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"MONITORING THE POLITICAL/ELECTORAL ACTORS' PRESENCE 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: May 01 – 31, 2009

Chișinău, 2009

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for Free and Fair Elections – Coalition 2009**

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1. METHODOLOGICAL FRAME

Period: May 01 – 31, 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.

MONITORING CHART:

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. POLITICAL ACTORS' PRESENCE IN NEWS: STATISTICAL DATA

Monitored period: 01-31.05.2009			
Monitored TV station: EuTV		Monitored program: NEWS	
No. of stories presenting p.a.:	350	No. of conflict stories:	99
News duration(sec):	41075	1 info source:	44
Program duration (sec):	138850	2+ info sources:	55

No.	ACTORS	APPEARANCES				Data synthesis		CONTENT			ATTITUDE		
		Direct interventions		Mentions/appear.		Dir. int. & ment./ap.		positive	negative	neutral	favor.	disfavor.	impart.
TV	EuTV	times	duration	times	duration	times	duration						
Pr.	NEWS												
+	personalized		(sec)		(sec)		(sec)						
1	Voronin V.	106	2665	113	2377	219	5042	9	9	201	0	0	219
2	Greceanai Z.	15	959	112	1318	127	2277	2	0	125	0	0	127
3	Chirtoaca D.	46	739	69	704	115	1443	0	12	103	0	2	113
4	Urechean S.	22	436	69	909	91	1345	0	14	77	0	5	86
5	Turcan V.	32	628	45	589	77	1217	0	0	77	0	0	77
6	Ghimpu M.	33	625	56	490	89	1115	0	3	86	0	0	89
7	Filat V.	46	562	79	550	125	1112	0	10	115	0	2	123
8	Rosca Iu.	0	0	17	748	17	748	5	0	12	3	0	14
9	Petrencu A.	15	357	13	228	28	585	0	3	25	0	0	28
10	Calin I.	13	424	5	120	18	544	0	0	18	0	0	18
11	Braghis D.	15	267	10	264	25	531	0	7	18	0	0	25
12	Musuc E.	18	310	20	218	38	528	0	3	35	0	0	38
13	Catrinici L.	15	344	18	177	33	521	0	0	33	0	0	33
14	Secareanu S.	6	327	9	120	15	447	0	0	15	0	0	15
15	Cubreacov V.	0	0	9	384	9	384	0	0	9	0	0	9
16	Dodon I.	9	111	9	255	18	366	0	3	15	0	0	18
17	Grozavu N.	10	310	2	24	12	334	0	0	12	0	0	12
18	Tarlev V.	9	174	3	126	12	300	0	0	12	0	0	12
19	Postoico M.	8	197	15	100	23	297	0	0	23	0	0	23
20	Andronic N.	10	160	5	130	15	290	0	0	15	0	0	15
21	Fusu C.	15	212	16	76	31	288	0	5	26	0	0	31
22	Baldovici V.	9	126	3	159	12	285	0	0	12	0	0	12
23	Untila V.	10	123	15	149	25	272	0	5	20	0	0	25
24	Diacov D.	8	152	5	104	13	256	0	0	13	0	0	13
25	Gutu E.	0	0	3	252	3	252	0	3	0	0	0	3
26	Tcaci A.	4	92	4	140	8	232	0	0	8	0	0	8
27	Stepanuc V.	10	125	16	83	26	208	0	0	26	0	0	26
28	Savga L.	5	105	5	95	10	200	0	0	10	0	0	10
29	Stratan A.	4	54	18	126	22	180	0	0	22	0	0	22
30	Papuc G.	0	0	3	180	3	180	0	0	3	0	0	3
31	Munteanu I.	6	84	6	84	12	168	0	3	9	0	0	12
32	Corduneanu A.	4	107	7	57	11	164	0	0	11	0	0	11
33	Tanase A.	8	136	6	19	14	155	0	0	14	0	0	14
34	Cernei O.	5	117	1	14	6	131	0	0	6	0	0	6
35	Petrencu G.	0	0	9	119	9	119	0	0	9	0	0	9
36	Lupulciuc I.	5	95	5	10	10	105	0	0	10	0	0	10
37	Bujor L.	8	84	5	10	13	94	0	0	13	0	0	13
38	Leanca Iu.	0	0	4	92	4	92	0	0	4	0	0	4
39	Smirnov E.	6	69	3	15	9	84	0	0	9	0	0	9
40	Guzun L.	2	46	2	24	4	70	0	0	4	0	0	4
41	Colesnic Iu.	5	45	6	18	11	63	0	0	11	0	0	11
42	Lupu M.	0	0	7	61	7	61	2	0	5	0	0	7
43	Oniscenco O.	3	57	0	0	3	57	0	0	3	0	0	3
44	Gheorghe V.	2	32	2	24	4	56	0	0	4	0	0	4
45	Gorodenco A.	0	0	4	56	4	56	0	0	4	0	0	4
46	Tkaciuk M.	0	0	5	50	5	50	0	0	5	0	0	5
47	Sova V.	0	0	1	32	1	32	0	0	1	0	0	1
48	Balmos G.	1	23	1	4	2	27	1	0	1	0	0	2
49	Patras V.	1	17	1	8	2	25	0	0	2	0	0	2
50	Cebanu I.	0	0	5	20	5	20	0	0	5	0	0	5
51	Platon V.	0	0	5	20	5	20	0	0	5	0	0	5
52	Brega G.	0	0	5	15	5	15	0	0	5	0	0	5
53	Cojocar V.	0	0	5	15	5	15	0	0	5	0	0	5
54	Brasovschi Gh.	0	0	2	12	2	12	0	0	2	0	0	2
55	Rusu M.	0	0	2	12	2	12	0	0	2	0	0	2
56	Policinschi G.	0	0	3	9	3	9	0	0	3	0	0	3
57	Pavlov V.	1	5	1	3	2	8	0	0	2	0	0	2
58	Apostolova R.	0	0	3	6	3	6	0	0	3	0	0	3
59	Klimenko V.	0	0	3	6	3	6	0	0	3	0	0	3

60	Popa S.	0	0	3	6	3	6	0	0	3	0	0	3
61	Apostol I.	0	0	2	4	2	4	0	0	2	0	0	2
62	Carlig M	0	0	2	4	2	4	0	0	2	0	0	2
63	Vieru B.	0	0	2	4	2	4	0	0	2	0	0	2
+	Institutions					0	0						
1	Parties	202	4647	639	7880	841	12527	11	99	731	3	15	823
2	Parliament	202	3995	333	3485	535	7480	10	15	510	5	0	530
3	PLA	86	1762	184	3030	270	4792	10	24	236	0	4	266
4	Government	62	1083	152	2997	214	4080	9	11	194	0	0	214
5	Presidency	12	273	49	1137	61	1410	9	9	43	0	0	61
+	Parl. parties					0	0						
1	PCRM	219	5551	516	6723	735	12274	24	29	682	5	0	730
2	PL	105	1891	215	1661	320	3552	0	29	291	0	5	315
3	AMN	46	769	143	1371	189	2140	0	25	164	0	5	184
4	PLDM	54	698	137	933	191	1631	0	19	172	0	5	186
+	Extrap. parties					0	0						
1	PPCD	9	429	44	1330	53	1759	8	0	45	3	0	50
2	PSD	15	267	13	516	28	783	0	10	18	0	0	28
3	MAE	15	357	32	375	47	732	0	13	34	0	0	47
4	UCM	9	174	3	126	12	300	0	0	12	0	0	12
5	PPR	10	160	5	130	15	290	0	0	15	0	0	15
6	PDM	8	152	5	104	13	256	0	0	13	0	0	13
7	PDSMU	4	92	4	140	8	232	0	0	8	0	0	8
8	PSPR	6	69	6	138	12	207	0	0	12	0	0	12
9	PUM	3	57	0	0	3	57	0	0	3	0	0	3
10	PEMAVE	0	0	2	24	2	24	0	0	2	0	0	2
11	RAVN	0	0	3	6	3	6	0	0	3	0	0	3

Monitored period: 01-31.05.2009			
Monitored TV station: Moldova 1		Monitored program: NEWS	
No. of stories presenting p.a.:		678	No. of conflict stories: 109
News duration(sec):		85582	1 info source: 34
Program duration (sec):		220027	2+ info sources: 75

No.	ACTORS	APPEARANCES				Data synthesis		CONTENT			ATTITUDE		
		Direct interventions		Mentions/appear.		Dir. int. & ment./ap.		positive	negative	neutral	favor.	disfavor.	impart.
		times	duration	times	duration	times	duration						
+	personalized		(sec)		(sec)		(sec)						
1	Voronin V.	174	5050	245	8176	419	13226	101	3	315	3	0	416
2	Greceanai Z.	33	770	167	3223	200	3993	52	0	148	6	0	194
3	Turcan V.	34	1222	49	891	83	2113	2	3	78	0	0	83
4	Filat V.	54	959	42	770	96	1729	0	7	89	0	0	96
5	Calin I.	15	1233	15	231	30	1464	0	0	30	0	0	30
6	Chirtoaca D.	27	440	42	980	69	1420	0	25	44	0	0	69
7	Ghimpu M.	38	423	40	594	78	1017	0	13	65	0	0	78
8	Dodon I.	15	352	20	591	35	943	15	0	20	0	0	35
9	Urechean S.	28	437	43	455	71	892	0	10	61	0	3	68
10	Catrinici L.	19	618	5	240	24	858	4	0	20	0	0	24
11	Stepaniuc V.	17	508	23	349	40	857	2	0	38	0	0	40
12	Baldovici V.	18	561	7	280	25	841	8	0	17	0	0	25
13	Muntean Iu.	27	691	10	76	37	767	13	0	24	0	0	37
14	Musuc E.	25	365	15	323	40	688	0	7	33	0	0	40
15	Lupu M.	12	423	19	230	31	653	9	0	22	0	0	31
16	Stratan A.	2	46	28	602	30	648	0	0	30	0	0	30
17	Vrabie V.	7	99	11	292	18	391	9	0	9	0	0	18
18	Lozan O.	9	320	4	67	13	387	0	0	13	0	0	13
19	Rosca Iu.	0	0	9	365	9	365	3	0	6	0	0	9
20	Sainciuc S.	14	335	1	20	15	355	0	0	15	0	0	15
21	Postoico M.	8	131	19	221	27	352	0	0	27	0	0	27
22	Tkaciuk M.	0	0	10	339	10	339	0	0	10	0	0	10
23	Diacov D.	3	98	6	234	9	332	0	0	9	0	0	9
24	Leanca Iu.	6	201	6	69	12	270	0	3	9	0	0	12
25	Petrenco G.	4	130	7	125	11	255	5	0	6	0	0	11
26	Dandara V.	4	139	4	115	8	254	4	0	4	0	0	8
27	Gorodenco A.	8	209	2	40	10	249	1	0	9	0	0	10
28	Smirnov E.	4	125	3	105	7	230	0	0	7	0	0	7
29	Dumbraveanu V.	10	229	0	0	10	229	4	0	6	0	0	10
30	Sava V.	5	100	7	85	12	185	0	0	12	0	0	12
31	Cosovan Gh.	4	73	4	110	8	183	4	0	4	0	0	8
32	Braghis D.	0	0	6	183	6	183	0	0	6	0	0	6

