



“MONITORING THE POLITICAL/ELECTORAL ACTORS ON THE MAIN TV CHANNELS DURING THE PRE-ELECTION, ELECTION AND POST-ELECTION PERIODS OF THE 2009 PARLIAMENTARY ELECTIONS”

Monitoring Report

on presence of political/electoral actors in the programs of TV channels in the election period for the 2009 parliamentary elections

Period: March 04 – 17, 2009

A project implemented by the Electronic Press Association with the support of the Delegation of the European Commission to Moldova and of the Soros Foundation-Moldova within the Civic Coalition for Free and Fair Elections – Coalition 2009

Chișinău, 2009

CONTENTS

1. Methodological frame	3
2. Presence of political actors in newscasts: statistical data	4
3. Quantity dimension of the political actors' presence in news	11
3.1 General data	
3.2 Political actors in newscasts	
4. Quality dimension of political actors' presence in news	17
4.1 Political actors. Positive context	
4.2 Political actors. negative context	
4.3 Political actors. Favoring attitude	
4.4 Political actors. Unfavorable attitude	
4.5 Quality of news covering political actors	
5. Presence of political actors in programs: statistical data	24
6. Quantity dimension of the political actors' presence in programs	27
6.1 General data	
6.2 Political actors in programs	
7. Quality dimension of political actors' presence in programs	31
7.1 Political actors. Positive context	
7.2 Political actors. negative context	
7.3 Political actors. Favoring attitude	
7.4 Political actors. Unfavorable attitude	
8. Electoral debates	35
9. Electoral advertising	36
10. Conclusions	39

1. METHODOLOGICAL FRAME

Period: March 04 – 17, 2009

Object of monitoring: news and current affairs programs with the presence of political actors (interval: 6.00 – 24.00), electoral advertising

Goal: determining the presence, in terms of quantity and quality, of the electoral actors in news/current affairs programs, in thematic programs and in electoral advertising, from the perspective of legal and professional requirements established for broadcasters in the electoral campaign for the April 5 elections in 2009.

Author of monitoring: The Electronic Press Association from Moldova

MONITORING CARD:

Monitored TV stations: Eu TV, Moldova 1, N 4, NIT, Prime, Pro TV, TV 7, TVC 21, 2 Plus

Monitored political actors:

- **Presidency** (Moldovan president, presidential advisors, the presidency's spokesperson);
- **Parliament** (parliamentary factions, independent parliamentarians);
- **Government** (members of the government, deputy ministers, the government's spokesperson);
- **Local public administration** (general mayor of Chisinau, Municipal Council's chairperson, district presidents and deputy presidents, councilors, mayors);
- **Political parties** (representatives/supporters of political parties and their opponents).

Quantity analysis:

- **Frequency** and **duration** of political actors' appearing in news: *a) direct interventions; b) mentions/appearance;*
- **Frequency** and **duration** of political actors' appearing in programs: *a) direct interventions; b) mentions/appearance;*
- **Weight** of duration of news with the presence of political actors as related to the total duration of newscasts;
- **Number of sources** used in conflict-related stories: *a) 1 information source; b) 2 and more information sources independent from one another.*

Quality analysis:

- **Content of information:** a) positive; b) neuter; c) negative
- **Journalist's attitude:** a) favoring; b) unfavorable, c) impartial.

Content of information: *a) positive; b) negative; c) neuter*

Categories of information political actors are associated with:

- Information with **positive** content was defined the information in which the political actors are associated with positive actions, and the TV story contains positive feelings and emotions, appraisals, admiration, etc.
- Information with **negative** content was defined the information in which the political actors are associated with negative actions, and the TV story contains negative emotions, accusations, criticism, etc.
- Information with **neutral** content was defined the information in which the political actors are associated with neither positive, nor negative actions, and the TV story does not bear expressive or emotional load.

Journalist's attitude: a) favoring; b) unfavorable, c) impartial.

- The orientation of a journalist's attitude is identified from analyzing the text, and the video images from the televised story.

PRESENCE OF POLITICAL ACTORS IN NEWSCASTS: STATISTICAL DATA

Monitored period: 04.03.09-17.03.09			
Monitored TV station: EuTV		Monitored program: NEWS	
No. of stories with p.a. pres.:	144	No. of conflict stories:	34
News duration (sec):	13779	1 info source:	19
Program duration (sec):	54320	2+ info sources:	15

No.	ACTORS	PRESENCE				CONTENT			ATTITUDE			Data synthesis	
		Direct interventions		Mentions/appearanc		positiv e	negativ e	neutra l	favor.	unfavor .	impart.	Dir. int. + ment./ap.	
		numb er	Duration (s)	numb er	Duration (s)							numb er	Duration (s)
+	Personalized												
1	Rosca Iu.	18	357	30	348	2	0	46	2	0	46	48	705
2	Chirtoaca D.	4	100	14	193	0	4	14	0	0	18	18	293
3	Formuzal M.	4	168	8	88	0	4	8	0	0	12	12	256
4	Filat V.	4	12	9	233	0	5	8	0	9	4	13	245
5	Perju I.	8	236	0	0	0	0	8	0	0	8	8	236
6	Voronin V.	1	24	6	189	2	0	5	0	0	7	7	213
7	Vieru C.	0	0	11	192	0	7	4	0	3	8	11	192
8	Plesca I.	0	0	7	192	0	4	3	0	0	7	7	192
9	Tarlev V.	2	34	5	148	0	0	7	0	0	7	7	182
10	Greceanai Z.	0	0	11	175	0	0	11	0	0	11	11	175
11	Fusu C.	6	141	3	30	0	0	9	0	0	9	9	171
12	Urechean S.	0	0	3	163	0	2	1	0	2	1	3	163
13	Diacov D.	4	104	7	56	0	7	4	0	0	11	11	160
14	Vaculovschi G.	4	80	10	76	4	0	10	0	0	14	14	156
15	Durlesteanu M.	2	40	6	108	0	0	8	0	0	8	8	148
16	Uratu S.	4	48	4	100	0	0	8	0	0	8	8	148
17	Petrencu A.	0	0	5	108	0	0	5	0	1	4	5	108
18	Pavlicenco V.	3	54	3	51	0	0	6	0	0	6	6	105
19	Klimenko V.	3	48	3	48	0	0	6	0	0	6	6	96
20	Pavlov V.	3	96	0	0	0	0	3	0	0	3	3	96
21	Tanase A.	4	72	4	20	0	4	4	0	0	8	8	92
22	Cotet V.	3	60	4	8	0	0	7	0	0	7	7	68
23	Corduneanu A.	2	54	0	0	0	0	2	0	0	2	2	54
24	Bucinschi I.	2	50	0	0	2	0	0	0	0	2	2	50
25	Pantea V.	0	0	2	49	0	2	0	0	0	2	2	49
26	Musuc E.	1	22	2	26	0	1	2	0	0	3	3	48
27	Cubreacov V.	1	28	1	6	0	0	2	0	0	2	2	34
28	Caba P.	3	24	0	0	0	0	3	0	0	3	3	24
29	Ghimpu M.	0	0	4	20	0	0	4	0	0	4	4	20
30	Dodon I.	1	20	0	0	1	0	0	0	0	1	1	20
31	Andronic N.	0	0	3	18	0	0	3	0	0	3	3	18
32	Cernei O.	3	18	0	0	0	0	3	0	0	3	3	18
33	Ciobanu I.	2	12	0	0	0	0	2	0	0	2	2	12
+	Institutions											0	0
1	Parties	74	1468	310	4787	47	116	221	18	15	349	384	6255
2	PLA	25	434	48	1203	4	12	57	2	0	71	73	1637
3	Government	13	346	44	639	10	1	46	0	0	57	57	985
4	Presidency	1	24	4	81	2	0	3	0	0	5	5	105
+	Parties											0	0
1	PPCD	39	792	86	1116	37	0	88	13	0	112	125	1908
2	AMN	6	42	65	1308	2	40	29	0	2	69	71	1350
3	PLDM	11	144	57	823	0	35	33	0	12	56	68	967
4	PCRM	5	140	38	632	13	4	26	7	0	36	43	772
5	PL	12	253	31	353	0	14	29	0	0	43	43	606
6	UCM	5	82	15	276	0	4	16	0	0	20	20	358
7	PDM	4	104	19	232	0	16	7	0	0	21	23	336
8	MAE	3	54	8	159	0	0	11	0	1	10	11	213
9	PSD	2	51	8	88	0	7	3	0	0	10	10	139

Monitored period: 04.03.09-17.03.09			
Monitored TV station: Moldova 1		Monitored program: NEWS	
No. of stories with p.a. pres.:	318	No. of conflict stories:	30
News duration (sec):	30105	1 info source:	23
Program duration (sec):	86890	2+ info sources:	7

No.	ACTORS	PRESENCE				CONTENT			ATTITUDE			Data synthesis	
		Direct interventions		Mentions/appearanc		positiv e	negativ e	neutra l	favor.	unfavor .	impart.	Dir. int. + ment./ap.	
		numb er	Duration (s)	numb er	Duration (s)							numb er	Duration (s)
+	Personalized												
1	Voronin V.	6	166	109	2776	37	0	78	21	0	94	115	2942
2	Durlesteanu M.	4	366	8	69	0	0	12	0	0	12	12	435
3	Lupu M.	0	0	21	431	8	0	13	3	0	18	21	431
4	Petrencu A.	10	275	7	66	0	0	17	0	0	17	17	341
5	Greceanai Z.	0	0	24	297	7	0	17	6	0	18	24	297
6	Diacov D.	6	69	6	192	0	3	9	0	3	9	12	261
7	Filat V.	3	60	11	162	0	5	9	0	0	14	14	222
8	Sarbu S.	4	105	3	73	0	0	7	0	0	7	7	178
9	Munteanu I.	4	64	4	112	0	0	8	0	0	8	8	176
10	Musuc E.	4	120	3	45	4	0	3	1	0	6	7	165
11	Sima G.	3	66	3	96	0	3	3	0	3	3	6	162
12	Uratu S.	3	36	12	120	0	0	15	0	0	15	15	156
13	Chirtoaca D.	3	30	5	119	0	3	5	0	3	5	8	149
14	Banari S.	3	60	7	74	0	0	10	0	0	10	10	134
15	Cusnir V.	4	16	11	103	0	0	15	0	0	15	15	119
16	Lomakin Al.	4	16	11	99	0	0	15	0	0	15	15	115
17	Tambalist T.	4	16	10	83	0	0	14	0	0	14	14	99
18	Railean V.	4	56	7	42	0	0	11	0	0	11	11	98
19	Sali N.	3	77	0	0	0	0	3	0	0	3	3	77
20	Bulgari V.	0	0	3	72	0	0	3	0	0	3	3	72
21	Tarlev V.	0	0	5	69	0	5	0	0	0	5	5	69
22	Can A.	3	66	0	0	0	0	3	0	0	3	3	66
23	Pavlicenco V.	3	30	3	33	0	0	6	0	0	6	6	63
24	Tanase A.	3	33	3	27	0	0	6	0	0	6	6	60
25	Andronic N.	1	43	0	0	0	1	0	0	1	0	1	43
26	Tcaci A.	1	40	0	0	0	0	1	0	0	1	1	40
27	Rosca Iu.	0	0	2	34	0	0	2	0	0	2	2	34
28	Urechean S.	0	0	3	24	0	3	0	0	0	3	3	24
29	Bolotnicov O.	0	0	3	21	0	0	3	0	0	3	3	21
30	Vieru C.	0	0	3	21	0	3	0	0	0	3	3	21
31	Rosca V.	0	0	4	20	0	0	4	0	0	4	4	20
32	Klimenko V.	0	0	2	20	0	2	0	0	0	2	2	20
33	Untila V.	0	0	3	18	0	3	0	0	0	3	3	18
34	Fusu C.	0	0	2	16	0	0	2	0	0	2	2	16
+	Institutions											0	0
1	Parties	77	1343	367	4615	28	85	331	16	13	415	444	5958
2	Government	12	493	123	2340	40	0	95	10	0	125	135	2833
3	Presidency	6	166	105	2624	33	0	78	17	0	94	111	2790
4	Parliament	0	0	27	578	8	0	19	3	0	24	27	578
5	PLA	0	0	14	277	0	14	0	0	6	8	14	277
+	Parties											0	0
1	PCRM	12	325	187	4195	66	0	133	40	0	159	199	4520
2	MAE	16	371	30	297	3	3	40	0	0	46	46	668
3	PPCD	6	75	15	444	2	1	18	0	0	21	21	519
4	PDM	6	69	22	394	0	6	22	0	3	25	28	463
5	PLDM	6	93	33	338	0	14	25	0	0	39	39	431
6	AMN	0	0	33	407	0	19	14	0	3	30	33	407
7	PSD	4	120	14	167	5	0	13	2	0	16	18	287
8	PL	3	30	23	230	0	9	17	0	3	23	26	260
9	UCM	0	0	27	259	0	19	8	0	0	27	27	259
10	UMPR	3	66	14	188	0	3	14	0	3	14	17	254
11	PPNT	3	77	14	168	0	0	17	0	0	17	17	245
12	PDSMU	1	40	15	136	0	4	12	0	0	16	16	176
13	PRM	0	0	10	87	0	0	10	0	0	10	10	87
14	PC	0	0	7	46	0	3	4	0	0	7	7	46
15	PPR	1	43	0	0	0	1	0	0	1	0	1	43
16	PEMAVE	0	0	6	33	0	3	3	0	0	6	6	33
17	RAVN	0	0	2	16	0	0	2	0	0	2	2	16

Monitored period: 04.03.09-17.03.09			
Monitored TV station: N4		Monitored program: NEWS	
No. of stories with p.a. pres.:	190	No. of conflict stories:	84
News duration (sec):	20791	1 info source:	62
Program duration (sec):	28250	2+ info sources:	22

No.	ACTORS	PRESENCE				CONTENT			ATTITUDE			Data synthesis	
		Direct interventions		Mentions/appearanc		positiv e	negativ e	neutra l	favor.	unfavor .	impart.	Dir. int. + ment./ap.	
		numb er	Duration (s)	numb er	Duration (s)							numb er	Duration (s)
+	Personalized												
1	Voronin V.	6	378	82	2558	55	0	33	0	0	88	88	2936
2	Petrencu A.	24	494	16	222	12	3	25	0	0	40	40	716
3	Filat V.	18	231	14	445	0	17	15	0	0	32	32	676
4	Chirtoaca D.	3	51	18	573	0	16	5	0	1	20	21	624
5	Dodon I.	14	280	5	260	11	0	8	0	0	19	19	540
6	Tarlev V.	0	0	20	424	3	11	6	0	0	20	20	424
7	Diacov D.	6	165	6	180	0	3	9	0	0	12	12	345
8	Sarbu S.	12	227	8	80	0	0	20	0	0	20	20	307
9	Urechean S.	6	132	10	144	0	4	12	0	0	16	16	276
10	Copaci T.	9	174	6	75	6	0	9	0	0	15	15	249
11	Pavlicenco V.	9	189	4	52	3	0	10	0	0	13	13	241
12	Banari S.	12	84	3	144	0	0	15	0	0	15	15	228
13	Tanase A.	12	192	2	14	0	0	14	0	0	14	14	206
14	Munteanu I.	6	105	3	75	3	0	6	0	0	9	9	180
15	Ghimpu M.	1	5	10	136	0	4	7	0	1	10	11	141
16	Bulat G.	3	60	5	75	0	0	8	0	0	8	8	135
17	Greceanai Z.	0	0	13	133	5	0	8	0	0	13	13	133
18	Durlesteanu M.	0	0	5	110	0	0	5	0	0	5	5	110
19	Cotet V.	3	24	6	81	3	0	6	0	0	9	9	105
20	Can A.	0	0	3	90	0	0	3	0	0	3	3	90
21	Mereuta I.	0	0	3	90	0	0	3	0	0	3	3	90
22	Rosca Iu.	3	39	3	45	0	0	6	0	0	6	6	84
23	Muscuc E.	2	40	2	25	0	1	3	0	0	4	4	65
24	Utica N.	3	60	0	0	3	0	0	0	0	3	3	60
25	Volentir A.	2	52	0	0	2	0	0	0	0	2	2	52
26	Lupu M.	0	0	3	45	3	0	0	3	0	0	3	45
27	Braga V.	0	0	3	9	0	0	3	0	0	3	3	9
+	Institutions											0	0
1	Parties	120	2203	324	6435	55	169	220	6	10	428	444	8638
2	Presidency	6	468	82	2633	52	0	36	0	0	88	88	3101
3	Government	40	768	78	1713	56	0	62	6	0	112	118	2481
4	PLA	8	109	32	1276	3	25	12	0	1	39	40	1385
5	Parliament	0	0	3	45	3	0	0	3	0	0	3	45
+	Parties											0	0
1	PCRM	35	1065	142	4214	93	5	79	9	0	168	177	5279
2	PLDM	33	447	78	1726	3	58	50	0	3	108	111	2173
3	MAE	33	683	48	870	19	12	50	0	0	81	81	1553
4	AMN	9	273	54	866	0	36	27	0	3	60	63	1139
5	PL	4	56	54	951	0	37	21	0	5	53	58	1007
6	UCM	0	0	33	794	3	21	9	0	0	33	33	794
7	PDM	8	217	19	246	2	10	15	0	0	27	27	463
8	PPNT	6	111	3	120	9	0	0	0	0	9	9	231
9	PPCD	3	39	3	45	0	0	6	0	0	6	6	84
10	PSD	2	40	3	28	0	2	3	0	0	5	5	68
11	PDSMU	0	0	2	30	0	2	0	0	0	2	2	30
12	PEMAVE	0	0	3	9	0	0	3	0	0	3	3	9
13	PRM	0	0	3	9	0	0	3	0	0	3	3	9

Monitored period: 04.03.09-17.03.09			
Monitored TV station: NIT		Monitored program: NEWS	
No. of stories with p.a. pres.:	304	No. of conflict stories:	36
News duration (sec):	38805	1 info source:	21
Program duration (sec):	78668	2+ info sources:	15

No.	ACTORS	PRESENCE				CONTENT			ATTITUDE			Data synthesis	
		Direct interventions		Mentions/appearanc		positiv e	negativ e	neutra l	favor.	unfavor .	impart.	Dir. int. + ment./ap.	
		numb er	Duration (s)	numb er	Duration (s)							numb er	Duration (s)
+	Personalized												
1	Voronin V.	37	644	161	7197	130	0	68	13	0	185	198	7841
2	Dodon I.	17	294	14	304	29	0	2	0	0	31	31	598
3	Tarlev V.	6	60	24	537	3	18	9	0	0	30	30	597
4	Greceanai Z.	0	0	23	294	17	0	6	0	0	23	23	294
5	Sainciuc S.	8	227	5	60	8	0	5	0	0	13	13	287
6	Cernei O.	6	78	12	132	0	9	9	0	0	18	18	210
7	Caruta R.	3	198	0	0	3	0	0	0	0	3	3	198
8	Klimenko V.	0	0	3	198	0	3	0	0	0	3	3	198
9	Urechean S.	3	42	6	84	0	3	6	0	0	9	9	126
10	Copaci T.	4	64	4	48	4	0	4	0	0	8	8	112
11	Diacov D.	6	108	0	0	0	0	6	0	0	6	6	108
12	Pavlicenco V.	3	24	3	75	0	3	3	0	0	6	6	99
13	Lupu M.	0	0	6	93	3	0	3	0	0	6	6	93
14	Chirtoaca D.	3	48	3	42	0	3	3	0	0	6	6	90
15	Filat V.	0	0	12	84	0	12	0	0	0	12	12	84
16	Cotet V.	6	84	0	0	0	0	6	0	0	6	6	84
17	Durlesteanu M.	0	0	11	72	3	0	8	0	0	11	11	72
18	Caba P.	3	24	3	42	0	3	3	0	0	6	6	66
19	Reidman O.	3	66	0	0	3	0	0	0	0	3	3	66
20	Corduneanu A.	6	48	0	0	0	0	6	0	0	6	6	48
21	Gutu E.	3	48	0	0	0	0	3	0	0	3	3	48
22	Pavlov V.	3	48	0	0	0	0	3	0	0	3	3	48
23	Rosca Iu.	6	42	0	0	0	0	6	0	0	6	6	42
24	Petrencu A.	0	0	3	42	0	0	3	0	0	3	3	42
25	Popa S.	3	36	0	0	0	0	3	0	0	3	3	36
26	Fusu C.	3	30	0	0	0	0	3	0	0	3	3	30
27	Untila V.	3	24	0	0	0	0	3	0	0	3	3	24
28	Buceatchi P.	0	0	3	18	0	0	3	0	0	3	3	18
+	Institutions											0	0
1	Presidency	37	644	161	7197	130	0	68	13	0	185	198	7841
2	Government	30	723	114	5024	95	0	49	7	0	137	144	5747
3	Parties	47	600	168	3222	41	81	93	9	3	203	215	3822
4	PLA	52	732	56	2649	14	44	50	0	10	98	108	3381
5	Parliament	0	0	3	9	0	0	3	0	0	3	3	9
+	Parties											0	0
1	PCRM	66	1166	249	9586	209	0	106	22	0	293	315	10752
2	AMN	18	192	50	956	0	38	30	0	5	63	68	1148
3	UCM	6	60	33	765	3	21	15	0	0	39	39	825
4	PLDM	9	108	33	219	0	21	21	0	0	42	42	327
5	PL	6	78	15	123	0	12	9	0	0	21	21	201
6	PDM	6	108	12	69	0	9	9	0	0	18	18	177
7	PPCD	18	150	0	0	6	0	12	0	0	18	18	150
8	MAE	3	24	6	117	0	3	6	0	0	9	9	141
9	PSD	3	48	6	18	0	0	9	0	0	9	9	66

