face should be shown together with the emotions that participants have at those moments
- Results should be gradual, more dramatic, create some type of suspense and slowly be added, and judges should explain their criteria of evaluation and reasons for giving certain score to specific participant. The results also could be shown to the audience in order for them to see how the votes were cast and in which way the winner was decided.
- Solutions should be more impactful otherwise they seem very superficial

- Institutions and mayors are shown in a very positive light, while cases when institutions are not helpful are not shown.
- There should be a timer showing the time left to solve the problem so that the viewers get the idea of the time left.
- The participants should be given the chance to get closer to the viewers, and show their own experience with the issues they are trying to solve
- The dialogues feel like they are not natural but as being part of a scenario
- The joker himself should not find solutions, but give the participants pointers and directions, because then the joker has solved the issue not the participants
- Confession/testimonials in a confession booth like in other reality TV Shows might be interesting
- Topics might be serious, but the way they were treated was very trivial
- Instead of reality show as a format, it could be a series because topics would be discussed and elaborated in a better way
- The participants look very stiff and stressed, they think too much before speaking which consequently loses the interest of the viewers
- There could be one topic per episode, with the teams competing in different cities where the topic is relevant
- Teams should have the same challenge otherwise the grading doesn't seem fair due to the different level of difficulty of each challenge.
- Organize a big event, If possible, for the prize distribution ceremony so that it generates multiplier effect. If organizing a big ceremony is not possible collaborate with schools, in which the winner students belong, to organize such ceremony and provide the prize in front of their peers and parents.

Technical feedback:

- Teams should be composed of more than two participants, or maybe have more teams of two participate in one episode, because more participants in a team or in an episode would make the show more interesting, with a lot more communication and more interaction.
- Elimination of teams in each episode instead of choosing finalists at the end could be more attractive
- The participants should have more time to solve the challenge, because they seem to be rushed into finding solutions
- Everyone should speak their own language more during the show, and more fluently
- The presenters should come from different ethnic backgrounds
- More time should be given to the process of planning and solving the challenges
- The length of the challenge should not be one day because it limits the creativity of the participants and in turn the result doesn't look interesting and natural, however there should be a time limit
- The time left to solve the challenge should be shown on screen so that viewers get the suspense of the time left for solving the problem
- Adding confession/testimonials in a confession booth like in other reality TV Shows might be interesting. It was suggested that the challenges should be chosen based on researched preferences of youth and more inclusion of local institutions and stakeholders, in order to make the solved challenge more sustainable and long lasting.

- The challenges also should include more ecological and environmental issues that youth and all the citizens of the communities face each days.
- There should be more Turkish speaking participants, someone that is fluent in the language
- More ethnic language usage in the show, especially Albanian
- The narrator could speak several languages
- The language spoken by the participants should be standardized one, not colloquial as it was the case in the episodes watched

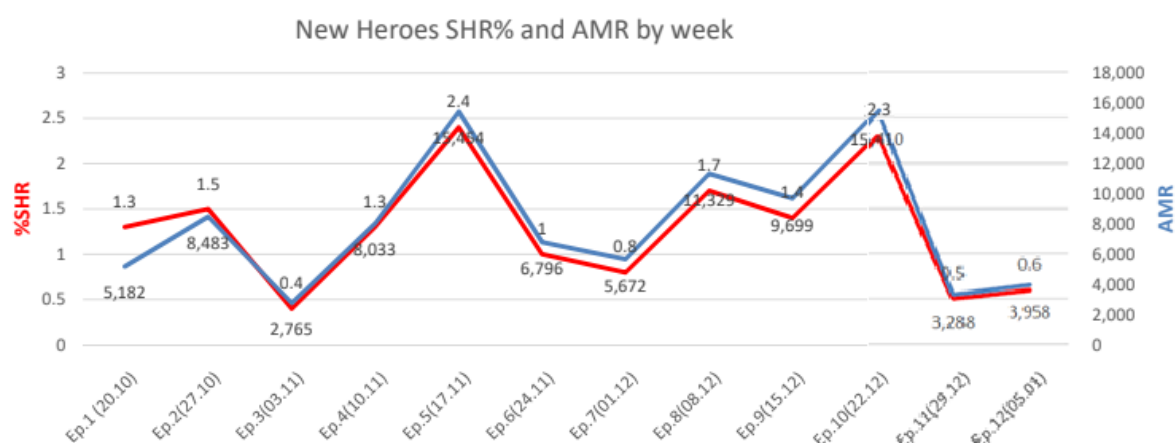
Feedback on the promotion of the show:

Majority of the participants at the watch-parties had not heard of or watched the show. When asked how they get information about other shows they like, they have following general advice to Search.

- The promotion of the show should be better and should be more aggressive targeting young people.
- Since YouTube is the channel mostly used by young people, promotion should target that.
- Sponsored ads on Instagram, Facebook, and other social media should be more frequent.
- Since they get a lot of information from their peers and local influencers, this could be an effective medium of publicity.

3.2. TV and YouTube Viewership

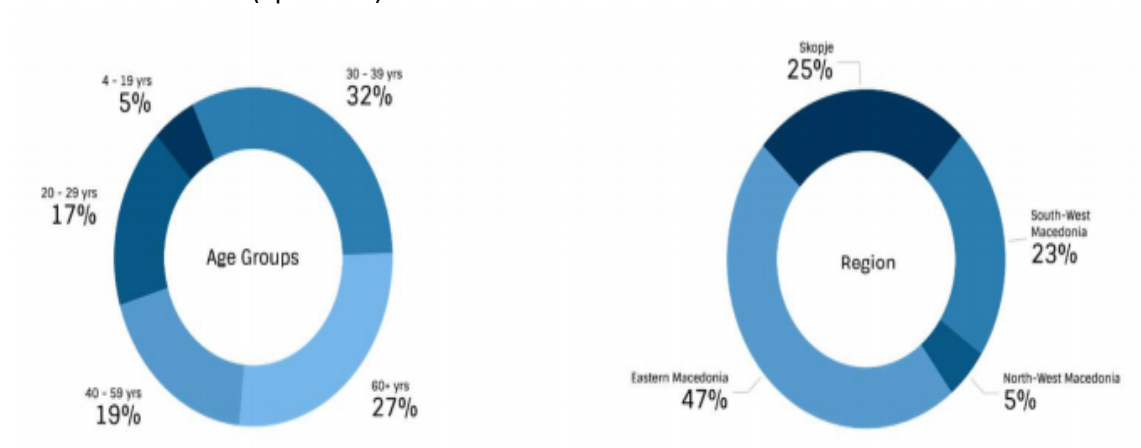
While there was no viewership information provided by TV 21 which makes it impossible to analyze of how many people watched the show in Albanian language, the graph below provides a picture of the viewership in TV Telma. The average viewership for the show is 1.3%, with a peak of 2.4% for episode 5 and a low of 0.4% for episode 3. The average audience reached (AMR) per episode is 7,976, with a peak of 15,404 and a low of 2,765, and the average time spent watching around 10 minutes.