33	Osipov V.	3	48	3	129	6	177	0	0	6	0	0	6
34	Gutu E.	0	0	6	173	6	173	0	6	0	0	0	6
35	Rotaru O.	6	134	4	35	10	169	4	0	6	0	0	10
36	Untila V.	8	75	6	92	14	167	0	0	14	0	0	14
37	Fusu C.	5	100	9	60	14	160	0	0	14	0	0	14
38	Platon V.	0	0	6	140	6	140	0	3	3	0	0	6
39	Balmos G.	4	126	3	6	7	132	3	0	4	0	0	7
40	Papuc G.	3	45	4	80	7	125	0	0	7	0	0	7
41	Tanase A.	2	14	6	90	8	104	0	0	8	0	0	8
42	Petrencu A.	0	0	6	101	6	101	0	0	6	0	0	6
43	Spivacenco A.	3	98	0	0	3	98	0	0	3	0	0	3
44	Savga L.	2	46	3	45	5	91	0	0	5	0	0	5
45	Godoroja D.	0	0	10	90	10	90	0	5	5	0	0	10
46	Sumleaschi A.	3	87	0	0	3	87	0	0	3	0	0	3
47	Zagorodnai A.	1	10	6	75	7	85	0	0	7	0	0	7
48	Formuzal M.	0	0	4	80	4	80	4	0	0	0	0	4
49	Bulat G.	2	80	0	0	2	80	2	0	0	0	0	2
50	Bujor L.	6	78	0	0	6	78	0	0	6	0	0	6
51	Stoicov Iu.	3	71	0	0	3	71	0	0	3	0	0	3
52	Esanu N.	3	47	3	21	6	68	0	0	6	0	0	6
53	Duca G.	3	66	0	0	3	66	0	0	3	0	0	3
54	Policinschi G.	4	64	0	0	4	64	0	0	4	0	0	4
55	Parlog V.	3	57	0	0	3	57	0	0	3	0	0	3
56	Godea M.	3	52	0	0	3	52	0	0	3	0	0	3
57	Movila I.	3	41	0	0	3	41	3	0	0	0	0	3
58	Corduneanu A.	3	30	0	0	3	30	0	0	3	0	0	3
59	Klimenko V.	1	8	2	20	3	28	0	0	3	0	0	3
60	Grozavu N.	0	0	6	21	6	21	0	0	6	0	0	6
61	Gudumac I.	2	20	0	0	2	20	0	0	2	0	0	2
62	Copaci T.	0	0	3	15	3	15	3	0	0	0	0	3
63	Domenti O.	0	0	3	15	3	15	0	0	3	0	0	3
64	Hadarca I.	0	0	3	15	3	15	0	3	0	0	0	3
65	Nemerenco V.	0	0	3	15	3	15	0	0	3	0	0	3
66	Stati S.	0	0	3	15	3	15	0	0	3	0	0	3
67	Supac I.	0	0	3	15	3	15	0	0	3	0	0	3
68	Todoroglo D.	0	0	3	15	3	15	0	0	3	0	0	3
69	Pavlicenco V.	0	0	1	15	1	15	0	1	0	0	0	1
70	Ivanov V.	0	0	3	6	3	6	0	0	3	0	0	3
71	Rusu M.	0	0	3	6	3	6	0	0	3	0	0	3
+	Institutions					0	0						
1	Parliament	289	7508	412	8086	701	15594	47	16	638	6	0	695
2	Government	214	5468	292	7004	506	12472	148	2	356	0	0	506
3	Presidency	93	2882	249	7836	342	10718	81	0	261	3	0	339
4	Parties	68	1193	410	8586	478	9779	26	87	365	0	6	472
5	PLA	92	1508	122	3871	214	5379	32	59	123	0	9	205
+	Parl. parties					0	0						
1	PCRM	364	10872	742	17012	1106	27884	212	11	883	9	0	1097
2	PL	67	912	127	1899	194	2811	0	50	144	0	0	194
3	AMN	48	698	82	1934	130	2632	0	29	101	0	12	118
4	PLDM	68	1277	72	1164	140	2441	0	17	123	0	0	140
+	Extrap. parties					0	0						
1	PSD	0	0	25	521	25	521	0	14	11	0	0	25
2	PPCD	3	30	9	365	12	395	3	0	9	0	0	12
3	PDM	3	98	6	234	9	332	0	0	9	0	0	9
4	PSPR	4	125	3	105	7	230	0	0	7	0	0	7
5	MAE	0	0	7	116	7	116	0	1	6	0	0	7
6	RAVN	1	8	0	0	1	8	0	0	1	0	0	1

Monitored period: 01-31.05.2009			
Monitored TV station: N4		Monitored program: NEWS	
No. of stories presenting p.a.:	317	No. of conflict stories:	97
News duration(sec):	44229	1 info source:	72
Program duration (sec):	63549	2+ info sources:	25

No.	ACTORS	APPEARANCES				Data synthesis		CONTENT			ATTITUDE		
		Direct interventions		Mentions/appear.		Dir. int. & ment./ap.		positive	negative	neutral	favor.	disfavor.	impart.
TV	N4	times	duration	times	duration	times	duration						
Pr.	NEWS		(sec)		(sec)		(sec)						
+	personalized												
1	Voronin V.	134	3246	106	3967	240	7213	65	0	175	0	0	240
2	Greceanai Z.	10	159	61	1777	71	1936	21	0	50	0	0	71

3	Turcan V.	52	1254	18	210	70	1464	3	0	67	0	0	70
4	Chirtoaca D.	9	156	41	1171	50	1327	0	32	18	0	3	47
5	Filat V.	49	613	58	683	107	1296	0	52	55	0	9	98
6	Ghimpu M.	13	251	47	495	60	746	0	39	21	0	3	57
7	Stratan A.	9	174	16	495	25	669	3	0	22	0	0	25
8	Urechean S.	13	241	45	363	58	604	0	29	29	0	3	55
9	Petrenco G.	15	288	9	225	24	513	3	0	21	0	0	24
10	Dodon I.	9	330	6	120	15	450	3	0	12	0	0	15
11	Lupu M.	3	90	6	285	9	375	6	0	3	0	0	9
12	Tkaciuk M.	14	198	2	114	16	312	0	0	16	0	0	16
13	Diacov D.	9	216	6	75	15	291	0	0	15	0	0	15
14	Braghis D.	0	0	11	285	11	285	0	8	3	0	0	11
15	Sava V.	11	255	3	21	14	276	0	0	14	0	0	14
16	Baldovici V.	6	138	3	135	9	273	0	0	9	0	0	9
17	Musuc E.	9	201	3	60	12	261	0	0	12	0	0	12
18	Dumbraveanu V.	9	192	3	60	12	252	9	0	3	0	0	12
19	Gutu E.	0	0	9	219	9	219	0	9	0	0	0	9
20	Calin I.	9	174	3	30	12	204	0	0	12	0	0	12
21	Savga L.	0	0	7	180	7	180	0	0	7	0	0	7
22	Smirnov E.	9	165	0	0	9	165	0	0	9	0	0	9
23	Tarlev V.	6	93	6	60	12	153	0	0	12	0	0	12
24	Godea M.	3	87	3	45	6	132	0	0	6	0	3	3
25	Papuc G.	3	30	3	90	6	120	3	0	3	0	0	6
26	Petrenco A.	3	30	3	60	6	90	0	0	6	0	0	6
27	Lozan O.	3	90	0	0	3	90	0	0	3	0	0	3
28	Lupulciuc I.	3	57	3	15	6	72	0	0	6	0	0	6
29	Stepaniuc V.	3	54	3	15	6	69	0	0	6	0	0	6
30	Fusu C.	6	30	3	30	9	60	0	0	9	0	0	9
31	Catrinici L.	0	0	3	60	3	60	0	0	3	0	0	3
32	Untila V.	6	30	0	0	6	30	0	0	6	0	0	6
33	Osipov V.	3	30	0	0	3	30	0	0	3	0	0	3
34	Postoico M.	0	0	3	30	3	30	0	0	3	0	0	3
35	Platon V.	0	0	3	15	3	15	0	3	0	0	0	3
36	Bujor L.	3	12	0	0	3	12	0	0	3	0	0	3
37	Grozavu N.	0	0	3	9	3	9	0	0	3	0	0	3
38	Nemerenco V.	0	0	3	9	3	9	0	0	3	0	0	3
39	Rusu M.	0	0	3	9	3	9	0	0	3	0	0	3
40	Salaru A.	3	9	0	0	3	9	0	0	3	0	0	3
41	Tanase A.	0	0	3	9	3	9	0	0	3	0	0	3
+	Institutions					0	0						
1	Parties	89	1650	333	7847	422	9497	47	167	208	0	21	401
2	Parliament	236	4456	191	3964	427	8420	16	46	365	0	6	421
3	Presidency	58	1596	116	4083	174	5679	49	0	125	0	0	174
4	Government	51	1197	94	2923	145	4120	36	0	109	0	0	145
5	PLA	9	102	47	2092	56	2194	0	41	15	0	0	56
+	Parl. parties					0	0						
1	PCRM	269	6222	320	8965	589	15187	121	0	468	0	0	589
2	PL	34	533	103	1768	137	2301	0	74	63	0	9	128
3	PLDM	49	613	73	1061	122	1674	0	64	58	0	9	113
4	AMN	28	331	63	1335	91	1666	0	47	44	0	6	85
+	Extrap. parties					0	0						
1	PSD	3	57	31	750	34	807	0	22	12	0	0	34
2	MAE	3	30	6	360	9	390	0	3	6	0	0	9
3	PDM	9	216	9	84	18	300	0	3	15	0	0	18
4	PSPR	9	165	3	90	12	255	0	0	12	0	0	12
5	UCM	6	93	6	60	12	153	0	0	12	0	0	12

Monitored period: 01-31.05.2009			
Monitored TV station: NIT		Monitored program: NEWS	
No. of stories presenting p.a.:	472	No. of conflict stories:	55
News duration(sec):	65601	1 info source:	40
Program duration (sec):	140778	2+ info sources:	15

No.	ACTORS	APPEARANCES				Data synthesis			CONTENT			ATTITUDE		
TV	NIT	Direct interventions		Mentions/appear.		Dir. int. & ment./ap.			positive	negative	neutral	favor.	disfavor.	impart.
Pr.	NEWS	times	duration	times	duration	times	duration							
+	personalized		(sec)		(sec)		(sec)							
1	Voronin V.	132	3723	210	4801	342	8524	202	0	140	0	0	342	
2	Greceanai Z.	82	1752	136	2702	218	4454	90	0	128	0	0	218	

