



**“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 political actors' presence in programs of TV stations during post-election period

Period: April 06 – 30, 2009

Chişinău, 2009

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

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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	13
3.1 General data	
3.2 Political actors in newscasts	
4. Quality dimension of political actors' presence in news	19
4.1 Political actors. Positive context	
4.2 Political actors. Negative context	
4.3 Political actors. Favoring attitude	
4.4 Political actors. Disfavoring attitude	
5. Quality of news covering political actors	25
6. Presence of political actors in programs: statistical data	26
7. Quantity dimension of the political actors' presence in programs	31
7.1 General data	
7.2 Political actors in programs	
8. Quality dimension of political actors' presence in programs	37
8.1 Political actors. Positive context	
8.2 Political actors. Negative context	
8.3 Political actors. Favoring attitude	
8.4 Political actors. Disfavoring attitude	
9. Conclusions	40

1. METHODOLOGICAL FRAME

Period: 06 – 30 April 2009

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

Goal: determining the presence, in terms of quantity and quality, of political actors in news/current affairs and programs from the perspective of the legal and professional requirements established for broadcasters

Author of monitoring: The Electronic Press Association from Moldova.

GRILA DE MONITORIZARE:

Monitored TV stations: EuTV, Moldova1, N4, NIT, Prime, ProTV, TV7, TVC21, 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) neutral; c) negative
- **Journalist's attitude:** a) favoring; b) disfavoring; c) impartial.

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

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 charge.

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

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

2. PRESENCE OF POLITICAL ACTORS IN NEWSCASTS: STATISTICAL DATA

Monitored period: 06-30.04.2009			
Monitored TV station: EuTV		Monitored program: NEWS	
No. of stories with p.a. presence: 291		No. of conflict stories: 89	
News duration (sec): 32911		1 info source: 46	
Program duration(sec): 111284		2+ info sources: 43	

No.	ACTORS	PRESENCE				CONTENT			ATTITUDE			Data synthesis	
		Direct interventions		Mentions/appearances		positive	negative	neutral	favor.	disfavor.	impart.	Dir. int. + ment./app.	
		number	duration	number	duration							number	duration
+	Personalized		(sec)		(sec)							(sec)	
1	Voronin V.	79	2022	138	2420	20	22	175	2	0	215	217	4442
2	Rosca Iu.	16	2125	26	334	0	0	42	0	0	42	42	2459
3	Filat V.	31	682	62	550	0	17	76	0	3	90	93	1232
4	Braghis D.	21	446	38	763	0	22	37	0	0	59	59	1209
5	Urechean S.	29	754	55	448	0	12	72	0	3	81	84	1202
6	Ghimpu M.	18	463	47	529	0	9	56	0	3	62	65	992
7	Chirtoaca D.	20	470	37	350	0	17	40	0	0	57	57	820
8	Musuc E.	15	147	27	589	0	7	35	0	0	42	42	736
9	Diacov D.	15	408	11	249	0	4	22	0	0	26	26	657
10	Baldovici V.	15	501	11	142	0	0	26	0	0	26	26	643
11	Stratan A.	9	259	5	252	0	0	14	0	0	14	14	511
12	Tanase A.	9	166	11	208	0	0	20	0	0	20	20	374
13	Greceanai Z.	5	240	8	128	2	0	11	2	0	11	13	368
14	Stepaniuc V.	12	234	2	16	0	0	14	0	0	14	14	250
15	Copaci T.	4	120	10	120	0	0	14	0	0	14	14	240
16	Turcan V.	10	240	0	0	0	0	10	0	0	10	10	240
17	Bolboceanu Iu.	9	123	9	76	0	0	18	0	0	18	18	199
18	Zubic V.	4	102	2	90	0	0	6	0	0	6	6	192
19	Cernei O.	6	140	2	28	0	0	8	0	0	8	8	168
20	Papuc G.	4	62	2	100	0	0	6	0	0	6	6	162
21	Lupu M.	11	139	2	20	2	0	11	0	0	13	13	159
22	Ciobanu V.	5	60	5	65	0	0	10	0	0	10	10	125
23	Gorodenco A.	3	102	0	0	0	0	3	0	0	3	3	102
24	Cubreacov V.	0	0	2	100	0	0	2	0	0	2	2	100
25	Parlog V.	5	50	5	45	0	0	10	0	0	10	10	95
26	Zorin Z.	3	45	3	42	0	0	6	0	0	6	6	87
27	Cotet V.	4	80	0	0	0	0	4	0	0	4	4	80
28	Nirca N.	3	75	0	0	0	0	3	0	0	3	3	75
29	Dodon I.	2	40	2	24	0	0	4	0	0	4	4	64
30	Sova V.	0	0	2	64	0	0	2	0	0	2	2	64
31	Petrencu A.	3	60	0	0	0	0	3	0	0	3	3	60
32	Untila V.	0	0	1	35	0	1	0	0	0	1	1	35
33	Rosca N.	3	33	0	0	0	0	3	0	0	3	3	33
34	Pavlov V.	4	20	4	12	0	0	8	0	0	8	8	32
35	Tarlev V.	0	0	3	30	0	3	0	0	0	3	3	30
36	Corduneanu A.	3	15	3	9	0	0	6	0	0	6	6	24
37	Platon V.	0	0	2	10	0	0	2	0	0	2	2	10
38	Graur D.	0	0	1	10	0	0	1	0	0	1	1	10
+	Institutions												
1	PARTIES	189	5938	565	7398	3	155	596	3	9	742	754	13336
2	PRESIDENCY	75	1906	130	2315	20	16	169	2	0	203	205	4221
3	GOVERNMENT	63	1710	98	1727	10	3	148	7	0	154	161	3437
4	LPA	32	490	66	669	10	7	81	0	0	98	98	1159
5	PARLIAMENT	21	379	0	0	2	0	19	0	0	21	21	379
+	Parties												
1	PCRM	135	3296	230	4542	24	47	294	4	0	361	365	7838
2	PPCD	16	2125	44	626	6	0	54	3	0	57	60	2751
3	PL	41	948	123	1147	0	37	127	0	3	161	164	2095
4	PLDM	44	928	110	1118	0	28	126	0	3	151	154	2046
5	PSD	40	691	71	1169	0	27	84	0	0	111	111	1860
6	AMN	35	894	97	962	0	24	108	0	3	129	132	1856
7	PDM	15	408	19	271	0	4	30	0	0	34	34	679
8	PC	6	120	6	72	0	0	12	0	0	12	12	192
9	MAE	6	93	9	71	0	0	15	0	0	15	15	164
10	UCM	0	0	10	50	0	3	7	0	0	10	10	50

Monitored period: 06-30.04.2009			
Monitored TV station: Moldova 1		Monitored program: NEWS	
No. of stories with p.a. presence: 557		No. of conflict stories: 65	
News duration (sec): 80418		1 info source: 36	
Program duration(sec): 203320		2+ info sources: 29	

No.	ACTORS	PRESENCE				CONTENT			ATTITUDE			Data synthesis	
		Direct interventions		Mentions/appearances		positive	negative	neutral	favor.	disfavor.	impat.	Dir. int. + ment./app.	
		number	duration	number	duration							number	duration
+	Personalized		(sec)		(sec)								(sec)
1	Voronin V.	96	12330	292	12654	127	0	261	3	0	385	388	24984
2	Lupu M.	15	1984	37	928	8	0	44	0	0	52	52	2912
3	Turcan V.	21	1388	17	294	0	0	38	0	0	38	38	1682
4	Filat V.	31	925	52	722	4	24	55	0	3	80	83	1647
5	Greceanai Z.	6	978	27	667	6	0	27	0	0	33	33	1645
6	Chirtoaca D.	14	1130	28	482	0	14	28	0	0	42	42	1612
7	Urechean S.	28	886	29	329	0	12	45	0	3	54	57	1215
8	Stratan A.	8	181	28	915	0	0	36	0	0	36	36	1096
9	Rosca Iu.	14	447	10	410	0	0	24	0	0	24	24	857
10	Savga L.	5	540	6	101	0	0	11	0	0	11	11	641
11	Baldovici V.	10	320	9	315	0	0	19	0	0	19	19	635
12	Ghimpu M.	21	320	23	257	0	14	30	0	3	41	44	577
13	Papuc G.	6	157	6	363	6	0	6	0	0	12	12	520
14	Stepaniuc V.	12	428	6	60	0	0	18	0	0	18	18	488
15	Braghis D.	3	165	12	317	0	6	9	0	0	15	15	482
16	Dodon I.	5	280	10	176	4	0	11	0	0	15	15	456
17	Petresco G.	4	272	4	184	0	0	8	0	0	8	8	456
18	Musuc E.	8	188	10	241	0	3	15	0	0	18	18	429
19	Tanase A.	3	124	3	190	0	3	3	0	0	6	6	314
20	Sarbu S.	12	176	6	135	0	0	18	0	0	18	18	311
21	Diacov D.	4	182	6	126	0	0	10	0	0	10	10	308
22	Ursu V.	4	230	0	0	0	0	4	0	0	4	4	230
23	Duca G.	4	88	7	134	4	0	7	0	0	11	11	222
24	Dumbraveanu V.	6	100	3	115	3	0	6	0	0	9	9	215
25	Catrinici L.	5	215	0	0	0	0	5	0	0	5	5	215
26	Gorodenco A.	3	66	4	140	0	0	7	0	0	7	7	206
27	Parlog V.	3	81	3	105	0	0	6	0	0	6	6	186
28	Copaci T.	4	85	3	60	4	0	3	0	0	7	7	145
29	Tkaciuk M.	3	104	0	0	3	0	0	0	0	3	3	104
30	Railean V.	6	69	1	3	0	0	7	0	0	7	7	72
31	Fusu C.	8	40	4	28	0	4	8	0	0	12	12	68
32	Sainciuc S.	2	68	0	0	0	0	2	0	0	2	2	68
33	Lucinschi C.	0	0	8	67	0	5	3	0	0	8	8	67
34	Zubic V.	0	0	2	54	0	0	2	0	0	2	2	54
35	Postoico M.	0	0	2	36	0	0	2	0	0	2	2	36
36	Uratu S.	0	0	1	31	0	0	1	0	0	1	1	31
37	Creanga S.	6	30	0	0	0	0	6	0	0	6	6	30
38	Petrencu A.	0	0	5	30	0	4	1	0	0	5	5	30
39	Buceatchi P.	2	24	0	0	2	0	0	0	0	2	2	24
40	Cubreacov V.	0	0	2	20	0	0	2	0	0	2	2	20
41	Susarenco G.	0	0	4	16	0	4	0	0	0	4	4	16
42	Cosarciuc V.	0	0	2	16	0	0	2	0	0	2	2	16
43	Banari S	0	0	1	3	0	0	1	0	0	1	1	3
44	Lomakin A.	0	0	1	3	0	0	1	0	0	1	1	3
45	Timbalist T.	0	0	1	3	0	0	1	0	0	1	1	3
+	Institutions												
1	PRESIDENCY	79	11721	271	11858	113	3	234	3	0	347	350	23579
2	PARTIES	218	9003	458	8260	40	117	519	0	12	664	676	17263
3	GOVERNMENT	84	3753	198	6098	48	0	234	0	0	282	282	9851
4	PARLIAMENT	7	184	64	1628	8	0	63	0	0	71	71	1812
5	LPA	3	146	22	480	3	9	13	0	0	25	25	626
+	Parties												
1	PCRM	184	18162	474	17034	166	0	492	3	0	655	658	35196
2	PL	43	1490	93	1266	0	39	97	0	3	133	136	2756
3	PLDM	40	1079	106	1671	4	36	106	0	3	143	146	2750
4	AMN	40	1015	77	901	0	26	91	0	6	111	117	1916
5	PPCD	14	447	20	541	0	0	34	0	0	34	34	988
6	PSD	6	205	23	522	0	8	21	0	0	29	29	727
7	PDM	4	182	22	304	0	5	21	0	0	26	26	486

8	MAE	0	0	14	151	0	5	9	0	0	14	14	151
9	UCM	0	0	12	123	0	4	8	0	0	12	12	123
10	PC	0	0	1	3	0	0	1	0	0	1	1	3
11	PDSMU	0	0	1	3	0	0	1	0	0	1	1	3
12	PRM	0	0	1	3	0	0	1	0	0	1	1	3

Monitored period: 06-30.04.2009			
Monitored TV station: N4		Monitored program: NEWS	
No. of stories with p.a. presence:	382	No. of conflict stories:	64
News duration (sec):	57318	1 info source:	45
Program duration(sec):	96947	2+ info sources:	19

No.	ACTORS	PRESENCE				CONTENT			ATTITUDE			Data synthesis	
		Direct interventions		Mentions/appearances		positive	negative	neutral	favor.	disfavor.	impart.	Dir. int. + ment./app.	
		number	duration	number	duration							number	duration
+	Personalized		(sec)		(sec)								(sec)
1	Voronin V.	138	4398	188	8386	114	0	212	0	0	326	326	12784
2	Filat V.	26	660	108	1500	0	48	86	0	13	121	134	2160
3	Lupu M.	6	1374	5	415	0	0	11	0	0	11	11	1789
4	Urechean S.	21	474	43	360	0	33	31	0	16	48	64	834
5	Chirtoaca D.	3	318	55	409	0	17	41	0	8	50	58	727
6	Turcan V.	20	640	7	65	0	0	27	0	0	27	27	705
7	Greceanai Z.	5	446	12	204	3	0	14	0	0	17	17	650
8	Rosca Iu.	15	465	9	144	0	0	24	0	0	24	24	609
9	Lucinschi C.	11	186	50	385	0	18	43	0	3	58	61	571
10	Musuc E.	12	444	6	120	0	0	18	0	0	18	18	564
11	Stratan A.	11	416	2	120	2	0	11	0	0	13	13	536
12	Dodon I.	6	261	8	185	3	0	11	0	0	14	14	446
13	Cernei O.	0	0	37	370	0	0	37	0	0	37	37	370
14	Diacov D.	0	0	6	369	0	0	6	0	0	6	6	369
15	Petrencu A.	6	164	2	100	0	0	8	0	0	8	8	264
16	Ghimpu M.	5	80	16	106	0	8	13	0	5	16	21	186
17	Braghis D.	0	0	9	174	0	0	9	0	0	9	9	174
18	Godea M.	9	123	6	36	0	6	9	0	3	12	15	159
19	Catrinici L.	8	128	5	15	0	0	13	0	0	13	13	143
20	Stepaniuc V.	6	105	3	30	0	0	9	0	0	9	9	135
21	Papuc G.	0	0	3	93	3	0	0	0	0	3	3	93
22	Gorodenco A.	3	39	3	45	0	0	6	0	0	6	6	84
23	Copaci T.	2	34	2	50	2	0	2	0	0	4	4	84
24	Sarbu S.	2	60	0	0	0	0	2	0	0	2	2	60
25	Tanase A.	3	36	0	0	0	0	3	0	0	3	3	36
26	Creanga S.	2	20	0	0	0	0	2	0	0	2	2	20
27	Parlog V.	0	0	5	15	0	0	5	0	0	5	5	15
28	Postoico M.	0	0	5	15	0	0	5	0	0	5	5	15
29	Nantoi O.	1	3	0	0	0	0	1	0	0	1	1	3
+	Institutions												
1	PRESIDENCY	127	4112	191	9373	108	4	206	0	0	318	318	13485
2	PARTIES	147	3959	629	7570	43	197	536	6	63	707	776	11529
3	GOVERNMENT	41	1429	102	2773	29	0	114	0	0	143	143	4202
4	PARLIAMENT	6	1374	30	1960	0	0	36	0	0	36	36	3334
5	LPA	0	0	2	180	0	2	0	0	0	2	2	180
+	Parties												
1	PCRM	193	7665	291	10736	156	0	328	6	0	478	484	18401
2	PLDM	40	839	181	2375	0	82	139	0	19	202	221	3214
3	AMN	21	474	140	1154	3	53	105	0	22	139	161	1628
4	PL	8	398	131	945	0	45	94	0	19	120	139	1343
5	PDM	12	189	60	770	0	18	54	0	3	69	72	959
6	PSD	12	444	22	400	0	0	34	0	0	34	34	844
7	PPCD	15	465	13	160	0	0	28	0	0	28	28	625
8	MAE	6	164	6	116	0	0	12	0	0	12	12	280
9	PNL	0	0	3	45	0	3	0	0	0	3	3	45
10	UCM	0	0	4	16	0	0	4	0	0	4	4	16

Monitored period: 06-30.04.2009			
Monitored TV station: NIT		Monitored program: NEWS	
No. of stories with p.a. presence:	441	No. of conflict stories:	68
News duration (sec):	62704	1 info source:	60
Program duration(sec):	117826	2+ info sources:	8

No.	ACTORS	PRESENCE				CONTENT			ATTITUDE			Data synthesis	
		Direct interventions		Mentions/appearances		positive	negative	neutral	favor.	disfavor.	impart.	Dir. int. + ment./app.	
		number	duration	number	duration							number	duration
+	Personalized		(sec)		(sec)							(sec)	
1	Voronin V.	138	8947	239	5989	165	0	212	0	0	377	377	14936
2	Turcan V.	36	3160	17	304	8	0	45	0	0	53	53	3464
3	Lupu M.	29	1438	21	612	6	0	44	0	0	50	50	2050
4	Filat V.	19	397	63	798	0	44	38	0	9	73	82	1195
5	Urechean S.	22	310	56	740	0	30	48	0	9	69	78	1050
6	Dodon I.	16	358	25	398	14	0	27	0	0	41	41	756
7	Ghimpu M.	3	24	35	523	0	24	14	0	14	24	38	547
8	Chirtoaca D.	13	328	25	214	0	17	21	0	0	38	38	542
9	Musuc E.	19	508	0	0	5	0	14	0	0	19	19	508
10	Greceanai Z.	0	0	26	368	12	0	14	0	0	26	26	368
11	Stratan A.	6	246	3	78	0	0	9	0	0	9	9	324
12	Gorodenco A.	13	232	6	60	0	0	19	0	0	19	19	292
13	Diacov D.	0	0	5	274	0	0	5	0	0	5	5	274
14	Roman A.	10	215	5	30	5	0	10	0	0	15	15	245
15	Papuc G.	6	144	8	95	0	0	14	0	0	14	14	239
16	Baldovici V.	0	0	10	228	0	0	10	0	0	10	10	228
17	Stepaniuc V.	4	116	8	88	0	0	12	0	0	12	12	204
18	Petrenco G.	4	148	2	48	0	0	6	0	0	6	6	196
19	Rosca Iu.	4	130	2	48	2	0	4	0	0	6	6	178
20	Braghis D.	0	0	6	168	0	3	3	0	0	6	6	168
21	Tkaciuk M.	6	156	0	0	6	0	0	0	0	6	6	156
22	Tanase A.	2	32	2	108	0	2	2	0	0	4	4	140
23	Parlog V.	5	100	0	0	0	0	5	0	0	5	5	100
24	Nagacevschi V.	5	90	0	0	0	0	5	0	0	5	5	90
25	Lucinschi C.	0	0	1	90	0	0	1	0	0	1	1	90
26	Cernei O.	0	0	13	88	0	12	1	0	0	13	13	88
27	Catrinici L.	5	70	0	0	0	0	5	0	0	5	5	70
28	Copaci T.	1	26	0	0	0	0	1	0	0	1	1	26
29	Belcencova L.	0	0	2	12	0	0	2	0	0	2	2	12
30	Durlesteanu M.	0	0	2	8	0	0	2	0	0	2	2	8
31	Pavlicenco V.	0	0	2	8	0	0	2	0	0	2	2	8
32	Cusnir V.	0	0	3	3	0	3	0	0	0	3	3	3
33	Taranu A.	0	0	3	3	0	3	0	0	0	3	3	3
+	Institutions												
1	PRESIDENCY	138	8947	247	6201	165	0	220	0	0	385	385	15148
2	PARTIES	166	6769	467	6557	66	201	366	0	38	595	633	13326
3	GOVERNMENT	56	1292	143	4163	56	0	143	0	0	199	199	5455
4	LPA	15	295	29	372	10	24	10	0	0	44	44	667
5	PARLIAMENT	0	0	9	126	0	0	9	0	0	9	9	126
+	PARTIES												
1	PCRM	260	14944	420	9079	255	10	415	0	0	680	680	24023
2	PLDM	26	519	114	1476	0	73	67	0	11	129	140	1995
3	AMN	22	310	110	1196	0	61	71	0	11	121	132	1506
4	PL	16	352	101	1125	0	60	57	0	16	101	117	1477
5	PDM	0	0	16	428	0	3	13	0	0	16	16	428
6	PPCD	4	130	4	176	2	0	6	0	0	8	8	306
7	PSD	0	0	10	184	0	3	7	0	0	10	10	184
8	MAE	0	0	2	8	0	0	2	0	0	2	2	8

Monitored period: 06-30.04.2009			
Monitored TV station: Prime		Monitored program: NEWS	
No. of stories with p.a. presence:	34	No. of conflict stories:	2
News duration (sec):	2383	1 info source:	2
Program duration(sec):	9494	2+ info sources:	0