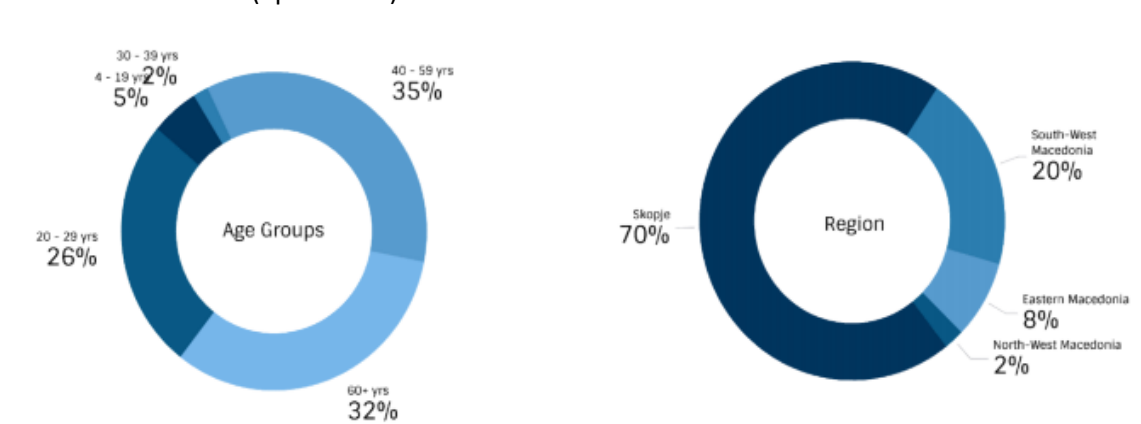
Looking at the audience overview for episodes 5 and 10 (below), which had the highest viewing rate for TV Telma's regular broadcast, we can see that the age groups that mostly watch the show are above 40 (46% and 67% respectively for episode 5 and 10). The target

audience, youth under 29 years old (here including those younger than 14 as well), is represented with a rate of 21% and 31%, while the peer age of the participants in the New Heroes which is high school students are within a bracket of 5% together with children younger than 14. In terms of regions, Pollog and North-west regions are almost nonexistent viewers, possibly since a large part of the ethnic Albanians live in those regions and TV Telma offers programs in Macedonian language. TV 21 was targeting this specific audience from which unfortunately no information was available for the viewership.

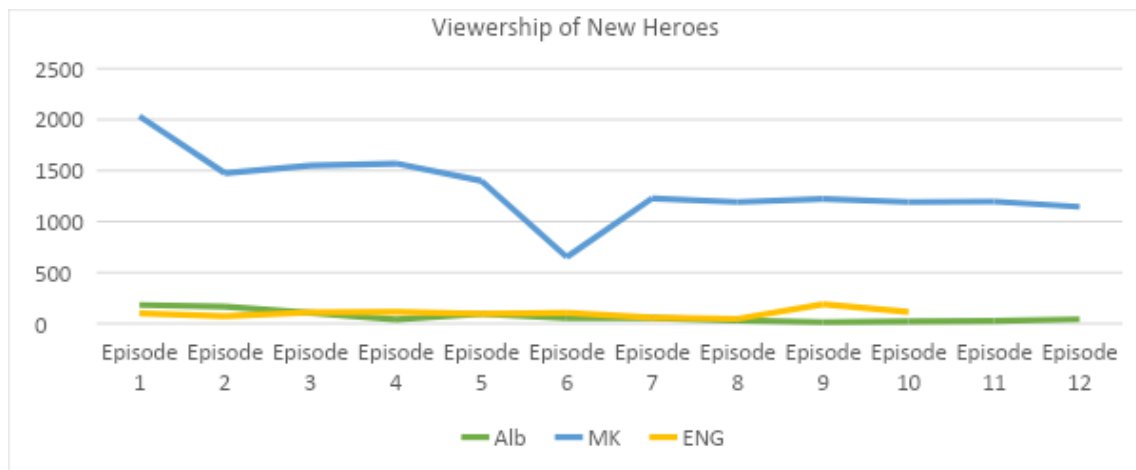
Audience Overview (Episode 5)



Audience Overview (Episode 10)



YouTube channel viewers however do belong to a younger audience given that young people are the most frequent visitors of social media and the internet rather than traditional media channels to watch their preferred shows. In the New Heroes YouTube Channel three videos are uploaded per episode with subtitles in Macedonian, Albanian and English languages. The following chart illustrates the viewership of New Heroes in all three languages as of the end of March 2020.



The highest viewing has the first episode with 2,031 views while the lowest viewing has episode six with 652 views in the Macedonian language. The average view in Macedonian is 1,320 views, in Albanian 68 views, and in English 99 views. This indicates that the viewership on YouTube among Albanians is low, although given that some of the viewers from other ethnic groups who understand Macedonian might have also watched the Macedonian version.

3.3. Interviews/Interactions

The interviews were taken during February 2020 with approximately 200 students in four schools in four cities of North Macedonia. During the conversation, it was found that very few students preferred to watch TV. They were more engaged in YouTube and other social media platforms and Netflix. Mostly, they get information about any interesting media programs from their peers, local influencers, and social media platforms. They also look for recommendations from their peers before making any decision to watch a show.

There needs to be stronger, more aggressive publicity of the program long before it is broadcast and that continues until the broadcast. The young people said that the publicity should be done through social media, especially on Facebook and Instagram. They also advised identifying local champions within schools so that they follow the show. The local champions can act as publicity leaders.

It was also revealed during those interviews that the term "reality TV show" is quite unpopular among young people because of the quality of the past reality TV shows. So, they advised not to call this program a reality TV show rather simply call it New Heroes Youth Challenge show, or something like this.

The students said that they are interested in participating in the new season of New Heroes as it involves youth as participants. They would watch the show in groups if the episodes of the show would be screened at schools or their community in parallel with broadcast and put the link on YouTube same day as soon as the broadcast is over on TV.

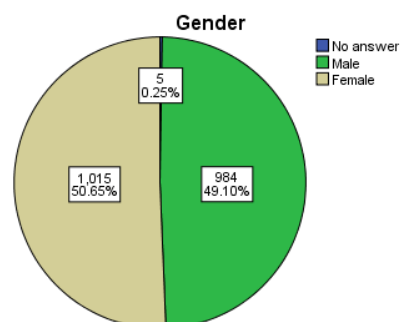
The good thing is that quite a significant number of students have expressed interest in applying for the show.

3.4. 3-R Survey

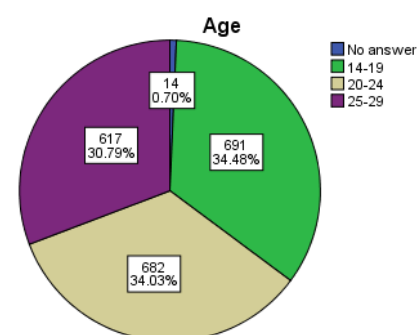
3.4.1. Demographic Characteristics of the Respondents

Though the actual sample size calculated for the survey was 1,999, a total of 2,004 respondents aged 14 to 29 participated in the 3-R Survey from 8 statistical regions of North Macedonia, out of which only 1,990 responses were complete.