3	Chirtoaca D.	44	648	74	2712	118	3360	3	65	50	0	18	100
4	Turcan V.	32	884	50	540	82	1424	21	0	61	0	0	82
5	Filat V.	18	298	65	780	83	1078	8	28	47	0	10	73
6	Urechean S.	41	468	61	572	102	1040	3	24	75	0	10	92
7	Ghimpu M.	34	488	52	470	86	958	0	11	75	0	0	86
8	Baldovici V.	32	784	8	160	40	944	0	0	40	0	0	40
9	Dodon I.	21	630	19	222	40	852	17	0	23	0	0	40
10	Calin I.	33	432	15	270	48	702	0	0	48	0	0	48
11	Tkaciuk M.	6	460	11	133	17	593	0	0	17	0	0	17
12	Petrenco G.	3	354	9	36	12	390	3	0	9	0	0	12
13	Lupu M.	0	0	39	386	39	386	9	0	30	0	0	39
14	Musuc E.	7	206	12	130	19	336	0	4	15	0	0	19
15	Muntean Iu.	0	0	7	322	7	322	0	0	7	0	0	7
16	Postoico M.	6	84	19	225	25	309	10	0	15	0	0	25
17	Smirnov E.	3	240	0	0	3	240	3	0	0	0	0	3
18	Pavlicenco V.	3	78	3	144	6	222	3	3	0	0	0	6
19	Braghis D.	0	0	7	218	7	218	0	5	2	0	0	7
20	Stratan A.	0	0	12	183	12	183	0	0	12	0	0	12
21	Furtuna M.	5	110	5	60	10	170	0	0	10	0	0	10
22	Munteanu I.	6	84	3	78	9	162	6	0	3	0	0	9
23	Gutu E.	0	0	3	150	3	150	0	3	0	0	0	3
24	Belcencova L.	3	132	0	0	3	132	3	0	0	0	0	3
25	Stepaniuc V.	0	0	20	126	20	126	3	0	17	0	0	20
26	Popa S.	10	120	0	0	10	120	0	0	10	0	0	10
27	Vrabie V.	3	72	3	36	6	108	0	0	6	0	0	6
28	Cernei O.	5	80	4	16	9	96	0	0	9	0	0	9
29	Corduneanu A.	5	70	0	0	5	70	0	0	5	0	0	5
30	Durlesteanu M.	0	0	9	54	9	54	0	0	9	0	0	9
31	Parlog V.	2	52	0	0	2	52	0	0	2	0	0	2
32	Grozavu N.	0	0	6	36	6	36	0	0	6	0	0	6
33	Nemerenco V.	0	0	6	36	6	36	0	0	6	0	0	6
34	Pavlov V.	2	36	0	0	2	36	2	0	0	0	0	2
35	Caba P.	2	24	2	8	4	32	2	0	2	0	0	4
36	Fusu C.	0	0	5	30	5	30	0	0	5	0	0	5
37	Duca G.	0	0	7	28	7	28	0	0	7	0	0	7
38	Misin V.	0	0	5	20	5	20	0	0	5	0	0	5
+	Institutions					0	0						
1	Parliament	226	5132	433	6377	659	11509	106	40	513	0	18	641
2	Parties	79	1860	350	5488	429	7348	137	121	171	0	16	413
3	Government	134	2934	217	3929	351	6863	72	5	274	0	0	351
8	Presidency	49	1525	164	4267	213	5792	125	0	88	0	0	213
9	PLA	55	918	107	3676	162	4594	7	76	79	0	13	149
+	Parl. parties					0	0						
1	PCRM	336	8691	620	11281	956	19972	390	3	563	0	0	956
2	PL	78	1136	171	3456	249	4592	3	97	149	0	18	231
3	AMN	53	682	92	774	145	1456	5	39	101	0	10	135
4	PLDM	18	298	81	866	99	1164	8	42	49	0	10	89
+	Extrap. parties					0	0						
1	PSD	0	0	17	408	17	408	0	13	4	0	0	17
2	PSPR	3	240	3	60	6	300	6	0	0	0	0	6
3	PNL	3	78	3	144	6	222	3	3	0	0	0	6
4	PPCD	5	70	0	0	5	70	0	0	5	0	0	5

Monitored period: 01-31.05.2009			
Monitored TV station: Prime		Monitored program: NEWS	
No. of stories presenting p.a.:	36	No. of conflict stories:	3
News duration(sec):	2526	1 info source:	3
Program duration (sec):	11303	2+ info sources:	0

No.	ACTORS	APPEARANCES				Data synthesis		CONTENT			ATTITUDE		
		Direct interventions		Mentions/appear.		Dir. int. & ment./ap.		positive	negative	neutral	favor.	disfavor.	impart.
TV	NIT	times	duration	times	duration	times	duration						
Pr.	NEWS		(sec)		(sec)		(sec)						
+	personalized		(sec)		(sec)		(sec)						
1	Voronin V.	6	128	15	316	21	444	3	0	18	0	0	21
2	Greceanai Z.	4	53	15	253	19	306	4	0	15	0	0	19
3	Stratan A.	0	0	5	115	5	115	0	0	5	0	0	5
4	Baldovici V.	2	48	1	34	3	82	0	0	3	0	0	3
5	Dodon I.	0	0	6	77	6	77	0	0	6	0	0	6
6	Vrabie V.	2	43	2	22	4	65	1	0	3	1	0	3
7	Stepaniuc V.	2	46	1	6	3	52	1	0	2	0	0	3

8	Lupu M.	1	24	3	19	4	43	0	0	4	0	0	4
9	Postoico M.	0	0	4	33	4	33	0	0	4	0	0	4
10	Filat V.	0	0	6	31	6	31	0	0	6	0	0	6
11	Sainciuc S.	1	30	0	0	1	30	0	0	1	0	0	1
12	Urechean S.	0	0	3	17	3	17	0	0	3	0	0	3
13	Turcan V.	0	0	3	12	3	12	0	0	3	0	0	3
14	Ghimpu M.	0	0	2	12	2	12	0	0	2	0	0	2
15	Calin I.	0	0	1	10	1	10	0	0	1	0	0	1
16	Petrenco G.	0	0	1	4	1	4	0	0	1	0	0	1
17	Chirtoaca D.	0	0	1	3	1	3	0	0	1	0	0	1
18	Platon V.	0	0	1	3	1	3	0	0	1	0	0	1
19	Tkaciuk M.	0	0	1	3	1	3	0	0	1	0	0	1
+	Institutions					0	0						
1	Government	8	158	24	464	32	622	7	0	25	1	0	31
2	Parliament	7	164	47	400	54	564	2	0	52	0	0	54
3	Parties	2	42	23	268	25	310	3	0	22	0	0	25
4	Presidency	1	8	5	174	6	182	1	0	5	0	0	6
5	PLA	0	0	1	14	1	14	0	0	1	0	0	1
+	Parl. parties					0	0						
1	PCRM	13	251	62	965	75	1216	8	0	67	0	0	75
2	PLDM	0	0	9	46	9	46	0	0	9	0	0	9
3	AMN	0	0	8	38	8	38	0	0	8	0	0	8
4	PL	0	0	6	26	6	26	0	0	6	0	0	6
+	Extrap. parties					0	0						

Monitored period: 01-31.05.2009			
Monitored TV station: ProTV		Monitored program: NEWS	
No. of stories presenting p.a.:		435	No. of conflict stories: 130
News duration(sec):		54051	1 info source: 0
Program duration (sec):		144530	2+ info sources: 130

No.	ACTORS	APPEARANCES				Data synthesis		CONTENT			ATTITUDE		
		Direct interventions		Mentions/appear.		Dir. int. & ment./ap.		positive	negative	neutral	favor.	disfavor.	impart.
TV	ProTV	times	duration	times	duration	times	duration						
Pr.	NEWS												
+	personalized		(sec)		(sec)		(sec)						
1	Voronin V.	108	1683	217	3226	325	4909	8	43	274	0	0	325
2	Chirtoaca D.	75	1231	78	1050	153	2281	5	12	136	0	0	153
3	Filat V.	75	1217	77	770	152	1987	2	7	143	0	0	152
4	Greceanai Z.	28	310	105	1537	133	1847	7	3	123	0	3	130
5	Ghimpu M.	69	1163	57	457	126	1620	0	8	118	0	0	126
6	Urechean S.	49	659	65	608	114	1267	2	8	104	0	0	114
7	Lupu M.	29	593	36	576	65	1169	4	0	61	0	0	65
8	Turcan V.	47	674	40	365	87	1039	0	1	86	0	0	87
9	Musuc E.	29	434	34	494	63	928	0	14	49	0	0	63
10	Tkaciuk M.	38	463	28	242	66	705	0	2	64	0	0	66
11	Stratan A.	10	184	22	439	32	623	0	0	32	0	0	32
12	Catrinici L.	12	248	12	341	24	589	0	0	24	0	0	24
13	Platon V.	8	160	17	309	25	469	0	3	22	0	0	25
14	Braghis D.	10	166	22	276	32	442	0	1	31	0	0	32
15	Calin I.	13	293	7	130	20	423	2	0	18	0	0	20
16	Nagacevski V.	14	205	4	200	18	405	0	0	18	0	0	18
17	Gutu E.	2	8	13	372	15	380	0	13	2	0	0	15
18	Baldovici V.	8	180	6	196	14	376	0	0	14	0	0	14
19	Tarlev V.	9	162	7	204	16	366	0	0	16	0	0	16
20	Dodon I.	17	234	13	128	30	362	0	0	30	0	0	30
21	Stepaniuc V.	18	284	6	39	24	323	0	0	24	0	0	24
22	Tanase A.	23	237	9	45	32	282	0	0	32	0	0	32
23	Banari S	8	150	5	96	13	246	0	0	13	0	0	13
24	Untila V.	24	195	10	44	34	239	0	0	34	0	0	34
25	Andronic N.	7	147	4	86	11	233	0	0	11	0	0	11
26	Petrencu A.	5	115	13	116	18	231	0	3	15	0	0	18
27	Diacov D.	3	54	8	150	11	204	0	0	11	0	0	11
28	Savga L.	0	0	8	201	8	201	0	3	5	0	0	8
29	Postoico M.	4	156	7	42	11	198	0	0	11	0	0	11
30	Petrenco G.	7	87	9	94	16	181	0	3	13	0	0	16
31	Fusu C.	8	123	9	45	17	168	0	0	17	0	0	17
32	Oniscenco O.	6	122	6	46	12	168	0	4	8	0	0	12
33	Sainciuc S.	8	155	1	10	9	165	0	0	9	0	0	9
34	Godoroja D.	4	62	10	97	14	159	0	3	11	0	0	14
35	Handrabura L.	3	42	3	96	6	138	0	0	6	0	0	6

36	Tcaci A.	3	57	3	78	6	135	0	0	6	0	0	6
37	Stati S.	3	30	3	96	6	126	0	0	6	0	0	6
38	Cimpoi M.	3	90	3	24	6	114	0	3	3	0	3	3
39	Parlog V.	4	81	4	32	8	113	0	0	8	0	0	8
40	Pavlicenco V.	2	24	4	88	6	112	0	2	4	0	0	6
41	Leanca Iu.	6	72	8	37	14	109	0	3	11	0	0	14
42	Corduneanu A.	4	96	4	12	8	108	0	0	8	0	0	8
43	Bujor L.	6	102	0	0	6	102	0	0	6	0	0	6
44	Panciu V.	8	70	4	24	12	94	0	0	12	0	0	12
45	Cubreacov V.	0	0	2	94	2	94	0	0	2	0	0	2
46	Vasilachi G.	4	70	3	20	7	90	0	0	7	0	0	7
47	Brega G.	7	77	3	12	10	89	0	0	10	0	0	10
48	Guzun L.	4	64	3	20	7	84	0	0	7	0	0	7
49	Klimenko V.	2	52	4	32	6	84	0	0	6	0	0	6
50	Bolboceanu Iu.	5	55	3	20	8	75	0	0	8	0	0	8
51	Cernei O.	4	64	2	6	6	70	0	0	6	0	0	6
52	Grozavu N.	5	65	0	0	5	65	0	0	5	0	0	5
53	Moldovanu M.	3	42	3	21	6	63	0	0	6	0	0	6
54	Rosca Iu.	0	0	2	50	2	50	2	0	0	0	0	2
55	Cojocaru V.	5	37	3	12	8	49	0	0	8	0	0	8
56	Policinski G.	4	48	0	0	4	48	0	0	4	0	0	4
57	Osipov V.	2	18	4	28	6	46	0	0	6	0	0	6
58	Dumbraveanu A.	2	26	2	20	4	46	0	0	4	0	0	4
59	Robu N.	2	46	0	0	2	46	0	0	2	0	0	2
60	Vacarciu V.	2	46	0	0	2	46	0	0	2	0	0	2
61	Vieru C.	3	42	0	0	3	42	0	0	3	0	0	3
62	Duca G.	2	38	0	0	2	38	0	0	2	0	0	2
63	Nirca N.	0	0	4	32	4	32	0	0	4	0	0	4
64	Rau I.	2	32	0	0	2	32	0	0	2	0	0	2
65	Filip A.	2	30	0	0	2	30	0	0	2	0	0	2
66	Melnic Gh.	2	30	0	0	2	30	0	0	2	0	0	2
67	Papuc G.	0	0	1	28	1	28	0	0	1	0	0	1
68	Dumbraveanu V.	1	20	1	6	2	26	1	0	1	0	0	2
69	Pavlov V.	1	16	1	9	2	25	0	1	1	0	0	2
70	Balan V.	2	20	0	0	2	20	0	0	2	0	0	2
71	Balmos G.	2	20	0	0	2	20	0	0	2	0	0	2
72	Vitiuc V.	2	20	0	0	2	20	0	0	2	0	0	2
73	Eremciuc V.	0	0	3	17	3	17	0	0	3	0	0	3
74	Colesnic Iu.	2	16	0	0	2	16	0	0	2	0	0	2
75	Ivanov V.	3	12	0	0	3	12	0	0	3	0	0	3
76	Caba P.	2	10	0	0	2	10	0	0	2	0	0	2
77	Ostapciuc E.	0	0	3	6	3	6	0	0	3	0	0	3
78	Reidman O.	0	0	3	6	3	6	0	0	3	0	0	3
79	Iovv V.	0	0	2	6	2	6	2	0	0	0	0	2
+	Institutions					0	0						
1	Parties	384	5493	728	9382	1112	14875	28	101	983	0	3	1109
2	Parliament	270	4127	375	3598	645	7725	3	48	594	0	3	642
3	PLA	142	2378	154	2445	296	4823	8	27	261	0	0	296
8	Government	71	1287	147	2953	218	4240	4	25	189	0	0	218
9	Presidency	35	655	95	1767	130	2422	3	28	99	0	0	130
+	Parl. parties					0	0						
1	PCRM	336	5113	640	9221	976	14334	26	101	849	0	3	973
2	PL	171	2769	197	1802	368	4571	5	23	340	0	0	368
3	PLDM	121	1773	143	1291	264	3064	2	13	249	0	0	264
4	AMN	105	1349	141	1192	246	2541	2	17	227	0	3	243
+	Extrap. parties					0	0						
1	PSD	21	291	54	829	75	1120	0	21	54	0	0	75
2	MAE	9	161	19	302	28	463	0	6	22	0	0	28
3	UCM	9	162	10	228	19	390	0	0	19	0	0	19
4	PPCD	4	96	8	156	12	252	2	0	10	0	0	12
5	PPR	7	147	4	86	11	233	0	0	11	0	0	11
6	PDM	3	54	8	150	11	204	0	0	11	0	0	11
7	PUM	6	122	6	46	12	168	0	4	8	0	0	12
8	PDSMU	3	57	3	78	6	135	0	0	6	0	0	6
9	PNL	2	24	4	88	6	112	0	2	4	0	0	6
10	PSPR	0	0	3	96	3	96	0	0	3	0	0	3
11	RAVN	2	52	4	32	6	84	0	0	6	0	0	6
12	PEMAVE	2	26	2	20	4	46	0	0	4	0	0	4
13	PC	0	0	4	32	4	32	0	0	4	0	0	4