Monitored period: 04.03.09-17.03.09			
Monitored TV station: ProTV		Monitored program: NEWS	
No. of stories with p.a. pres.:	244	No. of conflict stories:	72
News duration (sec):	19490	1 info source:	0
Program duration (sec):	77014	2+ info sources:	72

No.	ACTORS	PRESENCE				CONTENT			ATTITUDE			Data synthesis	
		Direct interventions		Mentions/appearanc		positiv e	negativ e	neutra l	favor.	unfavor .	impart.	Dir. int. + ment./ap.	
		numb er	Duration (s)	numb er	Duration (s)							numb er	Duration (s)
+	Personalized												
1	Voronin V.	4	56	43	256	5	10	32	0	0	47	47	312
2	Sarbu S.	14	174	7	21	0	0	21	0	0	21	21	195
3	Greceanai Z.	0	0	23	182	0	4	19	0	0	23	23	182
4	Formuzal M.	8	104	4	68	0	4	8	0	0	12	12	172
5	Cusnir V.	7	119	8	52	0	0	15	0	0	15	15	171
6	Petrencu A.	9	123	7	25	0	0	16	0	0	16	16	148
7	Malasevschi A.	8	132	0	0	0	0	8	0	0	8	8	132
8	Cotet V.	4	112	0	0	0	0	4	0	0	4	4	112
9	Lomakin A	7	98	4	8	0	0	11	0	0	11	11	106
10	Sima Gh.	6	106	0	0	0	0	6	0	0	6	6	106
11	Railean N.	7	104	0	0	0	0	7	0	0	7	7	104
12	Utica N.	7	103	0	0	0	0	7	0	0	7	7	103
13	Misin V.	0	0	6	102	0	3	3	0	0	6	6	102
14	Tambalist T.	6	81	4	8	0	0	10	0	0	10	10	89
15	Banari S.	2	34	11	54	0	0	13	0	0	13	13	88
16	Filat V.	3	54	7	34	0	0	10	0	0	10	10	88
17	Musuc E.	5	63	6	12	0	0	11	0	0	11	11	75
18	Morgoci V.	4	75	0	0	0	0	4	0	0	4	4	75
19	Tarlev V.	2	26	8	46	0	0	10	0	0	10	10	72
20	Vaculovschi G.	4	68	0	0	0	0	4	0	0	4	4	68
21	Lupu M.	3	57	4	8	0	0	7	0	0	7	7	65
22	Volentir A.	5	55	0	0	0	0	5	0	0	5	5	55
23	Uratu S.	0	0	8	52	0	0	8	0	0	8	8	52
24	Creanga S.	4	48	0	0	0	0	4	0	0	4	4	48
25	Paduraru I.	4	48	0	0	0	0	4	0	0	4	4	48
26	Diacov D.	0	0	8	43	0	0	8	0	0	8	8	43
27	Bujor L.	3	42	0	0	0	0	3	0	0	3	3	42
28	Tkaciuk M.	0	0	10	40	0	3	7	0	0	10	10	40
29	Osipov V	4	40	0	0	0	0	4	0	0	4	4	40
30	Railean V.	2	30	4	8	0	0	6	0	0	6	6	38
31	Dumanschi G.	2	38	0	0	0	0	2	0	0	2	2	38
32	Gutium T.	2	38	0	0	0	0	2	0	0	2	2	38
33	Untila V.	2	32	0	0	0	0	2	0	0	2	2	32
34	Rosca V.	3	30	0	0	0	0	3	0	0	3	3	30
35	Stepaniuc V.	0	0	10	28	0	3	7	0	0	10	10	28
36	Colesnic Iu.	3	27	0	0	0	0	3	0	0	3	3	27
37	Durlesteanu R.	3	24	0	0	0	0	3	0	0	3	3	24
38	Caba P.	2	22	0	0	0	0	2	0	0	2	2	22
39	Braghis D.	0	0	6	21	0	0	6	0	0	6	6	21
40	Hortolomei V.	2	20	0	0	0	0	2	0	0	2	2	20
41	Lucinschi C.	2	18	0	0	0	0	2	0	0	2	2	18
42	Pavlov V.	2	14	0	0	0	0	2	0	0	2	2	14
43	Nantoi O.	0	0	6	12	0	0	6	0	0	6	6	12
44	Pavlicenco V.	0	0	6	12	0	0	6	0	0	6	6	12
45	Gutu E.	2	12	0	0	0	0	2	0	0	2	2	12
46	Rosca Iu.	0	0	5	11	0	1	4	0	0	5	5	11
47	Can A.	0	0	4	8	0	0	4	0	0	4	4	8
48	Zubic V.	0	0	1	8	0	0	1	0	0	1	1	8
49	Andronic N.	0	0	3	6	0	0	3	0	0	3	3	6
50	Bolotnicov O.	0	0	3	6	0	0	3	0	0	3	3	6
51	Buliga V.	0	0	3	6	0	0	3	0	0	3	3	6
52	Klimenko V.	0	0	3	6	0	0	3	0	0	3	3	6
53	Popa S.	0	0	3	6	0	0	3	0	0	3	3	6
54	Savga L.	0	0	3	6	0	0	3	0	0	3	3	6
55	Serebrian O.	0	0	3	6	0	0	3	0	0	3	3	6
56	Cernei O.	0	0	2	6	0	0	2	0	0	2	2	6
57	Chirtoaca D.	0	0	1	6	0	0	1	0	0	1	1	6
58	Cubreacov V.	0	0	1	5	0	0	1	0	0	1	1	5
59	Tcaci A.	0	0	1	5	0	0	1	0	0	1	1	5
60	Papuc G.	0	0	3	3	0	3	0	0	0	3	3	3
+	Institutions											0	0
1	Parties	159	2113	472	2721	10	48	573	0	0	631	631	4834

2	PLA	32	526	48	320	0	13	67	0	0	80	80	846
3	Government	8	104	90	708	8	39	51	0	0	98	98	812
4	Presidency	4	56	40	241	5	10	29	0	0	44	44	297
5	Parliament	0	0	15	214	0	3	12	0	0	15	15	214
+	Parties											0	0
1	PCRM	23	301	175	1049	5	40	153	0	0	198	198	1350
2	AMN	35	447	56	384	0	5	86	0	0	91	91	831
3	PLDM	33	480	39	234	2	5	65	0	0	72	72	714
4	PDM	16	166	55	319	2	8	61	0	0	71	71	485
5	MAE	9	123	42	286	3	0	48	0	0	51	51	409
6	PSD	11	117	33	161	3	0	41	0	0	44	44	278
7	PPCD	5	80	31	157	0	2	34	0	0	36	36	237
8	PL	6	113	20	83	0	5	21	0	0	26	26	196
9	PPNT	7	103	9	91	0	0	16	0	0	16	16	194
10	UCM	2	26	29	145	0	0	31	0	0	31	31	171
11	UMPR	6	106	8	57	0	0	14	0	0	14	14	163
12	PEMAVE	3	63	7	41	0	0	10	0	0	10	10	104
13	PRM	0	0	7	23	0	0	7	0	0	7	7	23
14	PDSMU	0	0	6	19	0	0	6	0	0	6	6	19
15	PC	0	0	5	11	0	0	5	0	0	5	5	11

Monitored period: 04.03.09-17.03.09			
Monitored TV station: TV7		Monitored program: NEWS	
No. of stories with p.a. pres.:	324	No. of conflict stories:	48
News duration (sec):	28244	1 info source:	13
Program duration (sec):	63751	2+ info sources:	35

No.	ACTORS	PRESENCE				CONTENT			ATTITUDE			Data synthesis	
		Direct interventions		Mentions/appearanc		positiv e	negativ e	neutra l	favor.	unfavor .	impart.	Dir. int. + ment./ap.	
	numb er	Duration (s)	numb er	Duration (s)	numb er							Duration (s)	
+	Personalized												
1	Voronin V.	17	296	34	394	6	13	32	0	0	51	51	690
2	Diacov D.	25	570	10	115	10	0	25	0	0	35	35	685
3	Tarlev V.	14	342	21	221	2	8	25	0	0	35	35	563
4	Filat V.	20	371	13	115	10	0	23	0	0	33	33	486
5	Cernei O.	20	365	10	90	0	5	25	0	0	30	30	455
6	Cotet V.	15	346	8	36	0	0	23	0	0	23	23	382
7	Braghis D.	15	268	7	59	5	0	17	0	0	22	22	327
8	Musuc E.	9	245	7	28	5	0	11	0	0	16	16	273
9	Urechean S.	10	220	5	50	5	0	10	0	0	15	15	270
10	Tanase A.	5	180	8	60	0	0	13	0	0	13	13	240
11	Chirtoaca D.	10	214	0	0	5	0	5	0	0	10	10	214
12	Nantoi O.	6	163	8	38	5	0	9	0	0	14	14	201
13	Barladeanu R.	5	155	5	20	5	0	5	0	0	10	10	175
14	Klimenko V.	10	150	3	21	0	5	8	0	0	13	13	171
15	Railean V.	5	80	5	90	5	0	5	0	0	10	10	170
16	Pavlov V.	15	165	0	0	0	0	15	0	0	15	15	165
17	Utica N.	10	123	5	25	5	0	10	0	0	15	15	148
18	Greceanai Z.	0	0	10	135	2	3	5	0	0	10	10	135
19	Petrencu A.	5	102	5	25	5	0	5	0	0	10	10	127
20	Cusnir V.	4	96	4	28	4	0	4	0	0	8	8	124
21	Can A.	5	94	5	25	5	0	5	0	0	10	10	119
22	Gutu E.	5	115	0	0	0	0	5	0	0	5	5	115
23	Moldovanu M.	5	115	0	0	0	0	5	0	0	5	5	115
24	Nagacevchi V.	5	70	5	42	0	0	10	0	0	10	10	112
25	Bujor L.	10	110	0	0	0	0	10	0	0	10	10	110
26	Tambalist T.	4	76	5	31	4	0	5	0	0	9	9	107
27	Pavlicenco V.	5	76	5	25	5	0	5	0	0	10	10	101
28	Stepaniuc V.	0	0	11	97	0	8	3	0	0	11	11	97
29	Bodrug O.	8	90	0	0	3	0	5	0	0	8	8	90
30	Lomakin A	4	52	4	28	4	0	4	0	0	8	8	80
31	Curteanu I.	5	69	0	0	0	0	5	0	0	5	5	69
32	Sapovalov B.	5	65	0	0	0	0	5	0	0	5	5	65
33	Tcaci A.	2	31	2	16	0	0	4	0	0	4	4	47
34	Lupu M.	0	0	7	44	0	3	4	0	0	7	7	44
35	Dodon I.	0	0	6	33	0	3	3	0	0	6	6	33
36	Popa S.	5	25	0	0	0	0	5	0	0	5	5	25
37	Tkaciuk M.	0	0	5	25	0	5	0	0	0	5	5	25
38	Rosca Iu.	0	0	4	25	0	4	0	0	0	4	4	25
39	Osipov V	0	0	5	20	0	0	5	0	0	5	5	20
40	Misin V.	0	0	3	9	0	0	3	0	0	3	3	9

41	Bolotnicov O.	0	0	1	3	0	0	1	0	0	1	1	3
+	Institutions											0	0
1	Parties	229	4545	454	6831	143	102	438	0	5	678	683	11376
2	Government	0	0	214	6746	10	112	92	0	0	214	214	6746
3	PLA	65	1096	119	3235	5	17	162	0	0	184	184	4331
4	Presidency	17	296	31	388	6	10	32	0	0	48	48	684
5	Parliament	0	0	14	495	0	0	14	0	0	14	14	495
+	Parties											0	0
1	PCRM	37	486	170	2652	8	92	107	0	5	202	207	3138
2	PDM	37	867	51	993	33	0	55	0	0	88	88	1860
3	PLDM	45	967	59	584	10	0	94	0	0	104	104	1551
4	AMN	40	695	48	695	5	5	78	0	0	88	88	1390
5	PSD	34	783	36	335	20	0	50	0	0	70	70	1118
6	UCM	24	492	36	446	4	13	43	0	0	60	60	938
7	PPCD	15	306	33	355	5	7	36	0	0	48	48	661
8	PPNT	10	123	20	426	15	0	15	0	0	30	30	549
9	PL	23	419	0	0	8	0	15	0	0	23	23	419
10	MAE	15	272	21	96	16	0	20	0	0	36	36	368
11	RAVN	5	65	5	111	0	0	10	0	0	10	10	176
12	PRM	5	69	6	93	5	0	6	0	0	11	11	162
13	PDSMU	4	89	9	43	0	0	13	0	0	13	13	132
14	UMPR	0	0	12	67	5	0	7	0	0	12	12	67

Monitored period: 04.03.09-17.03.09			
Monitored TV station: TVC21		Monitored program: NEWS	
No. of stories with p.a. pres.:	151	No. of conflict stories:	14
News duration (sec):	15142	1 info source:	3
Program duration (sec):	45430	2+ info sources:	11

No.	ACTORS	PRESENCE				CONTENT			ATTITUDE			Data synthesis	
		Direct interventions		Mentions/appearanc		positiv e	negativ e	neutra l	favor.	unfavor. .	impart.	Dir. int. + ment./ap.	
		numb er	Duration (s)	numb er	Duration (s)							numb er	Duration (s)
+	Personalized												
1	Tarlev V.	14	339	12	218	10	0	16	0	0	26	26	557
2	Voronin V.	2	32	23	506	2	9	14	0	0	25	25	538
3	Diacov D.	12	234	9	204	6	0	15	0	0	21	21	438
4	Banari S.	3	90	3	186	0	0	6	0	0	6	6	276
5	Filat V.	9	174	3	48	0	0	12	0	0	12	12	222
6	Sali N.	3	54	3	168	3	0	3	0	0	6	6	222
7	Formuzal M.	3	42	9	156	0	3	9	0	0	12	12	198
8	Urechean S.	3	36	11	148	0	0	14	0	0	14	14	184
9	Tanase A.	6	135	3	30	3	0	6	0	0	9	9	165
10	Nagacevschi V.	6	162	0	0	0	0	6	0	0	6	6	162
11	Barladeanu R.	9	96	6	42	3	0	12	0	0	15	15	138
12	Musuc E.	7	98	6	26	3	0	10	0	0	13	13	124
13	Braghis D.	3	48	6	72	6	0	3	0	0	9	9	120
14	Cotet V.	3	120	0	0	0	0	3	0	0	3	3	120
15	Pavlicenco V.	3	48	7	60	0	0	10	0	0	10	10	108
16	Sima G.	2	12	5	86	2	0	5	0	0	7	7	98
17	Lupulciuc I.	3	60	3	12	3	0	3	0	0	6	6	72
18	Bulgari V.	3	66	0	0	0	0	3	0	0	3	3	66
19	Gutu E.	3	56	0	0	0	0	3	0	0	3	3	56
20	Petrencu A.	0	0	7	54	0	0	7	0	0	7	7	54
21	Klimenko V.	0	0	3	54	0	0	3	0	0	3	3	54
22	Greceanai Z.	0	0	8	52	0	3	5	0	0	8	8	52
23	Andronic N.	0	0	3	42	0	0	3	0	0	3	3	42
24	Tambalist T.	3	42	0	0	0	0	3	0	0	3	3	42
25	Curtean I.	2	32	2	8	2	0	2	0	0	4	4	40
26	Cernei O.	2	40	0	0	0	0	2	0	0	2	2	40
27	Cusnir V.	3	36	0	0	0	0	3	0	0	3	3	36
28	Leanca Iu.	3	36	0	0	0	0	3	0	0	3	3	36
29	Lupu M.	0	0	8	34	0	3	5	0	0	8	8	34
30	Utica N.	2	24	2	8	2	0	2	0	0	4	4	32
31	Railean V.	2	32	0	0	0	0	2	0	0	2	2	32
32	Tcaci A.	1	24	1	8	0	0	2	0	0	2	2	32
33	Lomakin Al.	3	24	0	0	0	0	3	0	0	3	3	24
34	Bujor L.	2	24	0	0	0	0	2	0	0	2	2	24
35	Papuc G.	0	0	3	18	0	0	3	0	0	3	3	18
36	Parlog V.	0	0	3	18	0	0	3	0	0	3	3	18
37	Fusu C.	0	0	3	12	0	0	3	0	0	3	3	12
38	Ghimpu M.	0	0	3	12	0	0	3	0	0	3	3	12

39	Popa S.	0	0	2	12	0	0	2	0	0	2	2	12
+	Institutions											0	0
1	Parties	151	2507	266	5205	110	9	298	0	0	417	417	7712
2	PLA	10	242	20	790	3	6	21	0	0	30	30	1032
3	Government	0	0	63	973	4	28	31	0	0	63	63	973
4	Presidency	2	32	19	466	0	9	12	0	0	21	21	498
5	Parliament	0	0	16	118	0	3	13	0	0	16	16	118
+	Parties											0	0
1	PLDM	36	741	28	506	12	0	52	0	0	64	64	1247
2	UCM	21	415	33	657	19	0	35	0	0	54	54	1072
3	PSD	32	453	39	609	24	3	44	0	0	71	71	1062
4	PDM	18	330	26	717	18	0	26	0	0	44	44	1047
5	AMN	17	224	38	754	4	0	51	0	0	55	55	978
6	PCRM	2	32	54	840	2	20	34	0	0	56	56	872
7	MAE	3	48	27	788	7	0	23	0	0	30	30	836
8	PPCD	6	96	9	220	6	1	8	0	0	15	15	316
9	PPNT	5	78	5	176	5	0	5	0	0	10	10	254
10	UMPR	2	12	8	128	5	0	5	0	0	10	10	140
11	PL	0	0	18	102	3	0	15	0	0	18	18	102
12	PDSMU	2	54	2	18	0	0	4	0	0	4	4	72
13	PRM	2	32	5	20	5	0	2	0	0	7	7	52
14	PC	0	0	3	18	0	0	3	0	0	3	3	18
15	PEMAVE	0	0	3	18	0	0	3	0	0	3	3	18

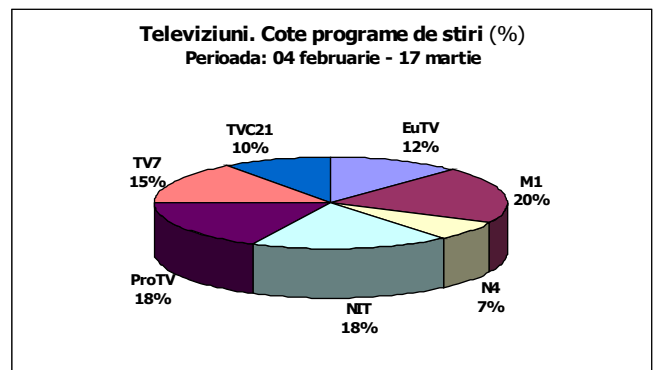
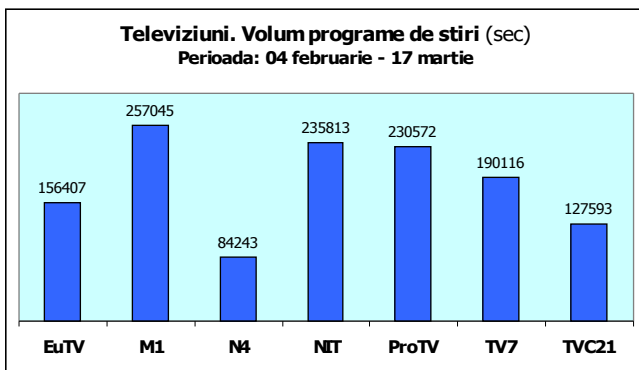
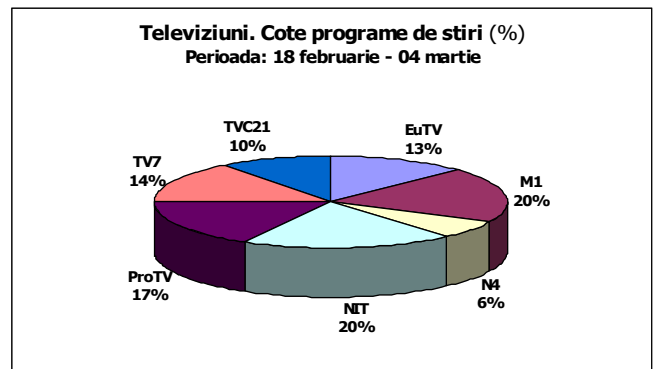
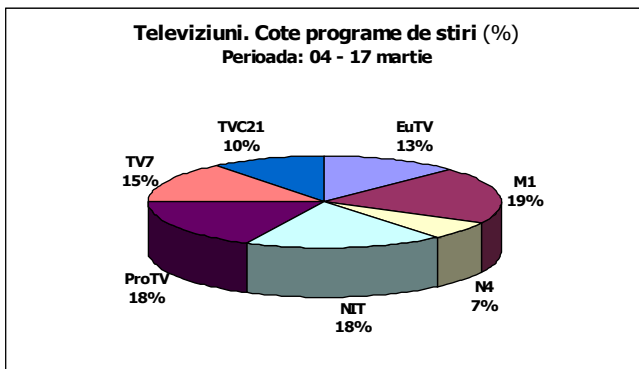
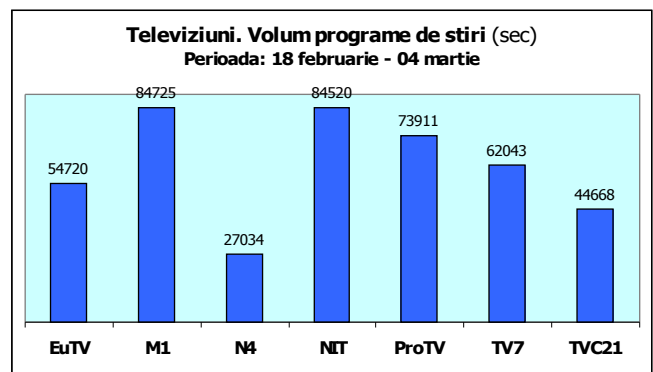
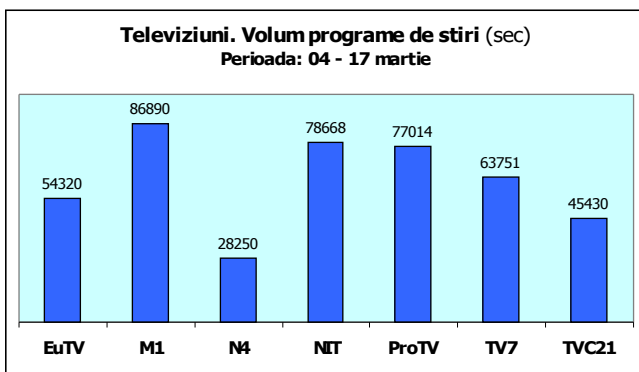
3. QUANTITY DIMENSION OF THE POLITICAL ACTORS' PRESENCE IN NEWS

3.1 General quantity data

The newscasts of the monitored TV services (Moldova 1, ProTV, TV7, EuTV, NIT, N4, TVC21, except for 2 Plus and Prime, which did not get involved in the electoral campaign) from March 4 through 17, 2009, were generally kept within the quantity boundaries noted in the week 3 and 4 of the campaign. Thus, their total runtime was 434,323 sec. or over 121 hours (cf.: during the previous monitoring period this index was 431,621 sec. or more than 120 hours).