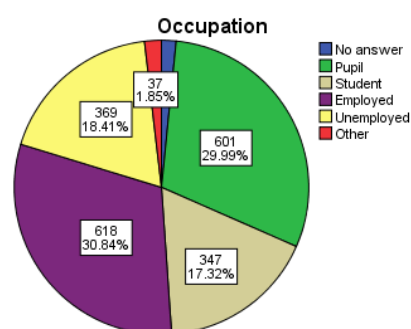
51% of the respondents were female, while 49% were male, which to a degree corresponds to the gender representation on a national level for the specific age group of the survey. Gender mainstreaming was applied throughout the different categories, so we have gender representation within statistical regions, age group and ethnic affiliation. The North Macedonia law defines youth as citizens aged 15 to 29 years. Consequently, three different age groups were represented as per the division of age groups of the State Statistical Office of Republic of North Macedonia, namely: 14-19, 20-24 and 25-29 years old.



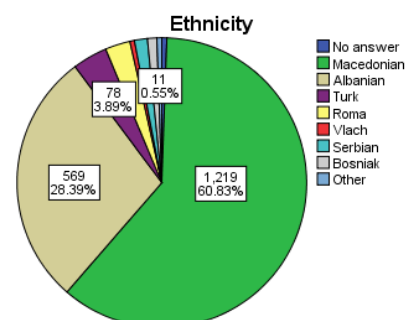
The three sub-groups of age have almost equal representation in the sample as 691 (34.7%) respondents were in the 14-19 years age group, 682 (34.3%) respondents were in the 20-24 age group, while 617 (31%) in the 25-29 age group. The first group mainly represents students attending high school, the second group who either have continued with their university studies or started work, and the third age group identifies young people who have started their careers.



Similarly, the data on the level of education of the respondents is as follows: 19% of the respondents have finished elementary school, 51% have finished high school, 25% have finished their undergraduate studies and around 4% are either with MA or PhD degrees. As can be seen from the chart, the two highest proportion of the respondents are high school students (30%) or employed (31%). The remaining 17.3% are university students, and 18.4% are unemployed. In terms of the percentage of the respondents, almost half of them are still studying (47%) either at university or high school, and the other half are out of school already.

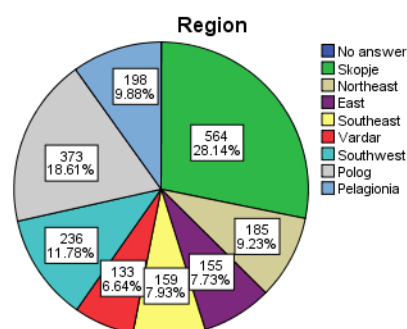


While calculating and distributing the sample across municipalities, specific attention was paid on ethnic representation of the age group that the survey targeted. Respondents were given the choice of choosing the ethnic affiliation. So, in terms of ethnicity, around 61% were Macedonians, 28.4% Albanians, 3.9% Turks, 2.8% Roma, 0.55% Vlachs, 0.55% Serbians, 0.55% Bosnians, and 0.55% Others.



1.4% Serbian, 1% Bosniaks, 0.5% Vlachs and around 1% others. Ethnic representation was also aimed within each of the three age groups in order to get a more reliable representation overall.

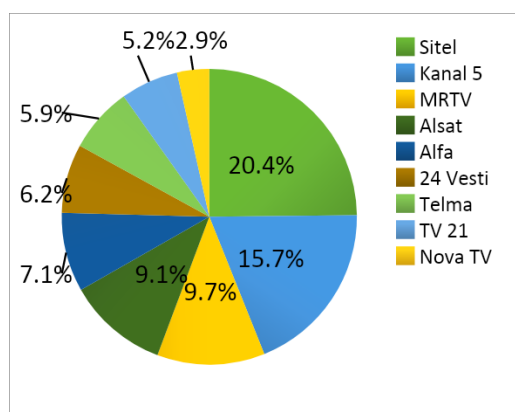
The respondents came from a total of 19 municipalities representing the 8 statistical regions of the country: Veles, Kavadarci, Sveti Nikole, Shtip, Kochani, Debar, Kichevo, Struga, Radovich, Strumica, Prilep, Bitola, Gostivar, Tetovo, Kumanovo, Gazi Baba, Chair, Karposh, and Centar. This list includes all 10 municipalities where the project is being implemented. As per the regional representation, more than one-fourth respondents come from the Skopje region (28.14%), followed by the Polog region (18.6%), Southwest region (11.8%), Pelagonia region (9.9%), Northeast region (9.2%), East and Southeast (7.8%), and last the Vardar region (6.6%).



3.4.2. Reach

Preferred Television channels and TV programs

According to the survey results, the most watched TV channel is Sitel (20.4%), followed by Kanal 5 (15.7%), MRTV (9.7%), Alsat (9.1%), Alfa (7.1%), 24 Vesti (6.2%). The least watched TV channels were Telma (5.9%), TV 21 (5.2%), and Nova TV (2.9%). Almost 18% of the people surveyed chose *other* as an option, and out of those 30% noted that they don't watch TV at all, while the rest (70%) of those respondents (who chose 'other channels') watch international channels. The two TV stations that broadcast the first season of New Heroes, TV Telma and TV 21, are among the television channels that are least preferred by young people.



The top preferred TV channels/programs that the respondents follow are quite diverse with more than 35 choices. Some of them that appear more often are TV channels such as Sitel, Alsat, Kanal 5, and 24 Vesti mainly for news and getting information as well as interesting choice of programs that they offer. There is also a quite sizable number that watch documentaries and foreign channels from which they consider to be learning something new. And the last cluster of programs that they favor are sports, movies and shows such as Prespav, 360, 200, quizzes and some American TV shows.

As per the motivation of watching different TV programs, some of the reasons set forth by the respondents are: i) being referred to by someone in the family, peers, circle of friends for a specific TV program or a show; ii) entertaining content of the program such as music, art, movies; programs that show sport activities or talk about them; well-known TV series that others are also watching in general; the educational and interesting theme of programs; iii) debates, discussions and catchy content; and being informed and knowing about what is happening around them.