No.	ACTORS	PRESENCE				CONTENT			ATTITUDE			Data synthesis	
		Direct interventions		Mentions/appearances		positive	negative	neutral	favor.	disfavor.	impart.	Dir. int. + ment./app.	
		number	duration	number	duration							number	duration
+	Personalized		(sec)		(sec)							(sec)	
1	Voronin V.	3	77	20	591	6	0	17	0	0	23	23	668
2	Dodon I.	2	49	3	46	1	0	4	0	0	5	5	95
3	Stepaniuc V.	2	71	1	4	0	0	3	0	0	3	3	75
4	Greceanai Z.	0	0	3	54	0	0	3	0	0	3	3	54
5	Papuc G.	0	0	1	26	0	0	1	0	0	1	1	26

6	Balmos G.	0	0	1	11	0	0	1	0	0	1	1	11
7	Papusoi A	0	0	1	10	0	0	1	0	0	1	1	10
8	Chirtoaca D.	0	0	1	6	0	1	0	0	0	1	1	6
9	Filat V.	0	0	1	6	0	1	0	0	0	1	1	6
10	Fusu C.	0	0	1	6	0	0	1	0	0	1	1	6
11	Urechean S.	0	0	1	6	0	1	0	0	0	1	1	6
12	Untila V.	0	0	1	5	0	0	1	0	0	1	1	5
+	Institutions												
1	PARTIES	3	77	49	414	2	7	43	0	1	51	52	491
2	PRESIDENCY	0	0	13	441	4	0	9	0	0	13	13	441
3	GOVERNMENT	4	120	18	309	4	0	18	0	0	22	22	429
+	Parties												
1	PCRM	6	172	34	771	7	1	32	0	0	40	40	943
2	PL	0	0	11	61	0	2	9	0	0	11	11	61
3	AMN	0	0	11	60	0	2	9	0	0	11	11	60
4	PLDM	0	0	10	55	0	2	8	0	1	9	10	55

Monitored period: 06-30.04.2009			
Monitored TV station: ProTV		Monitored program: NEWS	
No. of stories with p.a. presence:		356	No. of conflict stories: 129
News duration (sec):		40225	1 info source: 0
Program duration(sec):		125278	2+ info sources: 129

No.	ACTORS	PRESENCE				CONTENT			ATTITUDE			Data synthesis	
		Direct interventions		Mentions/appearances		positive	negative	neutral	favor.	disfavor.	impart.	Dir. int. + ment./app.	
		number	duration	number	duration							number	duration
+	Personalized		(sec)		(sec)							(sec)	
1	Voronin V.	113	2786	178	4083	2	38	251	0	0	291	291	6869
2	Chirtoaca D.	97	1678	64	847	0	14	147	0	0	161	161	2525
3	Filat V.	89	1542	84	916	0	15	158	0	0	173	173	2458
4	Ghimpu M.	47	782	54	572	0	5	96	0	0	101	101	1354
5	Urechean S.	46	658	64	604	0	17	93	0	0	110	110	1262
6	Braghis D.	22	403	25	438	0	11	36	0	0	47	47	841
7	Lupu M.	20	511	18	307	0	2	36	0	0	38	38	818
8	Rosca Iu.	18	332	13	216	0	3	28	0	0	31	31	548
9	Musuc E.	14	179	17	305	0	9	22	0	0	31	31	484
10	Greceanai Z.	3	68	33	378	0	2	34	0	0	36	36	446
11	Tanase A.	17	223	14	123	0	0	31	0	0	31	31	346
12	Papuc G.	9	138	8	195	3	0	14	0	0	17	17	333
13	Baldovici V.	9	189	4	80	0	0	13	0	0	13	13	269
14	Bolboceanu Iu.	15	188	3	72	0	0	18	0	0	18	18	260
15	Diacov D.	11	235	1	10	0	0	12	0	0	12	12	245
16	Stratan A.	9	192	3	48	0	0	12	0	0	12	12	240
17	Turcan V.	6	144	8	61	0	3	11	0	0	14	14	205
18	Dodon I.	6	104	8	69	0	0	14	0	0	14	14	173
19	Tkaciuk M.	0	0	7	170	0	0	7	0	0	7	7	170
20	Stepaniuc V.	7	124	4	27	0	0	11	0	0	11	11	151
21	Cubreacov V.	3	33	5	112	0	0	8	0	0	8	8	145
22	Turcan A.	4	40	4	80	0	0	8	0	0	8	8	120
23	Cusnir V.	2	50	2	66	0	0	4	0	0	4	4	116
24	Copaci T.	7	72	3	24	0	0	10	0	0	10	10	96
25	Cernei O.	3	66	3	18	0	0	6	0	0	6	6	84
26	Osipov V.	0	0	5	83	0	0	5	0	0	5	5	83
27	Pavlicenco V.	3	81	0	0	0	0	3	0	0	3	3	81
28	Cebanu I.	3	57	3	18	0	0	6	0	0	6	6	75
29	Petrenco G.	2	42	2	26	0	0	4	0	0	4	4	68
30	Harea I.	3	60	0	0	0	0	3	0	0	3	3	60
31	Nirca N.	0	0	3	60	0	0	3	0	0	3	3	60
32	Fusu C.	3	57	0	0	0	0	3	0	0	3	3	57
33	Pavlov V.	2	32	2	18	0	2	2	0	0	4	4	50
34	Silistaru M.	3	48	0	0	0	0	3	0	0	3	3	48
35	Rosca N.	3	36	0	0	0	0	3	0	0	3	3	36
36	Sainciuc S.	1	18	1	10	0	0	2	0	0	2	2	28
37	Neagu I.	3	27	0	0	0	0	3	0	0	3	3	27
38	Bujor L.	3	16	2	8	0	0	5	0	0	5	5	24
39	Vrabie V.	2	18	0	0	0	0	2	0	0	2	2	18
40	Duca G.	0	0	3	15	0	0	3	0	0	3	3	15
41	Sarbu S.	0	0	2	14	0	0	2	0	0	2	2	14
42	Petrenco A.	1	12	0	0	0	0	1	0	0	1	1	12

43	Cotet V.	0	0	1	10	0	0	1	0	0	1	1	10
+	Institutions												
1	PARTIES	375	6248	663	7846	4	141	893	0	0	1038	1038	14094
2	PRESIDENCY	96	2500	143	3489	2	30	207	0	0	239	239	5989
3	GOVERNMENT	56	959	129	2077	5	14	166	0	0	185	185	3036
4	LPA	66	1100	40	627	0	8	98	0	0	106	106	1727
5	PARLIAMENT	17	448	10	247	0	0	27	0	0	27	27	695
+	Parties												
1	PCRM	168	4003	352	6701	6	91	423	0	0	520	520	10704
2	PL	146	2512	159	1718	0	19	286	0	0	305	305	4230
3	PLDM	110	1827	143	1415	0	20	233	0	0	253	253	3242
4	AMN	55	788	119	1054	0	19	155	0	0	174	174	1842
5	PSD	37	591	43	669	0	15	65	0	0	80	80	1260
6	PPCD	21	365	23	370	0	3	41	0	0	44	44	735
7	PDM	11	235	5	23	0	0	16	0	0	16	16	258
8	MAE	10	156	7	85	0	0	17	0	0	17	17	241
9	PC	0	0	3	60	0	0	3	0	0	3	3	60
10	UCM	0	0	4	13	0	0	4	0	0	4	4	13

Monitored period: 06-30.04.2009			
Monitored TV station: TV7		Monitored program: NEWS	
No. of stories with p.a. presence:	464	No. of conflict stories:	81
News duration (sec):	51179	1 info source:	20
Program duration(sec):	100216	2+ info sources:	61

No.	ACTORS	PRESENCE				CONTENT			ATTITUDE			Data synthesis	
		Direct interventions		Mentions/appearances		positive	negative	neutral	favor.	disfavor.	impart.	Dir. int. + ment./app.	
		number	duration	number	duration							number	duration
+	Personalized		(sec)		(sec)								(sec)
1	Voronin V.	65	2227	124	1717	46	43	100	0	0	189	189	3944
2	Urechean S.	63	2570	41	337	5	0	99	0	0	104	104	2907
3	Filat V.	75	2484	36	317	5	0	106	0	0	111	111	2801
4	Ghimpu M.	43	1220	36	247	15	0	64	0	0	79	79	1467
5	Chirtoaca D.	50	1290	10	130	0	0	60	0	0	60	60	1420
6	Braghis D.	28	934	12	228	0	12	28	0	0	40	40	1162
7	Tanase A.	20	710	5	30	0	0	25	0	0	25	25	740
8	Nagacevski V.	8	447	5	120	0	0	13	0	0	13	13	567
9	Musuc E.	20	315	10	180	0	10	20	0	0	30	30	495
10	Stepaniuc V.	15	300	8	148	10	0	13	0	0	23	23	448
11	Nantoi O.	17	377	5	60	0	0	22	0	0	22	22	437
12	Lucinschi C.	0	0	5	400	0	0	5	0	0	5	5	400
13	Diacov D.	15	375	0	0	0	0	15	0	0	15	15	375
14	Stratan A.	3	39	13	296	0	0	16	0	0	16	16	335
15	Bolboceanu Iu.	10	260	5	40	0	0	15	0	0	15	15	300
16	Cernei O.	20	276	0	0	0	0	20	0	0	20	20	276
17	Andronic N.	10	120	3	114	0	0	13	0	0	13	13	234
18	Turcan V.	6	174	3	36	0	0	9	0	0	9	9	210
19	Neagu I.	0	0	5	210	0	0	5	0	0	5	5	210
20	Fusu C.	5	70	5	90	5	0	5	0	0	10	10	160
21	Vieru B.	5	150	0	0	0	0	5	0	0	5	5	150
22	Papuc G.	5	50	7	82	0	2	10	0	0	12	12	132
23	Dodon I.	0	0	5	120	0	0	5	0	0	5	5	120
24	Greceanai Z.	0	0	12	84	0	0	12	0	0	12	12	84
25	Pavlicenco V.	5	40	5	40	0	0	10	0	0	10	10	80
26	Baldovici V.	0	0	5	70	0	0	5	0	0	5	5	70
27	Osipov V.	0	0	5	70	0	0	5	0	0	5	5	70
28	Lupu M.	2	28	7	37	0	0	9	0	0	9	9	65
29	Sulac D.	0	0	5	60	0	0	5	0	0	5	5	60
30	Susarenco G.	5	50	0	0	0	0	5	0	0	5	5	50
31	Parlog V.	3	48	0	0	0	0	3	0	0	3	3	48
32	Grozavu N.	3	42	0	0	0	0	3	0	0	3	3	42
33	Lupulciuc I.	2	32	0	0	0	0	2	0	0	2	2	32
34	Uratu S.	0	0	5	20	0	0	5	0	0	5	5	20
+	Institutions												
1	PARTIES	366	10964	523	9894	45	87	757	0	0	889	889	20858
2	PRESIDENCY	70	2587	128	1757	46	48	104	0	0	198	198	4344
3	GOVERNMENT	26	437	111	2696	13	17	107	0	0	137	137	3133
4	LPA	41	640	49	2438	0	8	82	0	0	90	90	3078
5	PARLIAMENT	0	0	15	138	0	0	15	0	0	15	15	138

+	Parties												
1	PCRM	91	2768	280	4852	66	98	207	0	0	371	371	7620
2	PLDM	103	3641	111	2782	5	0	209	0	0	214	214	6423
3	PL	106	2772	101	1837	25	0	182	0	0	207	207	4609
4	AMN	88	2896	91	1047	5	0	174	0	0	179	179	3943
5	PSD	38	1194	37	676	0	17	58	0	0	75	75	1870
6	PDM	32	752	25	835	0	0	57	0	0	57	57	1587
7	MAE	5	40	15	270	0	0	20	0	0	20	20	310
8	PPR	10	120	3	114	0	0	13	0	0	13	13	234
9	PPCD	0	0	10	40	0	5	5	0	0	10	10	40
10	UCM	0	0	5	20	0	0	5	0	0	5	5	20

Monitored period: 06-30.04.2009			
Monitored TV station: TVC21		Monitored program: NEWS	
No. of stories with p.a. presence:	151	No. of conflict stories:	29
News duration (sec):	19618	1 info source:	3
Program duration(sec):	49410	2+ info sources:	26

No.	ACTORS	PRESENCE				CONTENT			ATTITUDE			Data synthesis	
		Direct interventions		Mentions/appearances		positive	negative	neutral	favor.	disfavor.	impart.	Dir. int. + ment./app.	
TV Pr.	TVC21 news	number	duration	number	duration							number	duration
+	Personalized		(sec)		(sec)							(sec)	
1	Voronin V.	32	675	54	965	15	8	63	0	0	86	86	1640
2	Filat V.	49	1098	35	442	2	0	82	0	0	84	84	1540
3	Urechean S.	26	612	18	134	2	0	42	0	0	44	44	746
4	Chirtoaca D.	16	466	12	136	0	0	28	0	0	28	28	602
5	Braghis D.	4	50	7	253	0	2	9	0	0	11	11	303
6	Musc E.	8	104	9	142	0	5	12	0	0	17	17	246
7	Ghimpu M.	7	125	14	86	2	0	19	0	0	21	21	211
8	Diacov D.	6	138	6	48	0	0	12	0	0	12	12	186
9	Dodon I.	9	102	3	42	0	0	12	0	0	12	12	144
10	Greceanai Z.	0	0	12	128	0	0	12	0	0	12	12	128
11	Osipov V.	4	76	4	36	0	0	8	0	0	8	8	112
12	Lupu M.	3	66	6	36	0	0	9	0	0	9	9	102
13	Neagu I.	0	0	3	102	0	0	3	0	0	3	3	102
14	Cimpoi M.	1	73	1	14	0	0	2	0	0	2	2	87
15	Stratan A.	5	78	2	8	2	0	5	0	0	7	7	86
16	Turcan V.	6	78	0	0	0	0	6	0	0	6	6	78
17	Rosca Iu.	3	36	3	36	0	3	3	0	0	6	6	72
18	Tanase A.	6	36	3	30	0	0	9	0	0	9	9	66
19	Vieru C.	1	61	0	0	0	0	1	0	0	1	1	61
20	Bolboceanu Iu.	2	52	0	0	0	0	2	0	0	2	2	52
21	Sainciuc S.	2	52	0	0	0	0	2	0	0	2	2	52
22	Negruta V.	2	48	0	0	0	0	2	0	0	2	2	48
23	Nagacevschi V.	0	0	3	42	0	0	3	0	0	3	3	42
24	Petrenco G.	3	42	0	0	0	0	3	0	0	3	3	42
25	Cernei O.	0	0	3	36	0	0	3	0	0	3	3	36
26	Vieru B.	3	36	0	0	0	0	3	0	0	3	3	36
27	Gorodenco A.	2	32	0	0	0	0	2	0	0	2	2	32
28	Baldovici V.	3	30	0	0	0	0	3	0	0	3	3	30
29	Bujor L.	3	30	0	0	0	0	3	0	0	3	3	30
30	Nantoi O.	1	28	0	0	0	0	1	0	0	1	1	28
31	Pavlicenco V.	1	28	0	0	0	0	1	0	0	1	1	28
32	Tarlev V.	0	0	3	24	0	0	3	0	0	3	3	24
33	Fusu C.	1	22	0	0	0	0	1	0	0	1	1	22
34	Cubreacov V.	0	0	2	8	0	0	2	0	0	2	2	8
35	Secareanu S.	0	0	2	8	0	0	2	0	0	2	2	8
36	Papuc G.	0	0	1	6	0	0	1	0	0	1	1	6
+	Institutions												
1	PARTIES	149	3119	259	4422	6	29	373	0	0	408	408	7541
2	PRESIDENCY	32	675	56	985	15	8	65	0	0	88	88	1660
3	GOVERNMENT	21	294	41	1008	9	2	51	0	0	62	62	1302
4	LPA	4	120	10	464	0	0	14	0	0	14	14	584
5	PARLIAMENT	3	66	10	56	0	0	13	0	0	13	13	122
+	Parties												
1	PCRM	59	1053	122	2009	17	25	139	0	0	181	181	3062
2	PLDM	58	1243	68	1252	2	0	124	0	0	126	126	2495
3	AMN	34	791	57	775	2	0	89	0	0	91	91	1566
4	PL	27	649	50	577	2	0	75	0	0	77	77	1226

5	PSD	8	150	16	452	0	4	20	0	0	24	24	602
6	MAE	1	28	6	342	0	0	7	0	0	7	7	370
7	PDM	7	166	6	48	0	0	13	0	0	13	13	214
8	PPCD	3	36	7	52	0	3	7	0	0	10	10	88
9	UCM	0	0	3	24	0	0	3	0	0	3	3	24

Monitored period: 06-30.04.2009			
Monitored TV station: TV synthesis		Monitored program: NEWS	
No. of stories with p.a. presence:		2676	No. of conflict stories: 527
News duration (sec):		346756	1 info source: 212
Program duration(sec):		813775	2+ info sources: 315

No.	ACTORS	PRESENCE				CONTENT			ATTITUDE			Data synthesis	
		Direct interventions		Mentions/appearances		positive	negative	neutral	favor.	disfavor.	impart.	Dir. int. + ment./app.	
		number	duration	number	duration							number	duration
+	Personalized		(sec)		(sec)							(sec)	
1	Voronin V.	664	33462	1233	36805	495	111	1291	5	0	1892	1897	70267
2	Filat V.	320	7788	441	5251	11	149	601	0	28	733	761	13039
3	Urechean S.	235	6264	307	2958	7	105	430	0	31	511	542	9222
4	Chirtoaca D.	213	5680	232	2574	0	80	365	0	8	437	445	8254
5	Lupu M.	86	5540	96	2355	16	2	164	0	0	182	182	7895
6	Turcan V.	105	5824	52	760	8	3	146	0	0	157	157	6584
7	Ghimpu M.	144	3014	225	2320	17	60	292	0	25	344	369	5334
8	Rosca Iu.	70	3535	63	1188	2	6	125	0	0	133	133	4723
9	Braghis D.	78	1998	109	2341	0	56	131	0	0	187	187	4339
10	Greceanai Z.	19	1732	133	2011	23	2	127	2	0	150	152	3743
11	Musuc E.	96	1885	79	1577	5	34	136	0	0	175	175	3462
12	Stratan A.	51	1411	56	1717	4	0	103	0	0	107	107	3128
13	Diacov D.	51	1338	35	1076	0	4	82	0	0	86	86	2414
14	Dodon I.	46	1194	64	1060	22	0	88	0	0	110	110	2254
15	Tanase A.	60	1327	38	689	0	5	93	0	0	98	98	2016
16	Baldovici V.	37	1040	39	835	0	0	76	0	0	76	76	1875
17	Stepaniuc V.	58	1378	32	373	10	0	80	0	0	90	90	1751
18	Papuc G.	30	551	36	960	12	2	52	0	0	66	66	1511
19	Lucinschi C.	11	186	64	942	0	23	52	0	3	72	75	1128
20	Cernei O.	29	482	58	540	0	12	75	0	0	87	87	1022
21	Bolboeanu Iu.	36	623	17	188	0	0	53	0	0	53	53	811
22	Petreanu G.	13	504	8	258	0	0	21	0	0	21	21	762
23	Gorodenco A.	24	471	13	245	0	0	37	0	0	37	37	716
24	Nagacevschi V.	13	537	8	162	0	0	21	0	0	21	21	699
25	Savga L.	5	540	6	101	0	0	11	0	0	11	11	641
26	Copaci T.	18	337	18	254	6	0	30	0	0	36	36	591
27	Nantoi O.	19	408	5	60	0	0	24	0	0	24	24	468
28	Parlog V.	16	279	13	165	0	0	29	0	0	29	29	444
29	Tkaciuk M.	9	260	7	170	9	0	7	0	0	16	16	430
30	Catrinici L.	18	413	5	15	0	0	23	0	0	23	23	428
31	Sarbu S.	14	236	8	149	0	0	22	0	0	22	22	385
32	Petrencu A.	10	236	7	130	0	4	13	0	0	17	17	366
33	Neagu I.	3	27	8	312	0	0	11	0	0	11	11	339
34	Fusu C.	17	189	10	124	5	4	18	0	0	27	27	313
35	Cubreacov V.	3	33	11	240	0	0	14	0	0	14	14	273
36	Osipov V.	4	76	14	189	0	0	18	0	0	18	18	265
37	Zubic V.	4	102	4	144	0	0	8	0	0	8	8	246
38	Roman A.	10	215	5	30	5	0	10	0	0	15	15	245
39	Duca G.	4	88	10	149	4	0	10	0	0	14	14	237
40	Andronic N.	10	120	3	114	0	0	13	0	0	13	13	234
41	Ursu V.	4	230	0	0	0	0	4	0	0	4	4	230
42	Dumbraveanu V.	6	100	3	115	3	0	6	0	0	9	9	215
43	Pavlicenco V.	9	149	7	48	0	0	16	0	0	16	16	197
44	Vieru B.	8	186	0	0	0	0	8	0	0	8	8	186
45	Godea M.	9	123	6	36	0	6	9	0	3	12	15	159
46	Sainciuc S.	5	138	1	10	0	0	6	0	0	6	6	148
47	Nirca N.	3	75	3	60	0	0	6	0	0	6	6	135
48	Ciobanu V.	5	60	5	65	0	0	10	0	0	10	10	125
49	Turcan A.	4	40	4	80	0	0	8	0	0	8	8	120
50	Cusnir V.	2	50	5	69	0	3	4	0	0	7	7	119
51	Cotet V.	4	80	1	10	0	0	5	0	0	5	5	90
52	Zorin Z.	3	45	3	42	0	0	6	0	0	6	6	87
53	Cimpoi M.	1	73	1	14	0	0	2	0	0	2	2	87
54	Pavlov V.	6	52	6	30	0	2	10	0	0	12	12	82