A similar picture is noticed in terms of newscasts presenting personalized and institutionalized political actors. In week 5 and 6, they broadcast 1,675 stories of this type (in week 3 and 4 – 1,691) with a total duration of 166,356 sec. or 46.21 hours, that is 3 hours less than during the previous period. Their total weight within the general runtime of newscasts was 38.3 % compared to 40.86% in the previous period. This index is seen to slightly decline (over 2%) compared with the hike of over 10 % registered in covering political actors in weeks 3 and 4 of the electoral.

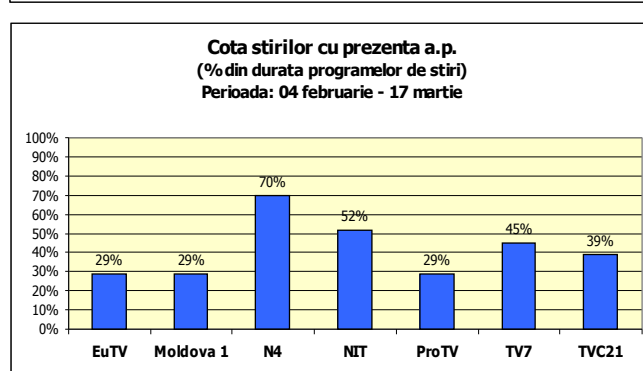
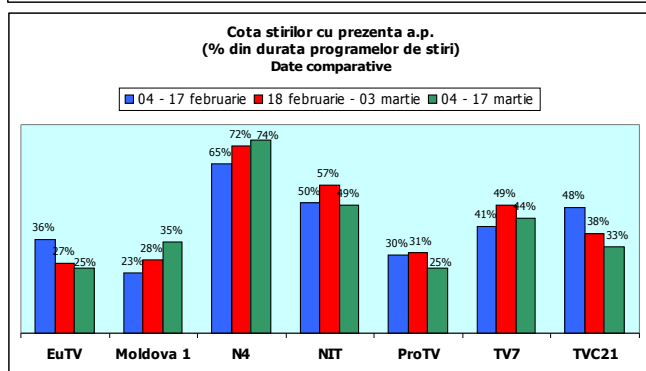
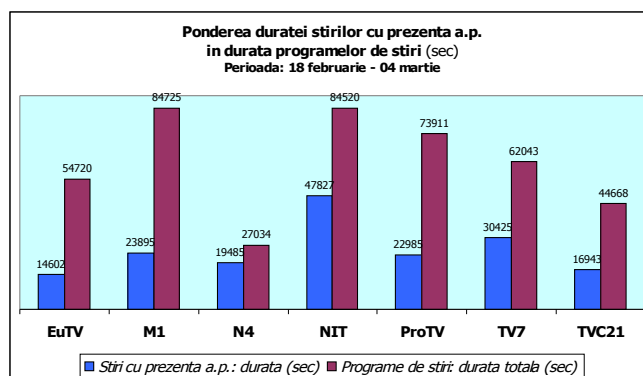
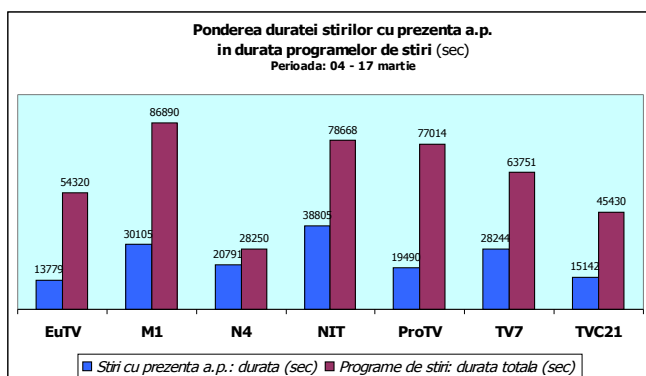
Moldova 1, as during the previous monitoring period, aired newscast with the largest general duration – 24.14 hours (compared to 23.53 in weeks 3 and 4.) The last position in this ranking is traditionally held by N4 (8.24 hours compared to 7.5 hours.) The duration of newscasts of TVC 21, TV 7, ProTV was slightly up (respectively, from 12.4 to 13.01 hours, from 17.23 to 18.10 hours and from 20.53 to 21.39 hours). NIT and EuTV, on the contrary, decreased the runtime of the news (respectively, from 23.48 to 22.25 and from 15.2 to 15.08 hours.)



The duration of the news covering political actors was different on the monitored TV services. Thus, compared to the previous monitoring period, in weeks 5 and 6 of the campaign, it grew in the general context of the newscasts on N4 (from 72.07 to 73.6 %) and on Moldova 1 (from 28.2 to 34.65%). The other monitored stations decreased the general duration of the news covering political actors (on NIT – from 56.58 to 49.32%, on TV 7 – from 49.03 to 44.3%, on ProTV - from 31.06 to 25.3%, on TVC21 – 37,93 to 33.33 % and on EuTV - from 26.68 to 25.37 %).

This weight, expressed in airtime, partially changed the ranking established during the previous monitoring session. Thus, NIT has kept position 1 with 11.18 hours (compared to 13.28 in weeks 3 and 4 of the race.)

Moldova 1 was on position 2 (8.36 hours compared to 7.03 hours), thus exceeding TV7. In its turn, TV7 fell to position 3 with 8.24 hours compared to 8.45 ore hours in weeks 3 and 4. N 4 was on position 4 with 6.18 hours, thus exceeding ProTV (5.41 hours) which fell on position 5. EuTV was on position 6 with 4.23 hours, thus exceeding TVC21 which had 4.2 hours.



3.2 Political actors

a) Personalized actors

The number of personalized actors covered in weeks 5 and 6 of the race was falling on all the monitored TV services, except for ProTV and TVC 21, where it was up (from 55 to 60 and, respectively, from 37 to 39 personalized actors) and on Moldova 1, where the number of covered personalized actors remained the same (34). On EuTV, this index tumbled from 34 to 33, on TV7 – from 43 to 41, on NIT – from 30 to 28 and on N4 – from 33 to 27.

As during the previous monitoring period, in weeks 5 and 6 of the race, practically all the monitored stations covered a wide range of political actors. In top 10 on TVC21, TV7, NIT, N4 and EuTV there were representatives of 5 and more political parties. It's worth mentioning that Pro TV and Moldova 1 covered independent candidates (each covered by 4 non-affiliated electoral contestants). The mostly covered personalized political actor was President Vladimir Voronin, the PCRM's leader. He headed the top 10 of 5 from 7 observed TV services (all in all, on those stations, he had 504 appearances with a duration of 15,259 sec.) On only a single station (EuTV) V. Voronin was not in top 10 (he had 7 appearances on this station with a duration of 213 sec.) On Moldova 1, N4 and NIT, the intensity of publicizing V. Voronin went on gaining momentum. Thus, the V. Voronin's presence on Moldova 1 in weeks 5 and 6 increased as frequency 32 % compared to weeks 3 and 4 and with 144% compared to the first two weeks of the race (respectively from 87 and 47 to 115 appearances). The duration V. Voronin's appearances on Moldova 1 respectively increased with 78 and 162%.

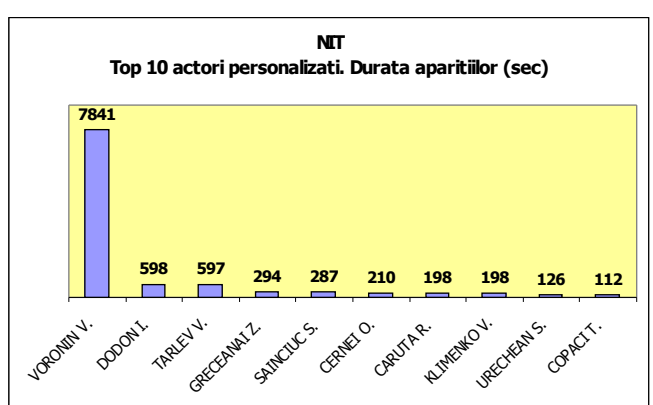
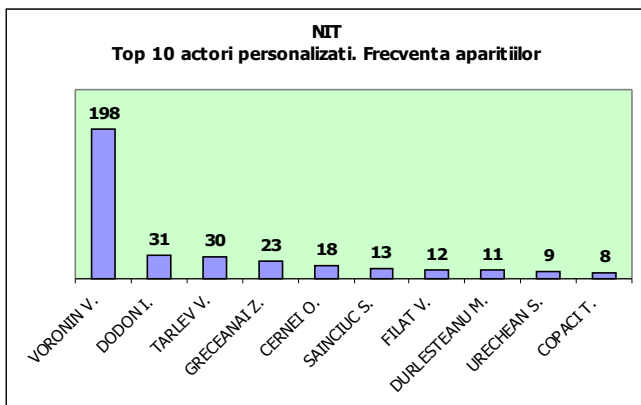
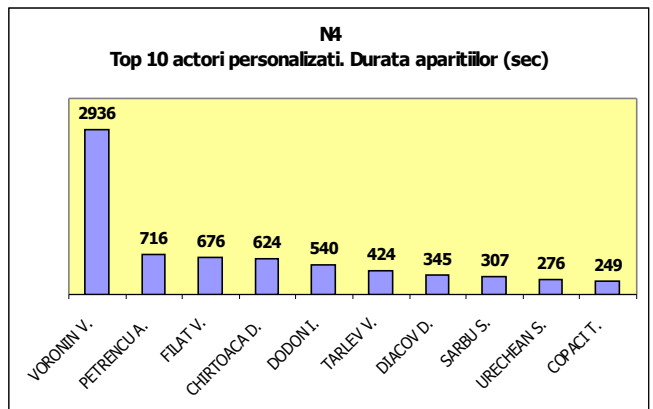
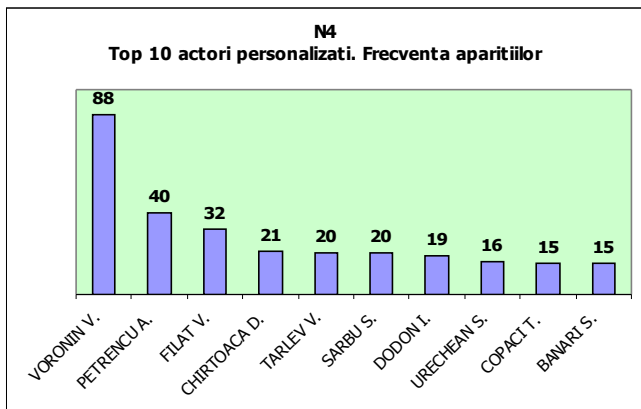
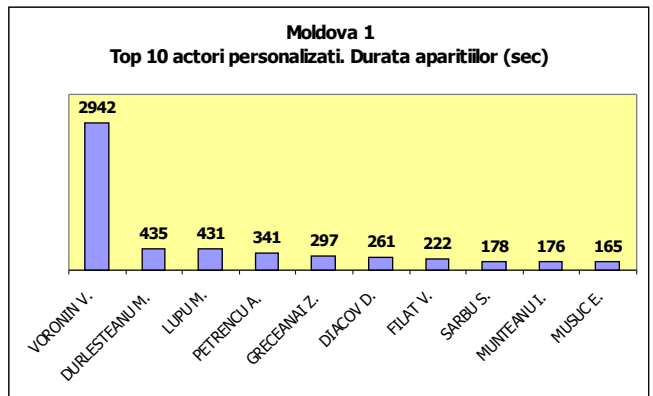
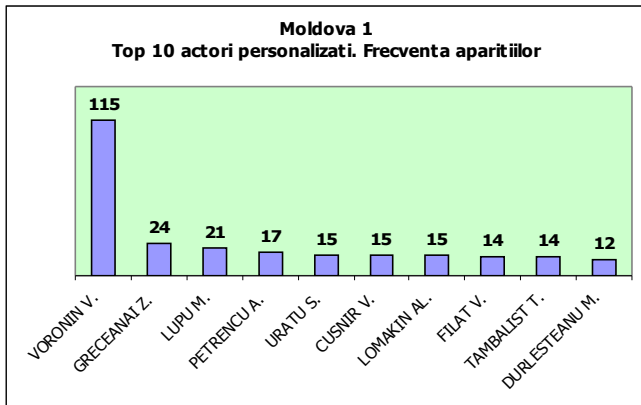
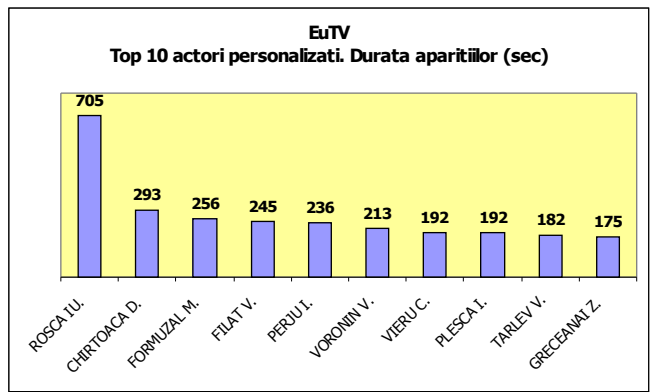
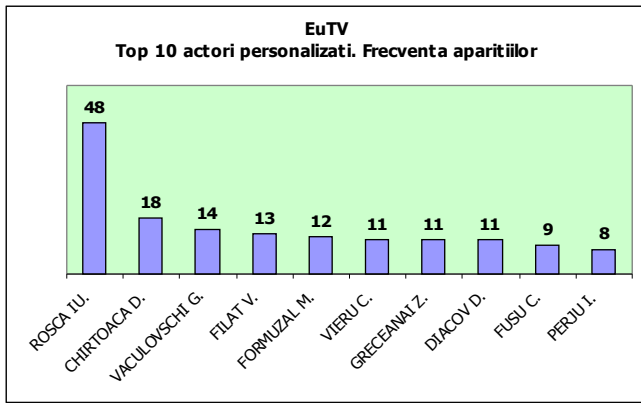
On NIT, V. Voronin's presence in newscasts rose 9.4 % compared to weeks 3 and 4 and 18.5 % - compared to the first two weeks of the race. Their duration was respectively longer with 63.6 % and 108.3%.

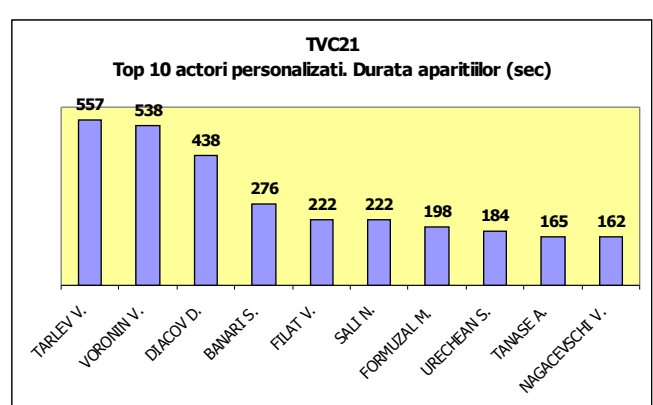
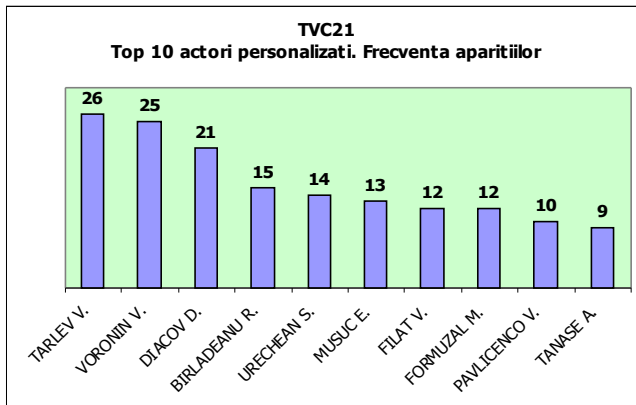
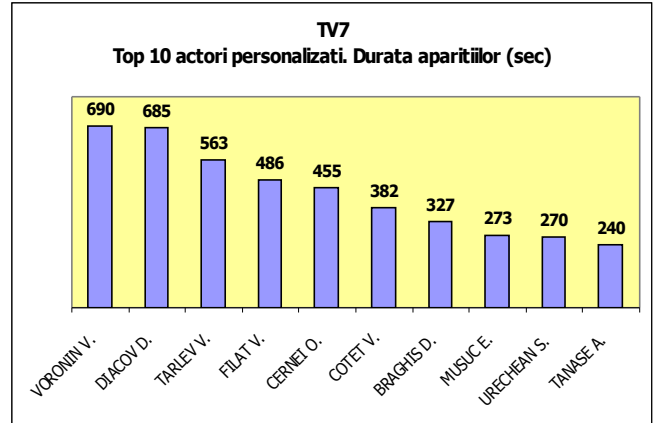
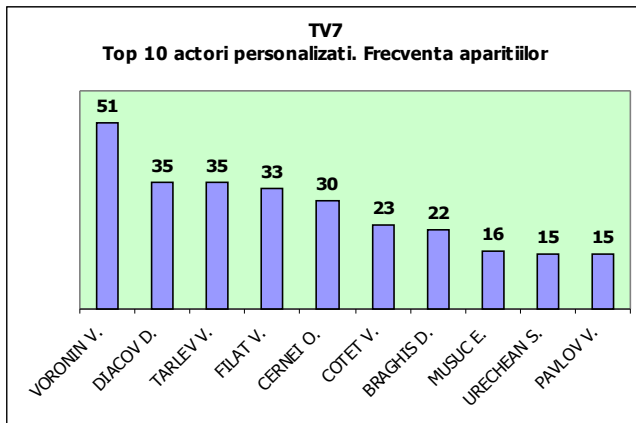
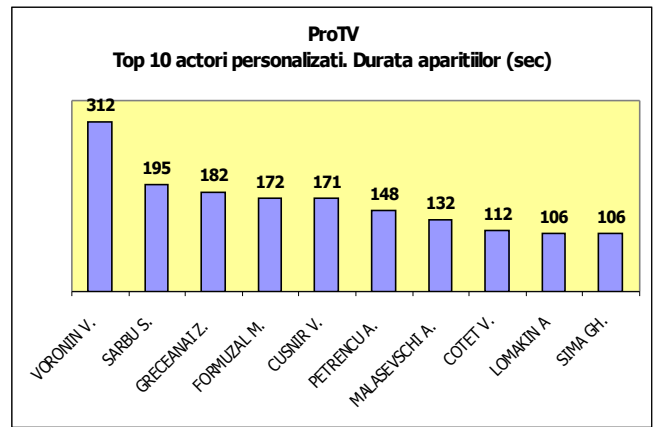
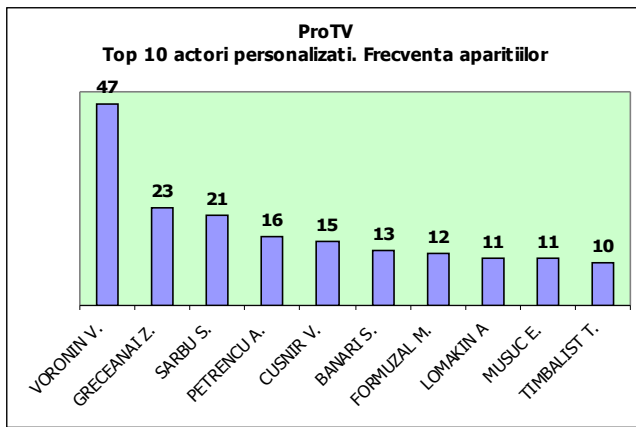
On N4, V. Voronin enjoyed 68 appearances with a total duration of 2,942 sec. (as frequency –1.5 % more than 2 weeks ago and about 30 % more than in the first two weeks of the race); Respectively their duration was 24.5% and 83 % longer.

On TVC 21, the first in the top was ex-premier Vasile Tarlev (26 appearances with a duration of 557 sec.) On the other stations he had enjoyed 107 appearances with a total duration of 1,907 sec. On EuTV the first in top 10 was PPCD leader Iurie Roșca (48 appearances with a duration of 705 sec.) On other stations, this political actor had 23 appearances with a duration of 196 sec. On TVC 21 he appeared never.

It's worth mentioning that the personalized actors from top 10 enjoyed unbalanced coverage. Thus, the frequency of their appearing in newscasts varies between 198 (position 1, V. Voronin – on NIT) and 8 (position 10, T. Copaci – on NIT and I. Perju – on EuTV). A relevant discrepancy is noticed in terms of runtime of appearances. Thus, the duration of the presence of personalized political actors in news varies between 7,841 sec. (position 1, V. Voronin – on NIT) and 106 sec. (position 10, G. Sima – on ProTV.)