Level of reach and viewership

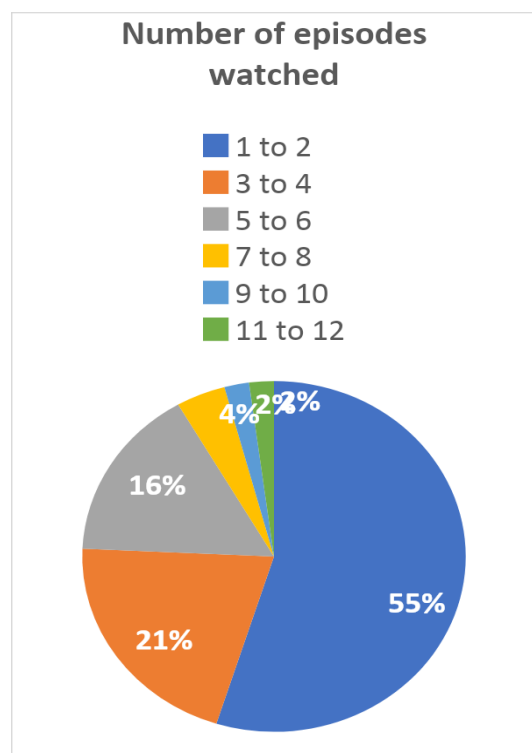
14.8% of the respondents (out of 1,990), claimed that they have heard about the show of which 33% heard it from friends, followed by YouTube (23%), TV Telma (21%), TV21 (10%), and Facebook (7%). When disaggregated by age, almost half of the respondents (48.5%) that have heard about the show are of the age group 14-19 years old, which is more than twice than the age group 20-24 (25.3%) and 25-29 (25.6%).

Only 6.7% of all respondents have watched at least one episode of the show while 7.4% of those that said that have heard, haven't watched any episode of the show. Almost half of the respondents (47.4%) that have watched the show were with high school, around 26% with elementary, and 18.5% undergrad. This also corresponds with the age disaggregation where more than half of those who have watched the show are youth aged 14-19 years (51.9%) while only 11.1% of the youth aged 25-29 years have watched it.

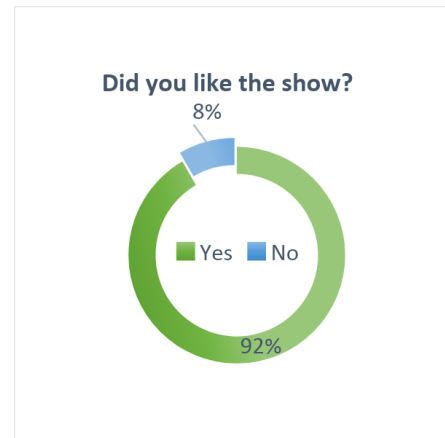
Several reasons were mentioned as to why they haven't watched the show, with the **lack of information being the main reason**. Although they have heard about the show, they weren't well informed about it and how and where to watch it. Another reason for not watching the show is that they don't watch TV much, especially not local or national shows. Some of them who watch TV haven't been able to catch any episode while they were watching, and many reported that they do not have enough time to spare to watch TV or shows.

However, among those who have watched it, some of them didn't like the show much and that's why they didn't continue watching it, especially because it was perceived as something that was targeting kids rather than teenagers. Among the viewers (6.7%) only 2% have watched almost all the episodes (11-12 episodes), the same percentage have watched 9-10 episodes, while 4% have watched 7-8 episodes. The bigger percentage 55% have watched 1-2 episodes, followed by 21% that have watched 3-4 episodes and 16% have watched 5-6 episodes.

The data shows that people watched the first episode of the show and the viewership decreased after that episode. This is probably attributed to the fact that the first episode being an introduction to the show only and that did not attract people further and people did not have patience to wait until a few more episodes to get the real essence of the show.



Given that there is a majority of those that have only watched a few episodes (76% have watched a maximum of 4 episodes), the respondents were asked to explain the reasons for not watching the show on a regular basis. For most of them, the lack of time was a crucial issue for not being able to regularly follow the show, and some learned about it later or were not well aware of the broadcast timing. Part of them also considered that the show wasn't engaging and catchy enough which made them lose interest after watching a few episodes or considered it as something that targets children rather than teenagers and young adults. They considered that topics should have been better prepared, and for a reality TV show it did not give the impression of it being real but rather staged with a specific scenario. Additionally, being busy with work or school and exams were reasons for not being a regular viewer of the show.

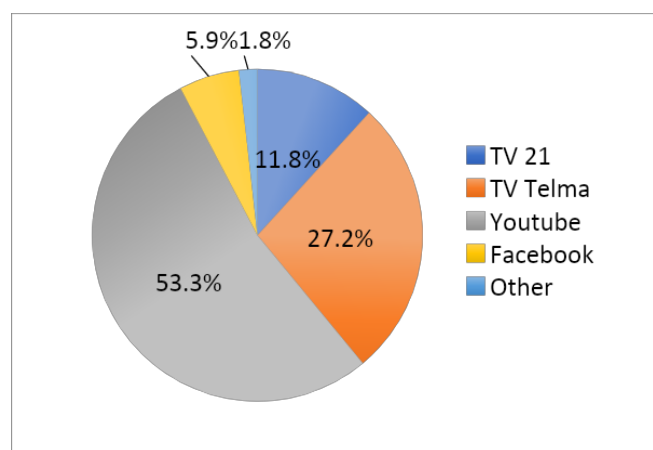


Perception about the show

From those that have watched the show, 92% have liked it while only 8% haven't. This shows that there is a quite high rate of positive perceptions of the show for those that watched it, leaving us with a very hopeful note. More than 53% of youth aged 14-19 years liked the show, whereas the percentage of other age groups are half and stands at 22.9% for both age groups. The few that didn't like the show pointed out that it is a show for children, it looks unreal, the competitive character was off-putting, or they just weren't interested in such type of show.

Source that the show was watched from

Since the show was broadcast on two TV channels and episodes were later posted on YouTube Channel, the survey aimed at understanding where did the people watch it from. 53% viewers watched the show on YouTube followed by TV Telma (26.2%) and TV 21 (11.8%). YouTube, being more flexible, is the more popular choice and especially since young people do not watch TV so often or the fact that those TV channels are the least preferred channels for the young generation, the viewership rate in YouTube is better than that in the TV channels. Given that the episodes were not posted on Facebook often, except for the live streaming of TV 21, Facebook is the least used source for watching the show with 5.9%.



3.4.3. Resonance

Learning lessons from the show

A few good learnings were reported by the respondents who watched the show. The three frequently mentioned lessons were 'the cooperation between young people and their work ethics'; 'young people finding solutions to community problems and challenges'; and

‘friendship and mutual respect among each other for youth from diverse identity and locations’. Other mentioned by the respondents are also team work, eco-friendliness, creativity, self-initiative, important suggestions, advice and support and the education, and motivation of youth to engage in society.

Messages that the respondents got from watching the show was also that young people, regardless of their ethnicity, language, race, and religion, are ready to cooperate with each other and implement amazing ideas, and that there is potential in youth in solving societal problems and challenges collaboratively.

Given that the show aims at promoting activism and social cohesion, the learning from the show seemed to be quite in line with the show’s objectives.

Episodes that were most liked

While some had watched very few episodes and didn’t have much to report in terms of the episode that they liked the most, there were some viewers who liked almost all of the episodes that they watched since in each of them they could find some unique actions by youth to address the different challenges they were given. However, the episodes that seemed to have attracted more attention are the ones when there were cleaning actions, the episode with the reviving the basketball playground in Saraj, the episode with the street dogs in Gostivar, and the final episode on raising awareness against environmental pollution.