55	Cebanu I.	3	57	3	18	0	0	6	0	0	6	6	75
56	Railean V.	6	69	1	3	0	0	7	0	0	7	7	72
57	Rosca N.	6	69	0	0	0	0	6	0	0	6	6	69
58	Susarenco G.	5	50	4	16	0	4	5	0	0	9	9	66
59	Sova V.	0	0	2	64	0	0	2	0	0	2	2	64
60	Vieru C.	1	61	0	0	0	0	1	0	0	1	1	61
61	Sulac D.	0	0	5	60	0	0	5	0	0	5	5	60
62	Harea I.	3	60	0	0	0	0	3	0	0	3	3	60
63	Bujor L.	6	46	2	8	0	0	8	0	0	8	8	54
64	Tarlev V.	0	0	6	54	0	3	3	0	0	6	6	54
65	Postoico M.	0	0	7	51	0	0	7	0	0	7	7	51
66	Uratu S.	0	0	6	51	0	0	6	0	0	6	6	51
67	Creanga S.	8	50	0	0	0	0	8	0	0	8	8	50
68	Silistaru M.	3	48	0	0	0	0	3	0	0	3	3	48
69	Negruta V.	2	48	0	0	0	0	2	0	0	2	2	48
70	Grozavu N.	3	42	0	0	0	0	3	0	0	3	3	42
71	Untila V.	0	0	2	40	0	1	1	0	0	2	2	40
72	Lupulciuc I.	2	32	0	0	0	0	2	0	0	2	2	32
73	Corduneanu A.	3	15	3	9	0	0	6	0	0	6	6	24
74	Buceatchi P.	2	24	0	0	2	0	0	0	0	2	2	24
75	Vrabie V.	2	18	0	0	0	0	2	0	0	2	2	18
76	Cosarciuc V.	0	0	2	16	0	0	2	0	0	2	2	16
77	Belcencova L.	0	0	2	12	0	0	2	0	0	2	2	12
78	Balmos G.	0	0	1	11	0	0	1	0	0	1	1	11
79	Platon V.	0	0	2	10	0	0	2	0	0	2	2	10
80	Graur D.	0	0	1	10	0	0	1	0	0	1	1	10
81	Papusoi A	0	0	1	10	0	0	1	0	0	1	1	10
82	Durlesteanu M.	0	0	2	8	0	0	2	0	0	2	2	8
83	Secareanu S.	0	0	2	8	0	0	2	0	0	2	2	8
84	Taranu A.	0	0	3	3	0	3	0	0	0	3	3	3
85	Banari S	0	0	1	3	0	0	1	0	0	1	1	3
86	Lomakin A.	0	0	1	3	0	0	1	0	0	1	1	3
87	Timbalist T.	0	0	1	3	0	0	1	0	0	1	1	3
+	Institutions												
1	PARTIES	1613	46077	3613	52361	209	934	4083	9	123	5094	5226	98438
2	PRESIDENCY	617	32448	1179	36419	473	109	1214	5	0	1791	1796	68867
3	GOVERNMENT	351	9994	840	20851	174	36	981	7	0	1184	1191	30845
4	LPA	161	2791	218	5230	23	58	298	0	0	379	379	8021
5	PARLIAMENT	54	2451	138	4155	10	0	182	0	0	192	192	6606
+	Parties												
1	PCRM	1096	52063	2203	55724	697	272	2330	13	0	3286	3299	107787
2	PLDM	421	10076	843	12144	11	241	1012	0	37	1227	1264	22220
3	PL	387	9121	769	8676	27	202	927	0	41	1115	1156	17797
4	AMN	295	7168	702	7149	10	185	802	0	42	955	997	14317
5	PSD	141	3275	222	4072	0	74	289	0	0	363	363	7347
6	PPCD	73	3568	121	1965	8	11	175	3	0	191	194	5533
7	PDM	81	1932	153	2679	0	30	204	0	3	231	234	4611
8	MAE	28	481	59	1043	0	5	82	0	0	87	87	1524
9	PC	6	120	10	135	0	0	16	0	0	16	16	255
10	UCM	0	0	38	246	0	7	31	0	0	38	38	246
11	PPR	10	120	3	114	0	0	13	0	0	13	13	234
12	PNL	0	0	3	45	0	3	0	0	0	3	3	45
13	PDSMU	0	0	1	3	0	0	1	0	0	1	1	3
14	PRM	0	0	1	3	0	0	1	0	0	1	1	3

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

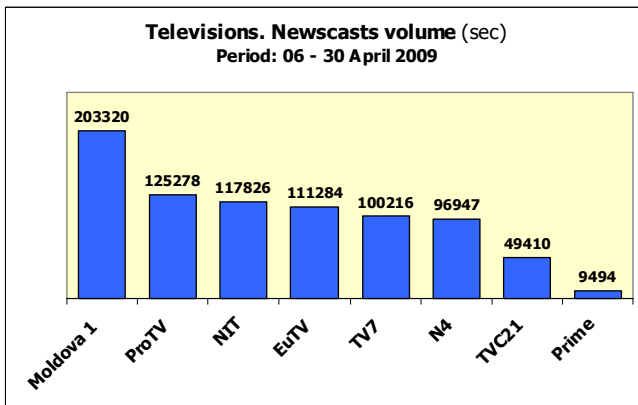
3.1 General quantity data

During the first post-election month (06-30.04.09), 8 of those 9 monitored TV stations aired newscasts with stories covering personalized and institutionalized political actors. They were EuTV, Moldova 1, N4, NIT, Prime, ProTV, TV7 and TVC21. The only watched TV service that aired no newscasts continued to be 2 Plus, as during the pre-election and election periods.

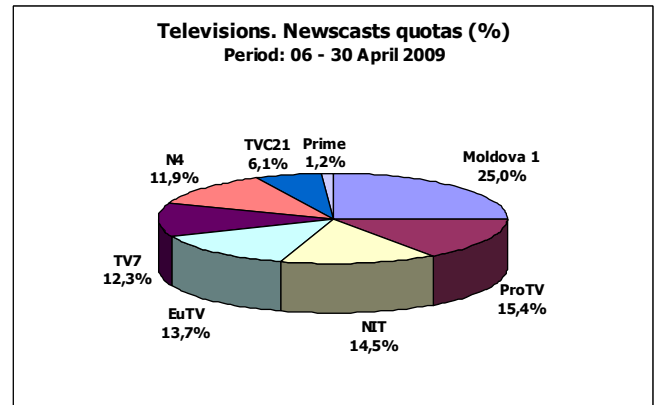
The TV services monitored during the reference period aired newscasts with a total duration of 813,775 sec. (226 h.) They aired 2,676 news stories covering political actors, their aggregated runtime being 346,756 sec. (96.32 h.) Thus, the share of this category of news accounted for 42.6 % of the total duration of newscasts aired during the first post-election month by those 8 TV channels all together. This index surged compared to the pre-election period (40.6%) and compared to the election period (39.61%).

Moldova 1 was leading in all the considered parameters. Thus, in terms of the general duration of newscasts, this station accounted for 56.58 h of news broadcasting i.e. 25 % of the aggregated duration of the newscasts of all those 8 monitored TV stations. This station was followed by ProTV (15.4 %), NIT (14.5%), EuTV (13.7%), TV7 (12.3 %), N4 (11.9 %), TVC21 (6.1 %) and Prime (1.2 %).

Graph 1

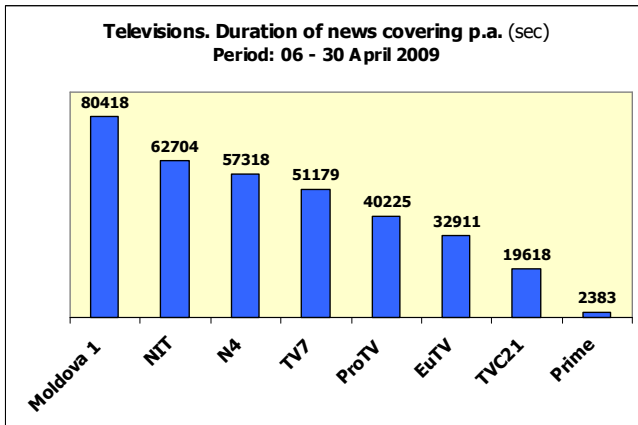


Graph 2

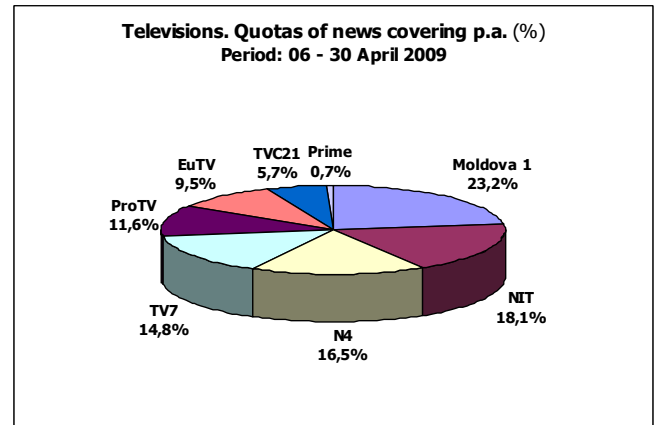


Moldova 1 was leading also in terms of the duration of news covering political actors – about 23 % of the general duration of this type of stories aired by all the monitored TV stations. It was decreasingly followed by NIT (18 %), N4 (about 17%), TV7 (about 15%), ProTV (about 12%), EuTV (more than 9 %), TVC21 (about 6 %) and Prime (1%).

Graph 3



Graph 4



Moldova was the first also in terms number of stories covering political actors (20%) of their total aired by all the monitored stations. This service was followed by TV7 (17 %), NIT (16%), N4 (almost 15 %), ProTV (about 14 %), EuTV (almost 11 %), TVC21 (about 6 %) and Prime (slightly more than 1 %).

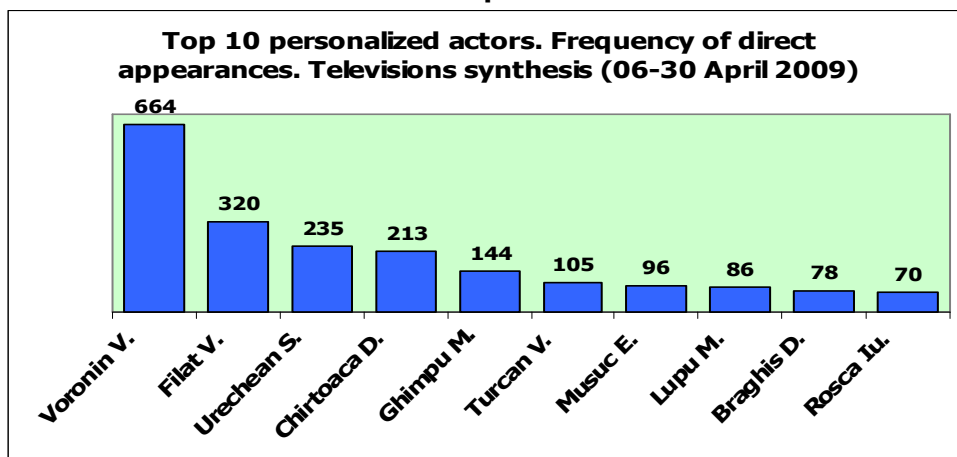
3.2 Political actors

▪ Personalized actors

During the reference period, those 8 monitored TV stations covered 87 personalized actors, all together. 45 of them were targeted in the news of Moldova 1, 43 – by ProTV, 38 – by EuTV, 36 – TVC21, 34 – TV7, 33 – NIT, 29 – N4 and 12 – by Prime.

By number of direct appearances in newscasts, three PCRM representatives (V.Voronin, V.Țurcan and M.Lupu), by two representatives of PSD (D.Braghiș and E. Mușuc) and of PL (D.Chirtoacă and M.Ghimpu) and by one from PLDM (V.Filat), AMN (S.Urechean) and PPCD (Iu.Roșca) got in top 10 of the personalized political actors mostly covered by all the monitored TV stations.

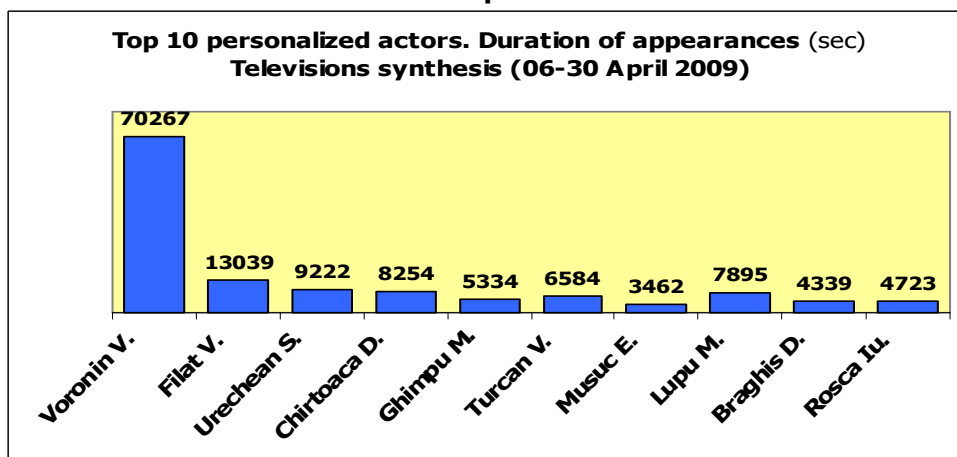
Graph 5



Their appearances (direct and indirect) in newscasts were disproportionate. Thus, the PCRM personalized political actors from top 10 benefited from 855 direct appearances and 1381 – mentions, those from the PL – respectively from 357 and 457, those from the PSD – from 174 and 188 appearances, V. Filat – from 320 and 441, S.Urechean – from 235 and 307, Iu. Roșca – from 70 and 63. In other words, the number of appearances of the PCRM representatives from the top list was about 2.75 bigger than the ones from the PL, 3 times bigger than the ones from the PLDM, about 4 times bigger than the ones from the AMN, about 17 times bigger than the ones from the PPCD.

The duration of covering the personalized actors from top 10 was also unbalanced. We'll mention in this context that the duration of aggregated TV appearances of V.Voronin, V.Țurcan and M.Lupu was 84,746 sec., that is over 6 times more than the duration of the appearances of D.Chirtoacă and M.Ghimpu (13,588 sec.) and V.Filat (13,039 sec.), over 9 times longer than the duration of the appearances of S.Urechean (9,222 sec.), about 11 times longer than the duration of the appearances of D.Braghiș and E.Mușuc (7,801 sec) and about 18 times bigger than the duration of Iu.Roșca's appearances (4,723 sec.).

Graph 6



The noticed disproportions were largely caused by the unbalanced coverage of the personalized political actors from top 10 by three TV stations – Moldova 1, NIT and N4. Thus, V.Voronin, V.Țurcan and M.Lupu benefited, on those three stations, from about 59.1 % of the appearances granted to these actors by all the monitored TV stations (1,322 of a total of 2,236) and about 76 % of the airtime granted to these personalized political actors by those 8 monitored TV services all together (60,306 sec. of a total of 79,746 sec.) Respectively, the other 7 actors from the same list were offered by those 3 stations 40.9% in terms of frequency and 24% in terms of appearances from the total duration of appearances of the actors in top 10.

Not like those stations, ProTV, TV7, TVC21 and EuTV, all in all, displayed trends of fairly covering the personalized actors from top 10. Thus, V.Voronin, V.Țurcan and M.Lupu had 891 appearances on these stations (from the total appearances of personalized actors -- 2,622 times) or about 34 % with the runtime of 18,772 sec. (i.e. about 37 % from the total duration of 51,076 sec. granted to the personalized actors by these TV channels.)

Respectively, the other 7 personalized actors were offered 66 % from the total amount of appearances of actors from top 10 and 63 % from the total airtime granted to these actors.

This trend was backed by the gradual coverage of the personalized political actors from top 10 by each of the watched stations, during the post-election period. This is mirrored in the discrepancy between the coverage offered to the first one, on the one hand, and to the second and the last actors from the top list, on the other hand.

Moldova 1 reported on V.Voronin (the first in top 10) 388 times, i.e. 5 times more than on the actor on position 2 (V.Filat, 83 appearances) 16 times more often than on the actor on the last position from the top (Iu.Roșca, 24 appearances.) V.Voronin's appearances on Moldova 1 lasted 24,984 sec. i.e. about 8.6 times more than the appearances of the actor on position 2 (M.Lupu, 2,912 sec.) and about 39 times more than the appearances of the last actor from the top (L.Șavga, 641 sec.)

NIT covered V.Voronin (the first from top 10) 377 times, i.e. 4.6 times more often than the actor on position 2 (V.Filat, 82 appearances) and about 20 times more often than the last actor from the top (E.Mușuc, 19 appearances.) The duration of V.Voronin's appearances on NIT was 14,936 sec. that is about 4.3 times more than the appearance of the actor on position 2 (V.Țurcan, 3,464 sec.) and almost 40 times more than the appearance of the last actor from the top (Z.Greceanâi, 368 sec.)

N4 made 326 references to V.Voronin (the first in top 10), i.e. 2.4 times more often than to the actor on position 2 (V.Filat, 134 appearances) and over 18 times more often than to the last actor from the top (E.Mușuc, 18 appearances.) The duration of V.Voronin's appearances on N4 was 12,784 sec. that is about 6 times more than the appearances of the actor on position 2 (V.Filat, 2,160 sec.) and over 22 times more than the appearances of the last actor from the top (E.Mușuc, 564 sec.)

Other several TV channels (ProTV, TV7, TVC21 and EuTV), as during the election period, displayed certain balance in covering the personalized political actors. Thus, ProTV, as Moldova 1, N4, NIT and Prime, during the post-election period in question, reported on V.Voronin most often (he was the first in top 10 – 291 appearances.) The discrepancy between the number of appearances of this political actor and the number of appearances of the second actor from the top was however 1.7 times (V.Filat, 173 appearances) and about 9.4 times compared with the last actor from the same list (E.Mușuc, 31 appearances.) The runtime of V.Voronin's appearing on ProTV was 6,869 sec. that is 2.7 times more than the presence of the actor on position 2 (D.Chirtoacă, 2,525 sec.) and 15.4 times more than the presence of the last actor from the top (Z. Greceanâi, 446 sec.)

TV7 also covered, most often, V.Voronin (the first in top 10) - 189 times, that is 1.7 times more often than the actor on position 2 (V.Filat, 111 appearances) and 8.5 times more often than the last actor from the top (O.Nantoi, 22 appearances.) In terms of duration of appearances, also V. Voronin was in top 10 of TV7 – 3,944 sec. He exceeded the holder of position 2 by 1.35 times (S.Urechean, 2,907 sec.) and almost 8.8 times – the last actor from the top (V.Stepaniuc, 448 sec.)

The first on TVC21's top 10 was V.Voronin. He was covered 86 times, practically as was the actor on position 2 (V.Filat, 84 appearances) and 5.4 times more often than the last actor from the top (D.Braghiș, 303 appearances.) The duration of appearances of the holder of position 1 on TVC21, V.Voronin, was 1,640 sec., practically equal to the one offered to V.Filat, ranking the second (1,540 sec.), and 12.8 times longer than the presence of the last actor from the top (Z.Greceanâi, 128 sec.)

In its newscasts, EuTV mostly promoted V.Voronin, the first in its top 10, (217 appearances,) i.e. 2.3 times more often than the actor on position 2 (V.Filat, 93 appearances) and about 8.34 times more often than the last actor in the top (V.Baldovici, 26 appearances.) The duration of V.Voronin's appearances on EuTV was 4,442 sec. i.e. 1.8 times more than the presence of the actor holding position 2 (Iu.Roșca, 2,459 sec.) and almost 7 times more than the appearances of the last actor from the top (V.Baldovici, 643 sec.)

