

KATERINA SINADINOVSKA

The 4th Power of North Macedonia

EDITORIAL KIN INSTITUTE | JUNE 2026



Katerina Sinadinovska in Skopje. Journalist, media ethics leader, and founder of Promedia.mk.

I have known many strong women — vibrant, intelligent, discreet, honest, brave, deeply engaged, and at times utterly relentless. I am, in fact, married to one. But I can say that rarely do these qualities coexist so gracefully in a single person as they do in Katerina Sinadinovska.

Balkan by birth and by soul, this remarkable journalist lives in Skopje, the capital of North Macedonia. She holds an essentially unique position in a European country: she led, founded, and conceived — necessarily in reverse order — the Council for Media Ethics, which culminated in

Promedia.mk, a public register of professional media outlets that consolidates background information and guarantees good practice through a remarkably subtle form of pressure: reputation. Fame and fortune. She is at once the pillar and the moral center of the ethical debate around information.

"We build a reality where media, politics, and business are together through ethics."

The work begins with the dissemination of news and information grounded in facts and truth. If a journalist or media outlet publishes a falsehood, they are flagged by Promedia and lose access to advertising from national companies — and to the political circles that generate the news. Promedia champions debate and diversity of opinion, but is uncompromising when it comes to facts.



Katerina on set. Her work in television has been inseparable from her commitment to ethical journalism.

PROMEDIA AND THE ETHICS OF TRUTH

She is referring to the media outlets that work to rewrite history or distort solid, recent facts — such as the efficacy of vaccines or the ethnic roots of a people — and in doing so, actively work to make the already fragile relations along the Balkan borders even more unstable.

She delivered this message to a group of nearly 100 presidents of Germany's largest and most influential companies, on a beautiful sunny Friday, on the terrace of the Museum of Contemporary Art in Skopje. Under the critical gaze natural to such a rare audience — people with vast access to quality information — she put on a masterclass. No one looked away, reached for their phone, or, I

dare say, let their mind wander to anything else. She did at that event what she does every single day in the media landscape of North Macedonia: she opened people's eyes.

The Kin Institute was there. I was there, listening to this woman speak about her life and her achievements, about politics and ethics, about human rights — and my hope metrics climbed even higher than usual. Because her story carries meaning, weight, and authenticity. She is the living product of the conflict between truth and lies, between manipulation and the survival instinct.

"Nobody can change the facts. We are here on a really sunny day. I may like the sun and the warm morning; others may love a rainy day. But the fact is that today, it's a sunny day. And about that, we cannot disagree — we can all see the fact."



Katerina at a public debate. She is uncompromising when it comes to facts — and that, she says, is not negotiable.

"NOBODY CAN CHANGE THE FACTS"

Listen to this: as a young girl, Katerina had to flee her home in northern Macedonia when the conflict with the Albanian minority became a real and immediate threat to her family's survival. At 14, she moved to Skopje with her best friend — who, by a striking irony, was Albanian, and a refugee for the very same reasons.

"I was out of home in my own country. I was a refugee 40 km away."

The experience of these two girls mirrors the reality lived across this entire region — scarred by territorial and identity disputes. Threatened in their very right to exist, thousands of women and families abandoned their roots and everything they had ever known: their customs and languages, their dialects and folklore, the very things that, in the end, build identity.

When I asked Katerina whether she had ever considered taking the Promedia model to the world and living somewhere else, she answered with disarming honesty: "Of course I've thought about it. But I don't want to leave my country. It's where my heart is."

Kin will soon have the honor of sitting down with her — of hearing her tell her stories and speak about what drives her. We believe that behind the achievements of this young nation, there is a face that has acted, that continues to act, and that takes risks every day. And in Katerina's case, there is also something more: a profound and enduring inspiration.

Patric Berjeaut | Kin Institute | www.kin.institute

Every Number Has a Face.

KIN Institute works to provide verified, nonpartisan information on migration, displacement and human rights — so that every number has a face.

kin.institute