Remembrance of the heroes, most inspiring characters and aspects that were most inspirational

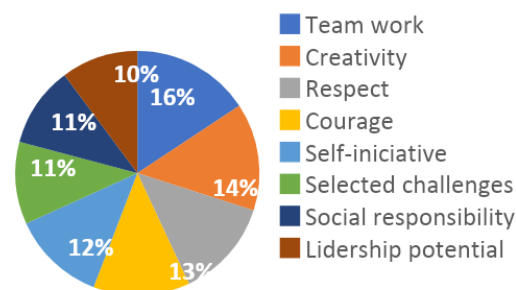
Around 60% (of 134) of the viewers remember the names of the heroes that participated in the challenges in the 12 episodes of the show and only a third could not remember the names of the young heroes. This might well be because a large majority had only watched a few episodes (1 to 4), thus some of those viewers are unable to remember the names. However, the fact that 60% of the viewers remember the names of the 12 heroes indicates that the heroes have left some good impression on those that have watched the show no matter how regularly.

The heroes that inspired the young people the most were Çelebi (11%), followed by Sara (8%) and Ajsel (8%). Zana, Xhan, Sarita, Arita and Darko are in the middle in terms of inspiration, while were not inspiring enough according to the data. Among those that were most inspirational, two have also come to the finale, Sara and Celebi, with Sara being on the winning team. Also, in terms of ethnic representation, the characters that were found most inspirational each belong to different ethnic groups: Celebi is Albanian, Ajsel is Roma and Turkish, while Sara is Macedonian. All three also had interesting topics that they were involved in such as renovation of a basketball playground, cleaning action of Lepenec river, and a discussion on discrimination. The inspirational characters are also somehow reflected in the next question that respondents were asked, and that is the aspects of the heroes that influenced them.

It is interesting to note that when it comes to the heroes that inspired the viewers when disaggregating for ethnicity, there isn’t specific ethnicity-based choice of a participant, for example Çelebi’s fans were 47.5% Albanians, 40% Macedonians, 7.5% Turks; Ajsel’s fans were

48.3% Macedonians, 31% Albanians. Arita's fans were 54.2% Macedonians, 37.5% Albanians. Sofia's fans were equal in percentage between Macedonians and Albanians (45.5%).

Regarding the aspects of heroes that had impact on the respondents, team work (15.6%) was most valued, followed by creativity (14.1%), respect (13%), courage (12.7%), self-initiative (12.3%), the selection of challenges (10.8%), social responsibility (10.6%) and lastly the leadership potential (10.1%). The three most inspirational heroes all showed good teamwork, creativity and respect, which are the highly valued aspects within the personalities of the heroes.



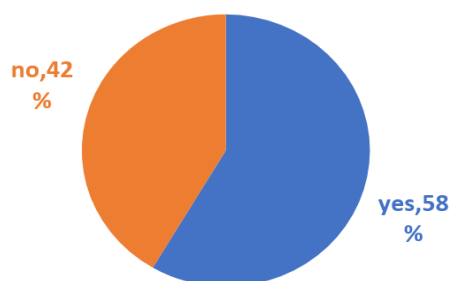
Public Perceptions on the challenges addressed by the heroes

According to the qualitative interviews, most of the people consider that the challenges undertaken by the heroes were interesting, realistic, and solvable. Many respondents considered the whole process of solving the challenges were presented effectively and they proved that when there is a will there is always a way to find solutions. Some of the respondents noted that not only were they realistic but the way the issues were tackled by the heroes and the mutual collaboration and cooperation they had with each other was promising. One person said that "these young people are doing the job that the municipalities are supposed to be doing". However, there were a few respondents who considered the challenges as not so realistic and not representative of the challenges that the youth go through. Some of them thought that the youth are supposed to be addressing the problems faced by youth and not the problems faced by the community in general. For them, the challenges should be more realistic in terms of what actually is important in the community and how it gets solved, and solutions should be more efficient and sustainable.

Resonating with the message of social cohesion and interethnic relationships

Since the show is focused on interethnic relationships/reconciliation and social cohesion, the survey tried to understand if there was a message that respondents found resonating with these two notions. The majority of the viewers (58%) were able to identify messages of interethnic relationships and social cohesion while 42% were not able to find any messages that resonate with interethnic relationships and social cohesion in their community.

Social cohesion and multi ethnic relations identification

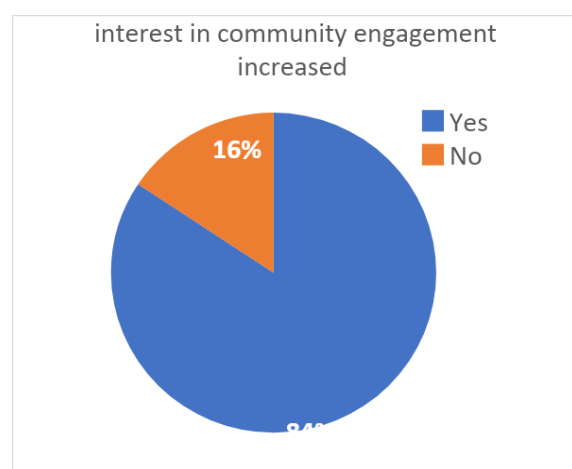


Shift in perception and stereotypes

Asked if their perceptions and stereotypes towards others have changed after watching the New Heroes TV show, a very promising result was reported by the respondents with 80% respondents stating that they have changed either their perceptions or some type of stereotype they had for other ethnic groups. Among those that their perception or stereotypes about other ethnic groups were changed after watching the show, 49.5% were Macedonians (sample proportion 60.8%), 36.4% Albanians (sample proportion 28.4%), 5.6% Turks (sample 3.9%), 4.7% Roma (sample 2.8%), and 1.9% Serbian (sample 1.4%). Looking at the ethnic representation of respondents who have observed changes in their perception and stereotypes towards others, the proportion of Albanian is comparatively higher than that of other ethnic groups.

Interest in community engagement

While enhancing social cohesion and interethnic relationships are one side of the coin when it comes to the aims of the show, the other side is constructive mobilization and activism among youth and their community engagement. Thus, it is equally important to understand if the show, in any way, has contributed to increase the interest of young people in engaging themselves in community service. Quite positively, a staggering 84% have responded affirmatively to the shows' impact on their interest to be involved in the community actions.



Strengths and weaknesses of the show

The survey also inquired about the strengths and weaknesses of the show, from the point of view of the viewers. Respondents provided their opinion on the strengths and the weaknesses that the show as follows:

Among the strengths mentioned by the respondents were:

- The show has involved multi-ethnic youth into one platform and enhanced the concept of collaboration across dividing lines.
- It has covered many aspects that were able to educate people on various issues such as bullying, environmental awareness, sanitation, youth collaboration, prevailing social problems and positive mobilization of youth and community.
- It helps generate creativity among young minds.
- It identified some interesting social challenges and involved young people, who generally do not get involved in addressing such social issues.
- It helped develop cooperation, collaboration and respect among participating youth from different ethnic identity and locations.
- It helped promote the importance of team spirit and team culture in addressing larger social problems.
- It helped mobilize young people as change agents in the society

- It made young people courageous enough to approach local authorities and dare to take social problems in their hands' and solve them and set a good example for the society that every individual should and would be able to contribute to develop the society.
- Some of the topics discussed and addressed were issues of importance for the society.
- It set an example among young people and motivated other youth to get involved in such issues.