In conclusion, we'll point out that during the first post-election month, the observed TV services actually repeated the practice of differentiated coverage of the personalized political actors, noting during the electoral race: Moldova 1, NIT, N4 went on preferentially mirroring the personalized actors representing the PCRM, and TV7, ProTV, TVC21 and EuTV displayed a trend to cover this category of top actors in a balanced way, regardless of their political color.

▪ **Institutionalized actors. Institutions**

The political parties, government, parliament, presidency and local public administrations (LPA) went on being the institutionalized political actors being offered media publicity by the TV stations under scrutiny. During the reference period, these actors earned 8,784 appearances in newscasts of those 8 TV channels. Their general duration was 212,777 sec.

During the first post-election month, the political parties went on being the most publicized institutions by the monitored televisions. In general these institutions gained 5,226 appearances in newscasts, the aggregated duration being 98,438 sec. The second place as frequency and duration was claimed by the presidency. This institutionalized political actor got 1,796 appearances with a general duration of 68,867 sec. The third place in the ranking of institutionalized political actors was given to the government (1,191 appearances with a total duration of 30,845 sec.) It was followed by the LPA (379 appearances with an aggregated duration of 8,021 sec.) The scrutinized TV stations displayed the lowest interest for the parliament (position 5 - 192 appearances during 6,606 sec.)

The monitored TV channels differently mirrored the institutionalized political actors. 5 of them granted key emphasis to political parties (TV7, ProTV, TVC21, EuTV, Prime), other three – to the presidency (Moldova1, NIT and N4). It's worth remarking that the intensity and values of their appearances in newscasts resulted from either the political preferences of a TV station, or on its attachment to the values of political pluralism.

The table below quantifies the frequency and duration of covering the government, parliament, presidency, LPA and the political parties during the first post-election month, in the newscasts of the scrutinized channels.

TV station		Government		Parliament		Presidency		LPA		Parties	
		Frequency	position	Frequency	position	Frequency	position	Frequency	position	Frequency	position
EuTV	Frequency	161	4	21	4	205	5	98	2	754	4
	Duration	3437	4	379	4	4221	6	1159	3	13336	4
Moldova 1	Frequency	282	1	71	1	350	2	25	5	676	5
	Duration	9851	1	1812	2	23579	1	626	5	17263	2
N4	Frequency	143	5	36	2	318	3	2	7	776	3
	Duration	4202	3	3334	1	13485	3	180	7	11529	6
NIT	Frequency	199	2	9	7	385	1	44	4	633	6
	Duration	5455	2	126	6	15148	2	667	4	13326	5
Prime	Frequency	22	8	0	8	13	8	0	8	52	8
	Duration	429	8	0	8	441	8	0	8	491	8
ProTV	Frequency	185	3	27	3	239	4	106	1	1038	1
	Duration	3036	6	695	3	5989	4	1727	2	14094	3
TV7	Frequency	137	6	15	5	198	6	90	3	889	2
	Duration	3133	5	138	5	4344	5	3078	1	20858	1
TVC 21	Frequency	62	7	13	6	88	7	14	6	408	7
	Duration	1302	7	122	7	1660	7	584	6	7541	7

Moldova 1, according to data from the table, during the month after the parliamentary elections, as during the election period, largely mirrored the governing institutions (the Government – position 1 as frequency and duration, the Parliament – position 1 as frequency and position 2 – as duration, the Presidency – position 2 as frequency and position 1 – as duration.) This TV station was reluctant in mirroring the political parties (position 5 – as frequency and position 2 – as duration), but, especially the LPA (position 5 – as frequency and duration.)

NIT granted relevant priority to the presidency (position 1 as frequency and position 2 – as duration) and to the Government (position 2 as frequency and duration.) The LPA (position 4 as frequency and duration) and the political parties (position 6 as frequency and 5 – as duration) benefited from decreased coverage from NIT. NIT was the most reluctant with the parliament (position 7 – as frequency and 6 – as duration.)

TV7 displayed major interest for political parties (position 2 as frequency and 1 – as duration) and for the LPA (position 3 as frequency and position 1 – as duration). The Government, the Parliament and the Presidency were covered with sufficient reluctance (on average positions 5-6 as frequency and duration.)

As during the election period, EuTV covered the LPA mostly (position 2 – as frequency and position 3 – as duration.) The interest of this station for the other institutionalized political actors was minor (the Government, Parliament and parties got but position 4 as frequency and duration, and the Presidency – position 5 as frequency and position 6 – as duration.)

N4 was the closest to the parliament (position 2 as frequency and 1 – as duration) and the presidency (position 3 – as frequency and durations.) This station displayed moderate interest for parties (position 3 – as frequency and 6 – as duration), government (position 5 as frequency and position 3 - as duration). N4 was reluctant with the LPA (position 7 as frequency and duration.)

ProTV mostly covered the political parties as a theme (position 1 – as frequency and 3 – as duration) and the LPA (position 1 – as frequency and 2 – as duration.) The appearances of the other actors were, if compared with the mentioned above actors, decreasing: the Parliament – position 3 as frequency and duration; the Presidency – position 4 as frequency and duration; the Government - position 3 as frequency and 6 as duration.

TVC21 had no preferred institutionalized actors, all being treated equally insignificantly (positions 6-7.)

Prime got the last position, the eighth, in the ranking of the scrutinized TV channels in terms of frequency and duration in mirroring the Government, Presidency and political parties within the first post-election month, in its news. It made no reference to the parliament and the LPA.

The described data speak of the fact that the TV services, monitored during the reference period, continued their practices of publicizing the institutionalized actors dating from the election race. Thus, there stood at one pole Moldova 1, NIT and N4 as heralds of the Presidency and Government. The other pole was occupied by TV7, ProTV and TVC21, which treated relatively fair the institutions as political actors. EuTV went on displaying characteristics specific to both categories of TV stations.

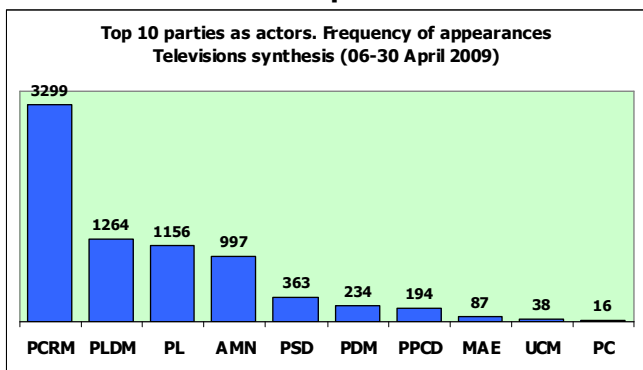
▪ Institutionalized actors. Political parties

In the month after the electoral campaign, the number of publicized parties dropped. 14 political parties were found on the agendas of those 8 TV services monitored: Moldova 1 covered the largest number of parties (12),

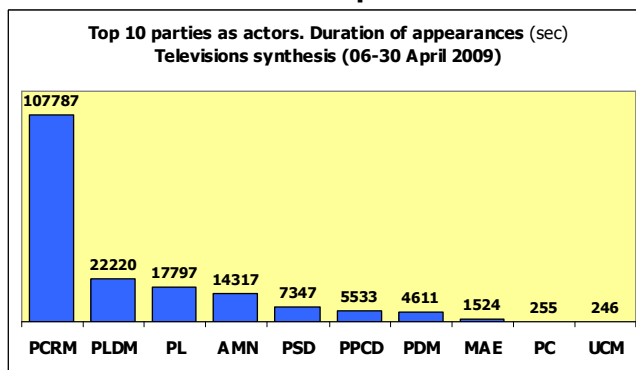
and Prime – the smallest (4). The other stations publicized different numbers of political parties: ProTV, TV7, N4, EuTV – by 10, TV21 – 9, and NIT –8.

The scrutinized political parties granted priority to the political parties having entered parliament after the April 5 poll. The PCRM was the most publicized party by all the monitored stations. It earned 3,299 appearances with the general duration of 107,787 sec. The PCRM was followed by the PLDM (1,264 appearances with the duration of 22,220 sec.), the PL (1,156 appearances during 17,797 sec.), the AMN (997 appearances during 14,317 sec.) The other parties gathered less than 1,000 appearances, and their duration did not exceed 7,500 sec.

Graph 7

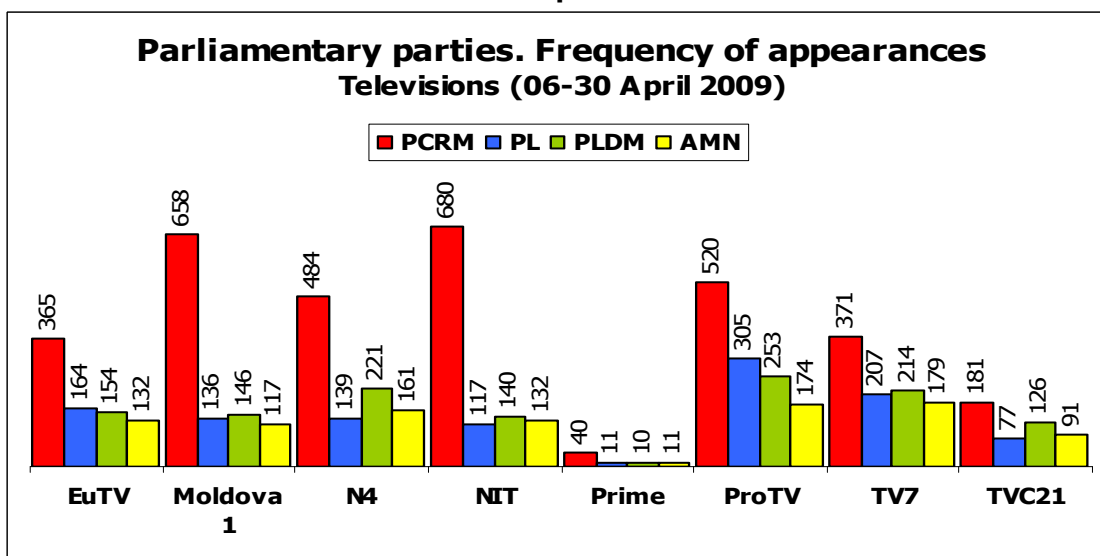


Graph 8

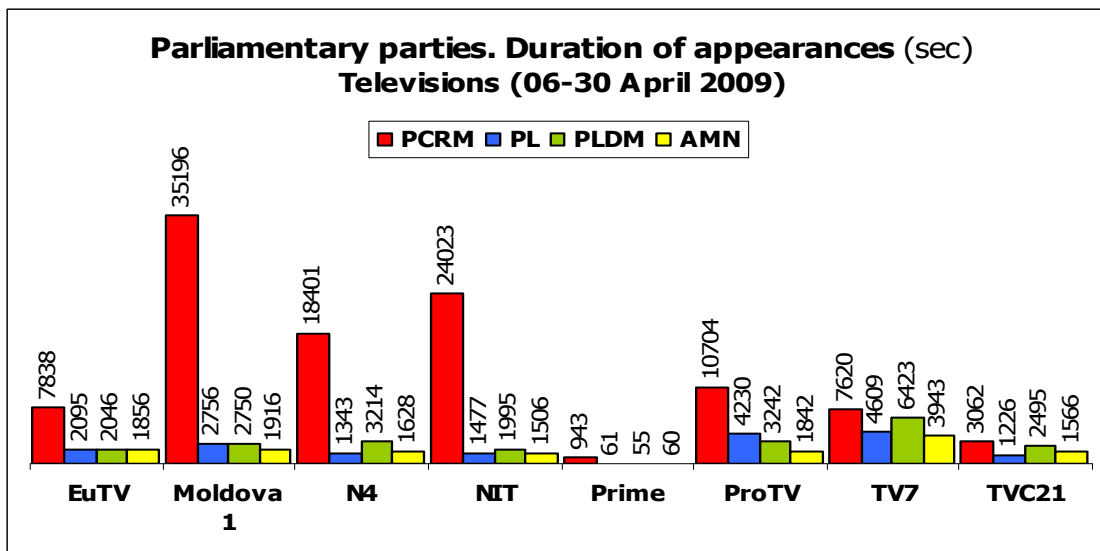


The monitored TV stations balanced the frequency and the duration of the appearances of the political parties in newscasts. Such a treatment was applied, first of all, to the parliamentary parties.

Graph 9



Graph 10



Thus, Moldova 1 publicized the PCRM 658 times, i.e. 5 times more often than the PLDM (146 appearances) and the PL (136 appearances) and over 6 times more frequently than the AMN (117 appearances.) The duration of the PCRM's appearances on Moldova 1 was 35,196 sec. i.e. over 11 times more than the one of the PLDM (2,750 sec.) and the PL (2,756 sec.) and 18 times longer than the duration of the appearances of the last parliamentary party – the AMN (1,916 sec.)

NIT reported on the PCRM 680 times, i.e. almost 5 times more often than on the PLDM (140 appearances) and the AMN (132 appearances) and almost 6 times more often than on the PL (117 appearances.) The PCRM's appearances on NIT lasted for 24,023 sec. that is, on average, 12 times longer than the presence of the other parliamentary parties (PLDM – 1,995 sec., AMN – 1,506 sec., PL – 1,477 sec.)

N4 covered the PCRM 484 times, that is almost twice more often than the other parliamentary parties (PLDM - 221 appearances, AMN - 161 appearances, PL - 139 appearances.) The duration of the PCRM's appearances on N4 was 1,8401 sec., i.e. about 6 times longer than the presence of the PLDM (3,214 sec.), and almost 11 times more than the AMN's appearances (1,628 sec.) and about 14 times longer than the appearances of the PL (1,343 sec.)

The coverage of the parliamentary parties by other TV stations (TVC21, EuTV, ProTV, TV7) was done in a relatively balanced manner. The frequency of the PCRM's appearances, as it was the first on the list of covering the parliamentary parties, and of the other three parties entering the parliament, varied between 1.5 and 2.5 times, and the duration of appearances – between 2 and 5 times.

On the other hand, the monitored TV channels displayed low interest for the parties remaining outside the Parliament. In the first post-election month, we noticed a blatant discrepancy between the degree of publicizing the parties having gained over 6% of the voters' ballots (PCRM, PL, PLD and AMN) and the other parties having participated in the elections (PSD, PDM, PPCD, MAE, UCM etc.) The appearances of the extra-parliamentary parties in the news during the reference period were dozens of times lower than the appearances of the parliamentary parties, and the duration of appearances in some cases was shorter by hundreds of times. It's worth mentioning that such a disproportion was found practically at all the monitored TV channels.

The presented data speak of the fact that the watched TV channels attached different degrees of political pluralism to their newscasts. During the first post-election month NIT, Moldova 1, N4, Prime, and, sometimes, also EuTV, displayed themselves generally reluctant with the diversion of political opinions, and ProTV, TV7 and TVC21 practiced a type of journalism marked by political pluralism, although with many cases of incoherence.

Conclusions

The quantity data of monitoring newscasts during the first month after the parliamentary elections speaks of the fact that the observed TV services largely repeated their editorial policies applied during the election race. The public broadcaster Moldova 1 and the private channels NIT, N4, Prime, and sometimes also EuTV, largely went on sacrificing the right of the citizen to be informed for the sake of certain political party interests. ProTV, TV7 and TVC21 often guided themselves by the citizens' informational interests. The editorial behavior of these TV services, although not to be set as an example, deserves to be encouraged.

4. QUALITY DIMENSION OF POLITICAL ACTORS' PRESENCE IN NEWS

4.1. Political actors in newscasts. Positive context

Table 1

POLITICLA ACTORS IN NEWS. POSTIVE CONTEXT							
TV STATION	No.	PERSONALIZED		INSTITUTIONS		PARTIES	
EUTV							
	1	VORONIN V.	20	PRESIDENCY	20	PCRM	24
	2	GRECEANAI Z.	2	GOVERNMENT	10	PPCD	6
	3	LUPU M.	2	LPA	10		
	4			PARTIES	3		
	5			PARLIAMENT	2		
MOLDOVA 1							
	1	VORONIN V.	127	PRESIDENCY	113	PCRM	166
	2	LUPU M.	8	GOVERNMENT	48	PLDM	4
	3	GRECEANAI Z.	6	PARTIES	40		
	4	PAPUC G.	6	PARLIAMENT	8		
	5	COPACI T.	4	LPA	3		
	6	DODON I.	4				
	7	DUCA G.	4				
	8	FILAT V.	4				
	9	DUMBRAVEANU V.	3				
	10	TKACIUK M.	3				
N4							
	1	VORONIN V.	114	PRESIDENCY	108	PCRM	156
	2	DODON I.	3	PARTIES	43	AMN	3
	3	GRECEANAI Z.	3	GOVERNMENT	29		
	4	PAPUC G.	3				
	5	COPACI T.	2				
	6	STRATAN A.	2				
NIT							
	1	VORONIN V.	165	PRESIDENCY	165	PCRM	255
	2	DODON I.	14	PARTIES	66	PPCD	2
	3	GRECEANAI Z.	12	GOVERNMENT	56		
	4	TURCAN V.	8	LPA	10		
	5	LUPU M.	6	PRESIDENCY	165		
	6	TKACIUK M.	6				
	7	MUSUC E.	5				
	8	ROMAN A.	5				
	9	ROSCA IU.	2				
PRIME							
	1	VORONIN V.	3	GOVERNMENT	4	PCRM	7
	2	DODON I.	2	PRESIDENCY	4		
	3			PARTIES	3		
PROTV							
	1	PAPUC G.	3	GOVERNMENT	5	PCRM	6
	2	VORONIN V.	2	PARTIES	4		
	3			PRESIDENCY	2		
TV7							
	1	VORONIN V.	46	PRESIDENCY	46	PCRM	66
	2	GHIMPU M.	15	PARTIES	45	PL	25
	3	STEPANIUC V.	10	GOVERNMENT	13	AMN	5
	4	FILAT V.	5			PLDM	5
	5	FUSU C.	5				
	6	URECHEAN S.	5				
TVC21							
	1	VORONIN V.	15	PRESIDENCY	15	PCRM	17
	2	FILAT V.	2	GOVERNMENT	9	AMN	2
	3	GHIMPU M.	2	PARTIES	6	PL	2
	4	STRATAN A.	2			PLDM	2
	5	URECHEAN S.	2				

▪ Personalized actors

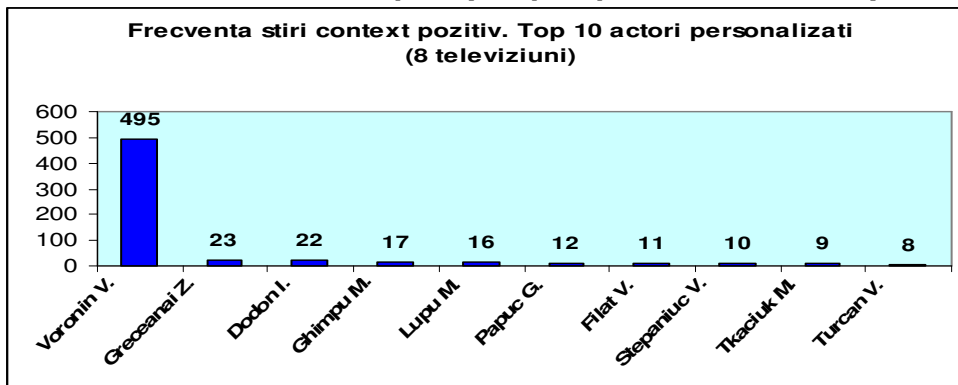
8 of 9 monitored televisions aired news with political actors put in a positive context. The largest number of personalized political actors was put in positive context news by Moldova 1 (11). The smallest – by ProTV and TV Prime (by 2.)

The political actor mostly publicized in positive context was V.Voronin, as he was the first in the lists of 7 televisions. Most often is was put in positive context news by three televisions: NIT, Moldova 1 and N4 (see Table 1.) The number of positive context appearances of V.Voronin in the news of all the observed televisions exceeds 20 times the number of appearances of the holder of position 2 from top 10 and over 60 times – the number of appearances of the holder of the last position from the top.

The relation between the frequency positive context appearances in news of the personalized actors on the first position and on the last position on EuTV was 10 to 1; on Moldova 1 – 42 to 1; on N4 – 57 to 1; on NIT – 82 to 1; on Prime – 6 to 1; on ProTV – 1.5 to 1; on TV7 – 9 to 1 and on TVC21 – 7 to 1.

8 of 10 political actors mostly covered in a positive context on the scrutinized TV channels are representatives of the government and two -- of the opposition (see Graph 1.)

Graph 1. Positive context news frequency. Top 10 personalized actors (8 televisions)



▪ **Institutionalized actors. Institutions**

The televisions differently covered the institutions-actors. Thus, 7 of 8 televisions granted priority to the news in which the presidency was presented in a positive context.

On 4 televisions– EuTV, Moldova 1, Prime and TVC 21, the second position is held by the Government, and on the others – by parties. Most often the Presidency was put in a positive context in the news of NIT, Moldova 1 N4.

The parliament is institution as a political actor which was publicized the least. It is not to be found in the news of 6 of 8 televisions.