6 of those 7 observed stations covered independent electoral contestants (save for NIT.) All in all they had 234 appearances in news bulletins with a total runtime of 2,632 sec.





b) Institutionalized actors. Institutions

In weeks 5 and 6 of the electoral race, as during the previous weeks, the political parties held the first position on the agendas of the news aired by the monitored TV stations. It's worth mentioning that on 6 out of 7 monitored TV stations they were on position 1 on the list of covered institutionalized political actors. All in all the parties gained 3,220 appearances (about 16% more than two weeks ago) with a total duration of 48,592 sec. (about 2.5 % more than in weeks 3 and 4.)

During weeks 5 and 6 of the race, the Government continued to be on position 2 in the top of covering institutionalized political actors. It gained 829 appearances (22 % fewer than during the previous monitoring period) with the total duration of 20,577 sec. (dropping 15 %.) The Government was mostly covered by TV 7 (it was NIT two weeks ago.)

As during the previous monitoring period, the local public administrations held position 3 in this respect. All in all, those 7 TV stations granted the LPA airtime during 12,889 sec. (dropping over 10 % compared to weeks 3 and 4 of the race.) They enjoyed 529 appearances, that is about 1.17 times more than during the previously monitored electoral period.

The Presidency was in the focus of the news 515 times (about 15 % more often than in weeks 3 and 4 of the race) during 15,316 sec. (about 45 % more.)

The Parliament got the most insignificant coverage (78 appearances with a total duration of 1,459 sec.)

The presence of institutionalized political actors in newscasts had a different intensity on the monitored TV stations.

The table below quantifies the frequency and duration of covering the Government, Parliament, Presidency, PLA and political parties during the period 4 -17 March 2009.

TV STATION		Government		Parliament		Presidency		PLA		Parties	
			position		position		position		position		position
Moldova 1	Frequency	135	3	27	1	111	2	14	7	444	3
	Duration	2833	3	578	1	2790	3	277	7	5958	5
NIT	Frequency	144	2	3	5	198	1	108	2	215	6
	Duration	5747	2	9	6	7841	1	3381	2	3822	7
TV7	Frequency	214	1	14	4	48	4	184	1	683	1
	Duration	6746	1	495	2	684	4	4331	1	11373	1
EUTV	Frequency	57	7	0	6	5	7	73	4	384	5
	Duration	985	5	0	7	105	7	1637	3	6255	4
N4	Frequency	118	4	3	5	88	3	40	5	444	3
	Duration	2481	4	45	5	3101	2	1385	4	8638	2
ProTV	Frequency	98	5	15	3	44	5	80	4	633	2
	Duration	812	7	214	3	297	6	846	3	4834	6
TVC 21	Frequency	63	6	16	2	21	6	30	6	417	4
	Duration	973	6	118	4	498	5	1032	5	7712	3

Moldova 1, according to data from the table, went on granting priority to the central power institutions in weeks 5 and 6 of the race (Parliament – position I as frequency and duration, Presidency – position 2 as frequency and position 3 – as duration and Government – position 3 – as frequency and duration) in weeks 5 and 6 of the race. This station was reluctant in covering the political parties (position 3 – as frequency and position 5 – as duration) and especially reluctant with the PLA (position 7).

Also NIT mostly covered the central power institutions. In its news, it granted the largest amount of airtime to the presidency (position I as frequency and duration), Government and PLA (position 2– as frequency and duration.) This station went on promoting the editorial policies noticed in the first weeks of the race. Other institutionalized political actors (Parties and Parliament) enjoyed but low coverage from NIT (position 6 – as frequency and 7 – as duration, in the first case, and in the second: positions 5 and 6 respectively.)

TV7 treated, with the same intensity, 3 out of 5 institutionalized political actors – the Government, PLA and political parties (position 1 – as frequency and duration.) It displayed low interest for the Parliament (position 4 – as frequency and position 2 – as duration) and for the Presidency (position 4 – as frequency and duration.)

EuTV mostly covered the LPA (position 4 – as frequency and position 3 – as duration.) The interest of this station for the other institutionalized political actors was minor (the parties hold position 5 – as frequency and position 4 – as duration; the Government – position 7 – as frequency and position 5 – as duration; the Parliament – position 6 – as frequency and position 7 – as duration; and the presidency – position 7 as frequency and duration).

During this monitoring period, N4 equally treated the Presidency and the political parties (position 3 – as frequency and position 2 – as duration.) Newer was the low interest of this station for the other institutionalized political actors (Government – position 4 as frequency and duration, the PLA – position 5 – as frequency and position 4 – as duration and the Parliament – position 5 as frequency and duration.)

ProTV kept its interest for parties (position 2 – as frequency and position 6 – as duration.) It showed similar interest for the parliament (position 3) and the PLA - position 4 – as frequency and position 3 – as duration. The other institutionalized actors were treated almost in the manner of the previous practice (Government – position 5 – as frequency and position 7 – as duration; Presidency – position 5 – as frequency and position 6 – as duration.)

In weeks 5 and 6 of the electoral race, TVC21, as during the previous four weeks, showed interest for the parliament (position 2 – as frequency and position 4 – as duration) and kept its interest for the parties (position 4 – as frequency and position 3 – as duration.) At the same time it went on, insignificantly if in a balanced way, covering the Government, the Presidency and the PLA (on average, positions 5-6.)

c) Institutionalized actors. Political parties

The monitored TV stations covered between 17 (Moldova 1) and 9 (NIT and EuTV) political parties. The other stations referred to different number of political parties: ProTV and TVC 21 – to 15 parties each, TV 7 – to 14, N4 – to 13. At the same time, the monitored stations granted different priority to political parties.

As during the previous period, 5 of 7 monitored TV stations granted priority to the PCRM in covering the political parties (TV7, NIT, ProTV, N4, Moldova 1). Other two stations– TVC21 and EuTV granted position 1 to, respectively, the PLDM and the PPCD.

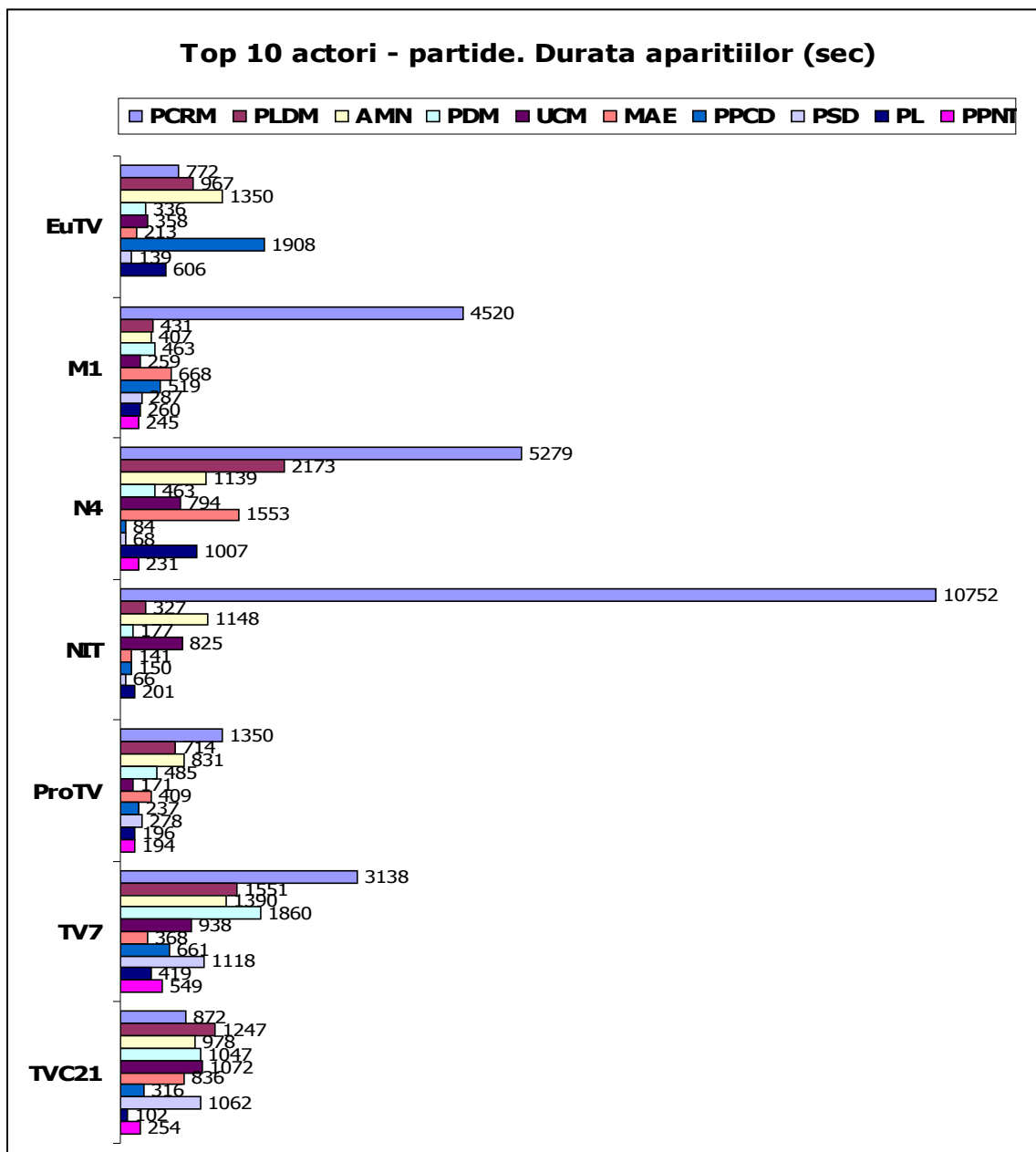
The difference between the holders of the first two positions and the last two positions continued to be considerable. Thus, on Moldova 1, the PCRM was the first in the list of the covered parties with 199 appearances during 4,520 sec., the MAE, the holder of position 2, had 46 appearances during 668 sec. The last on the list were RAVN (2 appearances during 16 sec.) and the PPR (1 appearance during 43 sec.). Such a discrepancy is noticed at the other monitored TV channels. On ProTV, for instance, the holders of the first two positions are the PCRM (198

appearances during 1,350 sec.) and the AMN (91 appearances during 831 sec.), while the last two positions are shared by PDSMU (6 appearances during 19 sec.) and the PC (5 appearances during 11 sec.)

The unbalanced coverage of the political parties as electoral actors is also confirmed by the co-relation between the airtime granted to the party holding position 1 and the average airtime granted to the other electoral contestants on each particular station. Thus, NIT covered the PCRM 11.25 more often than the average of the other 8 political parties. The same station granted the PCRM airtime 28 times more than the average airtime granted to other 8 parties publicized.

A similar trend during the last two monitored periods was noticed on Moldova 1. In weeks 5 and 6 of the race, this TV service covered the PCRM 10.1 times more often than the average of the other 16 parties covered. This station granted the PCRM airtime 17 times more than the average granted to the other 16 parties publicized.

At the same time it's worth mentioning that on the other stations monitored, as during the previous period, the discrepancies are less relevant. For instance, on TVC 21, they are 2.4 as frequency and 2.6 – as duration (leading – V. Filat), on EuTV – 3.5 and 3.3 (leading – Iu. Roșca), on TV 7 – 4.6 and 4.4 (leading – V. Voronin), on ProTV – respectively, 5.8 and 5 (leading – V. Voronin) and on N4 – 5.3 and 8.4 (leading – V. Voronin).



Conclusions

In weeks 5 and 6 of the race, the monitored TV stations went on differently treating the personalized and institutionalized political actors. NIT, N4, Moldova 1, and sometimes EuTV, reconfirmed their attachment for certain political forces (in the case of the first three channels – for the PCRM, and the case of the latter – for the PPCD). TV7, ProTV and TVC21, although going on displaying sympathies for the Liberal parties, displayed clear trends of balanced quantity approach of the political actors involved in the running electoral race.

4. QUALITY DIMENSION OF POLITICAL ACTORS' PRESENCE IN NEWS

4.1. Political actors in news. Positive context

7 out of 9 monitored televisions aired news with political actors put in a positive context. (See Table 1)

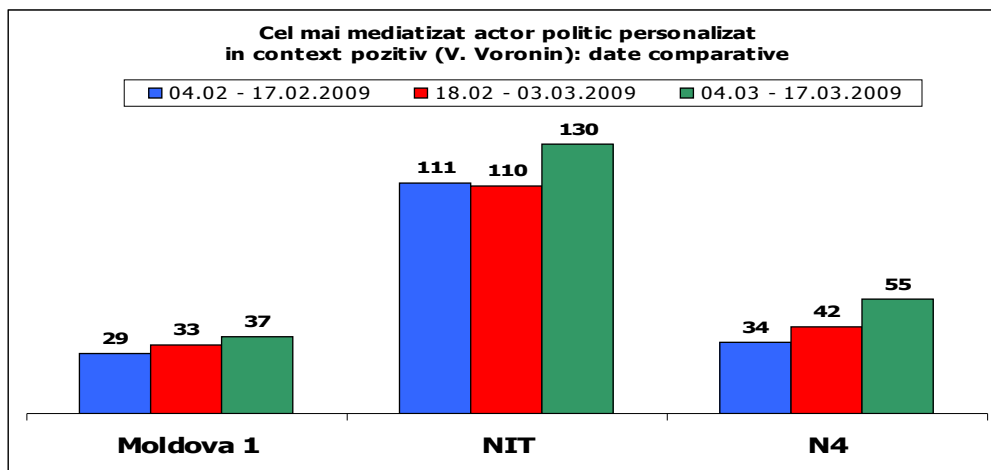
Table 1

No	POLITICAL ACTORS. POSITIVE CONTEXT													
	EuTV		Moldova 1		NIT		ProTV		TV7		N4		TVC21	
	Personalized													
1	Vaculovschi	4	Voronin V.	37	Voronin V.	130	Voronin V.	5	Diacov D.	10	Voronin V.	55	Tarlev V.	10
2	Rosca Iu.	2	Lupu M.	8	Dodon I.	29			Filat V.	10	Petrencu A.	12	Braghis D.	6
3	Voronin V.	2	Greceanai Z	7	Greceanai Z.	17			Voronin V.	6	Dodon I.	11	Diacov D.	6
4	Bucinschi I.	2	Musuc E.	4	Sainciuc S.	8			Barladeanu R	5	Copaci T.	6	Birladeanu	3
5	Dodon I.	1			Copaci T.	4			Braghis D.	5	Greceanai Z	5	Lupulciuc I.	3
6					Tarlev V.	3			Can A.	5	Lupu M.	3	Musuc E.	3
7					Durlesteanu	3			Chirtoaca D.	5	Tarlev V.	3	Sali N.	3
8					Lupu M.	3			Musuc E.	5	Pavlicenco V	3	Tanase A.	3
9					Caruta R.	3			Nantoi O.	5	Munteanu I.	3	Curtean I.	2
10					Reidman O.	3			Pavlicenco V.	5	Cotet V.	3	Sima G.	2
	Institutions													
1	Parties	47	Government	40	Presidency	130	Parties	10	Parties	143	Government	56	Parties	110
2	Government	10	Presidency	33	Government	95	Government	8	Government	10	Parties	55	Government	4
3	PLA	4	Parties	28	Parties	41	Presidency	5	Presidency	6	Presidency	52	PLA	3
4	Presidency	2	Parliament	8	PLA	14			PLA	5	Parliament	3		
5											PLA	3		
	Parties													
1	PPCD	37	PCRM	66	PCRM	209	PCRM	5	PDM	33	PCRM	93	PSD	24
2	PCRM	13	PSD	5	PPCD	6	MAE	3	PSD	20	MAE	19	UCM	19
3	AMN	2	MAE	3	UCM	3	PSD	3	INDEP	17	PPNT	9	PDM	18
4			PPCD	2			PDM	2	MAE	16	PLDM	3	PLDM	12
5							PLDM	2	PPNT	15	UCM	3	MAE	7
6									PLDM	10	PDM	2	PPCD	6
7									PCRM	8			PPNT	5
8									PL	8			PRM	5
9									AMN	5			UMPR	5
10									PPCD	5			AMN	4
11									PRM	5			PL	3
12									UMPR	5			PCRM	2
13									UCM	4				

a) Personalized actors

Of the monitoring televisions, ProTV, as in the previous period, covered, in its newscasts, the largest number of personalized political actors – 60 (52 – in the previous period), followed by TV7 - 41; N4 and NIT – the smallest number – 27 and, respectively, 28. ProTV a put a single personalized actor in a positive context; Moldova 1 – 4; EuTV – 5, and the rest of the stations – ten and more.

V. Voronin is the mostly covered personalized actor in a positive context, as he got a total of 235 appearances on 6 televisions (compared to 191 appearances in the previous period on 5 televisions), including on 3 of them – Moldova 1, NIT and N4 – 222 appearances. Thus, EuTV, ProTV and TV7, all in all, covered, in a positive context, this actor 13 times or 17 times rarer than than the other televisions. NIT put this actor in a positive context in a story in two or three; N4 – in a story in three – four , and Moldova 1 – in one in eight – nine (during the previous period – in one in seven) out of the total number of stories presenting political actors. Compared to the previous monitoring period, the coverage of this personalized political actor grew as frequency on Moldova 1, NIT and N4 (See Graph 1).



On 3 stations (Moldova1, NIT and N4), the first three top state dignitaries were put in a positive context. On the other stations (save for ProTV) the electoral actors representing the opposition prevailed.

On EuTV the first in top is Gh. Vaculovschi.

On Moldova 1, NIT, ProTV (the first and only) and N4 – president V. Voronin.

On TV7 – D. Diacov.

On TVC21 – V. Tarlev.

Save for ProTV, which had a single personalized actor, TV7 put in a positive context the largest number of personalized actors – 16. EuTV – the smallest – 7.

In TV7's case, the relation between the frequency of covering the holders of positions 1 and 10 in its top is 2 to 1; in TVC21's case - 5 to 1; in N4's case – 18 to 1; in NIT's case – 43 to 1 (during the previous period – 55 to 1).

b) Institutionalized actors. Institutions

The televisions differently covered the institutions as actors. A single television – N4 – covered all the categories of institutions as actors. ProTV and TVC21 covered by three, and the others – by 4 institutions as actors.

4 televisions – EuTV, ProTV, TV7 and TVC21 – put the parties as actors on position 1. Moldova 1 and N4 – the Government; NIT – the Presidency.

The PLA is put by 4 televisions on the last position, and a television – on the last but one, and 2 stations do not cover this actor at all (See Table 1).

c) Institutionalized actors. Political parties

EuTV put in a positive context 3 out of 9 political parties it covered in the news: PPCD, PCRM and AMN.

Moldova 1 put in a positive context 4 of those 17 parties it covered in its news: PCRM, PSD, MAE and PPCD.

NIT put in a positive context 3 out of 9 parties it reported about in the news: PCRM, PPCD, UCM.

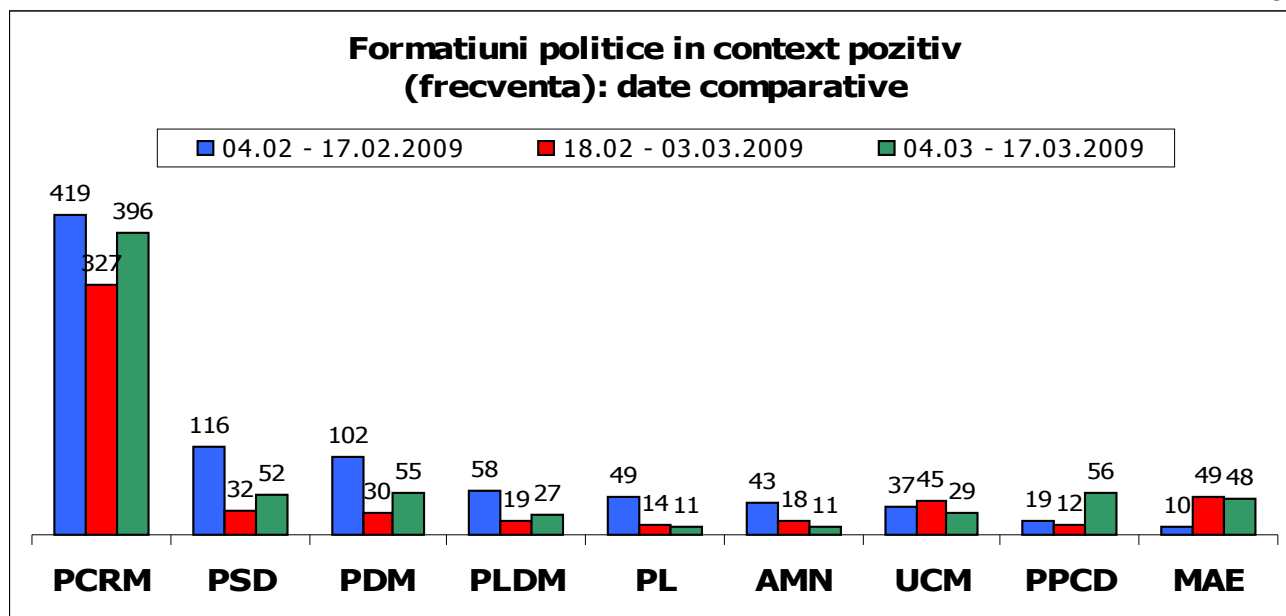
ProTV put in a positive context 5 of out of 15 parties it covered in its newscasts: PCRM, MAE, PSD, PDM and PLDM.

TV7 put in a positive context 13 out of those 14 political parties it covered in the news, PDM being on position 1.

N4 put in a positive context 6 out of those 13 political parties it reported about in its news, the PCRM being on position 1.

TVC21 put in a positive context 12 of those 15 political parties it reported about in the news, the PSD being on position 1.