Monitored period: 01-31.05.2009			
Monitored TV station: TV7		Monitored program: NEWS	
No. of stories presenting p.a.:	512	No. of conflict stories:	40
News duration(sec):	56893	1 info source:	0
Program duration (sec):	130380	2+ info sources:	40

No.	ACTORS	APPEARANCES				Data synthesis		CONTENT			ATTITUDE		
		Direct interventions		Mentions/appear.		Dir. int. & ment./ap.		positive	negative	neutral	favor.	disfavor.	impart.
TV	TV7	times	duration	times	duration	times	duration						
Pr.	NEWS		(sec)		(sec)		(sec)						
+	personalized												
1	Voronin V.	110	1976	137	3179	247	5155	19	15	213	0	0	247
2	Chirtoc D.	90	1750	90	1200	180	2950	30	0	150	0	0	180
3	Urechean S.	65	1035	40	585	105	1620	10	0	95	0	0	105
4	Ghimpu M.	75	1275	40	340	115	1615	0	0	115	0	0	115
5	Greceanai Z.	35	560	55	1025	90	1585	35	0	55	0	0	90
6	Filat V.	85	1250	30	280	115	1530	0	0	115	0	0	115
7	Turcan V.	30	570	45	690	75	1260	0	0	75	0	0	75
8	Braghis D.	25	510	20	390	45	900	0	0	45	0	0	45
9	Grozavu N.	2	28	10	850	12	878	5	0	7	0	0	12
10	Lupu M.	5	70	55	730	60	800	15	0	45	0	0	60
11	Tanase A.	25	460	20	240	45	700	0	0	45	0	0	45
12	Gutu E.	0	0	15	590	15	590	0	10	5	0	0	15
13	Stratan A.	7	76	27	314	34	390	0	0	34	0	0	34
14	Diacov D.	15	250	5	140	20	390	5	0	15	0	0	20
15	Nagacevschi V.	20	240	10	90	30	330	0	0	30	0	0	30
16	Andronic N.	5	60	12	266	17	326	0	5	12	0	0	17
17	Sava V.	15	250	10	75	25	325	0	0	25	0	0	25
18	Tkaciuk M.	25	250	10	70	35	320	0	0	35	0	0	35
19	Musuc E.	15	200	5	120	20	320	0	5	15	0	0	20
20	Calin I.	15	230	10	70	25	300	0	0	25	0	0	25
21	Banari S	5	140	5	150	10	290	0	0	10	0	0	10
22	Leanca Iu.	10	190	10	90	20	280	0	5	15	0	0	20
23	Baldovici V.	10	180	5	90	15	270	0	0	15	0	0	15
24	Handrabura L.	5	140	5	100	10	240	5	0	5	0	0	10
25	Stepaniuc V.	15	230	0	0	15	230	0	0	15	0	0	15
26	Nantoi O.	10	215	0	0	10	215	5	0	5	0	0	10
27	Tarlev V.	10	160	5	30	15	190	0	0	15	0	0	15
28	Vasilachi G.	10	110	5	80	15	190	0	0	15	0	0	15
29	Postoico M.	5	80	15	95	20	175	0	0	20	0	0	20
30	Savga L.	0	0	5	160	5	160	0	0	5	0	0	5
31	Fusu C.	5	90	10	60	15	150	0	0	15	0	0	15
32	Bolboceanu Iu.	5	150	0	0	5	150	0	0	5	0	0	5
33	Rosca Iu.	0	0	5	150	5	150	0	0	5	0	0	5
34	Parlog V.	7	122	0	0	7	122	0	0	7	0	0	7
35	Untila V.	5	100	0	0	5	100	0	0	5	0	0	5
36	Cojocaru V.	0	0	5	90	5	90	0	0	5	0	0	5
37	Godoroja D.	5	90	0	0	5	90	0	0	5	0	0	5
38	Oniscenco O.	5	80	0	0	5	80	0	0	5	0	0	5
39	Negruta V.	5	40	5	30	10	70	0	0	10	0	0	10
40	Popa S.	0	0	10	70	10	70	0	0	10	0	0	10
41	Catrinici L.	5	70	0	0	5	70	0	0	5	0	0	5
42	Furtuna M.	5	60	0	0	5	60	0	0	5	0	0	5
43	Vieru B.	0	0	5	60	5	60	0	0	5	0	0	5
44	Cernei O.	2	32	0	0	2	32	0	0	2	0	0	2
45	Eremciuc V.	0	0	5	30	5	30	0	0	5	0	0	5
46	Mejinschi V.	0	0	5	30	5	30	0	0	5	0	0	5
47	Colesnic Iu.	0	0	5	25	5	25	0	0	5	0	0	5
48	Petresco G.	0	0	5	20	5	20	0	0	5	0	0	5
49	Platon V.	0	0	5	20	5	20	0	0	5	0	0	5
+	Institutions					0	0						
1	Parliament	330	5440	347	5968	677	11408	25	10	642	0	0	677
2	Parties	225	3330	472	7461	697	10791	60	60	577	0	0	697
3	PLA	139	2625	216	5937	355	8562	45	12	298	0	0	355
8	Government	49	908	144	3158	193	4066	7	30	156	0	0	193
9	Presidency	50	1016	129	2657	179	3673	9	15	155	0	0	179
+	Parl. parties					0	0						
1	PCRM	277	4492	529	8268	806	12760	74	65	667	0	0	806
2	PL	172	3143	180	2325	352	5468	30	0	322	0	0	352
3	PLDM	150	2320	115	1650	265	3970	10	5	250	0	0	265
4	AMN	77	1227	65	1000	142	2227	10	0	132	0	0	142

+	Extrap. parties					0	0						
5	PSD	35	750	50	1200	85	1950	0	10	75	0	0	85
6	PDM	25	465	5	140	30	605	10	0	20	0	0	30
7	UCM	10	160	10	190	20	350	0	0	20	0	0	20
8	PPR	5	60	12	266	17	326	0	5	12	0	0	17
9	PPCD	0	0	10	200	10	200	0	0	10	0	0	10
10	PUM	5	80	0	0	5	80	0	0	5	0	0	5

Monitored period: 01-31.05.2009			
Monitored TV station:	TVC21	Monitored program:	NEWS
No. of stories presenting p.a.:	230	No. of conflict stories:	22
News duration(sec):	28556	1 info source:	2
Program duration (sec):	60020	2+ info sources:	20

No.	ACTORS	APPEARANCES				Data synthesis		CONTENT			ATTITUDE		
		Direct interventions		Mentions/appear.		Dir. int. & ment./ap.		positive	negative	neutral	favor.	disfavor.	impart.
TV	TVC21	times	duration	times	duration	times	duration						
Pr.	NEWS		(sec)		(sec)		(sec)						
+	personalized												
1	Voronin V.	52	933	92	1841	144	2774	20	3	121	0	0	144
2	Filat V.	61	1430	39	486	100	1916	8	3	89	0	0	100
3	Turcan V.	34	762	32	392	66	1154	6	0	60	0	0	66
4	Chirtoaca D.	20	632	29	344	49	976	3	0	46	0	0	49
5	Urechean S.	36	672	16	186	52	858	3	0	49	0	0	52
6	Greceanai Z.	12	156	38	476	50	632	11	0	39	0	0	50
7	Ghimpu M.	26	462	4	24	30	486	0	0	30	0	0	30
8	Gutu E.	0	0	8	422	8	422	0	8	0	0	0	8
9	Tarlev V.	6	90	9	156	15	246	0	0	15	0	0	15
10	Andronic N.	6	150	6	90	12	240	0	0	12	0	0	12
11	Lupu M.	3	36	28	202	31	238	5	0	26	0	0	31
12	Musuc E.	6	198	6	39	12	237	0	0	12	0	0	12
13	Calin I.	15	222	2	12	17	234	0	0	17	0	0	17
14	Stratan A.	7	69	12	86	19	155	1	0	18	0	0	19
15	Tkaciuk M.	6	96	3	36	9	132	0	0	9	0	0	9
16	Dodon I.	0	0	8	122	8	122	2	0	6	0	0	8
17	Catrinici L.	3	72	3	48	6	120	0	0	6	0	0	6
18	Grozavu N.	6	114	0	0	6	114	3	0	3	0	0	6
19	Duca G.	0	0	3	114	3	114	0	0	3	0	0	3
20	Muntean Iu.	3	102	0	0	3	102	0	0	3	0	0	3
21	Petrenco G.	0	0	8	92	8	92	0	2	6	0	0	8
22	Baldovici V.	0	0	2	88	2	88	0	0	2	0	0	2
23	Diacov D.	0	0	3	84	3	84	0	0	3	0	0	3
24	Furtuna M.	3	84	0	0	3	84	0	0	3	0	0	3
25	Cotet V.	6	81	0	0	6	81	0	0	6	0	0	6
26	Postoico M.	3	60	6	18	9	78	0	0	9	0	0	9
27	Godea M.	3	60	3	18	6	78	0	0	6	0	0	6
28	Sava V.	3	48	3	30	6	78	0	0	6	0	0	6
29	Tanase A.	3	36	5	40	8	76	0	0	8	0	0	8
30	Colesnic Iu.	3	60	2	12	5	72	0	0	5	0	0	5
31	Leanca Iu.	4	60	0	0	4	60	0	0	4	0	0	4
32	Osipov V.	3	60	0	0	3	60	0	0	3	0	0	3
33	Handrabura L.	0	0	2	56	2	56	0	0	2	0	0	2
34	Untila V.	4	54	0	0	4	54	0	0	4	0	0	4
35	Lupulciuc I.	3	48	0	0	3	48	0	0	3	0	0	3
36	Vrabie V.	0	0	3	45	3	45	0	0	3	0	0	3
37	Corduneanu A.	3	42	0	0	3	42	0	0	3	0	0	3
38	Sainciuc S.	1	26	0	0	1	26	0	0	1	0	0	1
39	Misin V.	0	0	3	24	3	24	0	0	3	0	0	3
40	Palihovici L.	3	24	0	0	3	24	0	0	3	0	0	3
41	Sleahitchi M.	3	24	0	0	3	24	0	0	3	0	0	3
42	Vieru B.	0	0	3	24	3	24	0	0	3	0	0	3
43	Zagrodnai A.	3	24	0	0	3	24	0	0	3	0	0	3
44	Negruta V.	2	24	0	0	2	24	0	0	2	0	0	2
45	Rosca Iu.	0	0	3	18	3	18	0	0	3	0	0	3
+	Institutions					0	0						
1	Parliament	208	3732	200	8348	408	12080	33	6	369	0	0	408
2	Parties	82	1826	237	3676	319	5502	15	31	273	0	0	319
3	PLA	38	953	67	2175	105	3128	6	8	91	0	0	105
8	Presidency	13	273	80	1611	93	1884	11	8	74	0	0	93
9	Government	14	227	76	1612	90	1839	13	10	67	0	0	90