▪ **Institutionalized actors. Political parties**

TV7 and TVC21 put in positive context, in their news, by 4 political parties; EuTV, Moldova 1, N4 and NIT – by two; ProTV and Prime – by one.

The actor mostly covered in a positive context is the PCRM. It got the first position on all the monitored TV stations. Its number of appearances in the positive context news of three televisions – Moldova 1, N4 and NIT (577) exceeds almost 5 times (120) the number of appearances of this party in the news of all those 5 remaining televisions all together.

EuTV and NIT aired positive context news about two political actors, the same - PCRM and PPCD.

Moldova 1 aired positive context news about PCRM and PLDM (166, respectively 4 times.)

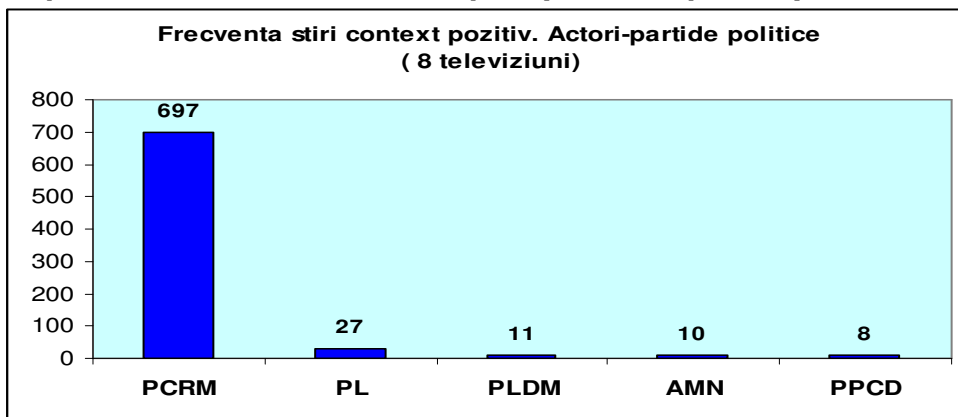
N4 aired positive context news about PCRM and AMN (156 and, respectively 3 times.)

ProTV and Prime aired positive context news about PCRM (6 and, respectively, 7 times.)

TV7 and TVC21 aired positive context news about PCRM, PL, AMN and PLDM.

The frequency of the political parties’ appearances in positive context news on those 8 televisions is presented in Graph 2.

Graph 2. Positive context news frequency. Political parties (8 televisions)



4.2. Political actors in newscasts. Negative context

Table 2

POLITICAL ACTORS IN NEWS. NEGATIVE CONTEXT						
TV STATION	No.	PERSONALIZED		INSTITUTIONS		PARTIES

EUTV							
	1	BRAGHIS D.	22	PARTIES	155	PCRM	47
	2	VORONIN V.	22	PRESIDENCY	16	PL	37
	3	FILAT V.	17	LPA	7	PLDM	28
	4	CHIRTOACA D.	17	GOVERNMENT	3	PSD	27
	5	URECHEAN S.	12			AMN	24
	6	GHIMPU M.	9			PDM	4
	7	MUSUC E.	7			UCM	3
	8	DIACOV D.	4				
	9	TARLEV V.	3				
	10	UNTILA V.	1				
MOLDOVA 1							
	1	FILAT V.	24	PARTIES	117	PL	39
	2	GHIMPU M.	14	LPA	9	PLDM	36
	3	CHIRTOACA D.	14	PRESIDENCY	3	AMN	26
	4	URECHEAN S.	12			PSD	8
	5	BRAGHIS D.	6			MAE	5
	6	LUCINSCHI C.	5			PDM	5
	7	FUSU C.	4			UCM	4
	8	PETRENCU A.	4				
	9	SUSARENCO G.	4				
	10	MUSUC E.	3				
N4							
	1	FILAT V.	48	PARTIES	197	PLDM	82
	2	URECHEAN S.	33	PRESIDENCY	4	AMN	53
	3	LUCINSCHI C.	18	LPA	2	PL	45
	4	CHIRTOACA D.	17			PDM	18
	5	GHIMPU M.	8			PNL	3
	6	GODEA M.	6				
NIT							
	1	FILAT V.	44	PARTIES	201	PLDM	73
	2	URECHEAN S.	30	LPA	24	AMN	61
	3	GHIMPU M.	24			PL	60
	4	CHIRTOACA D.	17			PCRM	10
	5	CERNEI O.	12			PDM	3
	6	BRAGHIS D.	3			PSD	3
	7	CUSNIR V.	3				
	8	TARANU A.	3				
	9	TANASE A.	2				
PRIME							
	1	CHIRTOACA D.	1	PARTIES	7	AMN	2
	2	FILAT V.	1			PL	2
	3	URECHEAN S.	1			PLDM	2
	4					PCRM	1
PROTV							
	1	VORONIN V.	38	PARTIES	141	PCRM	91
	2	URECHEAN S.	17	PRESIDENCY	30	PLDM	20
	3	FILAT V.	15	GOVERNMENT	14	AMN	19
	4	CHIRTOACA D.	14	LPA	8	PL	19
	5	BRAGHIS D.	11			PSD	15
	6	MUSUC E.	9			PPCD	3
	7	GHIMPU M.	5				
	8	ROSCA IU.	3				
	9	TURCAN V.	3				
	10	GRECEANAI Z.	2				
TV7							
	1	VORONIN V.	43	PARTIES	87	PCRM	98
	2	BRAGHIS D.	12	PRESIDENCY	48	PSD	17
	3	MUSUC E.	10	GOVERNMENT	17	PPCD	5
	4	PAPUC G.	2	LPA	8		
TVC21							
	1	VORONIN V.	8	PARTIES	29	PCRM	25
	2	MUSUC E.	5	PRESIDENCY	8	PSD	4
	3	ROSCA IU.	3	GOVERNMENT	2	PPCD	3
	4	BRAGHIS D.	2				

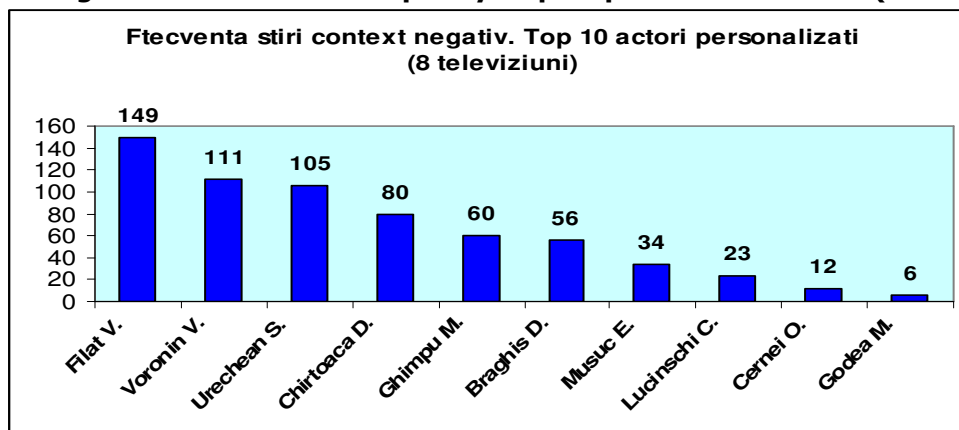
▪ Personalized actors

8 of 9 observed televisions aired news with political actors put in a negative context. V. Filat is the personalized actor the most covered in a negative context, followed by V.Voronin and S.Urechean. 9 of 10 personalized actors, most often placed in negative context in the news of all the monitored televisions are representatives of the opposition. 8 of 10 represent the parties entering the parliament.

4 televisions – Moldova 1, N4, NIT and Prime – put exclusively representatives of the opposition in negative context in their news (see Table 2.)

The personalized actors most often placed in a negative context on those 8 televisions are shown in Graph 3

Graph 3. Negative context news frequency. Top 10 personalized actors (8 televisions)



▪ **Institutionalized actors. Institutions**

On all the televisions, the first position in terms of appearances in a negative context was held by the parties as an institution actor, as the presidency and the LPA.

The televisions neglected the parliament as an institution actor in their news.

▪ **Institutionalized actors. Political parties**

EuTV, Moldova 1 and N4 put by 7 parties in negative context in their news.

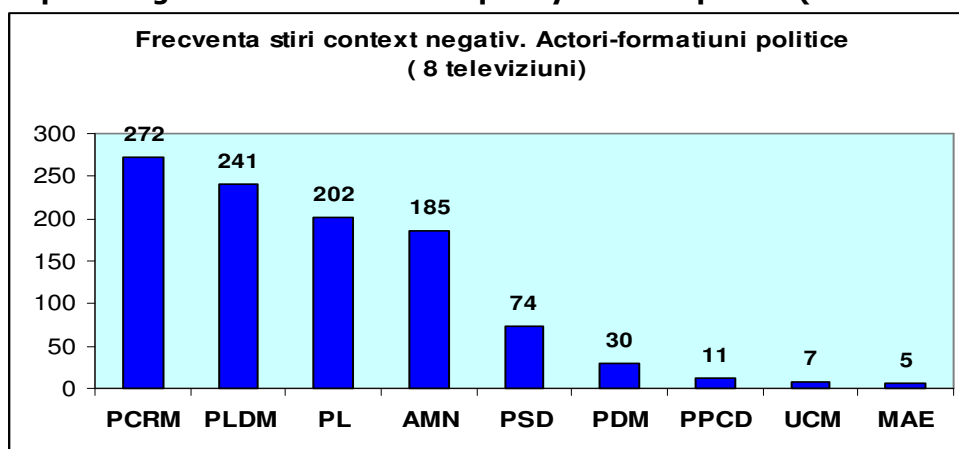
NIT and ProTV – by 6; Prime – 4, and TV7 and TVC21 – by 3, the same (see Table 2.)

Four political parties -- PCRM, PLDM, PL and AMN, all entering the parliament – were most often publicized in a negative context by the monitored televisions.

A single television – Moldova 1 – did not put the PCRM in a negative context in its news. Two televisions – TV7 and TVC21 did not put in a negative context 3 of 4 parties entering the parliament: PL, PLDM and AMN.

The political parties most often put in a negative context are shown in Graph 4.

Graph 4. Negative context news frequency. Political parties (8 televisions)



4.3 Political actors in newscasts. Favoring attitude

Table 3

POLITICAL ACTOR IN NEWS. FAVORING ATTITUDE							
TV STATION	No.	PERSONALIZED		INSTITUTIONS		PARTIES	
EUTV	1	VORONIN V.	2	GOVERNMENT	7	PCRM	4
	2	GRECEANAI Z.	2	PARTIES	3	PPCD	3
	3			PRESIDENCY	2		
MOLDOVA 1							
	1	VORONIN V.	3	PRESIDENCY	3	PCRM	3
N4							
	1			PARTIES	6	PCRM	6

The scrutinized televisions adopted different approaches in their attitude toward the news makers.

The only televisions having favored personalized political actors in news are EuTV and Moldova 1. EuTV a favored two actors, and Moldova 1 – one. This category is joined by N4, when it's a matter of favoring institutionalized actors. EuTV favors the Government, Parties and the Presidency; Moldova 1 – the Presidency, and

N4 – the Parties. Those 3 televisions favor the same party in their news – the PCRM, while EuTV – plus the PPCD (see Table 3.) Thus, out of those 14 political parties covered in the news by the televisions, favoring attitude was displayed towards two – the PCRM 13 times and the PPCD – 3 times.

4.4. Political actors in newscasts. Disfavoring attitude.

Table 4

POLITICAL ACTORS IN NEWS. DISFAVORING ATTITUDE							
TV STATION	No.	PERSONALIZED		INSTITUTIONS		PARTIES	
EUTV							
	1	FILAT V.	3	PARTIES	9	PL	3
	2	URECHEAN S.	3			PLDM	3
	3	GHIMPU M.	3			AMN	3
MOLDOVA 1							
	1	FILAT V.	3	PARTIES	12	AMN	6
	2	GHIMPU M.	3			PL	3
	3	URECHEAN S.	3			PLDM	3
N4							
	1	URECHEAN S.	16	PARTIES	63	AMN	22
	2	FILAT V.	13			PLDM	19
	3	CHIRTOACA D.	8			PL	19
	4	GHIMPU M.	5			PDM	3
	5	LUCINSCHI C.	3				
	6	GODEA M.	3				
NIT							
	1	GHIMPU M.	14	PARTIES	38	PL	16
	2	FILAT V.	9			PLDM	11
	3	URECHEAN S.	9			AMN	11
PRIME							
	1			PARTIES	1	PLDM	1

- **Personalized actors**

The monitored televisions took different approaches in terms of attitude toward news makers. Four televisions – EuTV, Moldova 1, N4 and NIT – displayed disfavoring attitude towards personalized political actors. N4 disfavored the largest number of personalized actors – 6. The other televisions – by 3 actors, the same. All the personalized actors disfavored in the news come from the opposition parties (See Table 4.)

- **Institutionalized actors. Institutions**

5 televisions of 8 – EuTV, Moldova 1, N4, NIT and Prime – displayed disfavoring attitude towards one and the same actor-institution – Parties. Most often – N4, followed by NIT.

- **Institutionalized actors. Political parties**

N4 showed its disfavoring attitude, in news, towards 4 political parties; EuTV, Moldova 1 and NIT – towards three parties – the same; Prime – towards 1 party, while the other TV channels did not display such an attitude towards any political party as an actor.

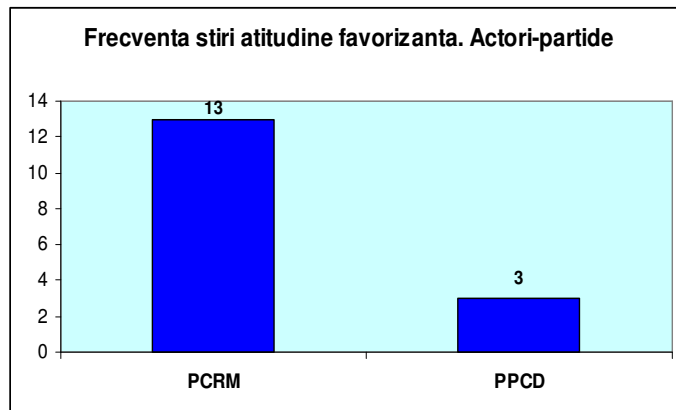
Thus, the televisions displayed disfavoring attitude in their news towards the opposition parties.

The favoring or the disfavoring attitude, shown in news towards personalized actors and towards political parties, is broken down in graphs 5-8.

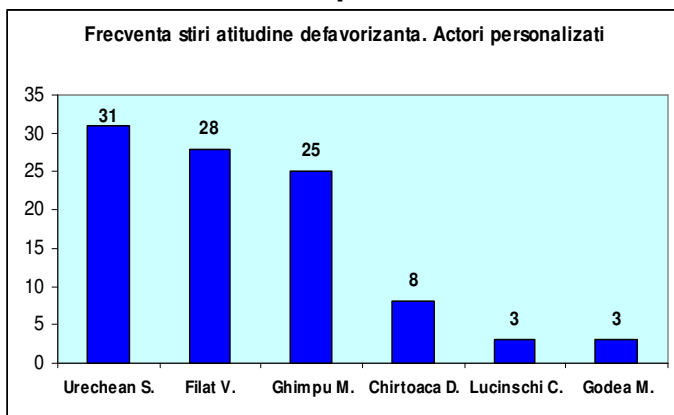
Graph 5. Frequency of favoring attitude in news. Personalized political actors



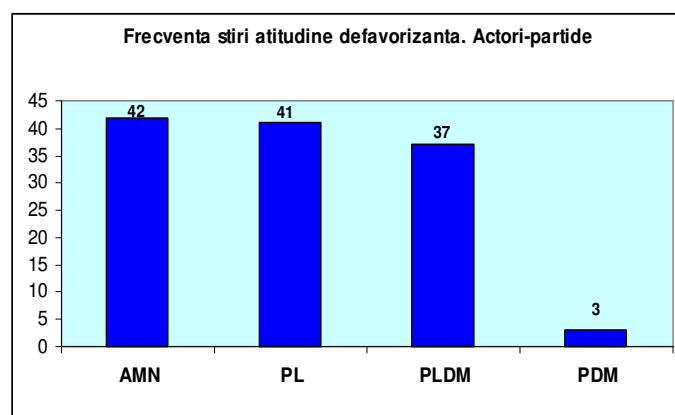
Graph 6. Frequency of favoring attitude in news. Parties as actors



Graph 7. Frequency of disfavoring attitude in news. Personalized political actors



Graph 8. Frequency of disfavoring attitude in news. Parties as actors



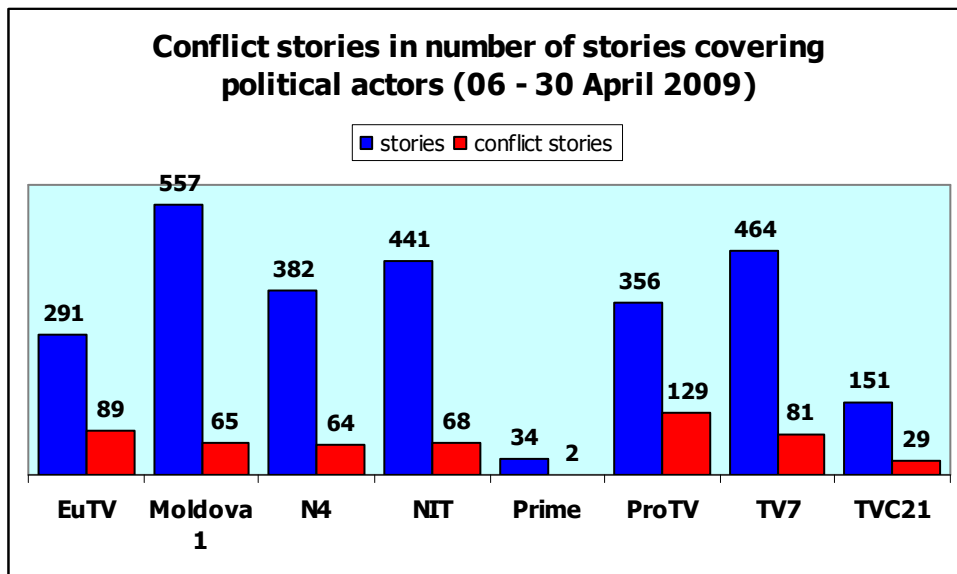
Conclusions:

- During the post-election period, the mostly covered personalized political actors in a positive context in the news of the monitored televisions represent the governance and, first of all, V.Voronin, as it had been during the election and pre-election periods;
- During the post-election period, the mostly covered personalized political actors in a negative context in the news of the monitored televisions represent the opposition, as it had been during the election and pre-election periods;
- During the post-election period, the mostly covered political party as an actor in positive and negative context in the news of the observed channels was the PCRM, but the frequency of publicizing it in a positive context exceeds the frequency of its being publicized in a negative context. The parties having entered the Parliament are in the top list of being covered both in a positive and a negative contexts;
- The televisions EuTV and Moldova 1 displayed favoring attitude toward two personalized political actors – representatives of the political rule, and, jointly with N4 - towards the PCRM, and EuTV – also towards the PPCD;
- EuTV, Moldova 1, N4, NIT and Prime, all together, displayed disfavoring attitude towards 6 personalized political actors and towards 4 political parties – all representing the opposition.

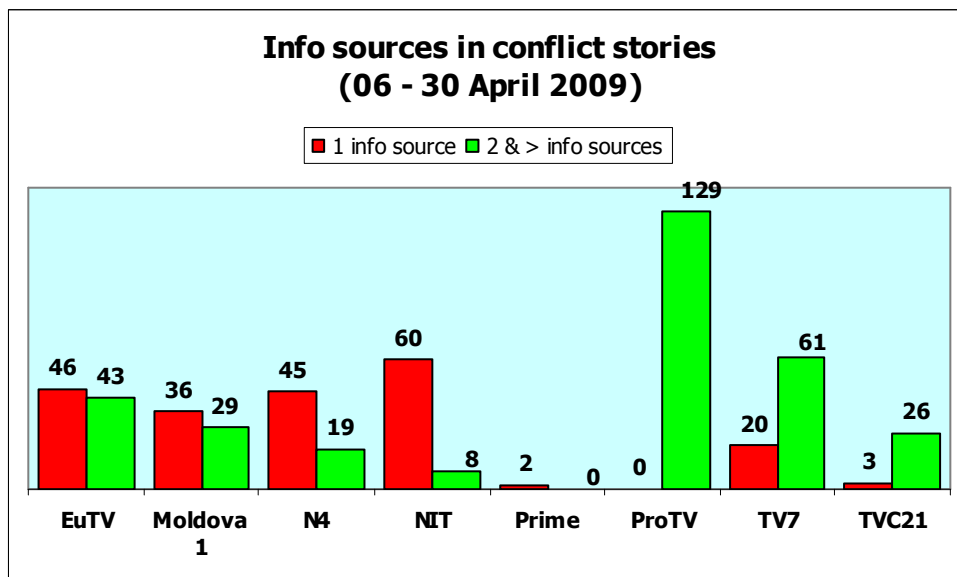
5. QUALITY OF NEWS COVERING POLITICAL ACTORS

The monitored televisions differently aired conflict-related news stories.