As an aggregated number of appearances in a positive context in the news of all the monitored stations, the PCRM holds a blatantly superior position compared to the other competitors (See Graph 2). As for PL, AMN, UCM and, to a less extent, MAE, this index waned during the reference period, compared to the previous period .



4.2 Political actors. negative context

7 of 9 monitored televisions aired news with political actors put in a negative context. (See Table 2)

Table 2

N o.	POLITICAL ACTORS. NEGATIVE CONTEXT													
	EuTV		M1		NIT		ProTV		TV7		N4		TVC21	
	Personalized													
1	Vieru C.	7	Filat V.	5	Tarlev V.	18	Voronin V.	10	Voronin V.	13	Filat V.	17	Voronin V.	9
2	Diacov D.	7	Tarlev V.	5	Filat V.	12	Formuzal M.	4	Stepaniuc	8	Chirtoaca D.	16	Formuzal	3
3	Filat V.	5	Diacov D.	3	Cernei O.	9	Greceanai Z.	4	Tarlev V.	8	Tarlev V.	11	Greceanai	3
4	Chirtoaca D.	4	Chirtoaca D.	3	Urechean S.	3	Misin V.	3	Cernei O.	5	Ghimpu M.	4	Lupu M.	3
5	Formuzal M.	4	Sima G.	3	Pavlicenco	3	Papuc G.	3	Klimenko	5	Urechean S.	4		
6	Tanase A.	4	Urechean S.	3	Chirtoaca	3	Stepaniuc V.	3	Tkaciuk M.	5	Petrencu A.	3		
7	Plesca I.	4	Vieru C.	3	Caba P.	3	Tkaciuk M.	3	Rosca Iu.	4	Diacov D.	3		
8	Urechean S.	2	Untila V.	3	Klimenko V.	3	Rosca Iu.	1	Dodon I.	3	Musuc E.	1		
9	Pantea V.	2	Klimenko V.	2					Greceanai	3				
10	Musuc E.	1	Andronic N.	1					Lupu M.	3				
	Institutions													
1	Parties	116	Parties	85	Parties	81	Parties	48	Government	112	Parties	169	Government	28
2	PLA	12	PLA	14	PLA	44	Government	39	Parties	102	PLA	25	Parties	9
3	Government	1					PLA	13	PLA	17			Presidency	9
4							Presidency	10	Presidency	10			PLA	6
5							Parliament	3					Parliament	3
	Parties													
1	AMN	40	AMN	19	AMN	38	PCR	40	PCR	92	PLDM	58	PCR	20
2	PLDM	35	UCM	19	PLDM	21	PDM	8	UCM	13	PL	37	PSD	3
3	PDM	16	PLDM	14	UCM	21	AMN	5	PPCD	7	AMN	36	PPCD	1
4	PL	14	PL	9	PL	12	PL	5	AMN	5	UCM	21		
5	PSD	7	PDM	6	PDM	9	PLDM	5			MAE	12		
6	PCR	4	PDSMU	4	MAE	3	PPCD	2			PDM	10		
7	UCM	4	UMPR	3							PCR	5		
8			MAE	3							PSD	2		
9			PC	3							PDSMU	2		
10			PEMAVE	3										
11			PPR	1										
12			PPCD	1										

a) Personalized actors

In its news, TVC21 put, in a negative context, the smallest number of personalized actors – 4.

NIT, ProTV and N4 – by 8.

The other stations – EuTV, Moldova 1 and TV7 – by 10.

EuTV most often put in a negative context two personalized political actors – C. Vieru and D. Diacov, 7 times each.

Moldova 1 most often put in a negative context two personalized political actors – V. Filat and V. Tarlev, by 5 each.

NIT most often put in a negative context three personalized political actors – V. Tarlev (18 times), V. Filat (12 times), O. Cernei (9 times.)

ProTV most often put in a negative context three personalized political actors – V. Voronin (10 times), M. Formuzal and Z. Greceanai (by 4 times each).

TV7 most often put in a negative context three personalized political actors – V. Voronin (13 times), V. Stepaniuc and V. Tarlev (by 8 times each.)

N4 most often put in a negative context three personalized political actors – V. Filat (17 times), D. Chirtoaca (16 times) and V. Tarlev (11 times.)

TVC21 most often put in a negative context one personalized political actor – V. Voronin (9 times.)

Three out of seven televisions – ProTV, TV7 and TVC21, put in a negative context also representatives of the governance. The other stations – only the representatives of the political opposition.

b) Institutionalized actors. Institutions

All those 7 televisions aired news in which the parties are the institutions mostly present in a negative context: on TV7 and TVC21 – on position 2, and on the other channels – on position 1.

ProTV and TVC21 put in a negative context all those 5 categories of institutions as actors.

Moldova 1, NIT and N4 put in a negative context by two institutions as actors, the same – the parties and the PLA.

EuTV and TV7 put in a negative context three and, respectively, 4 institutions as actors.

The Government, as an actor-institution, is put in a negative context on EuTV, ProTV, TV7 and TVC21. The actor is not to be found in a negative context in the news of Moldova 1, NIT and N4, as well as the actors the Presidency and the Parliament.

c) Institutionalized actors. Political parties

The political parties as actors mostly covered in a negative context are the PCRM (161 times), AMN (143 times) and PLDM (133 times), the latter occupying the position held by the PL in the previous monitoring period.

On 3 televisions – EuTV, Moldova 1 and NIT – the AMN is on position 1 as it was during the previous period.

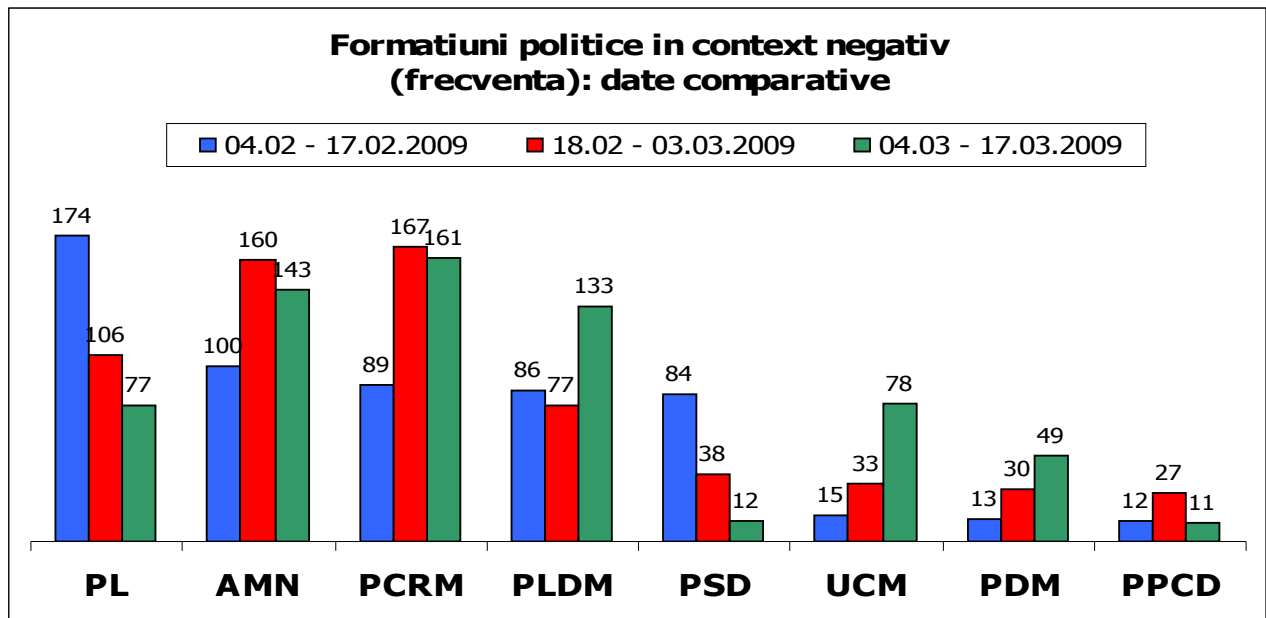
On other 3 – ProTV, TV7 and TVC 21, as during the previous period – the PCRM. On N4 – PLDM, while during the previous period it was the PL.

TVC21 and TV7 put in a negative context the smallest number of political parties as actors – 3 and, respectively, 4.

Moldova 1 put in a negative context the largest number of parties as actors – 12.

The development of the situation in this respect is depicted in Graph 3.

Graph 3



Three political parties as actors – PLDM, UCM and PDM – are up as frequency in a negative context compared with the previous monitoring period. This index is dropping as for the other parties.

4.3. Political actors. Favoring attitude

Three televisions – ProTV, TV7 and TVC21 – favored no political actor. (See Table 3).

Table 3

No.	POLITICAL ACTORS. ATTITUDE FAVORIZANTA													
+	EuTV		M1		NIT		ProTV		TV7		N4		TVC21	
	Personalized													
1	Rosca Iu.	2	Voronin V.	21	Voronin V.	13						Lupu M.	3	
2			Greceanai Z.	6										
3			Lupu M.	3										
4			Musuc E.	1										
5														
	Institutions													
1	Parties	18	Presidency	17	Presidency	13						Government	6	
2	PLA	2	Parties	16	Parties	9						Parties	6	
3			Government	10	Government	7						Parliament	3	
4			Parliament	3										
5														
	Parties													
1	PPCD	13	PCRM	40	PCRM	22						PCRM	9	
2	PCRM	7	PSD	2										

a) Personalized actors

EuTV favored a single personalized political actor – Iu. Rosca, two times.

Moldova 1 favored 4 personalized political actors: V. Voronin – 21 times, Z. Greceanai – 6 times, M. Lupu – 3 times and E. Musuc – once.

NIT favored a single personalized political actor: V. Voronin – 13 times.

N4 favored a single personalized political actor: M. Lupu – 3 times.

Thus, V. Voronin (34 times on 2 televisions, compared to 32 times on 4 channels during the previous period) continued to remain the personalized political actor, toward whom favorable attitude is most often displayed.

b) Institutionalized actors. Institutions

The presidency as an actor is favored in news by Moldova 1 and NIT. These two channels, and N4, also favor the "Government". The "Parties" are differently favored by all those 4 stations.

The PLA was favored by EuTV twice, and never by other 3 stations.

c) Institutionalized actors. Political parties

Two televisions – NIT and N4 – favor one and the same political party as actor the PCRM (22 times and, respectively, 9 times.)

EuTV and Moldova 1 favor by two political parties as actors. EuTV – PPCD (13 times) and PCRM (7 times); Moldova 1 – PCRM (40 times) and PSD (2 time.)

Thus, in general favorable attitude has been displayed toward the PCRM 78 times; toward the PPCD – 13 times and toward PSD – 2 times.

4.4 Political actors in newscasts. Unfavorable attitude

The televisions adopted different professional manners in editing the news with the presence of political actors (See Table 4).

Table 4

No.	POLITICAL ACTORS. ATTITUDE DEFAVORIZANTA													
+	EuTV		M1		NIT		ProTV		TV7		N4		TVC21	
	Personalized													
1	Filat V.	9	Diacov D.	3								Chirtoaca D.	1	
2	Vieru C.	3	Chirtoaca D.	3								Ghimpu M.	1	
3	Urechean S.	2	Sima G.	3										
4	Petrencu A.	1	Andronic N.	1										
	Institutions													
1	Parties	15	Parties	13	PLA	10						Parties	10	
2			PLA	6	Parties	3						PLA	1	
	Parties													
1	PLDM	12	AMN	3	AMN	5						PL	5	
2	AMN	2	PL	3								PLDM	3	
3	MAE	1	PDM	3								AMN	3	
4			UMPR	3										
5			PPR	1										

a) Personalized actors

Four televisions – NIT, ProTV, TV7 and TVC21 – unfavored no personalized political actors.

In its news, N4 unfavored two personalized actors: D. Chirtoaca and M. Ghimpu.

EuTV and Moldova 1 unfavored by 4 different personalized actors.

All the personalized political actors, who were treated unfavorably in news, represent the opposition. V. Filat is the mostly unfavored personalized political actor in news (9 times).

b) Institutionalized actors. Institutions

Three televisions - ProTV, TV7 and TVC21 – unfavored no institutionalized political actor in their news.

The parties and the PLA are the only categories of institutions as actors toward which the televisions displayed unfavorable attitude in the news.

As frequency frequency, the parties, as during the previous sessions, are blatantly more disfavored than the PLA.

c) Institutionalized actors. Political parties

In news, the AMN is the party toward which those 4 televisions – EuTV, Moldova 1, NIT and N4 – displayed unfavorable attitude.

NIT disfavored a single party – the AMN, 5 times.

EuTV and N4 unfavored by 3 political parties each, two of which – PLDM and AMN – by both channels.

Moldova 1 disfavored 5 parties.

Most often, unfavorable attitude in news was displayed toward the PLDM – 18 times (during the previous period – toward AMN – 50 times.) AMN follows – 8 times (in the previous session PLDM was on position 2 – 23 times.)

PCRM is the only political party as an actor toward which negative attitude in news was not displayed.

4.5 Quality of news covering political actors

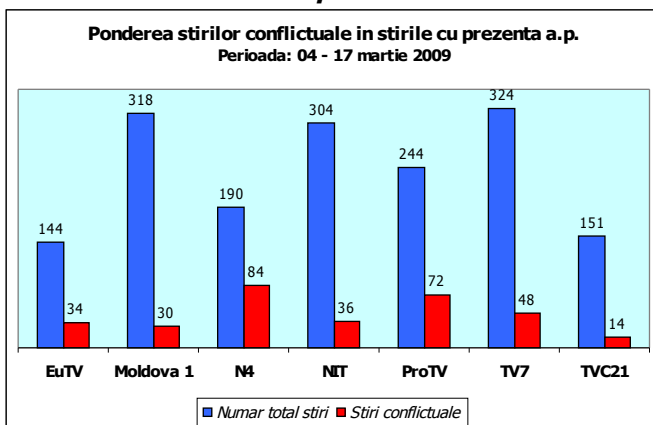
TV7 aired the largest number of stories presenting political actors, as it was in the previous session – 324, followed by Moldova 1 – 318 and NIT – 304, the smallest number -- by EuTV – 144 and TVC21 - 151.

The largest number of conflict-related stories were broadcast by N4 – 84 and ProTV – 72.

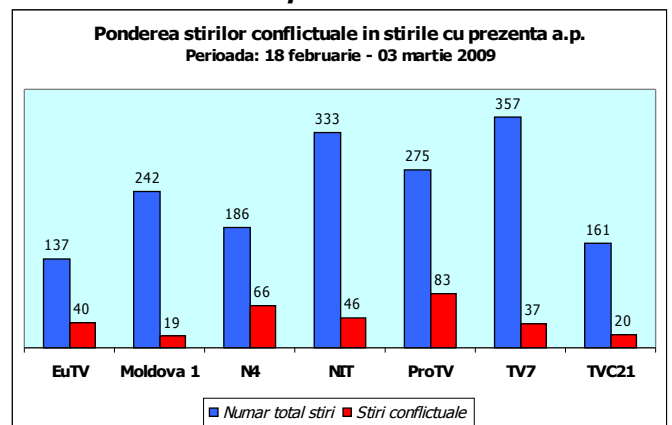
The largest number of conflict-related stories, as related to the total number of news stories covering political actors within the reference period, were broadcast by ProTV, N4 and TV7. The smallest number – by Moldova 1, EuTV and TVC21.

Compared to the previous monitoring period, 3 channels – EuTV, NIT and TVC21 – decreased the quota of conflict-related stories; ProTV stood at the same quota; the other televisions enhanced it: Moldova 1 – 1%, TV7 – 5% and N4 – 9% (See Graphs 1, 2, 3 and 4).

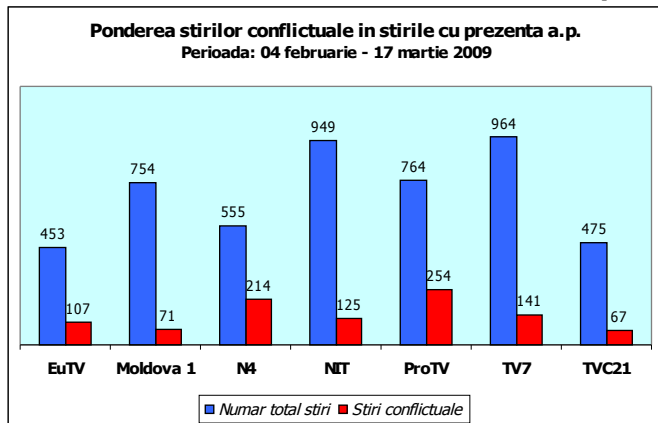
Graph 1



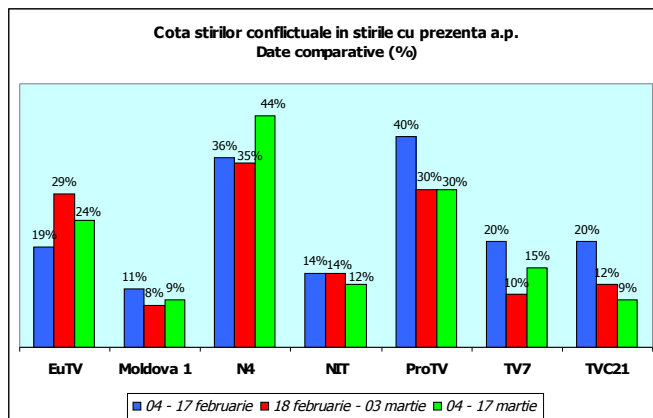
Graph 2



Graph 3

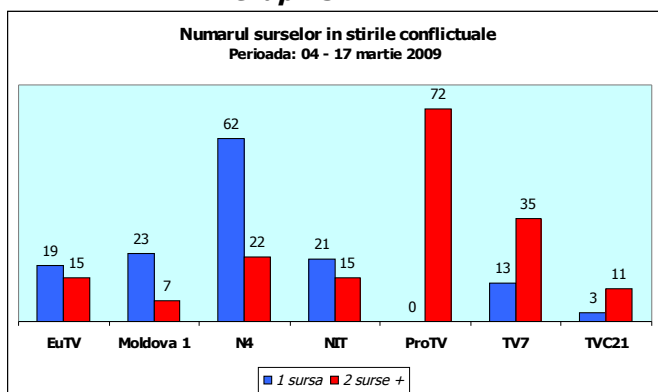


Graph 4

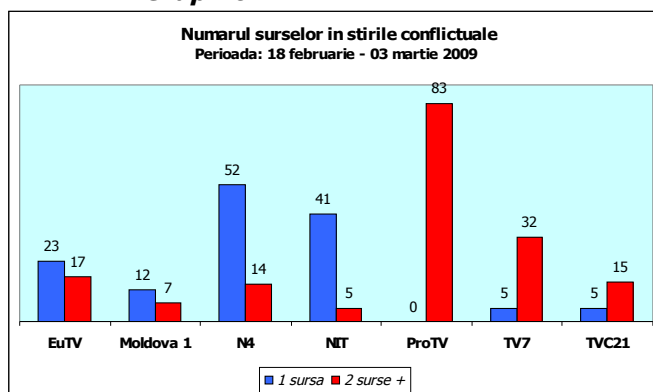


A single television – ProTV – as it had done in the previous period, produced all the conflict-related stories on the basis of more information sources, in accordance with the professional standards. According to the results of the monitoring, the stories based on more sources prevail on TV7 and TVC21. At the same time, 4 channels – EuTV, NIT and, especially Moldova 1 and N4, most air conflict-related stories based on a single info source. On Moldova 1 and N4, for instance, about 2/3 of the conflict-related stories are based on a single source (See graphs 5 and 6).

Graph 5

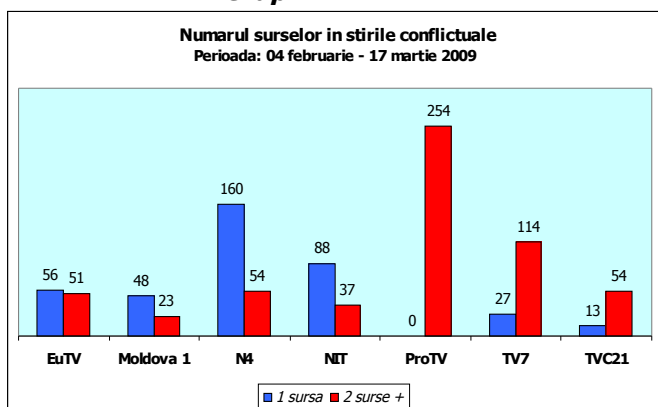


Graph 6

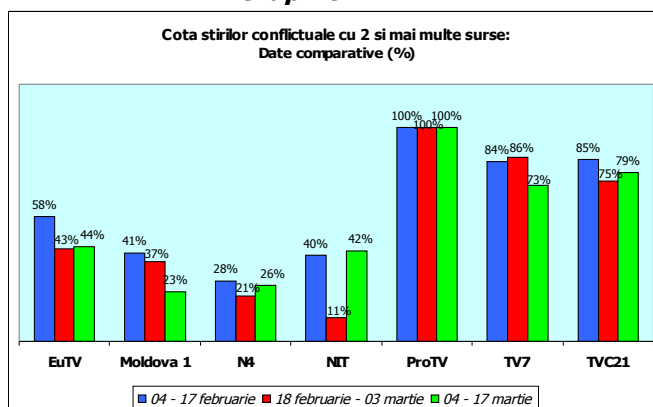


In comparison with the previous monitoring sessions, the situation of using the information sources in the conflict-related news worsened on Moldova 1. Only in one monitoring session, EuTV had a quota bigger than 50 % of the news stories on conflict, which were based on more sources (See Graphs 7 and 8).