+	Parl. parties					0	0						
1	PCRM	147	2556	280	3980	427	6536	51	22	354	0	0	427
2	PLDM	79	1691	74	1232	153	2923	11	3	139	0	0	153
3	PL	52	1208	42	446	94	1654	6	0	88	0	0	94
4	AMN	49	930	27	396	76	1326	3	0	73	0	0	76
+	Extrap. parties					0	0						
5	PSD	0	0	11	464	11	464	0	11	0	0	0	11
6	UCM	6	90	15	294	21	384	0	0	21	0	0	21
7	PPR	6	150	9	192	15	342	0	0	15	0	0	15
8	PDM	0	0	6	240	6	240	0	0	6	0	0	6
9	PPCD	3	42	3	18	6	60	0	0	6	0	0	6

Monitored period: 01-31.05.2009			
Monitored TV station:	TV Synthesis	Monitored program:	NEWS
No. of stories presenting p.a.:	3030	No. of conflict stories:	555
News duration(sec):	378513	1 info source:	195
Program duration (sec):	909437	2+ info sources:	360

No.	ACTORS	APPEARANCES				Data synthesis		CONTENT			ATTITUDE		
TV	TV Synthesis	Direct interventions		Mentions/appear.		Dir. int. & ment./ap.		positive	negative	neutral	favor.	disfavor.	impart.
Pr.	NEWS	times	duration	times	duration	times	duration						
+	personalized		(sec)		(sec)		(sec)						
1	Voronin V.	822	19404	1135	27883	1957	47287	427	73	1457	3	0	1956
2	Greceanai Z.	219	4719	689	12311	908	17030	222	3	683	6	3	899
3	Chirtoaca D.	311	5596	424	8164	735	13760	41	146	548	0	23	712
4	Filat V.	388	6329	396	4350	784	10679	18	107	659	0	21	763
5	Turcan V.	261	5994	282	3689	543	9683	32	4	507	0	0	543
6	Urechean S.	254	3948	342	3695	596	7643	18	85	493	0	21	575
7	Ghimpu M.	288	4687	298	2882	586	7569	0	74	512	0	3	583
8	Calin I.	113	3008	58	873	171	3881	2	0	169	0	0	171
9	Lupu M.	53	1236	193	2489	246	3725	50	0	196	0	0	246
10	Musuc E.	109	1914	95	1384	204	3298	0	33	171	0	0	204
11	Dodon I.	71	1657	81	1515	152	3172	37	3	112	0	0	152
12	Baldovici V.	85	2017	35	1142	120	3159	8	0	112	0	0	120
13	Stratan A.	39	603	140	2360	179	2963	4	0	175	0	0	179
14	Braghis D.	50	943	76	1616	126	2559	0	21	105	0	0	126
15	Tkaciuk M.	89	1467	70	987	159	2454	0	2	157	0	0	159
16	Catrinici L.	54	1352	41	866	95	2218	4	0	91	0	0	95
17	Gutu E.	2	8	57	2178	59	2186	0	52	7	0	0	59
18	Stepaniuc V.	65	1247	69	618	134	1865	6	0	128	0	0	134
19	Petrenco G.	29	859	57	715	86	1574	11	5	70	0	0	86
20	Diacov D.	38	770	33	787	71	1557	5	0	66	0	0	71
21	Postoico M.	34	708	88	764	122	1472	10	0	112	0	0	122
22	Grozavu N.	23	517	27	940	50	1457	8	0	42	0	0	50
23	Rosca Iu.	0	0	36	1331	36	1331	10	0	26	3	0	33
24	Tanase A.	61	883	49	443	110	1326	0	0	110	0	0	110
25	Tarlev V.	40	679	30	576	70	1255	0	0	70	0	0	70
26	Muntean Iu.	30	793	17	398	47	1191	13	0	34	0	0	47
27	Andronic N.	28	517	27	572	55	1089	0	5	50	0	0	55
28	Petrencu A.	23	502	35	505	58	1007	0	6	52	0	0	58
29	Sava V.	34	653	23	211	57	864	0	0	57	0	0	57
30	Untila V.	57	577	31	285	88	862	0	5	83	0	0	88
31	Fusu C.	39	555	52	301	91	856	0	5	86	0	0	91
32	Savga L.	7	151	28	681	35	832	0	3	32	0	0	35
33	Leanca Iu.	26	523	28	288	54	811	0	11	43	0	0	54
34	Nagacevchi V.	34	445	14	290	48	735	0	0	48	0	0	48
35	Smirnov E.	22	599	6	120	28	719	3	0	25	0	0	28
36	Platon V.	8	160	37	507	45	667	0	9	36	0	0	45
37	Vrabie V.	12	214	19	395	31	609	10	0	21	1	0	30
38	Sainciuc S.	24	546	2	30	26	576	0	0	26	0	0	26
39	Banari S	13	290	10	246	23	536	0	0	23	0	0	23
40	Dumbraveanu V.	20	441	4	66	24	507	14	0	10	0	0	24
41	Cubreacov V.	0	0	11	478	11	478	0	0	11	0	0	11
42	Lozan O.	12	410	4	67	16	477	0	0	16	0	0	16
43	Papuc G.	6	75	11	378	17	453	3	0	14	0	0	17
44	Secareanu S.	6	327	9	120	15	447	0	0	15	0	0	15
45	Handrabura L.	8	182	10	252	18	434	5	0	13	0	0	18
46	Corduneanu A.	19	345	11	69	30	414	0	0	30	0	0	30
47	Tcaci A.	7	149	7	218	14	367	0	0	14	0	0	14

48	Pavlicenco V.	5	102	8	247	13	349	3	6	4	0	0	13
49	Parlog V.	16	312	4	32	20	344	0	0	20	0	0	20
50	Godoroja D.	9	152	20	187	29	339	0	8	21	0	0	29
51	Munteanu I.	12	168	9	162	21	330	6	3	12	0	0	21
52	Cernei O.	16	293	7	36	23	329	0	0	23	0	0	23
53	Furtuna M.	13	254	5	60	18	314	0	0	18	0	0	18
54	Osipov V.	11	156	7	157	18	313	0	0	18	0	0	18
55	Oniscenco O.	14	259	6	46	20	305	0	4	16	0	0	20
56	Gorodenco A.	8	209	6	96	14	305	1	0	13	0	0	14
57	Bujor L.	23	276	5	10	28	286	0	0	28	0	0	28
58	Vasilachi G.	14	180	8	100	22	280	0	0	22	0	0	22
59	Godea M.	9	199	6	63	15	262	0	0	15	0	3	12
60	Dandara V.	4	139	4	115	8	254	4	0	4	0	0	8
61	Duca G.	5	104	10	142	15	246	0	0	15	0	0	15
62	Lupulciuc I.	11	200	8	25	19	225	0	0	19	0	0	19
63	Bolboceanu Iu.	10	205	3	20	13	225	0	0	13	0	0	13
64	Nantoi O.	10	215	0	0	10	215	5	0	5	0	0	10
65	Popa S.	10	120	13	76	23	196	0	0	23	0	0	23
66	Cosovan Gh.	4	73	4	110	8	183	4	0	4	0	0	8
67	Balmos G.	7	169	4	10	11	179	4	0	7	0	0	11
68	Colesnic Iu.	10	121	13	55	23	176	0	0	23	0	0	23
69	Rotaru O.	6	134	4	35	10	169	4	0	6	0	0	10
70	Cojocaru V.	5	37	13	117	18	154	0	0	18	0	0	18
71	Guzun L.	6	110	5	44	11	154	0	0	11	0	0	11
72	Stati S.	3	30	6	111	9	141	0	0	9	0	0	9
73	Belcencova L.	3	132	0	0	3	132	3	0	0	0	0	3
74	Policinski G.	8	112	3	9	11	121	0	0	11	0	0	11
75	Klimenko V.	3	60	9	58	12	118	0	0	12	0	0	12
76	Cimpoi M.	3	90	3	24	6	114	0	3	3	0	3	3
77	Zagrodnai A.	4	34	6	75	10	109	0	0	10	0	0	10
78	Brega G.	7	77	8	27	15	104	0	0	15	0	0	15
79	Spivacenco A.	3	98	0	0	3	98	0	0	3	0	0	3
80	Negruta V.	7	64	5	30	12	94	0	0	12	0	0	12
81	Panciu V.	8	70	4	24	12	94	0	0	12	0	0	12
82	Vieru B.	0	0	10	88	10	88	0	0	10	0	0	10
83	Sumleanski A.	3	87	0	0	3	87	0	0	3	0	0	3
84	Cotet V.	6	81	0	0	6	81	0	0	6	0	0	6
85	Formuzal M.	0	0	4	80	4	80	4	0	0	0	0	4
86	Bulat G.	2	80	0	0	2	80	2	0	0	0	0	2
87	Stoicov Iu.	3	71	0	0	3	71	0	0	3	0	0	3
88	Pavlov V.	4	57	2	12	6	69	2	1	3	0	0	6
89	Esanu N.	3	47	3	21	6	68	0	0	6	0	0	6
90	Moldovanu M.	3	42	3	21	6	63	0	0	6	0	0	6
91	Nemerenco V.	0	0	12	60	12	60	0	0	12	0	0	12
92	Gheorghe V.	2	32	2	24	4	56	0	0	4	0	0	4
93	Durlesteanu M.	0	0	9	54	9	54	0	0	9	0	0	9
94	Eremciuc V.	0	0	8	47	8	47	0	0	8	0	0	8
95	Dumbraveanu A.	2	26	2	20	4	46	0	0	4	0	0	4
96	Robu N.	2	46	0	0	2	46	0	0	2	0	0	2
97	Vacarciuc V.	2	46	0	0	2	46	0	0	2	0	0	2
98	Misin V.	0	0	8	44	8	44	0	0	8	0	0	8
99	Caba P.	4	34	2	8	6	42	2	0	4	0	0	6
100	Vieru C.	3	42	0	0	3	42	0	0	3	0	0	3
101	Movila I.	3	41	0	0	3	41	3	0	0	0	0	3
102	Nirca N.	0	0	4	32	4	32	0	0	4	0	0	4
103	Rau I.	2	32	0	0	2	32	0	0	2	0	0	2
104	Sova V.	0	0	1	32	1	32	0	0	1	0	0	1
105	Mejinski V.	0	0	5	30	5	30	0	0	5	0	0	5
106	Filip A.	2	30	0	0	2	30	0	0	2	0	0	2
107	Melnic Gh.	2	30	0	0	2	30	0	0	2	0	0	2
108	Rusu M.	0	0	8	27	8	27	0	0	8	0	0	8
109	Patras V.	1	17	1	8	2	25	0	0	2	0	0	2
110	Palihovici L.	3	24	0	0	3	24	0	0	3	0	0	3
111	Sleahitichi M.	3	24	0	0	3	24	0	0	3	0	0	3
112	Cebanu I.	0	0	5	20	5	20	0	0	5	0	0	5
113	Balan V.	2	20	0	0	2	20	0	0	2	0	0	2
114	Gudumac I.	2	20	0	0	2	20	0	0	2	0	0	2
115	Vitiuc V.	2	20	0	0	2	20	0	0	2	0	0	2
116	Ivanov V.	3	12	3	6	6	18	0	0	6	0	0	6
117	Copaci T.	0	0	3	15	3	15	3	0	0	0	0	3
118	Domenti O.	0	0	3	15	3	15	0	0	3	0	0	3