However, the participants also pointed out some of the weaknesses of the show which could be improved in the future seasons.

Among the weaknesses that are identified by the respondents are:

- Some of the Heroes looked like they did not have enthusiasm or energy to do the task in hand.
- The organizations promoting this show and the producers were not able to disseminate the information about the show to wider audiences well in advance
- The show does not seem to be popular among the community and young people. Not many have heard about the show.
- The heroes looked quite amateur. They should have been given some smart acting training so that they would look more professional and their act presence in the show looks more natural.
- The production team also looked quite amateur and there were many flaws in direction and production. It could have been higher quality.
- There were not many charismatic characters that hook the viewers. The joker's role does not look meaningful.
- The TV channels which broadcast the show were not popular TV channels among young people. It is the wrong choice of TV channels.

Possible ways to improve the show to enhance the viewership in season two

The survey asked the respondents that what can be done to enhance the viewership in season 2. The most repeated answer was that it should continue as it is because they have a good job in presenting challenges and solutions by young people. On the other hand, there were other respondents who had some specific suggestions that would make the show effective and will attract more people, according to their opinion.

- The show should run for a longer period of time with more episodes rather than only 12 episodes per season.
- The show needs a very strong and sustained promotional campaign with a diversified promotional approach, particularly focusing on TV, social media and word-of-mouth. Identifying local influencers in school/colleges and using them as flag bearers of the promotion locally. In order for people to watch the show they should know about the show, its time, medium, day, and time of the broadcast and its general theme.
- The timing of the broadcast should be well thought, possibly after a famous show, to attract more viewers, putting add during the commercial break in the popular show.
- Broadcast on more channels with specific focus on promoting and broadcasting in YouTube.

- More innovative ideas as challenges so that it will draw the attention of more people.
- Results should be shown so that the audience sees how the votes were cast and how the winners are decided.
- Improve the production quality and making it more natural than artificial.
- Effective use of the Joker, if he/she has to continue.
- Explore the possibility of involving older people as mentors of the young Heroes.
- Try to articulate more creative and innovative solutions to the challenges
- Try to bring famous people or celebrities as guest star in each episode
- Collaborate with school administration and directors to motivate and encourage their students to apply for the young Heroes role and watch the show as well.
- Make sure to share the episodes on social media and YouTube immediately after the TV broadcast and use Facebook, Instagram, and other avenues to inform people about these episodes.
- Make sure to have ample repeat-broadcast so that more people can get a chance to watch when they have the time
- Showing the impact in the society after the challenges are finished.
- Make it more realistic that captures real problem of community and youth that directly affects their life.
- Making the series longer than 12 episodes only and there is not necessarily a need for competitive character.
- More actions that highlight ecological and environmental problems.
- Include problems and challenges covering more cities in the show to enhance local ownership and saturate across the country.
- Provide the opportunities for the audience to get a chance to interact and get to know the participants so that it becomes a more participatory show.
- Include more challenges by the same participants in the show.
- Choose challenges based on researched preferences of the young people and make sure to involved local institution, authorities and stakeholders in addressing the problem to make it more sustainable and longer lasting
- Participation of more teenagers which would allow them to participate with more teams in each episode
- More interesting and thrilling topics that would be covered to keep the interest going among viewers. They should cover issues directly affecting community people.
- Do not leave a big gap between seasons and make sure to prolong the season as much as possible.

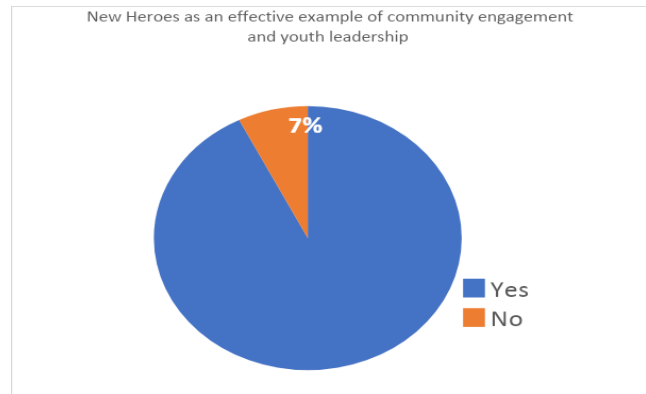
3.4.4. Response

Discussion with others after the episode

The best way to understand the effects that a show has had on its viewers is to see whether and how much they talk about it with others, including their peers and friends. When it comes to New Heroes, more than half (52%) actually have discussed about New Heroes or the topics that were presented in the episodes with others. Disaggregated by gender, female respondents (57.7%) have discussed the show with others more than their male counterparts (40.8%). On the other hand, the majority (56.3%) of youth of age range 14-19 have discussed with others about the show.

New Heroes as an effective example of community engagement and youth leadership

Two themes that are quite important and recurring in New Heroes are community engagement and youth leadership. 93% of the respondents said that the show has been able to present an effective example of community engagement and youth leadership through the challenges and the heroes in the TV show.



Importance of engagement in community projects and activities

In terms of how important community engagement and service is, there is quite a visible difference between those that have watched the show and those that haven't, as the table below shows.

	Watched the show		Did not watch the show	
How important do you think community engagement is?	132	%	1829	%
Very important	106	80.3%	960	52.5%
Important	21	15.9%	583	31.9%
Neutral	1	0.8%	222	12.1%
Somehow important	3	2.3%	48	2.6%
Not important at all	1	0.8%	16	0.9%

While for both groups the percentage of those who consider community engagement as unimportant is equally low (around 3.5%), the real difference lies in the level of importance they consider it to be. Quite a large percentage of those who have watched the show consider community engagement as very important (80%) compared to non-viewers (52.5%), with very few neutrals (0.8%) compared to relatively large portion of those that haven't watched the show (12.1%). This implies that, among the viewers, the show contributed to increase their perception towards the importance of community engagement among youth.

In a very similar note, almost half of the viewers (44.6%) have been involved in community projects or activities recently, while only a quarter of those (24.9%) that haven't watched have done so. There is a positive correlation between watching the show and increasing the interest and participation in community actions.

	Watched the show		Did not watch the show	
Have you been involved in community projects / activities lately?	130	%	1845	%
Yes	58	44.6%	459	24.9%
No	72	55.4%	1386	75.1%

Disaggregated by age, almost half (46.5%) of those that were involved lately in different projects/activities in the community belong to 14-19 years age group, whereas followed by 27.3% belong to 20-24 years age groups and 25.4% belong to 25-29 years age group.