Graph 1



Graph 2



The monitored televisions share different professional standards in editing their conflict-related stories. Thus, a single television – ProTV – used more information sources in all its conflict-related stories.

On two televisions – TV7 and TVC21 – the number of conflict-related stories written on the basis of more sources exceeds the number of the stories written on the basis of a single source. The other televisions, and first of all N4, NIT and Prime, display negligence both towards the legal norms and towards professional standards in writing conflict-related stories. On N4, for instance, two in three conflict stories are based on a single information source, while NIT – uses more sources only for 1 story in 8.

Conclusions:

Most of the monitored televisions neglect the legal norms and professional standards in writing conflict-related stories.

6. PRESENCE OF POLITICAL ACTORS IN PROGRAMS: STATISTICAL DATA

Monitored period: 06-30.04.2009			
Monitored TV station: EuTV		Monitored program: PROGRAMS	
Program title: Duration (sec)		Program title: Duration (sec)	
Epicentru 27888		MediaExpres 56507	
Post-Factum 4920			

No.	ACTORS	PRESENCE				CONTENT			ATTITUDE			Data synthesis	
		Direct interventions		Mentions/appearances		positive	negative	neutral	favor.	disfavor.	impart.	Dir. int. + ment./app.	
		number	duration	number	duration							number	duration
+	Personalized		(sec)		(sec)								(sec)
1	Rosca Iu.	18	8772	16	1422	5	0	29	5	0	29	34	10194
2	Filat V.	30	482	33	3226	0	27	36	0	18	45	63	3708
3	Voronin V.	24	578	20	2298	4	0	40	3	0	41	44	2876
4	Chirtoaca D.	10	109	28	2338	0	26	12	0	17	21	38	2447
5	Urechean S.	18	301	35	1920	0	26	27	0	17	36	53	2221
6	Ciobanu V.	3	1950	0	0	0	0	3	0	0	3	3	1950
7	Vaculovschi G.	3	1950	0	0	0	0	3	0	0	3	3	1950
8	Cubreacov V.	0	0	3	285	0	0	3	0	0	3	3	285
9	Ghimpu M.	9	111	8	107	0	5	12	0	3	14	17	218
10	Braghis D.	3	63	16	154	0	8	11	0	0	19	19	217
11	Untila V.	0	0	5	181	0	2	3	0	0	5	5	181
12	Diacov D.	3	64	11	107	0	8	6	0	0	14	14	171
13	Tanase A.	3	24	5	56	0	3	5	0	3	5	8	80
14	Tarlev V.	0	0	5	42	0	5	0	0	0	5	5	42
15	Stratan A.	1	42	0	0	0	0	1	0	0	1	1	42
16	Nantoi O.	5	29	0	0	0	0	5	0	0	5	5	29
17	Greceanai Z.	1	11	0	0	0	0	1	0	0	1	1	11
18	Lucinschi C.	0	0	2	6	0	0	2	0	0	2	2	6
+	Institutions												
1	PARTIES	105	13855	219	13725	9	130	185	9	76	239	324	27580
2	PRESIDENCY	24	578	18	1518	4	0	38	3	0	39	42	2096
3	GOVERNMENT	2	53	4	26	0	3	3	0	0	6	6	79
+	Parties												
1	PPCD	24	12672	28	1983	9	2	41	9	0	43	52	14655
2	PLDM	33	506	49	3864	0	36	46	0	27	55	82	4370
3	PCRM	26	631	33	3550	4	0	55	3	0	56	59	4181
4	PL	19	220	44	2971	0	37	26	0	26	37	63	3191
5	AMN	18	301	49	2566	0	34	33	0	23	44	67	2867
6	PSD	3	63	16	154	0	8	11	0	0	19	19	217
7	PDM	8	93	13	113	0	8	13	0	0	21	21	206
8	UCM	0	0	5	42	0	5	0	0	0	5	5	42

Monitored period: 06-30.04.2009			
Monitored TV station: Moldova 1		Monitored program: PROGRAMS	
Program title: Duration (sec)		Program title: Duration (sec)	
Alegeri 2009 3760		Mesajul presedintelui 2360	
Atac asupra Moldovei 2040		Rezonans 6875	
Bunavestire (liturghie) 6050		Terra Vita 1700	
Cronos 890		Vector european 2790	
La datorie 6360		Zona Libera 5250	

No.	ACTORS	PRESENCE				CONTENT			ATTITUDE			Data synthesis	
		Direct interventions		Mentions/appearances		positive	negative	neutral	favor.	disfavor.	impart.	Dir. int. + ment./app.	
		number	duration	number	duration							number	duration
+	Personalized		(sec)		(sec)								(sec)
1	Voronin V.	26	1746	21	3745	18	0	29	1	0	46	47	5491
2	Bulat G.	4	1750	0	0	2	0	2	0	0	4	4	1750
3	Catrinici L.	2	800	0	0	1	0	1	0	0	2	2	800
4	Gorodenco A.	2	800	0	0	1	0	1	0	0	2	2	800
5	Savga L.	2	800	0	0	1	0	1	0	0	2	2	800
6	Vrabie V.	6	306	14	464	6	0	14	0	0	20	20	770
7	Filat V.	10	486	7	207	0	6	11	0	5	12	17	693
8	Turcan V.	8	615	1	15	0	0	9	0	0	9	9	630
9	Muntean Iu.	1	340	0	0	0	0	1	0	0	1	1	340
10	Untila V.	1	330	0	0	0	0	1	0	0	1	1	330
11	Greceanai Z.	2	217	0	0	0	0	2	0	0	2	2	217
12	Chirtoaca D.	3	105	5	60	0	4	4	0	3	5	8	165
13	Ghimpu M.	0	0	2	142	0	0	2	0	0	2	2	142

14	Rosca Iu.	2	120	1	20	1	0	2	1	0	2	3	140
15	Urechean S.	4	72	3	67	0	4	3	0	1	6	7	139
16	Ivanov V.	2	100	0	0	1	0	1	0	0	2	2	100
17	Diacov D.	1	60	0	0	0	0	1	0	0	1	1	60
18	Tanase A.	1	20	3	24	0	3	1	0	0	4	4	44
19	Lucinschi C.	0	0	3	42	0	3	0	0	3	0	3	42
20	Nagacevschi V.	3	39	0	0	0	0	3	0	0	3	3	39
21	Cernei O.	0	0	4	36	0	4	0	0	4	0	4	36
22	Lupu M.	1	12	1	20	1	0	1	0	0	2	2	32
23	Baldovici V.	0	0	1	25	0	0	1	0	0	1	1	25
24	Godea M.	0	0	3	21	0	3	0	0	3	0	3	21
25	Nantoi O.	3	21	0	0	0	3	0	0	3	0	3	21
26	Stratan A.	1	20	0	0	0	0	1	0	0	1	1	20
27	Cusnir V.	0	0	3	12	0	3	0	0	0	3	3	12
28	Robu N.	0	0	3	12	0	3	0	0	3	0	3	12
29	Cosarciuc V.	0	0	3	9	0	3	0	0	3	0	3	9
30	Petrencu A.	0	0	3	6	0	0	3	0	0	3	3	6
+	Institutions												
1	GOVERNMENT	21	4793	17	524	12	0	26	0	0	38	38	5317
2	PRESIDENCY	25	1536	21	3745	18	0	28	1	0	45	46	5281
3	PARTIES	35	2043	85	1994	3	44	73	1	33	86	120	4037
4	PARLIAMENT	4	387	1	20	1	0	4	0	0	5	5	407
+	Parties												
1	PCRM	43	3850	30	3998	23	0	50	1	0	72	73	7848
2	PLDM	14	545	20	446	0	14	20	0	10	24	34	991
3	AMN	5	402	18	288	0	14	9	0	11	12	23	690
4	PL	3	105	11	232	0	4	10	0	3	11	14	337
5	PPCD	2	120	4	106	1	0	5	1	0	5	6	226
6	PDM	4	81	6	128	0	6	4	0	6	4	10	209
7	MAE	0	0	6	92	0	0	6	0	0	6	6	92
8	PSD	0	0	3	86	0	0	3	0	0	3	3	86
9	UCM	0	0	3	86	0	0	3	0	0	3	3	86

Monitored period: 06-30.04.2009			
Monitored TV station: N4		Monitored program: PROGRAMS	
Program title:	Duration (sec)	Program title:	Duration (sec)
Atac asupra Moldovei	6120	Revista presei	11547
Promo obiectiv	6902		

No.	ACTORS N4 programs	PRESENCE				CONTENT			ATTITUDE			Data synthesis	
		Direct interventions		Mentions/appearances		positive	negative	neutral	favor.	disfavor.	impart.	Dir. int. + ment./app.	
		number	duration	number	duration							number	duration
+	Personalized		(sec)		(sec)							(sec)	
1	Filat V.	188	1958	98	1172	0	92	194	0	37	249	286	3130
2	Urechean S.	191	1734	6	84	0	98	99	0	1	196	197	1818
3	Ghimpu M.	119	798	75	269	0	73	121	0	1	193	194	1067
4	Chirtoaca D.	79	476	87	561	0	84	82	0	9	157	166	1037
5	Voronin V.	21	147	27	653	28	3	17	21	0	27	48	800
6	Diacov D.	98	441	1	12	0	0	99	0	0	99	99	453
7	Braghis D.	70	350	1	12	0	0	71	0	0	71	71	362
8	Pavlicenco V.	70	350	1	10	0	1	70	0	0	71	71	360
9	Tanase A.	70	161	9	72	0	9	70	0	0	79	79	233
10	Lucinschi C.	0	0	9	126	0	9	0	0	9	0	9	126
11	Nagacevschi V.	9	117	0	0	0	0	9	0	0	9	9	117
12	Greceanai Z.	0	0	6	107	4	0	2	2	0	4	6	107
13	Cernei O.	0	0	9	63	0	9	0	0	9	0	9	63
14	Godea M.	0	0	9	63	0	9	0	0	9	0	9	63
15	Nantoi O.	9	63	0	0	0	9	0	0	9	0	9	63
16	Rosca Iu.	0	0	5	62	1	0	4	0	0	5	5	62
17	Sarbu S.	0	0	2	60	0	0	2	0	0	2	2	60
18	Stratan A.	0	0	1	40	0	0	1	0	0	1	1	40
19	Cusnir V.	0	0	9	36	0	9	0	0	0	9	9	36
20	Robu N.	0	0	9	36	0	9	0	0	9	0	9	36
21	Cosarciuc V.	0	0	9	27	0	9	0	0	9	0	9	27
22	Petrencu A.	0	0	9	18	0	0	9	0	0	9	9	18
23	Cubreacov V.	0	0	1	10	0	0	1	0	0	1	1	10
24	Osipov V.	0	0	1	10	0	0	1	0	0	1	1	10
+	Institutions												
1	PARTIES	833	6287	340	3911	9	388	776	6	113	1054	1173	10198
2	PRESIDENCY	21	147	27	653	28	3	17	21	0	27	48	800

3	LPA	70	161	74	426	0	74	70	0	0	144	144	587
4	GOVERNMENT	0	0	7	147	4	0	3	2	0	5	7	147
+	Parties												
1	PLDM	267	2236	144	1507	0	135	276	0	48	363	411	3743
2	PL	198	1274	166	890	0	159	205	0	10	354	364	2164
3	AMN	191	1734	37	250	0	128	100	0	28	200	228	1984
4	PCRM	21	147	53	1279	40	4	30	29	0	45	74	1426
5	PDM	107	504	10	138	0	18	99	0	18	99	117	642
6	MAE	70	350	12	78	0	3	79	0	0	82	82	428
7	PSD	70	350	1	12	0	0	71	0	0	71	71	362
8	PPCD	0	0	7	92	1	0	6	0	0	7	7	92

Monitored period: 06-30.04.2009			
Monitored TV station: NIT		Monitored program: PROGRAMS	
Program title: Duration (sec)		Program title: Duration (sec)	
Atac asupra Moldovei 1360		Maxima 14800	
Conversatii cu presedinte 4200			

No.	ACTORS	PRESENCE				CONTENT			ATTITUDE			Data synthesis	
		Direct interventions		Mentions/appearances		positive	negative	neutral	favor.	disfavor.	impart.	Dir. int. + ment./app.	
		number	duration	number	duration							number	duration
+	Personalized		(sec)		(sec)							(sec)	
1	Voronin V.	1	3200	3	772	4	0	0	1	0	3	4	3972
2	Rosca Iu.	1	840	2	12	2	0	1	1	0	2	3	852
3	Muntean Iu.	1	720	0	0	1	0	0	0	0	1	1	720
4	Catrinici L.	1	617	0	0	1	0	0	0	0	1	1	617
5	Postoico M.	1	600	0	0	0	0	1	0	0	1	1	600
6	Filat V.	6	124	4	106	0	4	6	0	3	7	10	230
7	Chirtoaca D.	2	70	5	72	0	5	2	0	3	4	7	142
8	Urechean S.	2	40	3	24	0	5	0	0	1	4	5	64
9	Misin V.	3	60	0	0	0	0	3	0	0	3	3	60
10	Lucinschi C.	0	0	2	28	0	2	0	0	2	0	2	28
11	Nagacevschi V.	2	26	0	0	0	0	2	0	0	2	2	26
12	Ghimpu M.	0	0	1	26	0	1	0	0	0	1	1	26
13	Tanase A.	0	0	2	16	0	2	0	0	0	2	2	16
14	Cernei O.	0	0	2	14	0	2	0	0	2	0	2	14
15	Godea M.	0	0	2	14	0	2	0	0	2	0	2	14
16	Nantoi O.	2	14	0	0	0	2	0	0	2	0	2	14
17	Cusnir V.	0	0	2	8	0	2	0	0	0	2	2	8
18	Robu N.	0	0	2	8	0	2	0	0	2	0	2	8
19	Cosarciuc V.	0	0	2	6	0	2	0	0	2	0	2	6
20	Diacov D.	0	0	1	6	0	1	0	0	0	1	1	6
21	Turcan V.	0	0	1	6	0	0	1	0	0	1	1	6
22	Petrencu A.	0	0	2	4	0	0	2	0	0	2	2	4
+	Institutions												
1	PARTIES	27	4514	38	624	3	36	26	1	21	43	65	5138
2	PRESIDENCY	1	3200	3	772	4	0	0	1	0	3	4	3972
3	GOVERNMENT	2	1337	0	0	2	0	0	0	0	2	2	1337
+	Parties												
1	PCRM	15	7937	5	802	7	0	13	1	0	19	20	8739
2	PPCD	1	840	2	12	2	0	1	1	0	2	3	852
3	PLDM	8	150	8	136	0	8	8	0	5	11	16	286
4	PL	2	70	6	98	0	6	2	0	3	5	8	168
5	AMN	2	40	10	106	0	12	0	0	7	5	12	146
6	PDM	2	14	4	40	0	6	0	0	4	2	6	54
7	MAE	0	0	2	4	0	0	2	0	0	2	2	4

Monitored period: 06-30.04.2009			
Monitored TV station: ProTV		Monitored program: PROGRAMS	
Program title: Duration (sec)		Program title: Duration (sec)	
In profunzime 41158			

No.	ACTORS	PRESENCE				CONTENT			ATTITUDE			Data synthesis	
		Direct interventions		Mentions/appearances		positive	negative	neutral	favor.	disfavor.	impart.	Dir. int. + ment./app.	
		number	duration	number	duration							number	duration
+	Personalized		(sec)		(sec)							(sec)	
1	Filat V.	9	4066	3	54	0	0	12	0	0	12	12	4120
2	Chirtoaca D.	6	3734	3	207	0	0	9	0	0	9	9	3941
3	Voronin V.	5	787	10	2825	0	2	13	0	0	15	15	3612
4	Urechean S.	5	2605	0	0	0	0	5	0	0	5	5	2605

5	Pavlicenco V.	5	974	1	46	0	0	6	0	0	6	6	1020
6	Colesnic Iu.	2	510	1	43	0	0	3	0	0	3	3	553
7	Rosca Iu.	4	95	3	393	0	0	7	0	0	7	7	488
8	Braghis D.	4	93	4	161	0	1	7	0	0	8	8	254
9	Untila V.	1	248	0	0	0	0	1	0	0	1	1	248
10	Diacov D.	4	155	0	0	0	0	4	0	0	4	4	155
11	Ghimpu M.	3	36	3	54	0	0	6	0	0	6	6	90
12	Bujor L.	3	33	3	30	0	0	6	0	0	6	6	63
13	Musuc E.	0	0	3	54	0	0	3	0	0	3	3	54
14	Petrencu A.	3	30	0	0	0	0	3	0	0	3	3	30
15	Lucinschi C.	3	27	0	0	0	0	3	0	0	3	3	27
16	Turcan V.	0	0	1	24	0	1	0	0	0	1	1	24
17	Lupu M.	0	0	1	22	0	0	1	0	0	1	1	22
18	Papuc G.	0	0	1	20	0	0	1	0	0	1	1	20
+	Institutions												
1	PARTIES	56	13215	54	4859	0	4	106	0	0	110	110	18074
2	PRESIDENCY	1	178	7	776	0	2	6	0	0	8	8	954
3	GOVERNMENT	0	0	7	245	0	3	4	0	0	7	7	245
+	Parties												
1	PL	9	3770	9	519	0	0	18	0	0	18	18	4289
2	PCRM	5	787	17	3470	0	5	17	0	0	22	22	4257
3	PLDM	9	4066	6	156	0	0	15	0	0	15	15	4222
4	AMN	11	3396	7	187	0	0	18	0	0	18	18	3583
5	MAE	8	1004	1	46	0	0	9	0	0	9	9	1050
6	PPCD	4	95	6	798	0	0	10	0	0	10	10	893
7	PSD	4	93	10	344	0	1	13	0	0	14	14	437
8	PDM	7	182	4	110	0	0	11	0	0	11	11	292
9	UCM	0	0	1	5	0	0	1	0	0	1	1	5

Monitored period: 06-30.04.2009			
Monitored TV station: TV7		Monitored program: PROGRAMS	
Program title: Alegeri 2009		Duration (sec): 5980	Program title: Stop-cadru
Observer:		3840	1800

No.	ACTORS TV7 Pr. programs	PRESENCE				CONTENT			ATTITUDE			Data synthesis	
		Direct interventions		Mentions/appearances		positive	negative	neutral	favor.	disfavor.	impart.	Dir. int. + ment./app.	
		number	duration	number	duration							number	duration
+	Personalized		(sec)		(sec)							(sec)	
1	Nantoi O.	2	1120	1	61	0	0	3	0	0	3	3	1181
2	Pavlicenco V.	2	890	1	46	0	0	3	0	0	3	3	936
3	Urechean S.	8	698	2	24	2	0	8	0	0	10	10	722
4	Colesnic Iu.	2	510	1	43	0	0	3	0	0	3	3	553
5	Ghimpu M.	6	540	2	12	2	0	6	0	0	8	8	552
6	Filat V.	4	244	4	40	2	0	6	0	0	8	8	284
7	Voronin V.	2	120	4	40	2	0	4	0	0	6	6	160
+	Institutions												
1	PARTIES	26	4122	30	1428	8	5	43	0	0	56	56	5550
2	GOVERNMENT	0	0	2	509	0	1	1	0	0	2	2	509
3	LPA	2	52	0	0	0	0	2	0	0	2	2	52
+	Parties												
1	AMN	10	1208	4	72	2	0	12	0	0	14	14	1280
2	PCRM	2	120	10	1157	2	5	5	0	0	12	12	1277
3	PDM	2	1120	3	71	0	0	5	0	0	5	5	1191
4	MAE	2	890	2	51	0	0	4	0	0	4	4	941
5	PL	6	540	3	17	2	0	7	0	0	9	9	557
6	PLDM	4	244	5	45	2	0	7	0	0	9	9	289
7	PPCD	0	0	1	5	0	0	1	0	0	1	1	5
8	PSD	0	0	1	5	0	0	1	0	0	1	1	5
9	UCM	0	0	1	5	0	0	1	0	0	1	1	5

Monitored period: 06-30.04.2009			
Monitored TV station: TV synthesis		Monitored program: PROGRAMS	
Program title: Alegeri 2009		Duration (sec): 9740	Program title: Mesajul presedintelui
Atac asupra Moldovei		9520	2360
Bunavestire (liturghie)		6050	3840
Conversatii cu presedintele		4200	4920
Cronos		890	6902
Epacentru		27888	11547
			Rezonans
			6875

In profunzime	41158	Stop-cadru	1800
La datorie	6360	Terra Vita	1700
Maxima	14800	Vector european	2790
MediaExpres	56507	Zona Libera	5250