119	Hadarca I.	0	0	3	15	3	15	0	3	0	0	0	3
120	Supac I.	0	0	3	15	3	15	0	0	3	0	0	3
121	Todoroglo D.	0	0	3	15	3	15	0	0	3	0	0	3
122	Brasovschi Gh.	0	0	2	12	2	12	0	0	2	0	0	2
123	Salaru A.	3	9	0	0	3	9	0	0	3	0	0	3
124	Apostolova R.	0	0	3	6	3	6	0	0	3	0	0	3
125	Ostapciuc E.	0	0	3	6	3	6	0	0	3	0	0	3
126	Reidman O.	0	0	3	6	3	6	0	0	3	0	0	3
127	Iovv V.	0	0	2	6	2	6	2	0	0	0	0	2
128	Apostol I.	0	0	2	4	2	4	0	0	2	0	0	2
129	Carlig M	0	0	2	4	2	4	0	0	2	0	0	2
+	Institutions					0	0						
1	Parties	1131	20041	3192	50588	4323	70629	327	666	3330	6	61	4256
2	Parliament	1768	34554	2338	34939	4106	69493	242	181	3683	11	27	4068
3	Government	603	13262	1146	25040	1749	38302	296	83	1370	1	0	1748
8	PLA	561	10246	898	23240	1459	33486	108	247	1104	0	26	1433
9	Presidency	311	8228	887	23532	1198	31760	288	60	850	3	0	1197
+	Parl. parties					0	0						
1	PCRM	1961	43748	3709	66415	5670	110163	906	231	4533	17	3	5652
2	PL	679	11592	1041	13383	1720	24975	44	273	1403	0	32	1688
3	PLDM	539	8670	704	8243	1243	16913	31	163	1049	0	24	1219
4	AMN	406	5986	621	8040	1027	14026	20	157	850	0	36	991
+	Extrap. parties					0	0						
1	PSD	74	1365	201	4688	275	6053	0	101	174	0	0	275
2	PPCD	24	667	74	2069	98	2736	13	0	85	3	0	95
3	PDM	48	985	39	952	87	1937	10	3	74	0	0	87
4	MAE	27	548	64	1153	91	1701	0	23	68	0	0	91
5	UCM	40	679	44	898	84	1577	0	0	84	0	0	84
6	PPR	28	517	30	674	58	1191	0	5	53	0	0	58
7	PSPR	22	599	18	489	40	1088	6	0	34	0	0	40
8	PDSMU	7	149	7	218	14	367	0	0	14	0	0	14
9	PNL	5	102	7	232	12	334	3	5	4	0	0	12
10	PUM	14	259	6	46	20	305	0	4	16	0	0	20
11	RAVN	3	60	7	38	10	98	0	0	10	0	0	10
12	PEMAVE	2	26	4	44	6	70	0	0	6	0	0	6
13	PC	0	0	4	32	4	32	0	0	4	0	0	4

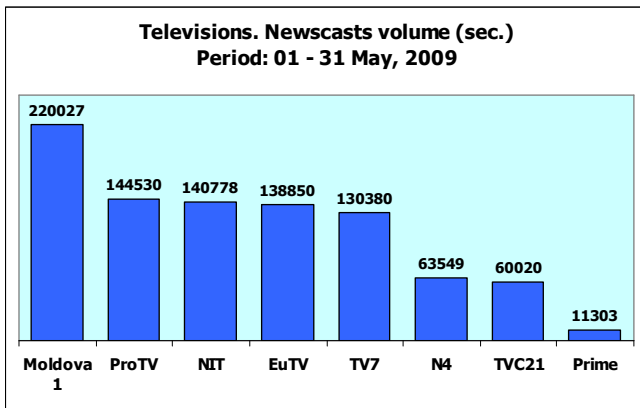
3. QUANTITY DIMENSION OF POLITICAL ACTORS' PRESENCE IN NEWSCASTS

3.1 General quantity data

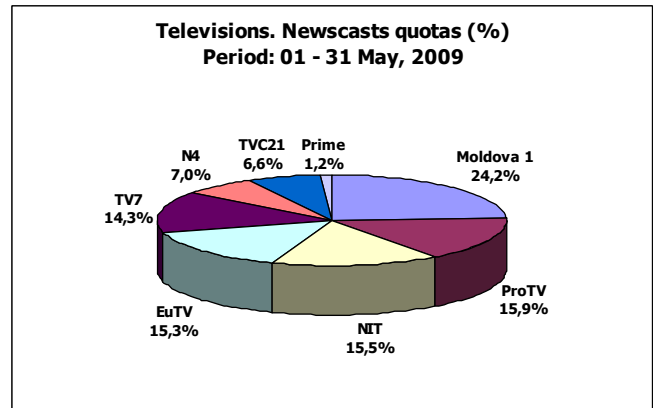
The second month of the post-election period (01-31.05.09) was marked by the extension of newscasts, broadcast by 8 of those 9 monitored tv stations (as during the pre-election and run-up periods, 2 Plus went on being absent from this broadcasting segment.) Thus, the mentioned television services – EuTV, Moldova 1, N4, NIT, Prime, ProTV, TV7 and TVC21 – in May, aired newscasts with the total duration of 909,437 sec. (253.12 h), that is about 8.5 more than in April. The watched newscasts contained 3,030 stories covering a political actor, that is 11.3 % more than the previous month, and the aggregated duration is 378,513 sec. (105.4 h), that is up 9.4 %. The May quota of stories covering political actors within the general duration of newscasts aired by those 8 monitored TV channels was practically similar to the one from April.

Moldova 1, as in April, was the absolute leader in all the indices. Thus, according to the data from graphs 1 and 2, in May, this station had aired about 66.12 h of newscasts (in April – 56.58 h) that is about 24.2 % of the aggregated duration of newscasts aired by all those 8 TV stations monitored. This station is followed by ProTV (about 15.9 %), NIT (about 15.5%), EuTV (about 15.3%), TV7 (14.3 %), N4 (about 7 %), TVC21 (6.6 %) and Prime (1.2%).

Graph 1

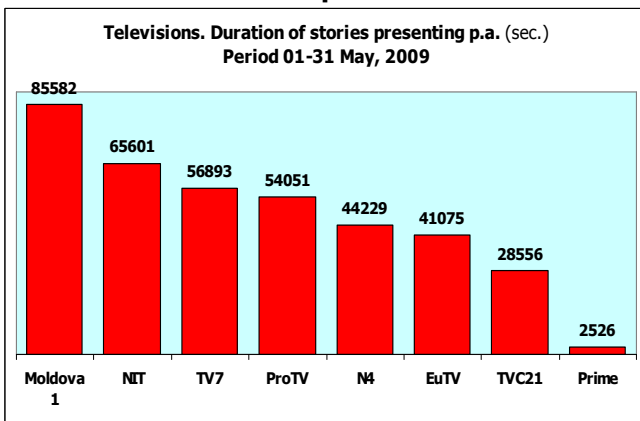


Graph 2

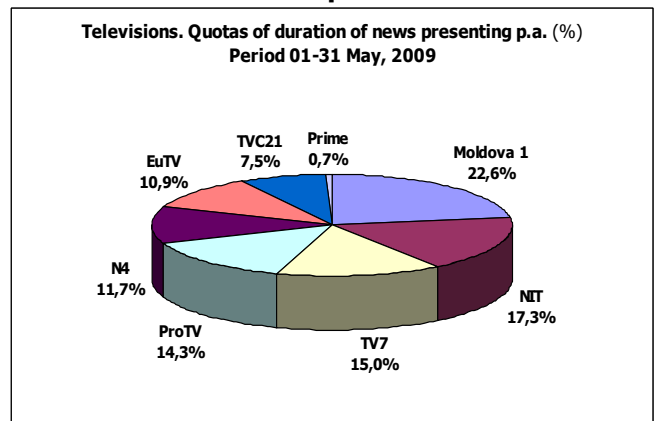


In the total duration of newscasts of all the monitored TV stations, the longest duration of the news stories covering political actors was recorded on Moldova 1 – 22.6 % (see graphs 3 and 4.) This station was decreasingly followed by NIT (17.3 %), TV7 (15%), ProTV (about 14.3%), N4 (about 11.7%), EuTV (10.9 %), TVC21 (about 7.5%) and Prime (0.7%).

Graph 3

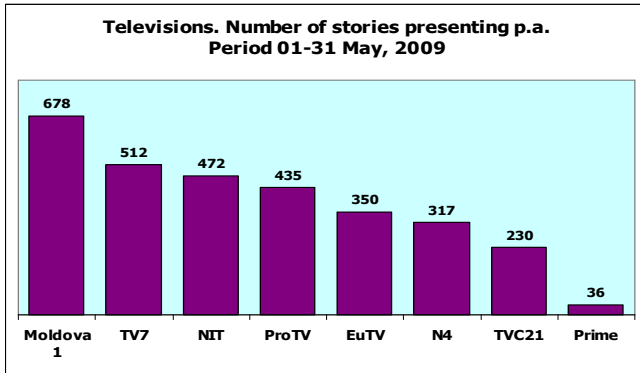


Graph 4

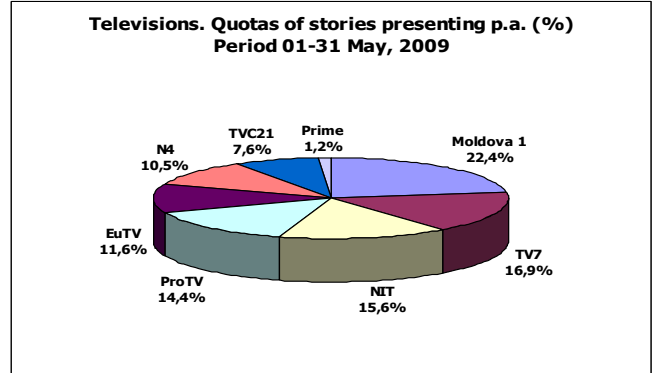


Moldova 1 was the first in terms of number of stories covering political actors as compared with all the monitored TV stations – 22.4%. This television was followed, according to data from graphs 5 and 6, by TV7 (16.9 %), NIT (15.6%), ProTV (14.4 %), EuTV (11.6 %), N4 (about 10.5 %), TVC21 (about 7.6 %) and Prime (1.2 %).