A large majority of those that have been involved in community projects or activities have taken part in humanitarian actions, ecological activities and the Red Cross. Others have volunteered in different organizations, school actions, training, workshops, educational activities, gender equality initiatives and different youth initiatives.

Young people as changemakers

When it comes to the perception of young people as drivers of change within their communities, watching the show doesn't seem to have much effect although there is slightly high percentage of viewers (96.2%) who believe more in the power of youth as compared to non-viewers (90.6%) of the show. In both cases however, the perception is quite strong with more than 90% shared the belief that youth are change makers.

	Watched the show		Did not watch the show	
Do you believe that young people can be "drivers of change" in their communities?	131	%	1834	%
Yes	126	96.2%	1662	90.6%
No	5	3.8%	172	9.4%

Interethnic cooperation among youth

Like the perception of young people as change makers, a very high number of respondents, (both viewers and non-viewers), think that collaboration between youngsters of different ethnic and religious backgrounds is important for the prosperity of the country. And yet again there is a slightly higher percentage (96.2% against 92.8% non-viewers)) of those that have watched the show that hold this opinion, which shows that New Heroes has had an impact, as minimal as it might look, in the way young people see the importance of collaboration between different ethnic groups.

	Watched the show		Did not watch the show	
Do you think that cooperation between young people of different ethnic and religious backgrounds is important for the country's prosperity?	132	%	1842	%
Yes	127	96.2%	1709	92.8%
No	5	3.8%	133	7.2%

Social cohesion within community members

To make sure that the respondents understand the notion of social cohesion, they were first given the definition as follows *"Usually when the term social cohesion is mentioned, it means coexistence among people, trust among members from different ethnic groups and cooperation between diverse ethnic/religious /cultural groups"*, as to later be asked about their opinion on the need for social cohesion among the members of their municipality. There is an almost identical answer from both that have watched and those that haven't watched the show 'New Heroes' when it comes to how they feel about social cohesion. 93% of the respondents think that social cohesion should exist among the members of their community.

	Watched the show		Did not watch the show	
Do you think social cohesion should exist?	132	%	1836	%
Yes	123	93.2%	1718	93.6%
No	9	6.8%	118	6.4%

3.4.5 Institutional Impact

Out of 12 episodes, 9 of them included challenges, where 8 had 2 challenges per episode while the finale had one common challenge. As a round up, with a total of 17 challenges which 16 heroes competed and found solutions while working in teams with partners they do not know before, there are a few positive stories emerging as an impact beyond the heroes involved and the audience but the community where they worked as well. The fact that 16 young people from different cities in North Macedonia and from diverse ethnic background came together and formed a long-lasting friendship by solving challenges and community engagement, showed that collaborative efforts have the capacity to bring young people together and forget about lines of divisions thus truly establishing a sense of social cohesion.

The survey and interviews also highlighted some efforts that have caused some institutional impact. One such example was observed in Gostivar Municipality. The challenge with the street dogs in Gostivar and the involvement of the Municipality and Mayor in tackling the issue, brought more attention to the problem and resulted with a fast track for building one more dog shelter in the city of Gostivar.

Another example was observed in Vinica Municipality. When episode 5 was filmed in the Municipality to build a skate park, the young champions worked with the mayor of the Municipality to take this issue forward. Being impressed by the efforts of the young people, the Mayor of Vinica promised to provide a space for skaters in the city. Having provided a plan for a park and with a promise from the mayor for a dedicated space to build it, the heroes were successful in including the agenda of building a skate park in the Municipal plan.

Cleaning the park in Cair was as challenging as it seemed in the beginning. However, this provided an opportunity and motivation for the residents to take up the action in their hand. The residents being inspired by the actions of the young heroes not only helped in cleaning and making their park a place for the neighborhood's residents to come together and enjoy their time in the open space, they have continued to keep the park clean until today and the part is continued to be frequented by the residents of the surrounding community.

And lastly, the finale, in which the finalists of New Heroes built a power base for the protest march/campaign against air pollution in the capital city, and provided a great spark for high school students, the age group of the heroes in the show, to take part in the big protest of November 29, 2019. The march/protest was attended by around five thousand individuals. A protest initiated by youth school students got the support of the larger number of city dwellers turned into a citizen protest. The protest started a campaign where every Friday high school student protest with hundreds of city dwellers demanding that the government take immediate actions to deal with the high level of pollution in the city. A second major protest which surpassed the first one was held on December 20, 2019 and was mainly led by young high school students.

4. Conclusions and Recommendations

4.1. Conclusions

The overall viewership rate of the TV show stands to be 6.7% in the surveyed locations. Since this is the first season of the show and being a pioneer in its format it will take some more accustoming by the viewers especially the target audience, otherwise known as Generation Z, have a very peculiar taste and attention span.

In general, the show was positively accepted by the viewers and the respondents in the surveys. The lack of reality TV shows in Macedonian TV landscape was among the comments that were given. Based on the perceptions of the respondents who have watched the show, there was positive feedback from the viewers.

The relevance of the show and the involvement of young people of Generation Z might be even more visible as the show continues in next seasons. Based on the perceptions of the respondents that have watched the show, there is a quite positive note among the majority of the viewers in terms of the messages that the show sends on youth participation, engagement, collaborating, leadership, and mutual respect through which it promotes social cohesion and interethnic communication and reconciliation.

There were many reasons that were pointed as strong assets of the show. The show tends to offer an excellent example of youth can be engaged in their community and give its contribution. The collaboration between youth of different background, represents an important factor for the prosperity of the country in the eyes of youth. And important issue conveyed from the show was education of youth in terms of as bullying, environmental awareness, collaboration, mobilization for community work, and the important of these issue in their day to day life.

Other important issues emerged from the show for the viewers, including the importance of teamwork, team spirit, and team culture among the youth. Perhaps, the biggest message that the show gave was changing the perception and the stereotypes of youth about other ethnic groups, which is quite an accomplishment. The motivation of young people to be engaged in community work and friendship and mutual respect was among other messages that the show managed to convey and that the viewers managed to receive, and which youth was very influenced by.

There was a quite significant difference of perception, on various issues, between viewers and non-viewers of the show. The viewers consider that the community engagement of youth is very important, and this was acknowledged by more than 80% of the respondents while on the other hand only 52.5% of those haven't watched the show agree on that the community engagement is very important. Almost half of the viewers have been engaged in community projects recently while only 25% of non-viewers have been involved in any kind of community activities.

The respondents strongly agree that social cohesion should exist among their communities for the progress and prosperity of the Macedonian society. The level of resonance with the show is on a promising level given that the reach is not so promising, with respondents being

able to reflect on the themes and characters of the show and discuss with others about it with their friends and peers. This acknowledges that the show did not reach a large audience base, however, whoever watched it, liked it. A good deal of those that have watched the show have been influenced when it comes to shifting perceptions and stereotypes across ethnic identity lines, and many have increased their interest in community service and youth engagement. While there is a relevant factor in the concept of the show, the following season should build on it and through a more aggressive promotion make sure that the relevance and impact does reach large portion of the target population.