No.	ACTORS	PRESENCE				CONTENT			ATTITUDE			Data synthesis	
		Direct interventions		Mentions/appearances		positive	negative	neutral	favor.	disfavor.	impart.	Dir. int. + ment./app.	
		number	duration	number	duration							number	duration
+	Personalized		(sec)		(sec)							(sec)	
1	Voronin V.	79	6578	85	10333	56	5	103	26	0	138	164	16911
2	Filat V.	247	7360	149	4805	2	129	265	0	63	333	396	12165
3	Rosca Iu.	25	9827	27	1909	9	0	43	7	0	45	52	11736
4	Chirtoaca D.	100	4494	128	3238	0	119	109	0	32	196	228	7732
5	Urechean S.	228	5450	49	2119	2	133	142	0	20	257	277	7569
6	Pavlicenco V.	77	2214	3	102	0	1	79	0	0	80	80	2316
7	Ghimpu M.	137	1485	91	610	2	79	147	0	4	224	228	2095
8	Ciobanu V.	3	1950	0	0	0	0	3	0	0	3	3	1950
9	Vaculovschi G.	3	1950	0	0	0	0	3	0	0	3	3	1950
10	Bulat G.	4	1750	0	0	2	0	2	0	0	4	4	1750
11	Catrinici L.	3	1417	0	0	2	0	1	0	0	3	3	1417
12	Nantoi O.	21	1247	1	61	0	14	8	0	14	8	22	1308
13	Colesnic Iu.	4	1020	2	86	0	0	6	0	0	6	6	1106
14	Muntean Iu.	2	1060	0	0	1	0	1	0	0	2	2	1060
15	Diacov D.	106	720	13	125	0	9	110	0	0	119	119	845
16	Braghis D.	77	506	21	327	0	9	89	0	0	98	98	833
17	Gorodenco A.	2	800	0	0	1	0	1	0	0	2	2	800
18	Savga L.	2	800	0	0	1	0	1	0	0	2	2	800
19	Vrabie V.	6	306	14	464	6	0	14	0	0	20	20	770
20	Untila V.	2	578	5	181	0	2	5	0	0	7	7	759
21	Turcan V.	8	615	3	45	0	1	10	0	0	11	11	660
22	Postoico M.	1	600	0	0	0	0	1	0	0	1	1	600
23	Tanase A.	74	205	19	168	0	17	76	0	3	90	93	373
24	Greceanai Z.	3	228	6	107	4	0	5	2	0	7	9	335
25	Cubreacov V.	0	0	4	295	0	0	4	0	0	4	4	295
26	Lucinschi C.	3	27	16	202	0	14	5	0	14	5	19	229
27	Nagacevschi V.	14	182	0	0	0	0	14	0	0	14	14	182
28	Cernei O.	0	0	15	113	0	15	0	0	15	0	15	113
29	Stratan A.	2	62	1	40	0	0	3	0	0	3	3	102
30	Ivanov V.	2	100	0	0	1	0	1	0	0	2	2	100
31	Godea M.	0	0	14	98	0	14	0	0	14	0	14	98
32	Bujor L.	3	33	3	30	0	0	6	0	0	6	6	63
33	Misin V.	3	60	0	0	0	0	3	0	0	3	3	60
34	Sarbu S.	0	0	2	60	0	0	2	0	0	2	2	60
35	Petrencu A.	3	30	14	28	0	0	17	0	0	17	17	58
36	Cusnir V.	0	0	14	56	0	14	0	0	0	14	14	56
37	Robu N.	0	0	14	56	0	14	0	0	14	0	14	56
38	Lupu M.	1	12	2	42	1	0	2	0	0	3	3	54
39	Musuc E.	0	0	3	54	0	0	3	0	0	3	3	54
40	Cosarciuc V.	0	0	14	42	0	14	0	0	14	0	14	42
41	Tarlev V.	0	0	5	42	0	5	0	0	0	5	5	42
42	Baldovici V.	0	0	1	25	0	0	1	0	0	1	1	25
43	Papuc G.	0	0	1	20	0	0	1	0	0	1	1	20
44	Osipov V.	0	0	1	10	0	0	1	0	0	1	1	10
+	Institutions												
1	PARTIES	1082	44036	766	26541	32	607	1209	17	243	1588	1848	70577
2	PRESIDENCY	72	5639	76	7464	54	5	89	26	0	122	148	13103
3	GOVERNMENT	25	6183	37	1451	18	7	37	2	0	60	62	7634
4	LPA	72	213	74	426	0	74	72	0	0	146	146	639
5	PARLIAMENT	4	387	1	20	1	0	4	0	0	5	5	407
+	Parties												
1	PCRM	112	13472	148	14256	76	14	170	34	0	226	260	27728
2	PPCD	31	13727	48	2996	13	2	64	11	0	68	79	16723
3	PLDM	335	7747	232	6154	2	193	372	0	90	477	567	13901
4	PL	237	5979	239	4727	2	206	268	0	42	434	476	10706
5	AMN	237	7081	125	3469	2	188	172	0	69	293	362	10550
6	PDM	130	1994	40	600	0	38	132	0	28	142	170	2594
7	MAE	80	2244	23	271	0	3	100	0	0	103	103	2515
8	PSD	77	506	31	601	0	9	99	0	0	108	108	1107
9	UCM	0	0	10	138	0	5	5	0	0	10	10	138

7. QUANTITY DIMENSION OF POLITICAL ACTORS' PRESENCE IN PROGRAMS

7.1 General quantity data

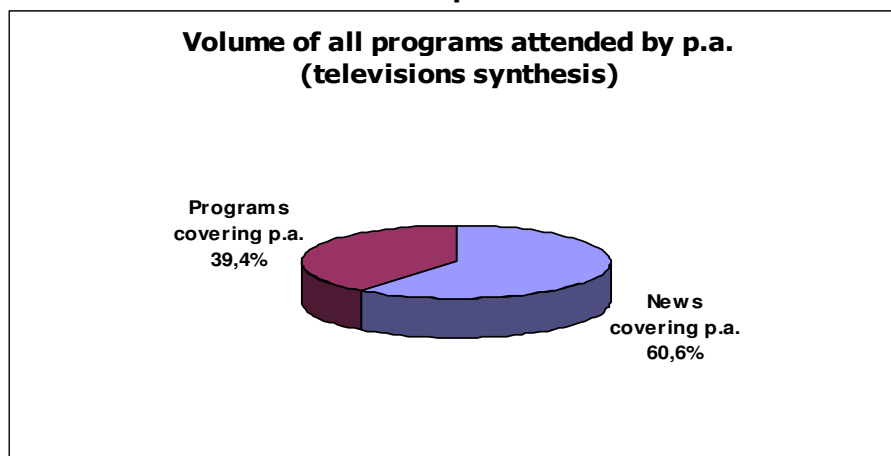
During the post-election period (06-30 April), the scrutinized tv channels went on offering significant tv space to the political life. Communicating the political message through the agency of programs respectively was an essential component of the electoral strategies promoted after the elections.

Six of those nine monitored TV stations aired programs attended by political actors in their programs (Moldova 1, ProTV, TV7, EuTV, N4, NIT.) Such stations as Prime, TVC21 and 2 Plus aired no program attended by political actors during this period.

During the reference period, the monitored stations aired 23 series of programs. Most of them were contained in the programming of Moldova 1 (10). In ProTV's programming, only a single broadcast attended by political actors was there – "În profunzime". The other televisions aired by 3 series of programs. Several stations aired series of programs with the same name ("Alegeri 2009" - Moldova 1 and TV 7; "Atac asupra Moldovei" – Moldova 1, N4 and NIT.)

The space dedicated to programs attended by political actors proved to be rather significant, although shorter than the duration of newscasts. The monitoring found that the duration of political actors' presence in programs was 225,097 seconds, during the reference period (cf.: news – 346,756 seconds).

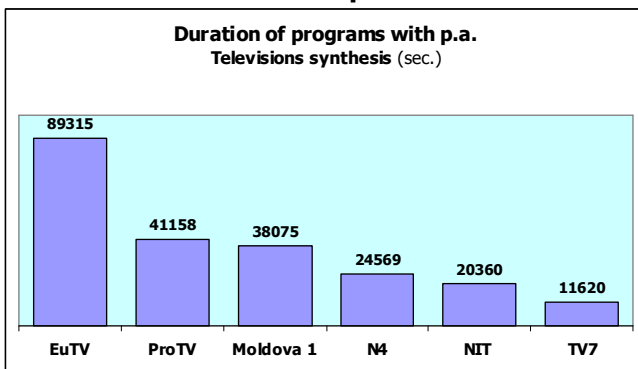
Graph 1



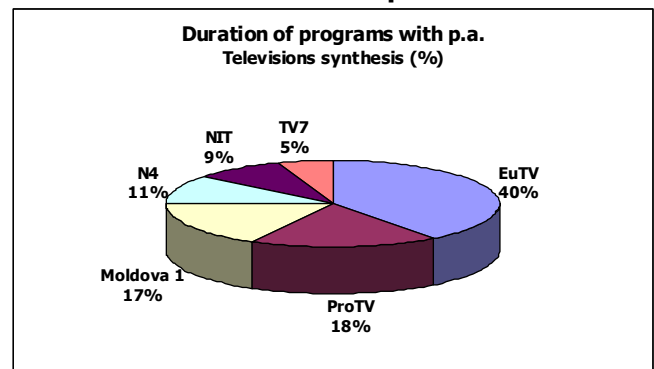
Thus, 3/5 of the airtime rested with the news covering political actors, and 2/5 to the programs attended by political actors, during the period in question (during the election campaign, the aired programs accounted for 44 % of the total airtime dedicated to political actors.)

The watched TV stations proved, as before, different attitudes towards the time dedicated to programs attended by political actors. Obvious was the predilection of some tv stations for offering much airtime to programs on political issues (EuTV, Pro Tv, Moldova 1), on the one hand, and the more moderate attitude of other televisions, on the other hand (see graphs 2 and 3).

Graph



Graph 3



A single television, EuTV, aired such programs with the participation of political actors with a duration accounting for 2/5 of the total volume of the programs aired by the observed tv stations, the other TV channels account for 3/5 of the monitored time, all together. ProTV rose in the ranking among the other stations, compared to the previous stages, but, anyway, it granted two times less airtime to the programs attended by political actors, compared to EuTV, Moldova 1 – 2.4 times less time compared to EuTV, and N4, TV7 and NIT granted all together the same amount of time for this type of programs compared with EuTV.

EuTV exceeded all the other stations in terms of duration allotted to a series of programs with the participation of political actors. As during the previous stages, the series of programs getting the longest duration on EuTV were "Epicentru" (56,507 sec.) and "Media Expres" (27,888 sec.) As for ProTV, it continued its only program with the participation of political actors "În profunzime" (41,158 sec.), for NIT – "Maxima" (14,800 sec.), for N4 – "Revista preseii" (11,547 sec.) and Promo Obiectiv (6,902 sec.) The duration of other programs, inserted into the program schedules of the TV channels, as a rule, was average – from 1,890 to 5,980 sec. on TV7 or from 890 to 6,360 sec. on Moldova 1.

Table 1

**Longest programs
(period 06-30 April 2009)**

Program title	TV STATION	Duration (sec.)
Epicentru	EuTV	56 607
În profunzime	ProTV	41 158
Media Expres	EuTV	27 888
Maxima	NIT	14 800
Revista preseii	N4	11 547
Promo Obiectiv	N4	6 902
Rezonans	Moldova 1	6 875

Generally speaking, the duration of the presence of political actors in programs openly illustrates the televisions' attention degree for the politics.

7.2 Political actors in programs

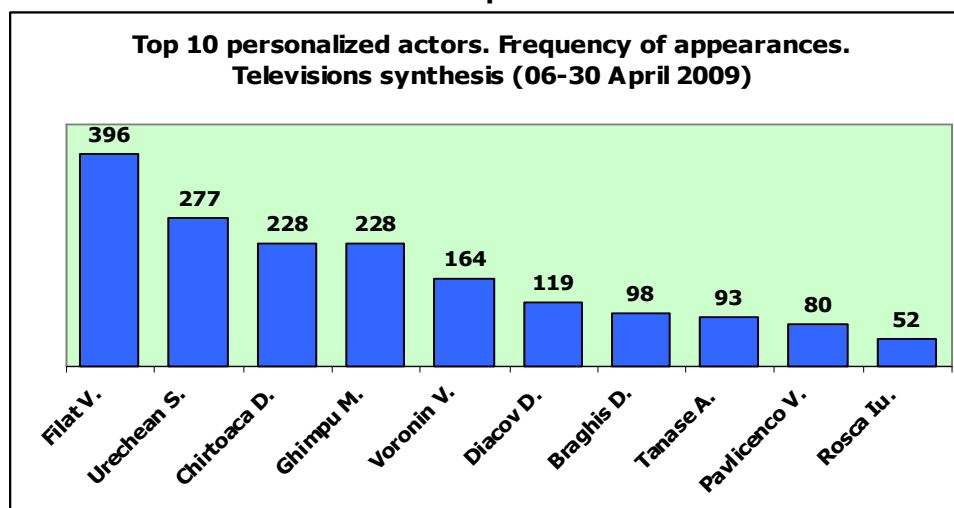
During the reference period, the presence of 43 personalized political actors and of 14 institutionalized political actors (among which -- 9 political parties) was noticed in the programs of the watched TV stations. Actually, the televisions presented – through emphasized characters – a shorter political spectrum compared to the election period, in a selective manner, basically unfair, in terms of airtime granted to political actors. In general the televisions focused on presenting those four parties winning the electoral race and the PPCD (the parties actually earned 70,577 seconds of Tv presence), but also on the actions of the presidency (13,103 sec.) and of the government (7,634 sec.)

The time granted to political parties in the programs was 3.4 times more compared with the time granted to cover the other institutions (Government, Presidency, Parliament, LPA).

▪ **Personalized actors**

Representatives of PLDM, AMN, PL, PCRM, PD, PSD, MAE, PPCD were mostly publicized from amongst the political parties running in the race. More concretely, party leaders -- Vlad Filat, Serafim Urechean, Mihai Ghimpu and Dorin Chirtoacă, Dumitru Diacov, Alexandru Tănase, Dumitru Braghii, Vladimir Voronin, Iurie Roşca – were in the top of the list of covered personalized political actors, in terms of appearances and duration. In fact, the hierarchy of the presence of the political actors during the monitored period in terms of frequency of appearances preserved the structure from the electoral campaign, except for the fact that the UCM leader Vasile Tarlev left the top list and PPCD leader Iurie Roşca switched from the fourth position to the tenth.

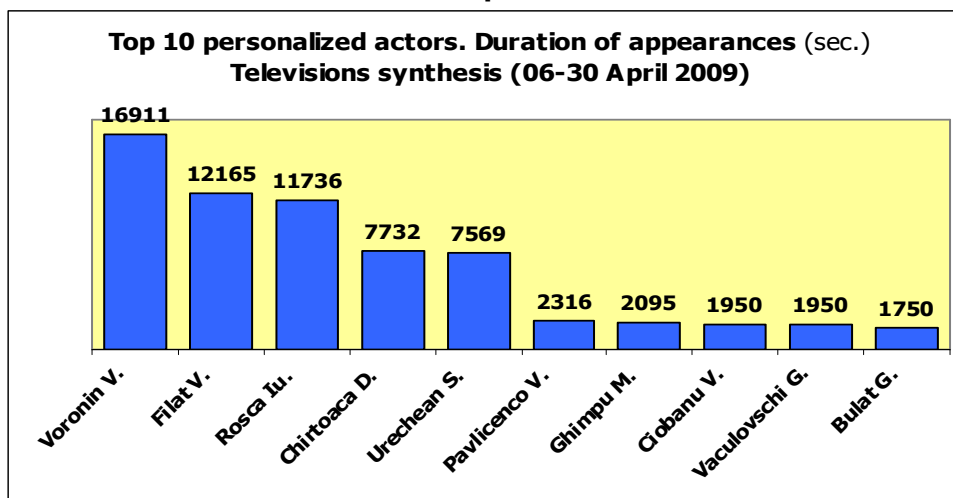
Graph 4



It's worth remarking the evident discrepancy in terms of paying TV attention to the political actors. The first political actors from top 10 got 1,502 appearances, while the other 35 political actors, present in programs, rested with 256 appearances only (less than the shares of V. Filat or S. Urechean and slightly more than the share of D. Chirtoacă or M. Ghimpu.)

The duration of the presence of political actors in programs outlined the following hierarchy broken down in Graph 5.

Graph 5



Thus, from April 6 to 30, PCRM leader Vladimir Voronin enjoyed the longest duration of TV presence – 16,911 seconds. PLDM leader Vlad Filat gained 12,165 seconds, and PPCD leader Iurie Roșca – 11,736 seconds. All in all, the first ten political actors in the list had 57,164 seconds of TV presence and the other 35 political actors from the list of covered characters gained 14,685 seconds all together (3.9 times less) and even less than the mostly publicized political actor – Vladimir Voronin.

Compared to race period, in terms of duration, the top list was abandoned by V. Tarlev, D. Bragiș, D. Diacov. Instead, it's worth remarking that, compared to the previous monitoring stages, new names appeared in the top list (V. Ciobanu, G. Vaculovschi, G. Bulat), although it's true: on the basis of a minor number of appearances in programs (3-4 direct appearances.)

The names of the political characters mostly covered remained practically the same among the first 5 from the list – both in terms of frequency of appearances, and in terms of duration of appearances. Comparing the two rankings (number of appearances / duration) shows slight modifications in terms of position in the ranking: V. Filat – the first position as number of appearances and the second as duration of appearances; V. Voronin – position 1 in terms of duration and position 5 – as number of appearances; S. Urechean – position two as frequency of appearances and position 5 as duration. It's worth to remark the blatant rise of D. Chirtoacă in relation with a number of political competitors as frequency of appearances (during the campaign – he held position 5 as frequency of appearances, and position 4 as duration) and, especially the rise of M. Ghimpu, during 6-30 April.

Generally, the monitoring data from 6 to 30 April confirm the classification shaping on the TV channels during the race, practically dividing the political actors into three categories: a) massively publicized (V. Filat, S. Urechean, V. Voronin, Iu. Roșca, D. Chirtoacă, M. Ghimpu.); b) significantly publicized (A. Tănase, D. Diacov, D. Bragiș, V. Pavlicenco, etc.); c) the other personalized political actors. In general, this illustrates the narrowing of the of the frame presenting the political struggle, reducing the fair conditions of visibility on the TV channels. This unbalance goes on being manifest and differentiate the political actors, increasing the enforcement of the selectivity principle, promoted by the monitored TV stations: different TV stations grants airtime to personalized political actors in selective and differentiating manner.

As during the previous stages of the monitoring, the selective treatment of the political characters was manifest especially on EuTV, in the programs of which evident was the division of political actors into two categories – the ones publicized heavily (Iu. Roșca, V. Voronin, V. Filat, S. Urechean, D. Chirtoacă), on the one hand, and the other political actors, on the other hand. In this respect, obvious was the privilege granted to PPCD leader Iu. Roșca, with a big amount of airtime granted, compared to the other political actors: (10,194 seconds of which 8,772 seconds of direct televised presence.) The other political actors presented in EuTV's programs had 16,434 seconds all together. A single political actor (Iu. Roșca) benefited, on EuTV, from 62 % of the whole airtime granted to political actors in programs. V. Filat and S. Urechean, intensely covered by this station, had by 3,708 seconds and 2,221 seconds of appearances, respectively. Other political actors covered by EuTV are D. Chirtoacă (2,447 sec.) and V. Voronin (2,876 sec.)

In its programs, Moldova 1 presented 30 political actors, of which 11 – representatives of central and local public administrations. As during the previous months, V. Voronin benefited from most of the attention on behalf of this station (47 appearances.) Defense minister V. Vrabie had 20 appearances, during this time, V. Filat – 17 appearances. All the other political actors publicized by Moldova 1 had from 1 to 4 appearances.

In terms of duration of TV presence, PCRM leader V. Voronin leads the list, as he was granted 5,491 seconds. Of to add to this airtime the airtime granted to ministers and deputy ministers – 4,605 seconds, one finds that the other political actors had but 3,439 seconds of airtime.

In its programs, N4 mostly focused on presenting V. Filat, S. Urechean, M. Ghimpu, D. Chirtoacă.

ProTV covered 18 political actors, most of the time being granted to present V. Filat, D. Chirtoacă, V. Voronin and S. Urechean (each registering from 2,600 to 4,100 seconds.) The other 14 political actors covered by ProTV enjoyed airtime from 20 to 1020 seconds.

TV 7 granted insignificant amounts of time to political actors in its programs. During this period, TV7 covered 7 political actors, the longest coverage duration being granted to O. Nantoi.

V. Voronin is the leader in terms of airtime granted by NIT in its programs.

▪ **Institutionalized actors. Institutions**

The TV presence of institutionalized political actors (parliament, presidency, government, local public administration, political parties), during the reference period, was remarking through greater attention for the work of those institutions, in relation with the electoral race. However, one finds that the airtime allotted to cover political parties considerably exceeds the airtime dedicated to publicize the activity of the public institutions (70,577 sec. compared to 21,783 sec.) Still, in this ranking, obvious is the disproportion in the manner of presenting the institutions: LPA and Parliament rested with only 1,046 seconds of TV presence, while the Presidency – 13 times more, and the Government – 7 times more. At the same time, the frequency of the mentions to the LPA in programs was similar to the number of appearances of the presidency (146 and, respectively, 148.)