Graph 5

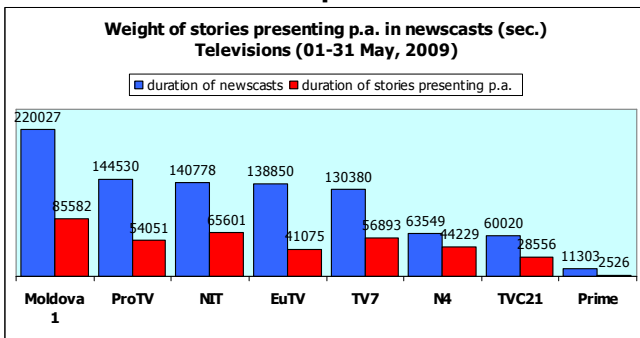


Graph 6

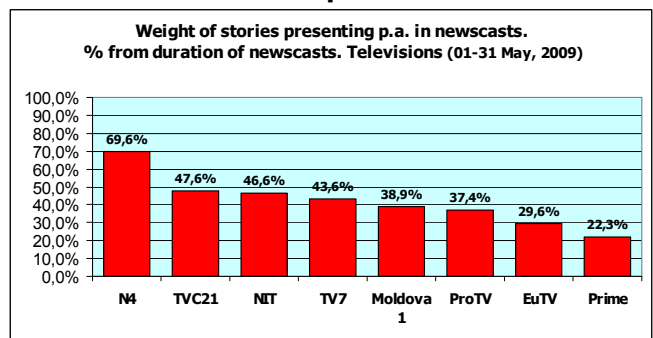


The weight of the stories presenting political actors in ratio to the general volume of newscasts on each monitored TV station shows that N4, TVC21 and NIT covered political actors to the widest extent, respectively, in ratio of 69.6%, 47.5% and 46.6 % (see graphs 7 and 8):

Graph 7



Graph 8



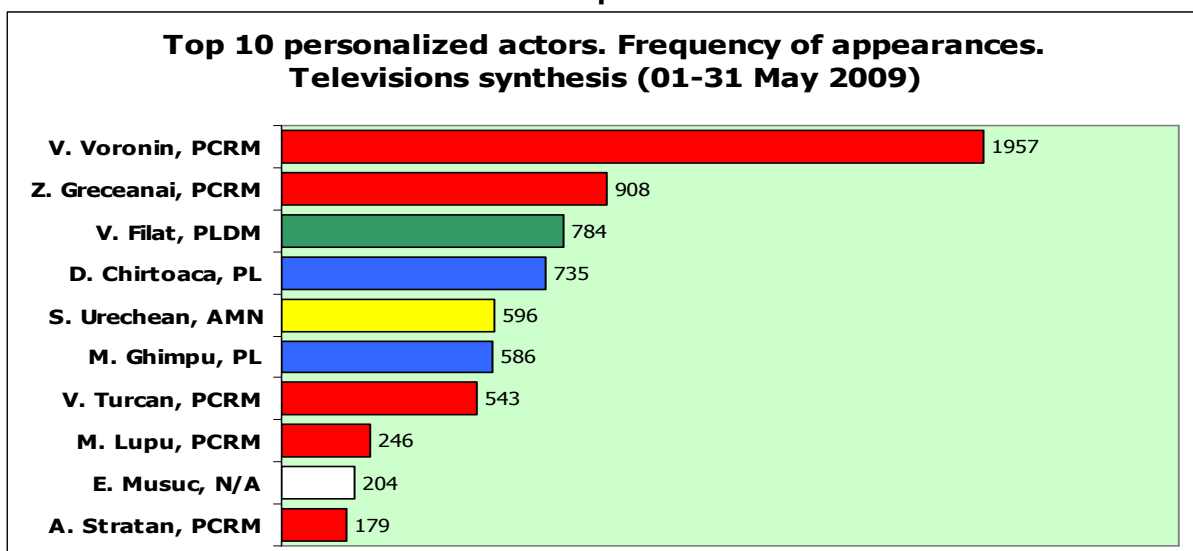
3.2 Political actors

Personalized actors

During the reference period, those 8 monitored televisions covered a total of 129 personalized actors (87 in April). 79 of them were mirrored in the newscasts of ProTV, 71 – of Moldova 1, 63 – of EuTV, 49 – of TV7, 45 – of TVC21, 41 – of N4, 38 – of NIT and 19 – of Prime.

In May, according to the number of appearances (both direct and indirect) in news casts, the top 10 of the mostly covered personalized political actors by all the observed stations was shared by 5 representatives of the PCRM (V.Voronin, Z.Greceanai, V.Turcan, M.Lupu and A.Stratan), two representatives of the PL (D.Chirtoacă and M.Ghimpu), by one from the PLDM (V.Filat), the AMN (S.Urechean), and E.Muşuc, who was expelled from the PSD immediately after the April 5 poll. He joined the PCRM after May 26, 2009. The data show that during the last monitoring month, as compared to the previous month, the list of personalized political actors in top 10 changed: the number of PCRM representatives rose from 3 to 5, the political diversity of the actors from the list dwindled (from 6 political parties to 4). At the same time, their disproportionate coverage was preserved in May.

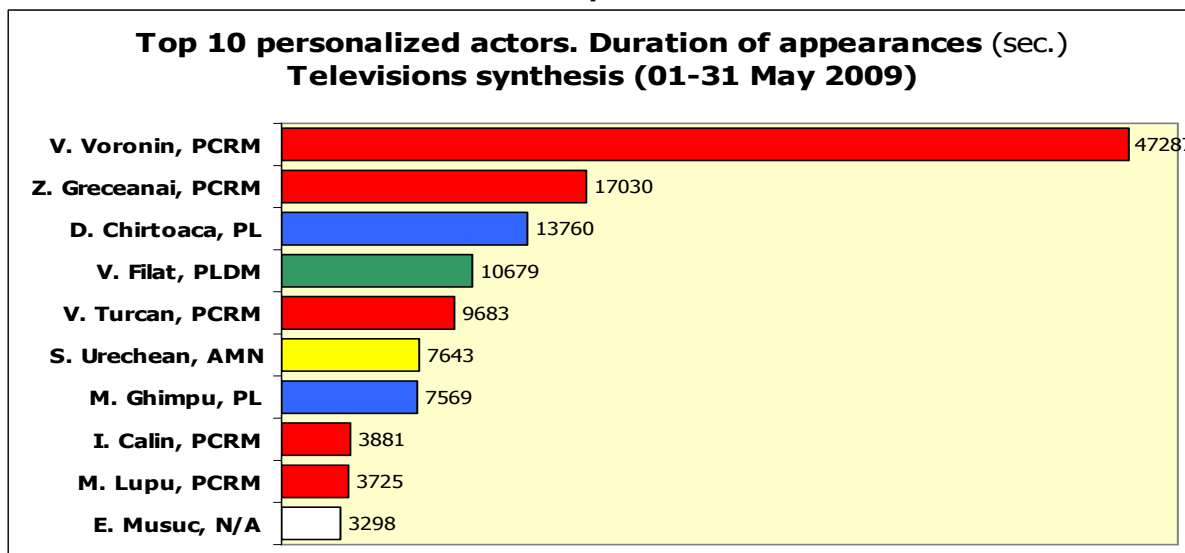
Graph 9



Thus, the PCRM personalized political actors from top 10 (V.Voronin, Z.Greceanăi, V.Țurcan, M.Lupu and A.Stratan), as frequency, benefited from 1,394 direct appearances and from 2,439 – indirect appearances, the ones from the PL (D.Chirtoacă and M.Ghimpu) – respectively 599 and 722, V. Filat – 388 and 396, S.Urechean – 254 and 342, E.Muşuc – 109 and 95.

In May, one finds that the duration of mirroring the top 10 personalized actors continued, as in April, to bear a imbalanced character. In this context, we'll mention that the duration of the aggregated appearances on the monitored TV stations of V.Voronin, Z.Greceanăi, V.Țurcan, I.Calin (he replaced A.Stratan in top 10 as duration) and M.Lupu was 81,606 sec., the duration of appearances of D.Chirtoacă and M.Ghimpu was 21,329 sec., the one of the appearances of V.Filat – 10,679 sec., the duration of the presence of S. Urechean – 7,643 sec. and of E.Muşuc – 3,298 sec.

Graph 10



Largely the noticed disproportions were caused by the imbalanced coverage of personalized political actors by three TV stations – Moldova 1, NIT and N4. Thus, the PCRM representatives on these three station benefited from about 49.1 % of the appearances granted to these actors by all the watched stations (1,871 of 3,833) and from about 59 % of the airtime generally granted to these personalized political actors by those 8 TV services (47,261 sec. of a total of 80,688 sec.). Respectively, other 4 actors from the same list, representing PL, PLDM and AMN, were given by those 3 stations 40.9% in frequency and 34% in duration of the aggregated appearances for all the actors observed.

These stations' gradual approach of the top 10 personalized political actors is also mirrored by the discrepancy between the coverage of the first, on the ones hand, and of the second and the last actors, on the other hand. It's worth noticing that in May, unlike April, that discrepancy was falling.

Moldova 1 covered V.Voronin (the first in top 10) 419 times, i.e. 2 times more often than about the actor on position 2 (Z.Greceanăi, 200 appearances) and 11 times more often than about the last actor from the top (Iu.Muntean, 37 appearances.) V.Voronin's appearances on Moldova 1 lasted for 13,226 sec. i.e. 3.3 times more than the appearances of the actor on position 2 (Z.Greceanăi, 3,993 sec.) and over 15 times more than the presence of the last actor from the top (L.Catrinici, 858 sec.)

NIT covered V.Voronin (the first in top 10) 342 times, i.e. 1.6 times more often than the actor on position 2 (Z.Greceanăi, 218 appearances) and about 9 times more often than the last actor from the top (I.Dodon, 40 appearances). V.Voronin's duration of appearances on NIT was 8,524 sec. i.e. about twice more than the appearances of the actor on position 2 (Z.Greceanăi, 4,454 sec.) 12 times more than the presence of the last actor from the top (I.Calin, 702 sec.).

N4 made 240 references to V.Voronin (the first in top 10), i.e. 2.2 more often than the actor on position 2 (V.Filat, 107 appearances) and 15 times more often than the last actor in its top list (M.Tcaciuc, 16 appearances.) The duration of V.Voronin's appearances on N4 was 7,213 sec. i.e. about 4 times more than the presence of the actor on position 2 (Z.Greceanăi, 1,936 sec.) and 16 times more than the presence of the last actor in its top list (I.Dodon, 450 sec.).

On EuTV, ProTV, TV7 and TVC21, the discrepancy between the number of appearances of the first actor in the top list (V.Voronin) and of the second (respectively: Z.Greceanăi, D.Chirtoacă and V.Filat) varied between 1.4 and 2 times. In this respect, the watched services did the same as Moldova 1, N4, NIT and Prime. At the same time the differences between the coverage of the first and the last actors in the top list on EuTV, ProTV, TV7 and TVC21 are less significant than on Moldova 1, N4, NIT, varying between 5 on ProTV and 9 on EuTV.

The duration of the political actors' appearances on EuTV, ProTV, TV7 and TVC21 largely respected the trend remarked in the case of frequency of appearances. On these TV stations, the discrepancy between the duration of covering the first and the second personalized actors varied between 1.4 and 2.2, while the discrepancy between the duration of covering the first and the last actors from top 10 varied between 6.4 on TV7 and 11.5 on TVC21.

Thus, during the second post-election month, the observed television services actually repeated the electoral behavior earlier used in treating the personalized political actors: some of them went on preferentially covering the personalized actors representing the PCRM, while others showed their availability to treat them in a manner close to a balanced one, regardless of their political color. It's worth remarking that in May, one noticed a trend of reducing the large discrepancies in covering different categories of personalized actors.

▪ **Institutionalized actors. Institutions**

During the reference period, the political parties, government, parliament, presidency and local public administrations (PLA) in their capacity of institutionalized political actors gained 12,835 appearances in newscasts on those 8 TV stations. Their general duration was 243,670 sec.