4.2. Recommendations

As mentioned earlier, despite having a moderate reach of the show among the target population in its first season, it was appreciated by those who watched the show. There were multiple suggestions provided by the viewers, participants of the public screening and participants of the school interactions. The recommendations of this research have been combination of above suggestions and the finding so the survey.

- The first season lacked enough publicity for the show. Search and the production company, as well as broadcasting TV channels, should start the publicity campaign long before the broadcast of the show and it should be multipronged through TV and social media such as YouTube, Facebook, Instagram, Snapchat, and others. It is also very important to identify local influencers in each school and use them as the ones who publicize the show among the students, as students are the main target group of the show.
- Collaborate with school administration and directors to motivate and encourage their students to apply for the young Heroes role and watch the show as well.
- Post each episode of the show on YouTube channel right after the first broadcast is finished on the TV channels.
- It is important to connect the Heroes of the season one with the season two episodes as mentors or some other role.
- Based on the conversations with students and youth, the research team strongly believes that using Karmen (building that speaks) from *Nashe Maalo* will help popularize the show, as Karmen remains in the memory of many youth until now.
- If possible, broadcast the reality show on more popular TV channels identified by the Baseline survey and the viewership survey (such as Sitel and Kanal 5) rather than showing on the less popular TV channels (TV Telma and TV 21).
- Search and the production team should invest more time and resource on researching topics/issues included in the challenges so that the challenge becomes more authentic, evidence based, and based on ground reality. The research-based information makes the participants more efficient and effective in solving the problem and connecting with relevant stakeholders within government and the community.

- Make the show more interactive with viewers and keep the voting system and winner selection process transparent so that the viewers get hooked on the show.
- There is a strong need for either enhancing the role of Joker or getting rid of the Joker in the show. The role of joker was not effective in season one.
- Provide more training to the youth participants on problem solving skills and camera facing skills so that the performance of those youth looks more professional and natural.
- Identify the technical flaws in the first season and improve them in season two.
- Organize a big event, if possible, for the prize distribution ceremony so that it generates multiplier effect. If organizing a big ceremony is not possible collaborate with schools, in which the winner students belong, to organize such ceremony and provide the prize in front of their peers and parents.
- In season one, the presenters, a male and a female, came from same ethnic group. If it is possible, make sure they belong to other ethnic groups so that other ethnic groups feel included.

Annex 1: Questionnaires Used for the Survey



3-R SURVEY ON VIEWERSHIP OF “NEW HEROES” - SEASON 1

Dear responder,

Thank you for taking time to be part of this important survey. The completion of the survey takes only 30 minutes and it requires only short answers by your side. There are no right or wrong answers, please only select one of the proposed options. Be assured that all data will be kept in the strictest confidentiality. Only aggregated data will be reported.

Are you willing to participate in the survey? Yes (Continue interview) No (Stop the interview)

1) DEMOGRAPHIC INFO

Gender: _____

Age: _____

Municipality: _____

Ethnicity [tick the relevant one]

Macedonian		Roma	
Albanian		Serbian	
Turk		Vlach	
Bosnian		Other [please specify]	

Level of Education [tick the relevant one]

Illiterate		Informal education	
Completed primary school		Completed Bachelor's Degree	
Completed high school		Master/PhD studies	

2) General TV viewership

Q1: Which television channel do you mostly watch? (multiple response)

TV 21		MRTV	
Nova TV		AlSat	
Tellma TV		Kanal 5	
Sitel		24 Vesti	

Alfa		Other [please specify]	
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Q2: Which are your 3 most preferred TV programs? Please explain why do you prefer them!

1. _____

2. _____

3. _____

Q3: What makes you decide which programs to watch?

Q4: Have you heard about New Heroes reality TV show?

Yes		No (go to Q25)	
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Q5: If you have heard about it, where did you hear about New Heroes?

TV 21		YouTube	
Tellma TV		Facebook	
Friends		Other (please specify)	

Q6: Have you watched any episodes of the New Heroes reality TV show?

Yes (go to Q8)		No	
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Q7: If no, can you tell us the reasons why you haven't watched the show? (go to Q25)

Q8: How many episodes have you watched?

1-2		7-8	
3-4		9-10	
5-6		11-12	

Q9: If you have watched only a few episodes, what was the reason for not watching it regularly?

Q10: Did you like the show overall?

Yes		No	
-----	--	----	--

If no, what did you not like?

Q11: *If you have watched the show, which source did you watch it from?*

TV 21		YouTube	
Tellma TV		Facebook	
Other (specify)			

3) RESONANCE

Q12: *What have you learned from the reality TV show New heroes?*

Q13: *Which episode do you like the most and why?*

Q14: *Do you remember any hero of the reality TV show?*

Yes		No	
-----	--	----	--

Q15: *Which hero(es) inspired you the most? (tick all that apply)*

Ajsel		Darko		Marija		Sarita	
Arita		Dijana		Matej		Sofija	
Bojana		Filip		Mladen		Xhan	
Çelebi		Maja		Sara		Zana	

Q16: *Which aspects of the heroes influenced you?*

Self-initiative		Leadership potential	
Challenges chosen		Teamwork	
Creativity		Respectfulness	
Social responsibility		Braveness	
others (Specify)			

Q17: *How did you find the challenges that the heroes were addressing? Did you find them realistic and solvable?*

Q18: Can you identify one message about interethnic relationship/reconciliation and social cohesion that you learned through the TV show?

Yes (ask for elaboration)		No	
---------------------------	--	----	--

Q19: Have your perceptions/stereotypes for other ethnic groups changed after watching New Heroes?

Yes		No	
-----	--	----	--

Q20: Has your interest in community engagement increased after watching New Heroes?

Yes		No	
-----	--	----	--

Q21. How could the show be improved?

Q22. According to you, what were the strengths and weaknesses of the show?

Q23. What would make you watch the second season of New Heroes regularly?

4) RESPONSE

Q24: After watching New Heroes, have you discussed it with others?

Yes		No	
-----	--	----	--

Q25: Has the reality TV show presented an effective example of community engagement and youth leadership through the challenges and the heroes in the TV show?

Yes		No	
-----	--	----	--

Q26: How important do you think community engagement and service is?

Very important		Somewhat important	
Important		Not important at all	
Neutral			

Q27: Have you been engaged lately in community projects/activities?

Yes		No	
-----	--	----	--

If yes, what types of activities have you been engaged in?

Q28: *Do you believe that young people are able to be "change-makers" in their communities?*

Yes		No	
-----	--	----	--

Q29: *Do you think that collaboration between youngsters of different ethnic and religious backgrounds is important for the prosperity of the country?*

Yes		No	
-----	--	----	--

Q30: *Usually when the term social cohesion is mentioned, it means coexistence among people, trust among members from different ethnic groups and cooperation between diverse ethnic/religious /cultural groups. Do you think that social cohesion should exist among the members of your municipality?*

Yes		No	
-----	--	----	--

Thank you for your time and responses!