Graph 7



Graph 8



Conclusions:

- the president of the country was the mostly covered personalized political actor also during this monitoring session;
- compared to the previous monitoring period more news put in a positive context the following parties as actors: PCRM, PSD, PDM, PLDM and PPCD and, on the contrary, PL, AMN, UCM and MAE were put in a positive context in fewer news stories;
- in comparison with the previous monitoring period, more news stories put in a negative context the following political parties as actors: PLDM, UCM and PDM and, on the contrary, PL, AMN, PCRM, PSD and PPCD were put in a negative context in fewer stories;

- Moldova 1 remains the station broadcasting the smallest number of conflict-related stories;
- ProTV fully observes the legal provisions and the professional norms in using the information sources in writing conflict-related stories.

5. POLITICAL ACTORS' PRESENT IN PROGRAMS: STATISTICAL DATA

Monitored period: 04.03.09-17.03.09			
Monitored TV station: EuTV		Monitored program: PROGRAMS	
PROGRAM TITLE: Epicentru		PROGRAM TITLE: Post Factum	
Duration (sec): 34732		Duration (sec): 7583	
Media Expres		Scurt pe doi	
Duration (sec): 28989		Duration (sec): 1848	

No	ACTORS	PRESENCE				CONTENT			ATTITUDE			Data synthesis	
		Direct interventions		Mentions/appearanc		positiv e	negativ e	neutra l	favor. .	unfavor .	impart.	Dir. int. + ment./ap.	
	numb er	Duration (s)	numb er	Duration (s)	numb er							Duration (s)	
+	Personalized												
1	Filat V.	15	141	25	5201	0	26	8	0	22	12	40	5342
2	Chirtoaca D.	9	129	16	4019	0	15	10	0	11	14	25	4148
3	Urechean S.	4	64	24	3931	0	20	8	0	20	8	28	3995
4	Rosca Iu.	16	421	27	2666	20	0	23	17	0	26	43	3087
5	Vieru C.	4	90	13	1782	0	11	2	0	9	4	17	1872
6	Tarlev V.	12	174	12	1626	0	8	16	0	8	16	24	1800
7	Platon V.	0	0	14	1704	0	14	0	0	12	2	14	1704
8	Plesca I.	0	0	8	922	0	8	0	0	8	0	8	922
9	Andronic N.	3	68	4	718	0	4	3	0	2	5	7	786
10	Ghimpu M.	0	0	9	780	0	9	0	0	7	2	9	780
11	Klimenko V.	5	69	5	703	0	4	6	0	4	6	10	772
12	Hadarca I.	0	0	7	746	0	7	0	0	5	2	7	746
13	Voronin V.	0	0	8	689	4	0	4	4	0	4	8	689
14	Cimpoi M.	0	0	2	566	0	2	0	0	0	2	2	566
15	Tanase A.	4	118	13	342	0	13	4	0	9	8	17	460
16	Cebanu I.	2	24	6	369	0	6	2	0	4	4	8	393
17	Salaru A.	0	0	4	280	0	4	0	0	4	0	4	280
18	Braghis D.	1	3	10	261	0	7	4	0	9	2	11	264
19	Ghiletchi V.	0	0	4	240	0	2	2	0	2	2	4	240
20	Vaculovschi G.	2	40	4	168	2	0	2	0	0	4	6	208
21	Petrencu A.	0	0	6	184	0	2	4	0	0	6	6	184
22	Diacov D.	7	67	9	115	0	7	9	0	9	7	16	182
23	Untila V.	0	0	9	146	0	9	0	0	7	2	9	146
24	Colesnic Iu.	0	0	4	134	0	4	0	0	2	2	4	134
25	Mereuta I.	0	0	1	125	0	1	0	0	1	0	1	125
26	Serebrian O.	0	0	2	120	0	2	0	0	0	2	2	120
27	Musc E.	0	0	7	108	0	4	3	0	4	3	7	108
28	Burca B.	0	0	2	104	0	2	0	0	2	0	2	104
29	Nantoi O.	0	0	1	80	0	0	1	0	0	1	1	80
30	Cubreacov V.	2	60	2	18	0	0	4	0	0	4	4	78
31	Pavlicenco V.	2	32	4	38	0	2	4	0	2	4	6	70
32	Cernei O.	0	0	7	66	0	5	2	0	3	4	7	66
33	Bulgari V.	0	0	1	59	0	1	0	0	1	0	1	59
34	Fusu C.	1	23	1	33	0	0	2	0	0	2	2	56
35	Pantea V.	0	0	2	50	0	2	0	0	2	0	2	50
36	Tap Iu.	0	0	3	26	0	3	0	0	3	0	3	26
37	Braguta T.	0	0	2	24	0	2	0	0	2	0	2	24
38	Gutu I.	0	0	4	22	0	4	0	0	2	2	4	22
39	Amihalachioaie G.	0	0	2	20	0	2	0	0	2	0	2	20
40	Lucinschi C.	0	0	2	20	0	2	0	0	2	0	2	20
41	Cosarciuc V.	0	0	2	14	0	2	0	0	2	0	2	14
42	Dumbraveanu A.	0	0	1	10	0	0	1	0	0	1	1	10
43	Bodrug O.	0	0	2	4	0	2	0	0	2	0	2	4
44	Leanca Iu.	0	0	1	4	0	1	0	0	1	0	1	4
45	Nirca N.	0	0	1	3	0	1	0	0	1	0	1	3
+	Institutions											0	0
1	Parties	95	2135	358	32031	32	270	137	25	230	184	453	34166
2	Presidency	0	0	5	327	4	0	1	4	0	1	5	327
+	Parties											0	0
1	AMN	4	64	95	8293	0	89	10	0	77	22	99	8357
2	PLDM	23	349	68	7869	0	65	16	0	51	30	91	8218
3	PL	12	176	47	6560	0	45	14	0	35	24	59	6736
4	PPCD	24	617	47	3469	32	0	35	25	0	42	71	4086
5	UCM	16	228	27	3270	0	21	22	0	19	24	43	3498
6	PDM	9	583	23	1380	0	18	14	0	18	14	32	1963
7	PCRM	0	0	12	725	4	0	8	4	0	8	12	725
8	PSD	1	3	22	452	0	16	7	0	16	7	23	455
9	MAE	2	32	13	231	0	7	8	0	5	10	15	263
10	PPR	3	68	1	36	0	1	3	0	1	3	4	104
11	RAVN	1	15	1	31	0	2	0	0	2	0	2	46

12	PC	0	0	6	32	0	6	0	0	6	0	6	32
13	PEMAVE	0	0	1	10	0	0	1	0	0	1	1	10

Period: 04.03.09 - 17.03.09	
Monitored station: Moldova 1 Monitored program: PROGRAMS	
PROGRAM TITLE:	Duration (sec)
Buna dimineata	32430
La datorie	3376
Vector european	1830

No	ACTORS	PRESENCE				CONTENT			ATTITUDE			Data synthesis	
		Direct interventions		Mentions/appearanc		positiv e	negativ e	neutra l	favor.	unfavor .	impart.	Dir. int. + ment./ap.	
		numb er	Duration (s)	numb er	Duration (s)							numb er	Duration (s)
	Moldova 1												
+	Personalized												
1	Voronin V.	2	128	2	30	0	0	4	0	0	4	4	158
2	Vrabie V.	2	63	2	56	1	0	3	1	0	3	4	119
+	Institutions											0	0
1	Government	2	63	10	857	1	0	11	1	0	11	12	920
2	Presidency	2	128	2	30	0	0	4	0	0	4	4	158
+	Parties											0	0
1	PCRM	2	128	2	30	0	0	4	0	0	4	4	158

Period: 04.03.09 - 17.03.09	
Monitored station: N4 Monitored program: PROGRAMS	
PROGRAM TITLE:	Duration (sec)
Mesaj de 8 Martie	225
Revista presei	10340

No	ACTORS	PRESENCE				CONTENT			ATTITUDE			Data synthesis	
		Direct interventions		Mentions/appearanc		positiv e	negativ e	neutra l	favor.	unfavor .	impart.	Dir. int. + ment./ap.	
		numb er	Duration (s)	numb er	Duration (s)							numb er	Duration (s)
	N4												
+	Personalized												
1	Voronin V.	1	220	26	576	9	0	18	1	0	26	27	796
2	Tarlev V.	0	0	14	402	0	14	0	0	6	8	14	402
3	Petrencu A.	0	0	8	164	0	4	4	0	0	8	8	164
4	Chirtoaca D.	0	0	5	105	0	5	0	0	0	5	5	105
5	Urechean S.	0	0	4	78	0	3	1	0	2	2	4	78
6	Vieru C.	0	0	2	70	0	2	0	0	0	2	2	70
7	Ghimpu M.	0	0	3	45	0	2	1	0	0	3	3	45
8	Greceanai Z.	0	0	3	45	1	0	2	0	0	3	3	45
9	Cernei O.	0	0	2	40	0	0	2	0	0	2	2	40
10	Dodon I.	0	0	2	40	2	0	0	0	0	2	2	40
11	Salaru A.	0	0	1	35	0	1	0	0	1	0	1	35
12	Rosca Iu.	0	0	3	30	0	1	2	0	0	3	3	30
13	Braghis D.	0	0	2	30	0	2	0	0	2	0	2	30
14	Lucinschi C.	0	0	2	30	0	2	0	0	0	2	2	30
15	Durlesteanu M.	0	0	2	20	0	0	2	0	0	2	2	20
16	Filat V.	0	0	2	20	0	2	0	0	0	2	2	20
17	Tanase A.	0	0	1	13	0	0	1	0	1	0	1	13
18	Diacov D.	0	0	2	4	0	0	2	0	0	2	2	4
19	Nantoi O.	0	0	2	4	0	0	2	0	0	2	2	4
20	Serebrian O.	0	0	2	4	0	0	2	0	0	2	2	4
+	Institutions											0	0
1	Parties	0	0	94	1584	4	58	32	0	20	74	94	1584
2	Presidency	1	220	26	576	9	0	18	1	0	26	27	796
3	Government	0	0	9	135	5	0	4	0	0	9	9	135
4	PLA	0	0	1	65	0	1	0	0	0	1	1	65
+	Parties											0	0
1	PCRM	1	220	36	751	14	0	23	1	0	36	37	971
2	UCM	0	0	14	402	0	14	0	0	6	8	14	402
3	PL	0	0	15	275	0	14	1	0	3	12	15	275
4	PLDM	0	0	18	272	0	11	7	0	3	15	18	272
5	AMN	0	0	14	224	0	7	7	0	4	10	14	224
6	MAE	0	0	8	164	0	4	4	0	0	8	8	164
7	PDM	0	0	12	122	0	6	6	0	2	10	12	122
8	PPCD	0	0	7	70	2	1	4	0	0	7	7	70
9	PSD	0	0	2	30	0	2	0	0	2	0	2	30

Period: 04.03.09 - 17.03.09	
Monitored station: ProTV	Monitored program: PROGRAMS
PROGRAM TITLE:	Duration (sec)
In profunzime	10215

No	ACTORS	PRESENCE				CONTENT			ATTITUDE			Data synthesis	
		Direct interventions		Mentions/appearanc		positiv e	negativ e	neutra l	favor.	unfavor .	impart.	Dir. int. + ment./ap.	
	numb er	Duration (s)	numb er	Duration (s)	numb er							Duration (s)	numb er
	ProTV												
+	Personalized												
1	Misin V.	0	0	2	34	0	1	1	0	0	2	2	34
2	Diacov D.	0	0	1	5	0	1	0	0	0	1	1	5
3	Greceanai Z.	0	0	1	5	0	0	1	0	0	1	1	5
+	Institutions											0	0
1	Parties	0	0	3	39	0	2	1	0	0	3	3	39
2	Government	0	0	3	28	0	1	2	0	0	3	3	28
3	Parliament	0	0	1	30	0	1	0	0	0	1	1	30
+	Parties											0	0
1	PCRM	0	0	3	39	0	1	2	0	0	3	3	39
2	PDM	0	0	1	5	0	1	0	0	0	1	1	5

Period: 04.03.09 - 17.03.09	
Monitored station: TV7	Monitored program: PROGRAMS
PROGRAM TITLE:	Duration (sec)
Observator	3510

No	ACTORS	PRESENCE				CONTENT			ATTITUDE			Data synthesis	
		Direct interventions		Mentions/appearanc		positiv e	negativ e	neutra l	favor.	unfavor .	impart.	Dir. int. + ment./ap.	
	numb er	Duration (s)	numb er	Duration (s)	numb er							Duration (s)	numb er
+	Personalized												
1	Klimenko V.	2	40	0	0	0	0	2	0	0	2	2	40
+	Institutions											0	0
1	PLA	0	0	2	440	0	2	0	0	0	2	2	440
2	Parties	2	40	2	20	0	2	2	0	0	4	4	60
+	Parties											0	0
1	PL	0	0	2	20	0	2	0	0	0	2	2	20
2	UCM	2	40	0	0	0	0	2	0	0	2	2	40

6. QUANTITY DIMENSION OF THE POLITICAL ACTORS' PRESENCE IN PROGRAMS

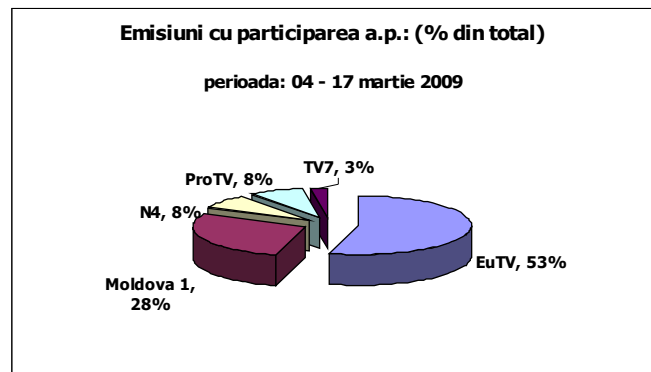
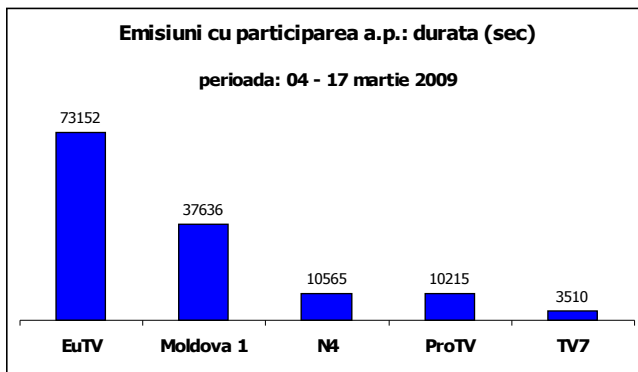
6.1 General quantity data

During the monitored program, those 14-15 titles of programs attended by political actors dropped to 11, the runtime of their being present in those programs also reduced – from 45 hours (in period 18 February – 3 March) to 37.5 hours (a volume practically equal to the one in the first campaign weeks.) However, the importance of participating in programs, as the political actors focused all their attention on attending the debate programs, was not underestimated by the latter. In general, the televisions remained loyal to their manners of presenting the political actors in the broadcast programs, as it was during the previous stages of the race, this observation being valid especially for fro EuTV (which continued its program series "Epicentru", "Media Expres", "Post-Factum", "Scurt pe doi"), ProTV ("În profunzime"), N4 ("Revista preseii"), Moldova 1 ("Bună dimineața", "Vector european", "La datorie"), TV7 ("Observator"). A new program title was occasionally launched on N4 – "8 March Message", as a running movie was interrupted to air that program, a practice not allowed by the law.

In terms of airtime granted to this type of presenting the political actors, no significant deviations have been certified compared to the previous monitoring sessions: the televisions went on applying their communication strategies adopted at the beginning of the race. EuTV went on presenting political actors in programs during the same time as it was in the previous monitoring session (period 18 February – 3 March (73,152 seconds compared to 74,569 seconds registered during the previous period), again exceeding all the televisions together.

Moldova 1 reduced the number of programs presenting political actors to three broadcasts (compared to 5-6 programs in the previous stages of the race), and it also reduced the airtime granted to appearances of electoral contestants in programs (from 44,902 seconds in the previous stage, to 37,636 seconds in the current stage.)

The quota of presenting political actors in the monitored televisions, in terms of duration, makes the following picture:



The statistical data thus show obvious difference in the weight of the programs attended by political actors on different TV stations. More than a half of all the TV space granted to programs about political actors is insured by a single TV station (EuTV). Moldova 1 holds position 2 in this ranking, as it was during the previous sessions, and N4, ProTV and TV7 are bar behind compared to the first two in terms of presenting political actors in programs (even reducing this airtime, compared to the previous monitoring sessions.)

If looking from the general perspective of covering the race, an explanation could be the attention granted to the debates and ads, during this stage of the campaign. For instance TV7's case is relevant, as it granted three times more time to electoral debates in its schedule (15,860 seconds) than to presenting political actors in programs, what counter-balances in a way the drop in the presence of political actors in the programs proper of this station.

During this period, Moldova 1 also switched its interest to the electoral debates, granting them most of the time (among those three televisions having started debates) – 36,110 seconds, approximately the same runtime counted for the presence of political actors in programs, what allowed it to get close to EuTV in terms of duration (programs + debate programs), but EuTV remains anyway the first in the ranking:

Table 1

Duration of political/electoral actors' presence in programs and in electoral debates

No.	TV station	Program duration	Electoral debate duration	Aggregated duration (sec.)
1	EuTV	73152	9734	82886
2	Moldova 1	37636	36110	73746
3	TV7	3510	15860	19370
4	N4	10565	0	10565
5	ProTV	10215	0	10215

N4 and ProTV had no electoral debates during the monitored period. At the same time, it's worth mentioning that such stations as NIT, 2 Plus, Prime, TVC 21 aired no programs attended by political actors during this period.

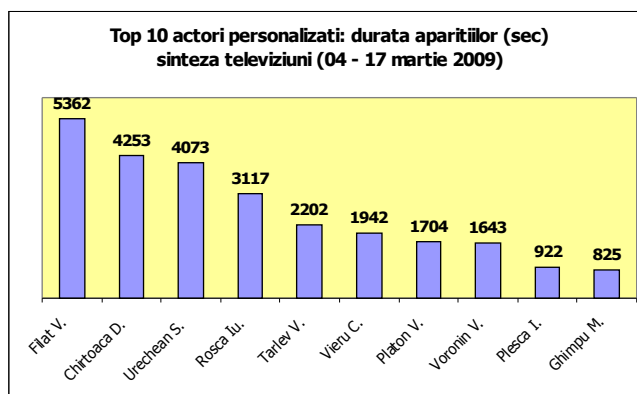
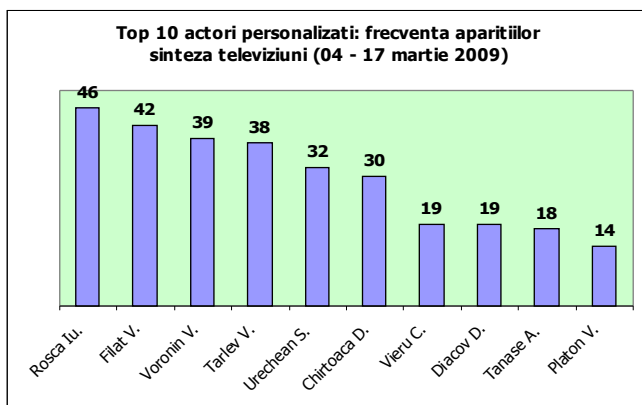
6.2 Political actors in programs

During the reference period, 50 personalized political actors and 18 institutionalized political actors (including 13 political parties) were present in the monitored programs. Compared to the previous period, the number of personalized political actors went up (+7 political actors), as new names appeared, such as – C. Vieru, V. Platon, V. Mişin, G. Vaculovschi, V. Ghiletschi, O. Serebrian, Iu. Colesnic, V. Cubreacov, C. Lucinschi, C. Fusu, V. Pantea, T. Braguta, A. Dumbraveanu, B. Burca, G. Amihalachioaie, etc. Other names as G. Papuc, L. Şavga, A. Stratan, V. Stepaniuc (that is especially representatives of the central public administration) were not present this time in the list of covered political actors, although they had been in the previous period.

a) Personalized actors

The personalized actors in the broadcast programs were representatives of political parties main during this monitoring period, which run for the parliament. The mostly publicized exponents of political forces were representatives of PLDM, AMN, PDM, PSD, PPCD, MAE, PCRM, PL. The picture of the electoral actors' presence in programs shows that the largest number of TV appearances belonged to PPCD president Iurie Roşca during the monitored period (16 direct interventions and 30 indirect mentions/appearances), PLDM leader Vlad Filat (15 direct appearances and 27 indirect mentions/appearances), PCRM leader Vladimir Voronin (3 direct appearances and 36 indirect mentions/appearances.)

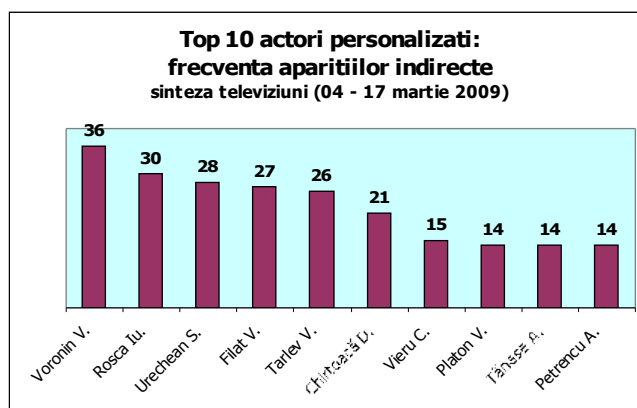
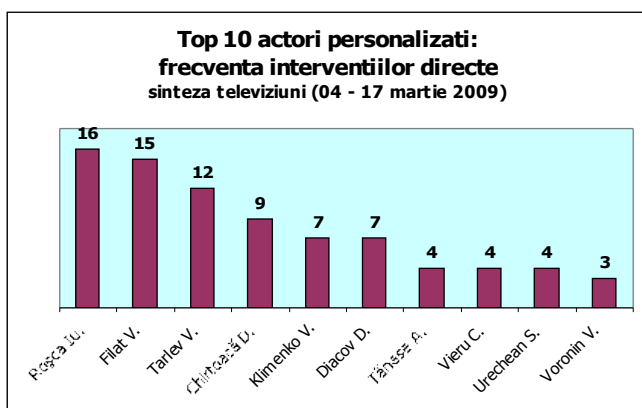
In the case of the actors in the top of the list of appearances, the number of appearances is almost proportional with the runtime of being present in programs:



The largest number of direct appearances in TV programs belongs to Iurie Roşca (16). A significant number of direct appearances, during the monitored period, belongs to Vlad Filat (15) and Vasile Tarlev (12).