Table 2

**Institutionalized actors. Institutions : Duration of appearances (sec.)
Televisions synthesis (06-30 April 2009)**

Institutions	Duration of appearances
Parties	70 577
Presidency	13 103
Government	7 634
Lpa	639
Parliament	407

The registered duration of the presence of institutionalized political actors speaks of the fact that the parties benefited from 1,848 appearances, while the other institutionalized actors – 361 appearances.

Table 3

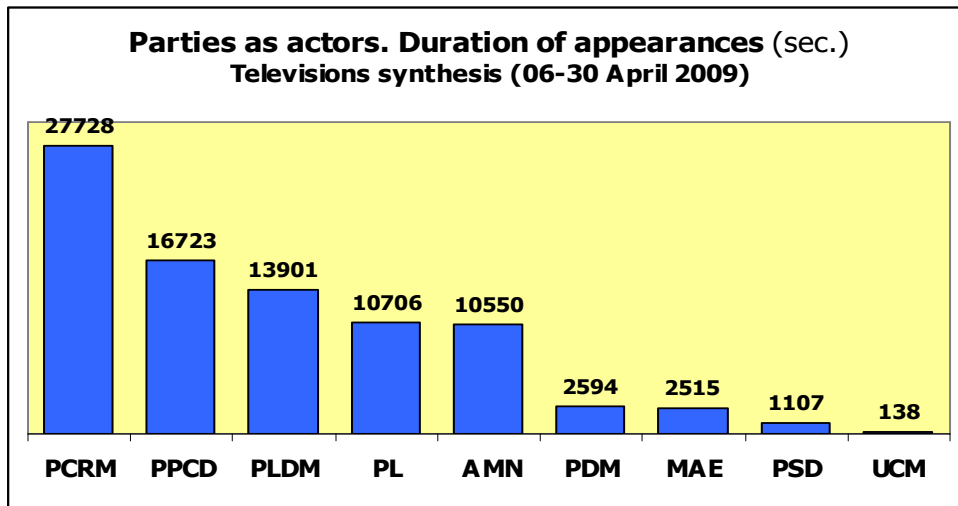
**Institutionalized actors. Institutions : Frequency of appearances
Televisions synthesis (06-30 April 2009)**

Institutions	Number of appearances
Parties	1 848
Presidency	148
Lpa	146
Government	62
Parliament	5

▪ **Institutionalized actors. Political parties**

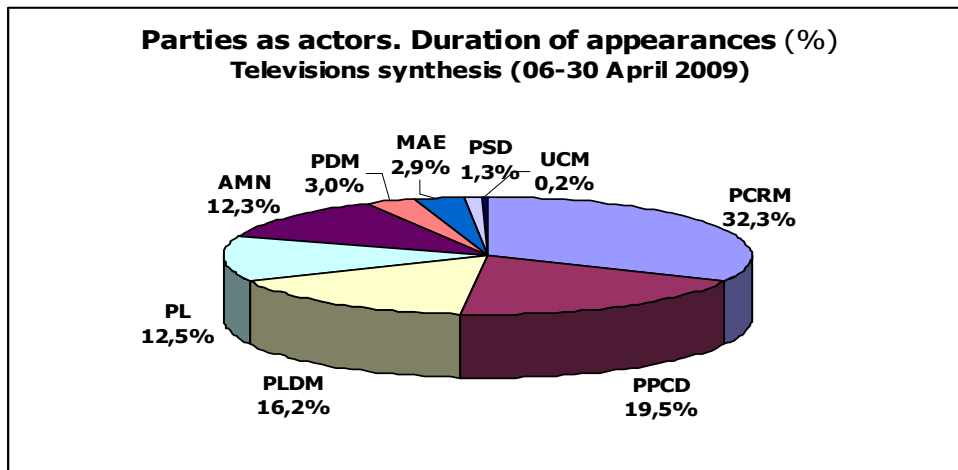
Considering the duration of the TV presence of the political parties points to the massive coverage of 5 parties (as it was during the election race): PCRM, PPCD, PLDM, PL and AMN. These parties earned a large volume of presence, quantified in several tens of thousands of seconds, from 27,728 seconds – PCRM to 10,550 seconds - AMN. The second echelon of political parties, enjoying lesser visibility, is made up by PDM, MAE, PSD, and UCM, with runtimes of appearances ranging from 138 seconds to 2,594 seconds (See Graph 6).

Graph 6



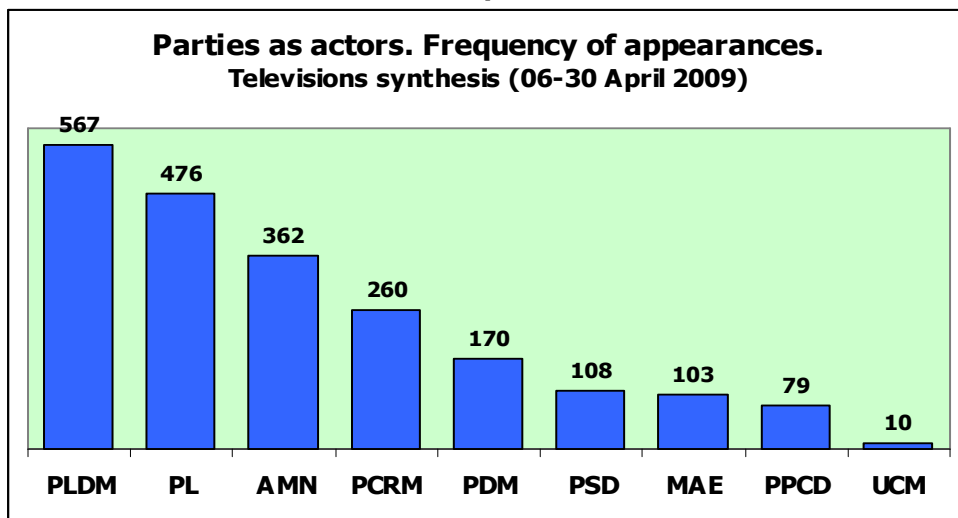
Thus, the data collected during the reference period show that the PCRML was the political party mostly publicized by the monitored TV channels. The difference between that one and the second party from the top is overwhelming: the PCRML accounting for 32.3% of the televised space among the political parties. The second position in the ranking rests with the PPCD, 19.5%. PLDM, PL and AMN had almost equal shares of visibility. (See Graph 7).

Graph 7



It's worth remarking that in terms of frequency of appearance in programs, the PLDM occupies the first place with 567 appearances, followed by the PL and the AMN with 476 and 362 appearances, respectively (See Graph 8).

Graph 8



Each channel made visible its own priorities in presenting political parties. Moldova 1 allotted most of the time to present the PCRM (7,818 seconds), the other 8 covered parties jointly gaining 2,809 seconds, that is 1.8 times less. Advantaging the ruling party is also confirmed by the number of appearances (73 compared to 99, offered to all the other parties.)

On EuTV, 8 parties were covered. The PPCD was offered the largest volume of publicity on this station – 14,665 seconds and had a significant number of direct appearances. AMN, PLDM, PL and PCRM – the winning parties in the electoral race – enjoyed a more modest space – from 2,867 seconds (AMN) to 4,370 seconds (PLDM). The other three parties: PDM, PSD and UCM, had insignificant presence in EuTV's programs.

N4 presented 8 parties, PLDM enjoying the largest space, and the PPCD – the smallest.

ProTV mainly presented those 4 parliamentary parties – PL, PLDM, AMN and PCRM, granting them almost the same amount of time.

In its programs, NIT referred to 7 parties, blatantly advantaging the PCRM (8,739 seconds of presence compared to 1,510 seconds, allocated to all the other parties.

TV7 covered representatives of PCRM, AMN and PDM, within nearly equal amounts of airtime. Other three covered parties benefited from shorter airtime.

Conclusions

During the reference period, the programs attended by political actors displayed a format matching the editorial strategies of the observed TV channels. The political parties and their leaders were the mostly covered political actors in the programs.

The scrutinized TV stations often failed to resist the temptation to advantage certain political actors, EuTV, Moldova 1, NIT setting eloquent examples in this respect.

The monitoring data find that, within the aired programs (EuTV, Moldova 1, NIT), the distribution of the airtime allotted to cover the political actors was unfair, resulting in over-dimensioning some political actors and insufficiently informing about other political actors.

8. QUALITY DIMENSION OF POLITICAL ACTORS' PRESENCE IN PROGRAMS

8.1 Political actors in programs. Positive context

Table 1

No.	POLITICAL ACTORS. POSITIVE CONTEXT											
	EUTV		MOLDOVA 1		N4		NIT		PROTV		TV7	
	PERSONALIZED											
1	ROSCA IU.	5	VORONIN V.	18	VORONIN V.	28	VORONIN V.	4			FILAT V.	2
2	VORONIN V.	4	VRABIE V.	6	GRECEANAI Z.	4	ROSCA IU.	2			GHIMPU M.	2
3			BULAT G.	2	ROSCA IU.	1	CATRINICI L.	1			URECHEAN S.	2
4			ROSCA IU.	1			MUNTEAN IU.	1			VORONIN V.	2
5			CATRINICI L.	1								
6			GORODENCO A.	1								
7			IVANOV V.	1								
8			LUPU M.	1								
9			SAVGA L.	1								
	INSTITUTIONS											
1	PARTIES	9	PRESIDENCY	18	PRESIDENCY	28	PRESIDENCY	4			PARTIES	8
2	PRESIDENCY	4	GOVERNMENT	12	PARTIES	9	PARTIES	3				
3			PARTIES	3	GOVERNMENT	4	GOVERNMENT	2				
4			PARLIAMENT	1	LPA	0						
	PARTIES											
1	PPCD	9	PCRM	23	PCRM	40	PCRM	7			AMN	2
2	PCRM	4	PPCD	1	PPCD	1	PPCD	2			PCRM	2
3											PL	2
4											PLDM	2

▪ Personalized actors

PCRM president V. Voronin was most often presented in a positive context by the monitored televisions during period 06 - 30 April 2009. 5 TV stations of those 6 having aired programs attended by political actors during the reference period widely covered V. Voronin in a positive context: N4 (28 times), Moldova 1 (18 times), NIT (4 times), EuTV (4 times) and TV7 (2 times.)

With a frequency comparable to the one of V. Voronin, although, much lesser, PPCD leader Iu. Roșca appeared in a positive context: on EuTV (5 times), on NIT (2 times), on N4 and Moldova 1 (by 1 time.)

EuTV presented no other personalized political actors in a positive context except for V. Voronin and Iu. Roșca.

Moldova 1 also publicizes representatives of the Government in a positive context (V. Vrabie, A. Gorodenco, L. Șavga, etc.), and once the president of the parliament, M. Lupu.

On TV7, each of the leaders of the parties entering the Parliament benefited from 2 positive appearances.

ProTV puts no one in a positive context.

▪ Institutionalized actors. Institutions

The Presidency and the Parties appear most often in a positive context, out of the institutionalized political actors. As Moldova 1, N4 and NIT, the Presidency exceeds the Parties in this respect. All in all, the Presidency earned 44 positive context appearances, while all the parties together earned 32 positive mentions.

The Government is presented in a positive context by Moldova 1 (12 times), N4 (4 times) and NIT (2 times.)

▪ Institutionalized actors. Political parties

76 – 19: this is the relation between the PCRM and the other Moldovan parties in terms of frequency of positive context appearances in TV programs aired from April 6 to 30, 2009.

13 positive appearances were scored by the PPCD, of which 9 on EuTV.

Moldova 1, EuTV, N4 and NIT present no other political parties in a positive context except for the PCRM and the PPCD.

On TV7, each party entering the parliament (PCRM, PL, PLDM and AMN) benefited from 2 positive appearances each.

8.2. Political actors in programs. Negative context

Table 2

NO.	POLITICAL ACTORS. NEGATIVE CONTEXT											
	EUTV		MOLDOVA 1		N4		NIT		PROTV		TV7	
	PERSONALIZED											
1	FILAT V.	27	FILAT V.	6	URECHEAN S.	98	CHIRTOACA D.	5	VORONIN V.	2		
2	CHIRTOACA D.	26	CERNEI O.	4	FILAT V.	92	URECHEAN S.	5	BRAGHIS D.	1		
3	URECHEAN S.	26	CHIRTOACA D.	4	CHIRTOACA D.	84	FILAT V.	4	TURCAN V.	1		
4	BRAGHIS D.	8	URECHEAN S.	4	GHIMPU M.	73	CERNEI O.	2				
5	DIACOV D.	8	COSARCIUC V.	3	CERNEI O.	9	COSARCIUC V.	2				
6	GHIMPU M.	5	GODEA M.	3	COSARCIUC V.	9	GODEA M.	2				

7	TARLEV V.	5	LUCINSCHI C.	3	GODEA M.	9	LUCINSCHI C.	2				
8	TANASE A.	3	NANTOI O.	3	LUCINSCHI C.	9	NANTOI O.	2				
9	UNTILA V.	2	ROBU N.	3	NANTOI O.	9	ROBU N.	2				
10			CUSNIR V.	3	ROBU N.	9	CUSNIR V.	2				
	INSTITUTIONS											
1	PARTIES	130	PARTIES	44	PARTIES	388	PARTIES	26	PARTIES	4	PARTIES	5
2	GOVERNMENT	3			LPA	74			GOVERNMENT	3	GOVERNMENT	1
3					PRESIDENCY	3			PRESIDENCY	2		
	PARTIES											
1	PL	37	AMN	14	PL	159	AMN	12	PCRM	5	PCRM	5
2	PLDM	36	PLDM	14	PLDM	135	PLDM	8	PSD	1		
3	AMN	34	PDM	6	AMN	128	PDM	6				
4	PDM	8	PL	4	PDM	18	PL	6				
5	PSD	8			PCRM	4						
6	UCM	5			MAE	3						
7	PPCD	2										

▪ Personalized actors

The leaders of the three opposition parties from the parliament -- PL, PLDM and AMN – scored most of the negative context appearances in the TV programs aired during the post-election period. The programs in which they appear in such a context were aired by EuTV, Moldova 1, N4 and NIT.

AMN leader S. Urechean was presented 133 times in a negative context.

PLDM leader Vlad Filat appeared 129 times in a negative context.

One of the PL leaders, D. Chirtoacă, earned 119 appearances of this kind.

PCRM leader V. Voronin appeared in a negative context 2 times on ProTV.

▪ Institutionalized actors. Institutions

The parties were presented in negative context mainly by all the monitored televisions. Critical notes have been addressed to the address LPA, on N4. The Government and the Presidency appear seldom and sporadically in a negative context, and the Parliament – never.

▪ Institutionalized actors. Political parties

4 televisions of those 6 having aired programs presenting political actors – EuTV, Moldova 1, N4 and NIT – overwhelmingly presented in a negative context those three opposition parties: PL, PLDM and AMN. All together, the opposition parties from the parliament earned 587 negative appearances, while the largest party from the legislature, the PCRM, 14 negative appearances.

8.3. Political actors in programs. Favoring attitude

Table 3

No.	POLITICLA ACTORS. FAVORING ATTITUDE											
	EUTV		MOLDOVA 1		N4		NIT		PROTV		TV7	
	PERSONALIZED											
1	ROSCA IU.	5	ROSCA IU.	1	VORONIN V.	21	VORONIN V.	1				
2	VORONIN V.	3	VORONIN V.	1	GRECEANAI Z.	2	ROSCA IU.	1				
	INSTITUTIONS											
1	PARTIES	9	PARTIES	1	PRESIDENCY	21	PARTIES	1				
2	PRESIDENCY	3	PRESIDENCY	1	PARTIES	6	PRESIDENCY	1				
3					GOVERNMENT	2						
	PARTIES											
1	PPCD	9	PPCD	1	PCRM	29	PPCD	1				
2	PCRM	3	PCRM	1			PCRM	1				

▪ Personalized actors

V. Voronin is the personalized political actor towards whom favoring attitude was most often displayed by EuTV, Moldova 1, N4 and NIT.

3 televisions – EuTV, Moldova 1 and NIT favor PPCD leader Iu. Roșca.

Z. Greceanăi benefited twice from such a treatment on the part of N4.

ProTV and TV7 favored nobody.

▪ Institutionalized actors. Institutions

EuTV, Moldova 1, N4 and NIT favored the Parties and the Presidency, mainly.

The Government was favored by N 4 twice.

▪ Institutionalized actors. Political parties

The PPCD and the PCRM are the only parties towards which favorable attitude is displayed on behalf of the TV channels: EuTV, Moldova 1, N4 and NIT.

8.4 Political actors in programs. Disfavoring attitude

Table 4

No.	POLITICAL ACTORS. DISFAVORING ATTITUDE											
	EUTV		MOLDOVA 1		N4		NIT		PROTV		TV7	
	PERSONALIZED											
1	FILAT V.	18	FILAT V.	5	FILAT V.	37	CHIRTOACA D.	3				
2	CHIRTOACA D.	17	CERNEI O.	4	CHIRTOACA D.	9	FILAT V.	3				
3	URECHEAN S.	17	CHIRTOACA D.	3	CERNEI O.	9	CERNEI O.	2				
4	GHIMPU M.	3	COSARCIUC V.	3	COSARCIUC V.	9	COSARCIUC V.	2				
5	TANASE A.	3	GODEA M.	3	GODEA M.	9	GODEA M.	2				
6			LUCINSCHI C.	3	LUCINSCHI C.	9	LUCINSCHI C.	2				
7			NANTOI O.	3	NANTOI O.	9	NANTOI O.	2				
8			ROBU N.	3	ROBU N.	9	ROBU N.	2				
9			URECHEAN S.	1	URECHEAN S.	1	URECHEAN S.	1				
10					GHIMPU M.	1						
	INSTITUTIONS											
1	PARTIES	76	PARTIES	33	PARTIES	113	PARTIES	21				
	PARTIES											
1	PLDM	27	AMN	11	PLDM	48	AMN	7				
2	PL	26	PLDM	10	AMN	28	PLDM	5				
3	AMN	23	PDM	6	PDM	18	PDM	4				
4			PL	3	PL	10	PL	3				

▪ Personalized actors

PLDM leader V. Filat is leading the group of disfavored political leaders in programs. He was disfavored 63 times on EuTV, Moldova 1, N4 and NIT.

PL deputy president D. Chirtoacă was disfavored 32 times.

AMN leader S. Urechean was disfavored 20 times.

▪ Institutionalized actors. Institutions

Disfavoring attitudes towards institutions were recorded on EuTV, Moldova 1, N4, and NIT. In all the cases they disfavored the political parties as an institution.

▪ Institutionalized actors. Political parties

4 parties were disfavored: PL, PLDM, AMN and PDM.

PLDM was disfavored 90 times, AMN – 71 times, PL – 42 times, PDM – 28 times.

Disfavoring the mentioned above parties occurs on EuTV, Moldova 1, N4 and NIT.

ProTV and TV7 did not use this practice.

Conclusions

After the electoral campaign ended, as the TV presence of political actors was regulated during the race, more obvious did become the unfair and tendentious presentation of political actors in the programs of some TV stations. Conspicuous in this respect were EuTV, Moldova 1, N4 and NIT, which presented in a positive context and favored certain political parties (the PCRM and the PPCD) and they presented in a negative context and disfavored other parties (as a rule: those three opposition parties from the parliament – PL, PLDM and AMN.)

ProTV and TV7 remained loyal to the equidistant and fair style they displayed during the electoral race.

GENERAL CONCLUSIONS

In Moldova, the right to full, objective and truthful information, the right to the free expression of opinions and the right to freely communicate information through broadcasting means are protected by law (art.10 of the Broadcasting Code.)

The way of presenting political actors in TV programs is provided for in article 7, paragraph 2) of the Code, through which emphasis is made on the necessity to insure the political and social balance and pluralism in the spirit of observing the fundamental human freedoms and rights: *By granting airtime to a political party or movement to promote their positions, a broadcaster shall also offer, in the same program genre and at the same time, airtime to other political parties and movements without unjustified delay and without favoring a certain party, regardless of the percentage of its parliamentary representation.*

The post-election monitoring of the broadcasts of 9 TV stations points to the fact that these legal provisions were ignored, proving that the scrutinized TV channels differently honored their missions entitled by law. Thus, the public broadcaster Moldova 1 and the private TV stations NIT, N4, EuTV and, on certain portions Prime, within the first month after the parliamentary elections, largely sacrificed the right of the citizen to be informed for the sake of certain political party interests. On the other hand, ProTV, TV7 and TVC21, in the largest part of cases, guided themselves by the citizens' informational interests.

Keeping such a conduct, also noticed during the electoral race, risks to lead to deepening dissensions and polarization within society and does not contribute to the development of the Moldovan broadcasting on democratic principles.