The other 40 personalized political actors presented in TV programs had 15 direct appearances. Apart from those 10 mentioned, such appearances were registered for other 8 political actors.

Quantifying the number of duration of indirect mentions/appearances political actors in programs makes the following ranking:



The visibility of the political actors consists from both the frequency of direct appearances, and from the frequency of indirect mentions/appearances. The role of reiterating the political character is fundamental in the political communication. That is why the number of indirect appearances, in addition to the direct interventions, contributes to the degree of visibility of a political actor.

Thus, the politicians mostly covered during the previous periods (V. Filat, V. Voronin, S. Urechean, Iu. Roşca) practically remained in the top of the ranking. At the same time, the observers have seen an advancement of some political actors as D. Chirtoacă, V. Tarlev, C. Vieru and V. Platon, during the monitored period.

As for the other political actors having appeared on the TV screens during the reference period, the televised weight was insignificant, most often, as the televisions in general gave them from one to several hundreds of seconds (17 political actors) during 1-4 indirect appearances, or even from 90 to 3 seconds.

In general, as it was before, different stations granted different airtime to the personalized political actors. As it was before, they selectively approached the politicians. The results of the monitoring session find that a number of televisions highlighted an insignificant number of political actors in their programs: 1 – TV7 (V. Klimenko, with two direct interventions during 40 seconds); 2 – Moldova 1 (V. Voronin and V. Vrabie, with two direct interventions each and two indirect appearances during 158 and 119 seconds); 3 – ProTV (V. Mişin, Z. Creceanăi and D. Diacov, with 1-2 indirect appearances of de 34, 5 and 5 seconds.)

N 4 presented no electoral contestants in direct appearances, but only referred to them in the program "Revista presei" (Press Review) only indirectly, except for a direct appearance of V. Voronin (during 220 seconds in "Mesaj de 8 martie" (8 March Message)). The PCRM leader stands blatantly out compared to the other political actors in terms of the visibility in the programs of this TV station, as he got 26 indirect appearances during 576 seconds. The other actors enjoyed but mentions from 4 to 100 seconds, and only V. Tarlev was indirectly presented in the programs of this TV channel 14 times during 402 seconds. Generally speaking, however, the spectrum of political actors (20) present in programs (indirectly) was rather wide.

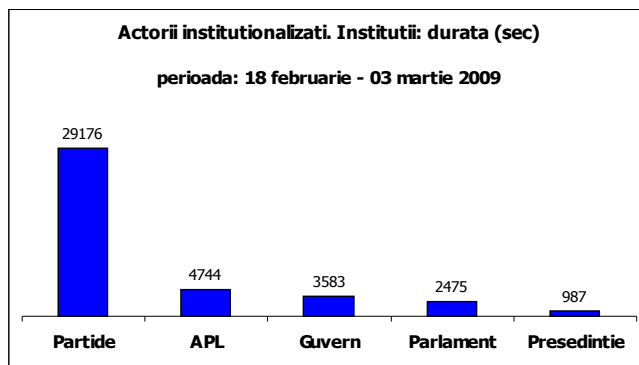
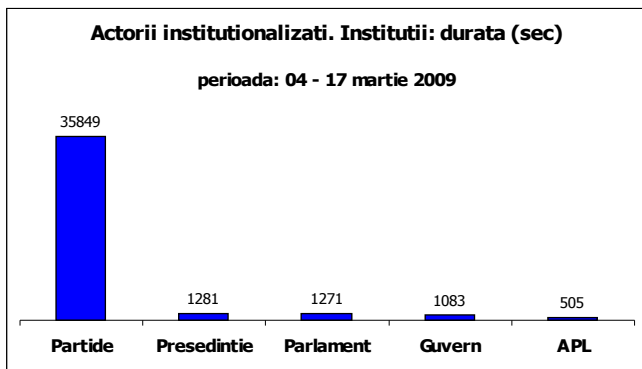
The largest number of personalized political actors was presented in EuTV's programs – 45 (most of them however in indirect appearances during insignificant time lengths.) At the same time, several politicians enjoyed more airtime on in EuTV's programs (Iu. Roşca, V. Filat, S. Urechean, D. Diacov, D. Chirtoacă). The observers also noticed the direct interventions of those politicians. As times granted, EuTV mostly covered such political actors as V. Filat (5,342 seconds), S. Urechean (3,995 seconds), D. Chirtoacă (4,148 seconds), C. Vieru (1,872 seconds.)

Some actors from the top of the coverage are there because of being present in the programs of only one television. It's the case of Iurie Roşca, who appeared only on la EuTV – 3,057 seconds, as he got but 30 seconds from N4.

The other televisions did not cover personalized actors during this period.

b) Institutionalized actors. Institutions

The TV presence of the institutionalized political actors (parliament, presidency, government, local public administration, political parties) was marked by the running electoral race, as the political parties were granted special attention. They benefited from 35,849 seconds as presence, compared to 2,899 seconds granted to the presence of other institutionalized political actors.

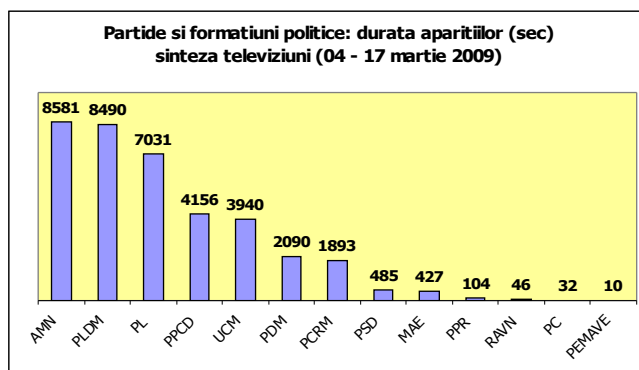
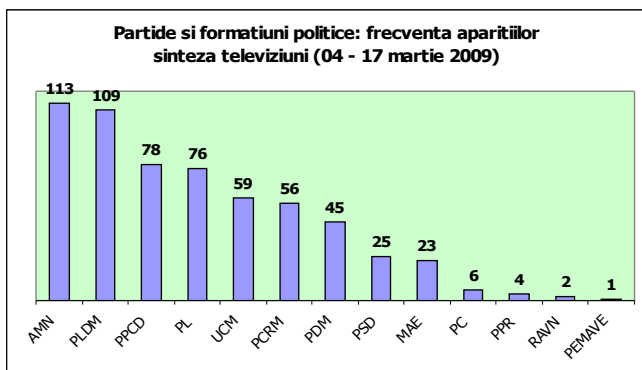


During this stage of the race, the transfer of the media's interest toward the electoral political actors was more than obvious.

c) Institutionalized actors. Political parties

Compared to the previous monitoring sessions, the structure of the presence of institutionalized political actors practically has not changed in the TV programs. As it had been before, AMN, PLDM and PPCD enjoyed the widest coverage. The PL and UCM went upper than the PCRM, which fell from position 4 to position 6 in the ranking. The other political parties actually kept the same visibility quotas.

It's worth pointing out that not all the parties enjoy an important degree of visibility.



Each station displayed its own priorities. Thus, in covering the parties in the programs produced by Moldova 1, the presence of the PCRM dwindled (two direct appearances and two mentions), the other parties did not act as protagonists, or, at least, as secondary characters, in the programs of this TV station.

TV7 showed no interest for the activity of the political parties in the program sit aired. Only the PL and the UCM were publicized during 20 and 40 seconds, on this station.

N4 presented 9 parties, but all of them – save for the PCRM - indirectly, by granting approximately 200 seconds to each of them.

ProTV referred to two political parties – the PCRM and PDM, in indirect interventions, during 39, and, respectively, 5 seconds.

EuTV covered the largest number of parties - 13 (with different quotas of visibility. The AMN and the PLDM got four times more TV space than PPCD (over 8,000 seconds each.) This station has also paid special attention to the PL in both direct and indirect appearances (over 6,000 seconds). The PPCD had the largest number of direct appearances on this station - 24, and the largest space granted – 617 seconds.

Conclusions

During this monitoring period, the interest of the televisions, and of the political actors, proved to be directed especially towards the programs with a precise electoral goal – the TV debates. However, importance was granted to the potential of electoral visibility offered in programs. In fact, the picture of mirroring the electoral race is not much different than the one found in the previous monitoring sessions, as the televisions kept their loyalty to the format and preferences previously adopted. Most attention has been granted to the institutionalized political actors – the political parties – although the intensity has decreased.

During the period 4-17 March, the electoral struggle grew more intense, as it was marked by TV debates and by the sustained rhythm of airing the electoral ads, and also by a more pronounced presence of political themes in the news bulletins.

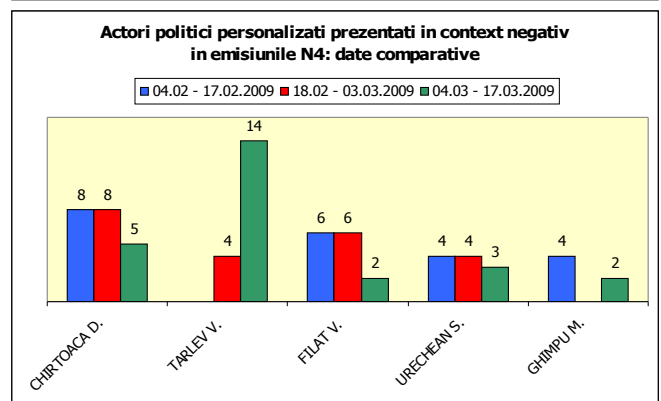
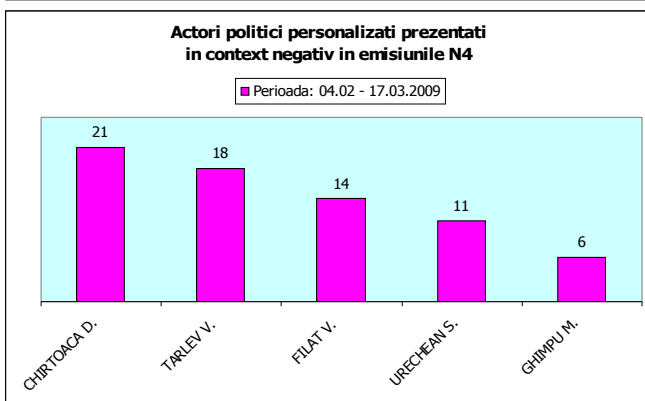
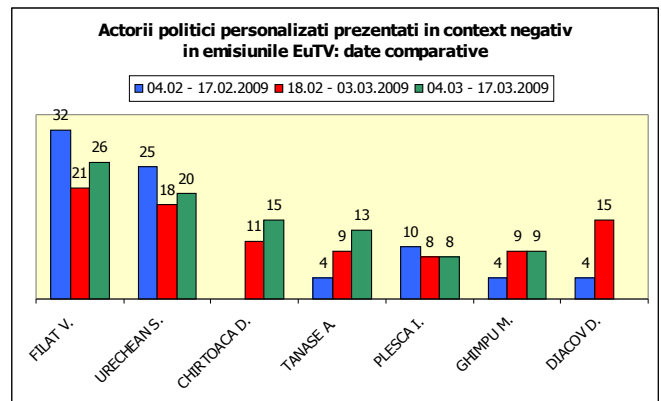
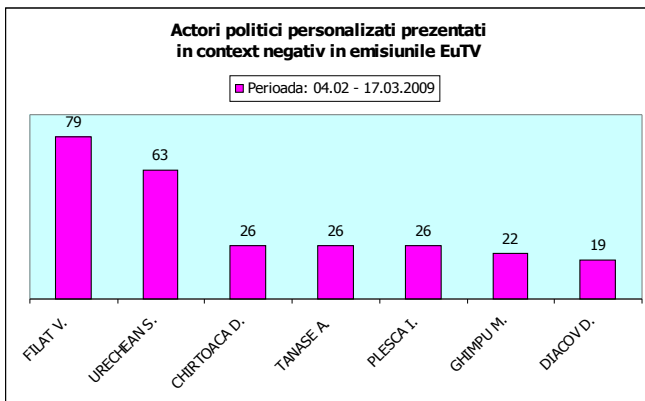
Parties									
1	AMN	89			UCM	14			
2	PLDM	65			PL	14			
3	PL	45			PLDM	11			
4	UCM	21			AMN	7			
5	PDM	18			PDM	6			
6	PSD	16			MAE	4			
7	MAE	7			PSD	2			
8	PC	6			PPCD	1			
9	RAVN	2							
10	PPR	1							

a) Personalized actors

The political actors are put in a negative context on EuTV and N4. On ProTV, TV7 and Moldova 1, the personalized political actors did not appear in a negative context.

During this period, EuTV was the television that put personalized political actors in a negative context most often. PLDM leader V. Filat (26 times), AMN president S. Urechean (20 times), and a leader of the PL, D. Chirtoacă, (15 times), appear mostly often in a negative context. Other representatives of these opposition political parties are also in this ranking, as V. Platon, A. Tănase, C. Vieru, M. Ghimpu, etc.

N4 puts UCM leader V. Tarlev in a negative context most often (14 times.) He is joined in a similar context by D. Chirtoacă, A. Petrencu, S. Urechean, D. Braghiș, V. Filat, etc. The dynamics of presenting 7 personalized political actors in a negative context in the programs of EuTV and N4, during the electoral race, can be seen from the graphs below:



b) Institutionalized actors. Institutions

Moldova 1, ProTV and TV7 put no institutionalized actor in a negative context. EuTV put in a negative context a single institution as an actor – “the Political Parties”, breaking a record in this respect (270 times compared with 20 in the previously monitored period.)

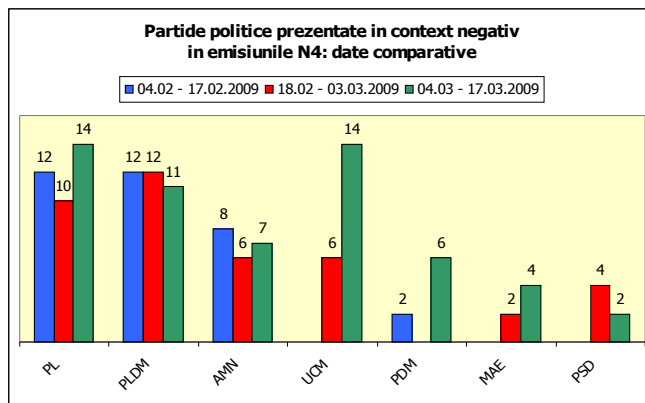
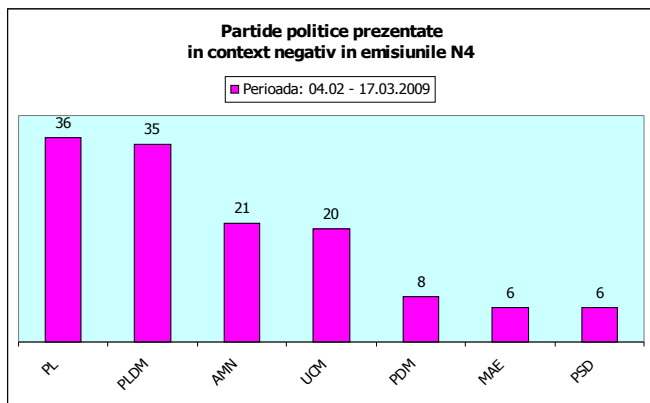
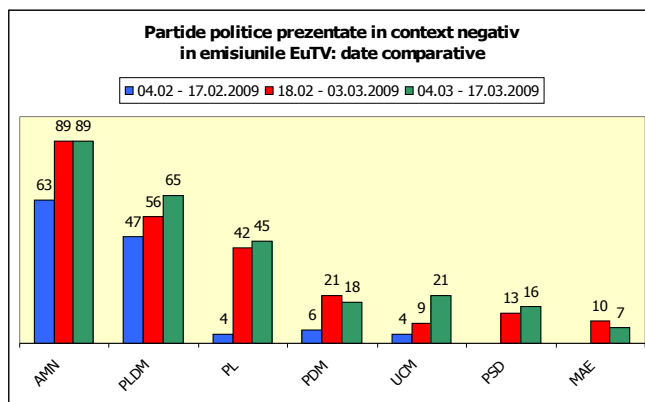
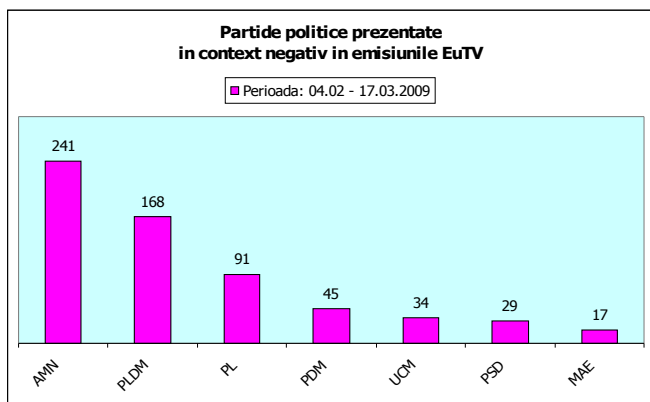
N4 mentions the parties in a negative context 58 times and the PLA -- once.

c) Institutionalized actors. Political parties

EuTV negatively mentions most of the political parties running for the parliament. AMN is mostly often presented in a negative context (89 times), followed by PLDM (65 times) and the PL (45 times.)

N4 puts in a negative context the PL and UCM (by 14 times each), the PLDM (11 times) and the AMN (7 times.)

The dynamics of presenting the political parties most often placed in a negative context in the programs of EuTV and N4, during the electoral race, can be seen in the graphs below:



7.3. Political actors in programs. Favorable attitude

Table 3

No.	POLITICAL ACTORS. ATTITUDE FAVORIZANTĂ									
	EuTV		Moldova 1		N4		ProTV		TV7	
	Personalized									
1	Roșca Iu.	17			Voronin	1				
2	Voronin V.	4								
3										
	Institutions									
1	Parties	25			Presidency	1				
2	Presidency	4								
3										
	Parties									
1	PPCD	25			PCRM	1				
2	PCRM	4								
3										

a) Personalized actors

Iu. Roșca and V. Voronin are the only personalized political actors toward whom those 2 monitored stations display favorable attitude.

Iu. Roșca is favored by Eu TV (17 times), and V. Voronin – by Eu TV (4 times) and by N 4 (once.)

b) Institutionalized actors. Institutions

EuTV favors the political parties (PPCD -- 25 times) and the Presidency (4 times).

On N4, the Presidency is favored once.

c) Institutionalized actors. Political parties

Only two parties are favored: the PPCD and the PCRM.

EuTV displays favorable attitude toward the PPCD (25 times) and toward the PCRM (4 times.)

N4 favors the PCRM (once.)

7.4. Political actors in programs. Unfavorable attitude

Table 4

No	POLITICAL ACTORS. UNFAVORABLE ATTITUDE									
	EuTV		Moldova 1		N4		ProTV		TV7	
	Personalized									
1	Filat V.	22			Tarlev V.	6				
2	Urechean S.	20			Urechean S.	2				
3	Platon V.	12			Braghis D.	2				
4	Chirtoaca D.	11			Salaru A.	1				
5	Tanase A.	9			Tanase A.	1				
6	Vieru C.	9								
7	Braghis D.	9								
8	Diacov D.	9								
9	Plesca I.	8								
10	Tarlev V.	8								
	Institutions									
1	Parties	230			Parties	20				
2										
3										
	Parties									
1	AMN	77			UCM	6				
2	PLDM	51			AMN	4				
3	PL	35			PLDM	3				
4	UCM	19			PL	3				
5	PDM	18			PDM	2				
6	PSD	16			PSD	2				
7	PC	6								
8	MAE	5								
9	RAVN	2								
10	PPR	1								

a) Personalized actors

Moldova 1, ProTV and TV7 display do disfavoring attitude toward any political actor in their programs. As during the previous periods, 2 televisions – EuTV and N4 – go on disfavoring the political actors.

EuTV shows unfavorable attitude toward 35 personalized political actors, most often toward V. Filat (22 times) and S. Urechean (20 times), they being following in the ranking by V. Platon, D. Chirtoacă and A. Tănase, C. Vieru, D. Braghiș, D. Diacov, I. Plesca, V. Tarlev.

N4 shows unfavorable attitude towards 5 personalized actors : V. Tarlev, S. Urechean, D. Braghiș, A. Șalaru and A. Tănase.

b) Institutionalized actors. Institutions

Disfavoring attitudes toward institutions were certified on EuTV (230 times) and N4 (20 times.) In both cases the political parties as actor are unfavored.

c) Institutionalized actors. Political parties

EuTV display disfavoring attitude toward 10 parties, including toward: AMN (77 times), PLDM (51 times), PL (35 times), UCM (19 times), PDM (18 times), PSD (16 times), PC (6 times), MAE (5 times), RAVN (2 times) and PPR (once.)

N4 displays disfavoring attitude toward 6 parties, including UCM (6 times), AMN (4 times), PL and PLDM (by 3 times each), PDM and PSD (by 2 times each.)

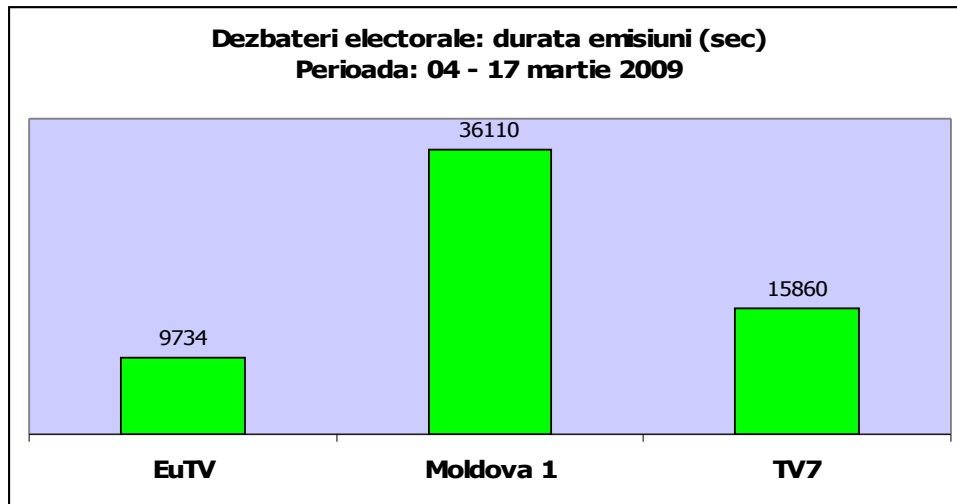
Conclusions

Compared to the previous period, the results of this monitoring session display the following:

- the number of TV stations having put political actors in a positive context reduced by one (TV7;)
- the number of TV stations having placed political actors in a negative context reduced by two (ProTV and TV7;)
- the number of TV stations having displayed favoring attitude toward political actors in programs reduced by one (Moldova 1;)
- two stations (EuTV and N4) went on displaying disfavoring attitudes toward political actors.

8. POLITICAL ACTORS' PRESENCE IN ELECTORAL DEBATES

Three stations broadcast electoral debates from March 4 through 17: Moldova 1, Eu TV and TV 7.



Eu TV

EuTV launched the electoral debates on March 16, 2009. During the reference period, EuTV announced 6 debate programs, but produced 4 programs during 9,734 sec. The debates were attended by 8 electoral competitors. Four electoral competitors: PDSMU, MAE, PLDM and AMN public renounce to attend debates on Eu TV.

EuTV adopted a debate format by inviting by two contestants in programs. The station airs the debates three times a day, at 18.30, 21.40 and 22.20. The electoral contestants present the debates program at 18.00 benefit from 22 minutes. At 21.40 and 22.20, the electoral contestants were given by 15 minutes each.

In general, the debates on Eu TV observed the pre-established procedures, except for a situation when E. Mușuc's (PSD) speech started to be timed 20 seconds later. The moderator was impartial and fair. On EuTV, the debates are conducted by two moderators.

Moldova 1

Moldova 1 was the first station to launch the electoral debates on March 9, 2009. During the reference period, Moldova 1 held 21 debate programs with a total duration of 36,110 sec. In two rounds, the debates were attended by representatives of all those 21 electoral contestants.

Moldova 1 adopted a debate format by inviting by two contestants in programs. The programs are broadcast from Monday to Friday, by three a day, at 19.45, 21.40 and 22.30. The debate program lasts 30 minutes, and each competitor is offered 720 seconds. During the reference period, each electoral competitor benefited from 1,440 seconds each.

The time granted are timed electronically, promptly and fairly. During those 21 monitored programs, no breaches in the organizational procedures were certified, as the moderator displayed impartial and fair attitude toward the electoral contestants. On Moldova 1, the debates are conducted by a single moderator.

TV7

TV7 launched the electoral debates on March 11, 2009. During the reference period, the station aired 6 debate programs during 15,860 sec. The debates were attended by representatives of 16 electoral competitors.

TV7 adopted a debate format by inviting by three electoral competitors. The station aired the debates twice a day, at 19.20 (19.30), 20.45 (21.30). The electoral contestants in general benefit from 13 minutes each. During the first program on March 11 (19.20), the electoral contestants (PPNT and PDSMU) were given but 8 minutes each.

Although the moderator's conduct was impartial and the airtime was timed correctly, giving 8 minutes in the first program, and by 13 minutes later certifies a deviation from the law, which requires a fair treatment of each debate attendant.

9. ELECTORAL ADVERTISING

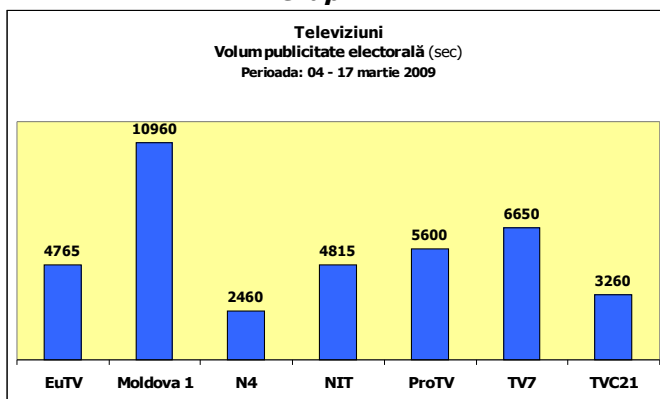
Information on airing ads from March 4 through 17, 2009

March 04-17	PSD	PL	AMN	PPCD	PCRM	PLDM	PDM	UCM	MAE	PDSMU	PEMAVE	Total Duration Televisions (sec)
EuTV	780		960	1650	1375							4765
Moldova 1	1340	1650	1530		1350	1680	1620	300	900	240	350	10960
N4	600				1590					270		2460
NIT	1110		630		1515	1560						4815
ProTV	360	720	1140		460	1410	700		810			5600
TV7	1190	240	850		560	1590	1530		690			6650
TVC21	940		1050		40	1230						3260
Total Duration Contestants (sec)	6320	2610	6160	1650	6890	7470	3850	300	2400	510	350	

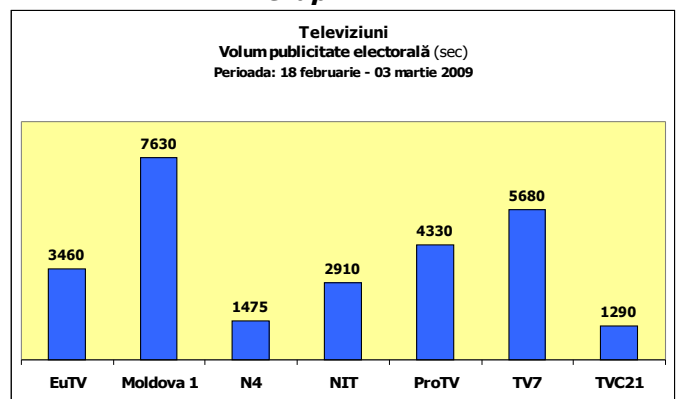
Total campaign	PSD	PL	AMN	PPCD	PCRM	PLDM	PDM	UCM	MAE	PDSMU	PEMAVE	Total Duration Televisions (sec)
EuTV	1500		960	3455	2545							8460
Moldova 1	2580	2720	2940		3280	3510	2500	300	900	240	350	19320
N4	600				3255					270		4125
NIT	1430		630		3225	2910						8195
ProTV	360	1320	2400		1050	3300	1290		810			10530
TV7	1810	240	2110		1800	3300	2820		690			12770
TVC21	1140		1050		80	2440						4710
Total Duration Contestants (sec)	9420	4280	10090	3455	15235	15460	6610	300	2400	510	350	

All those 7 televisions broadcast electoral advertising. A leader in this respect, as during the previous period, is Moldova 1, followed by TV7 and ProTV (See Graphs 1 and 2.) All the stations increased the volume of electoral advertising aired: from 1.1 (TV7) till 2.5 times (TVC21).

Graph 1

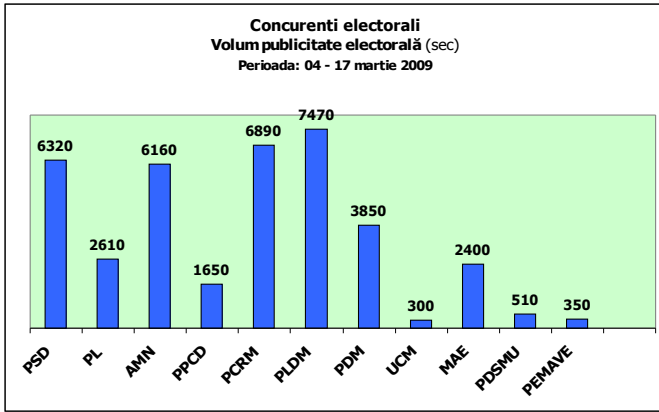


Graph 2

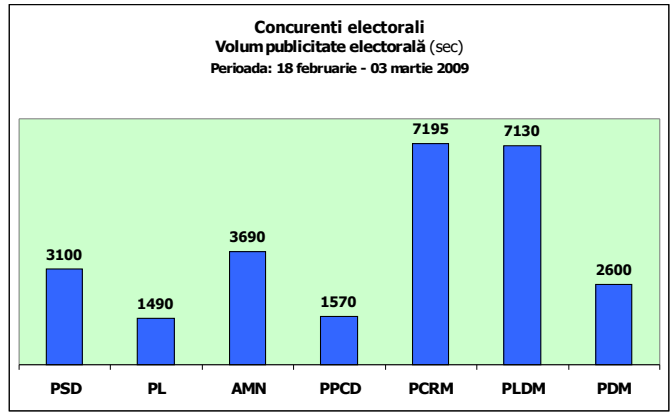


The PLDM aired the largest amount of electoral advertising, followed by other 3 contestants – the PCRM, which had been leading in this respect earlier, the PSD and the AMN. If during the previous period, 7 electoral contestants aired electoral ads, during the reference period, their number rose to 11 (See Graphs 3 and 4.) Only the PCRM insignificantly reduced the volume of electoral advertising aired on televisions. The PSD, the PL and the AMN, on the contrary, raised the amount, while PSD even doubled it.

Graph 3



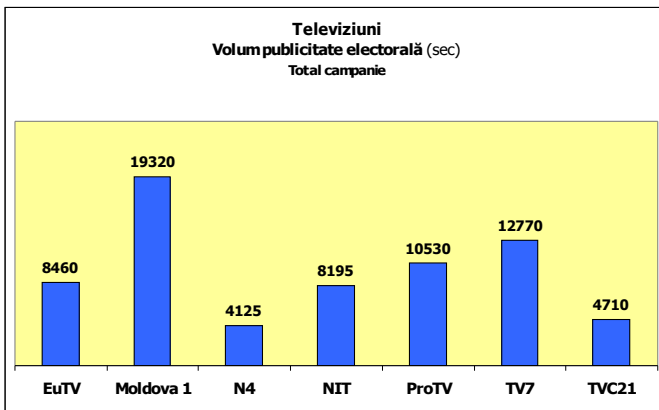
Graph 4



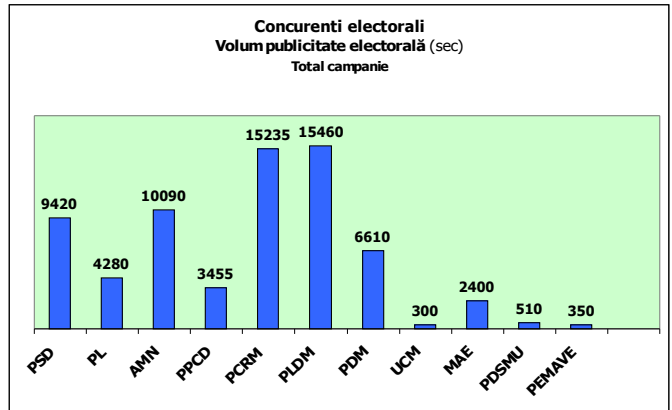
From the beginning of the campaign Moldova 1 broadcast the largest amount of electoral advertising. The least was aired by N4 (See Graph 5).

The PLDM and PCRM aired the largest amount of electoral advertising, followed by the AMN and PSD. The smallest volume was aired by the UCM, PEMAVE and PDSMU (See Graph 6).

Graph 5



Graph 6



During the reference period, two political parties – PSD and PCRM – aired electoral advertising in different volumes on all those 7 televisions referred to in this report.

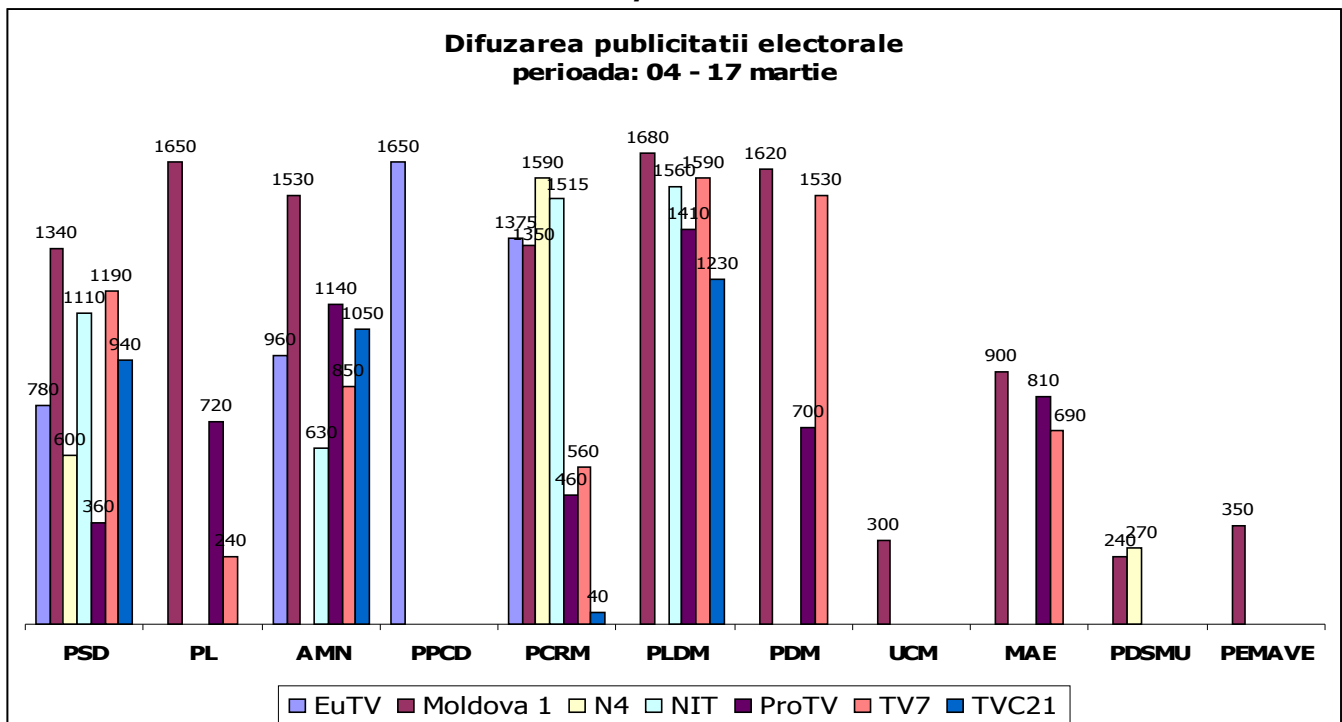
The AMN aired ads on 6 televisions.

PLDM – on 5. PL, PDM and MAE – in 3 each.

PDSMU – on 2 televisions.

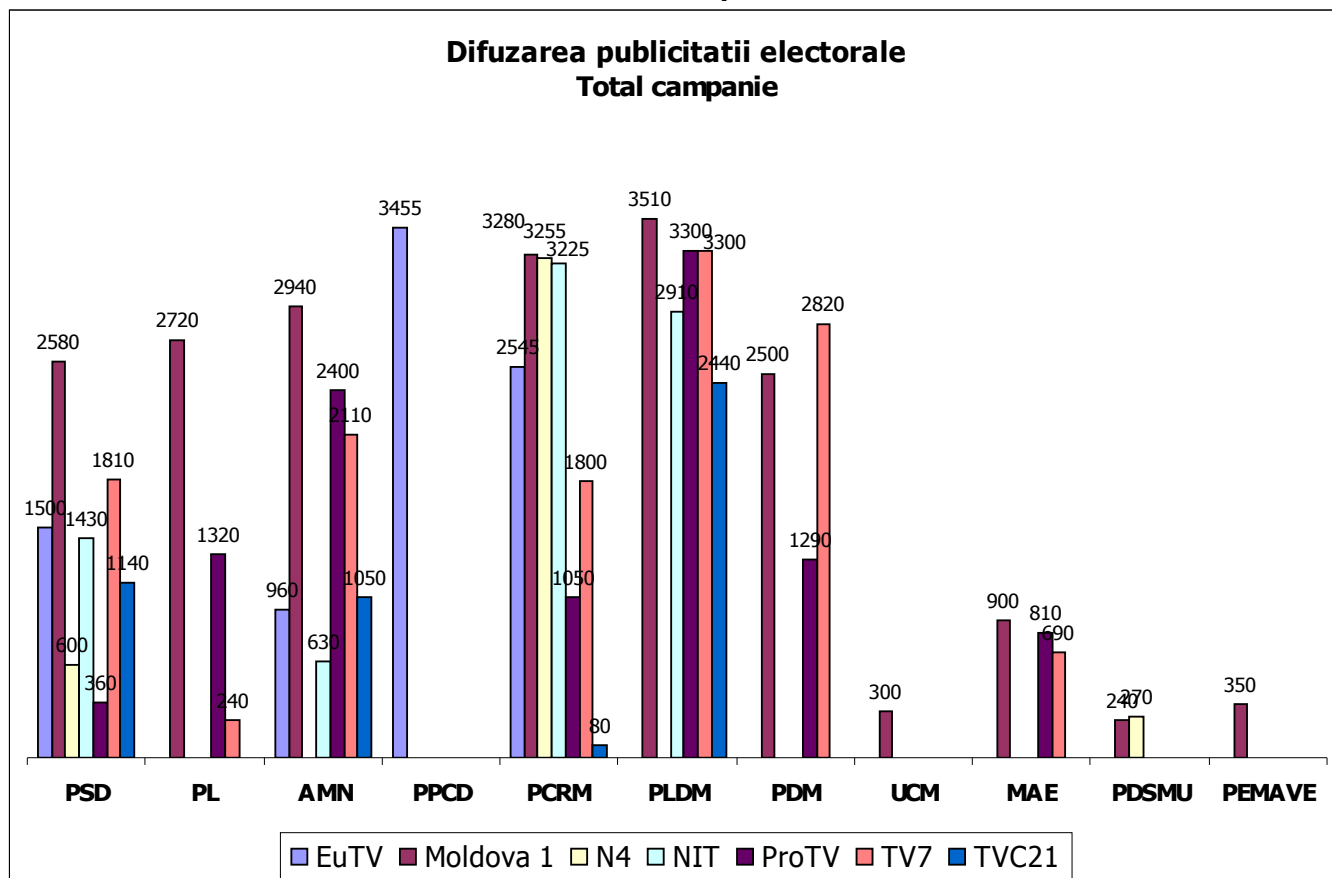
PPCD, UCM and PEMAVE – on 1 television (See Graph 7).

Graph 7



PSD aired the largest volume of electoral advertising on Moldova 1; the smallest volume on ProTV.
 PL aired the largest volume on Moldova 1; the smallest – on TV7.
 AMN aired the largest volume on Moldova 1; the smallest – on NIT.
 PPCD aired the largest volume electoral advertising on a single television - EuTV.
 PCRM aired the largest volume (roughly the same) on three stations – Moldova 1, NIT and N4; the smallest – on TVC21.
 PLDM aired the largest volume (roughly the same) on three televisions – Moldova 1, ProTV and TV7; the smallest – on TVC 21.
 PDM aired the largest volume on TV7 and Moldova 1; the smallest – on ProTV.
 UCM and PEMAVE aired ads in a modest volume on the same station – Moldova 1.
 MAE aired the largest volume on three stations – Moldova 1, ProTV and TV7.
 PDSMU aired the largest volume (roughly the same) on 2 televisions – Moldova 1 and N4 (See Graph 8).

Graph 8



Conclusions:

- Four political parties as actors: PLDM, PCRM, AMN and PSD placed the largest amount of electoral advertising till March 17, 2009;
- Three televisions – Moldova 1, TV7 and ProTV aired the largest amount of advertising during the reference period, the first standing high out compared to the other two;
- Two political parties as actors – the PSD and the PCRM – airs advertising on all those 7 televisions in question, while three parties – at a single television;
- The PPCD aired, on EuTV, an amount of advertising comparable with the aired by PCRM and the PLDM on Moldova 1.

CONCLUSIONS

During the reference period (March 04 through 17, 2009), the monitored TV stations went using their communication strategies adopted, in general remaining loyal to the principle of selectively presenting the political actors.

Out of 9 monitored televisions, 7 aired newscasts, and 5 – also programs presenting political actors, and three held electoral debates. The channels 2 Plus and Prime did not cover the electoral race, and NIT and TVC21 did not air broadcasts attended by political actors. Three televisions (Moldova1, EuTV, TV7) launched electoral debates.

During this monitoring period, the airtime dedicated to political actors increased somewhat. Two televisions stood blatantly out in terms of airtime granted to political-electoral programs: Moldova 1 and EuTV.

The political parties paid enhanced attention to the political parties running for the parliament. The monitoring data certify differentiated attitude in treating personalized and institutionalized political actors. Moldova 1, NIT, N4 and EuTV, by ignoring the legal provisions and the professional standards, display partisan attitude toward political actors, what goes on affecting opinion pluralism and the political-social balance, so necessary to adequately inform the citizen in order to make him make a conscientious and qualified choice. The other 3 TV stations (ProTV, TV7 and TVC21) practice a kind of journalism close to the ethical requirements.

During this monitoring period, the number of electoral contestants airing advertising increased considerably (from 7 to 11), and the total volume of advertising rose almost twice.