In May, the watched televisions covered the parties among all the institutionalized actors. In general they gained 4,323 appearances in newscasts, their aggregated duration being 70,629 sec. This speaks of the fact that the televisions, from this viewpoint, made permanent the electoral practices, although the race was over. At the same time, the coverage of the institutionalized actors as related to the first month after the poll has seen certain innovations. Thus the parliament switched the last place with the second in the ranking of the coverage of the institutionalized actors. It had 4,106 appearances that is over 20 times more than in April. Their aggregated duration was 69,493 sec. i.e. 10 times more than during the previous period. The government was steadily on position 3 in the ranking of covering the institutionalized political actors (1,749 appearances with a total duration of 38,302 sec.). The PLA follows in the ranking (1,459 appearances with an aggregated duration of 33,486 sec.). The last position as frequency and duration of appearances was occupied by the presidency (in April it was on position 2). This institutionalized political actor got 1,198 appearances with an aggregated duration of 31,760 sec.

The observed TV stations, as during the previous periods, differently covered the institutionalized political actors. 4 of them granted priority to the parliament (Moldova1, NIT, Prime, TVC21), and other four – to the political parties (EuTV, N4, TV7, ProTV.)

The table below quantifies the frequency and the duration of covering the government, parliament, presidency, LPA and political parties in the second month after the elections.

Table 1. Covering institutionalized actors

TV STATION		Government		Parliament		Presidency		LPA		Parties	
			position		position		position		position		position
EuTV	Frequency	214	4	535	5	61	7	270	3	841	2
	Duration	4080	5	7480	7	1410	7	4792	4	12527	2
Moldova 1	Frequency	506	1	701	1	342	1	214	4	478	4
	Duration	12472	1	15594	1	10718	1	5379	2	9779	4
N4	Frequency	145	6	427	6	174	4	56	7	422	6
	Duration	4120	4	8420	5	5679	3	2194	7	9497	5
NIT	Frequency	351	2	659	3	213	2	162	5	429	5
	Duration	6863	2	11509	3	5792	2	4594	5	7348	6
Prime	Frequency	32	8	54	8	6	8	1	8	25	8
	Duration	622	8	564	8	182	8	14	8	310	8
ProTV	Frequency	218	3	645	4	130	5	296	2	1112	1
	Duration	4240	3	7725	6	2422	5	4823	3	14875	1
TV7	Frequency	193	5	677	2	179	3	355	1	697	3
	Duration	4066	6	11408	4	3673	4	8562	1	10791	3
TVC 21	Frequency	90	7	408	7	93	6	105	6	319	7
	Duration	1839	7	12080	2	1884	6	3128	6	5502	7

EuTV covered the parties to the largest extent (position 2 – as frequency and as duration). This station was also interested in the LPA (position 3 as frequency and position 4 – as duration) and in the Government (position 4 as frequency and position 5 – as duration). In May, EuTV insignificantly covered the work of the parliament (position 5 as frequency and position 7 – as duration) and of the presidency – position 7 as frequency and as duration.

Moldova 1, according to the data from the table, in the second month after the parliamentary elections, as it did in the previous periods, largely covered the institutions of the central government (Government, Parliament and Presidency – position I as frequency and duration.) This station went being relatively reluctant with the LPA (position 4 – as frequency and 2 - as duration) and with the political parties (position 4 as frequency and duration.)

N4 was the closest to the presidency (position 4 – as frequency and 3 – as duration). This station was moderately interested in the government (position 6 as frequency and position 4 – as duration), political parties and the parliament (position 6 – as frequency and 5 – as duration). N4 went on being the most reluctant with the LPA (position 7 as frequency and duration.)

NIT gave priority in its news agenda to the Government and the Presidency (position 2 as frequency and duration), those institutions being followed by the parliament (position 3 as frequency and duration.) The LPA (position 5 as frequency and duration) and the political parties (position 6 as frequency and 5 – as duration) received insignificant coverage from NIT.

Prime, as before, got the last – the 8th – position in the ranking of the TV stations monitored in terms of frequency and duration of the coverage of the government, presidency and political parties in newscasts.

ProTV was mostly open for the topic of political parties (position 1 – as frequency and duration) and of the LPA (position 2 – as frequency and 3 – as duration). The appearances of the other actors, compared to the mentioned ones, were decreasing: Government – position 3 as frequency and duration; Presidency – position 5 as frequency and duration; Parliament – position 4 as frequency and 6 as duration.

TV7 was mainly interested in the LPA (position 1 as frequency and duration.) This station treated the political parties moderately and equidistantly (position 3 as frequency and duration), Parliament (position 2 as frequency and 4 - as duration) and Presidency (position 3 as frequency and 4 – as duration). TV7 displayed the lowest interest for the government (position 5 as frequency and 6 – as duration).

TVC21, as in April, had no preferred institutionalized actors, all them being equally insignificantly treated (positions 6-7). Save for the Parliament, which benefited from a long duration in coverage (position 2).

Thus, the institutionalized actors benefited from differentiated treatment on behalf of the monitored stations. While Moldova 1 and NIT went on as heralds of the presidency, government and parliament, TV7 and ProTV gave priority in covering the political parties and the LPA. TVC21, EuTV and N4, most often than not, moderately treated all the institutions as political actors.

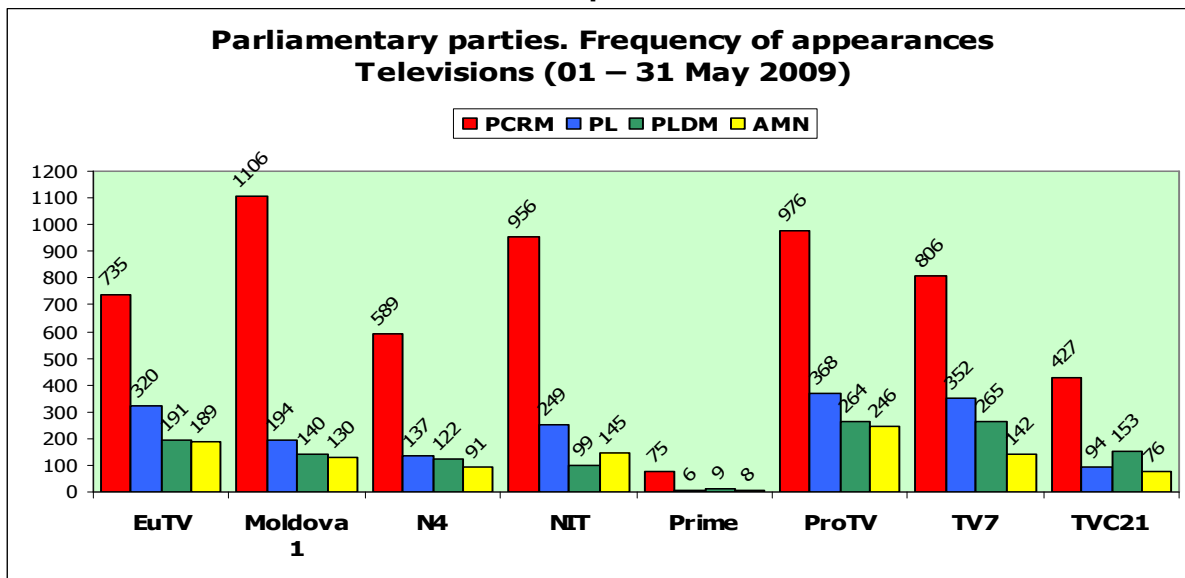
▪ **Institutionalized actors. Political parties**

In May, the monitored TV services covered 4 political parties from the parliament (PCRM, PL, PLDM and AMN) and 13 parties out of the parliament (extra-parliamentary.) The first category of parties got 9,660 appearances with the general duration of 166,077 sec. The *extra-parliamentary* parties got 799 appearances with the duration of 17,489 sec. Thus, the parliamentary parties benefited from a visibility 10 times bigger than the parties out of the parliamentary. It's worth mentioning that the PCRM as a ruling party was covered 1.4 times more often and with a duration 1.9 times bigger than all the other parliamentary parties (PL, PLDM and AMN) together.

Parliamentary parties. This category of political parties was focused on by all the watched TV stations, but the coverage degree was differentiated.

EuTV covered the PCRM 735 times, that is the same amount of times as the opposition parties from the parliament (PL, PLDM, AMN). Moldova 1 spoke about the PCRM 1,106 times i.e. 2.4 more often than about the opposition parties (they gathered 452 appearances). The PCRM on N4 gathered 589 direct and indirect mentions, and the opposition – about 1.7 times less (350 appearances.) NIT referred 956 times to the PCRM i.e. almost 2 times more than to the parliamentary opposition (493 appearances). On Prime the PCRM appeared 75 times in its newscasts, i.e. over 3 times more often than the parliamentary opposition (23 appearances.) ProTV spoke about the PCRM 976 times. This station covered the parliamentary opposition almost to the same extent (878 times.) TV7 covered the PCRM 806 times, and the parliamentary opposition - 759 times. TVC21 covered the PCRM 427 times, i.e. 1.3 times more often than the parliamentary opposition (323 times.)

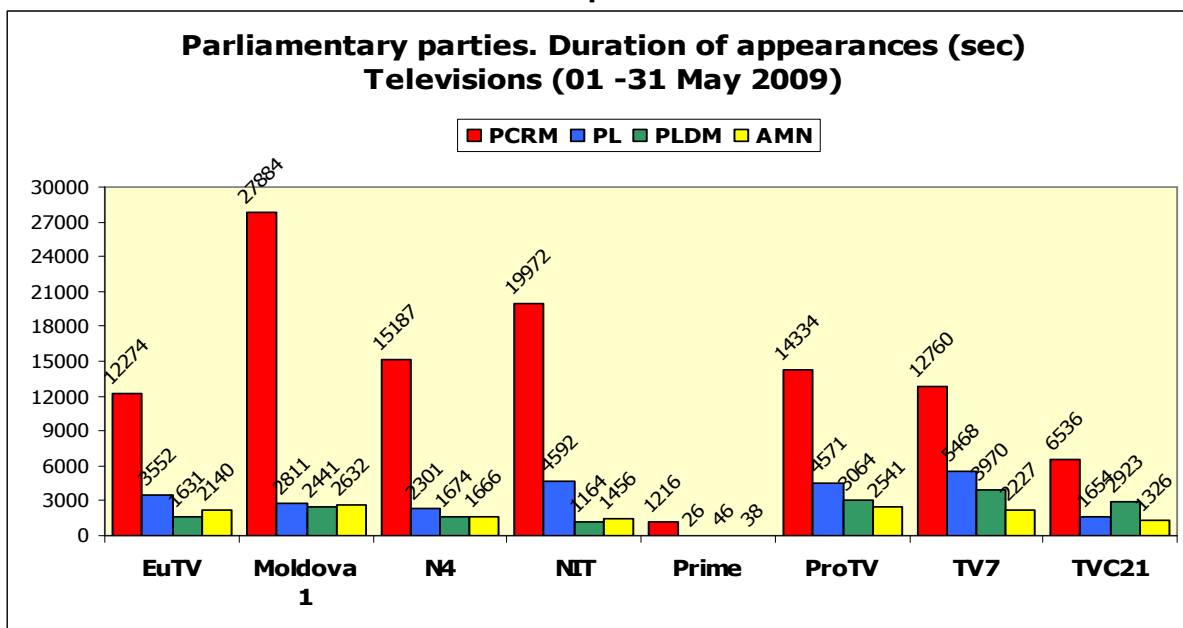
Graph 11



The duration of the PCRM's appearances on EuTV was 12,274 sec., i.e. about 1.7 times more than the appearances of the opposition parliamentary parties (7,323 sec.). On Moldova 1, the PCRM had 27,884 sec. i.e. 3.5 times more than the opposition (7,884 sec.). The duration of the PCRM's appearances on N4 was 15,187 sec., i.e. almost 2.7 times more than the appearances of the parliamentary opposition. NIT offered the PCRM airtime during 19,972 sec., and to the opposition – 2.8 times less (7,212 sec.). The duration of the PCRM's appearances on Prime was 1,216 sec. i.e. 11 times more than the duration of the aggregated appearances of PL, PLDM and AMN (110

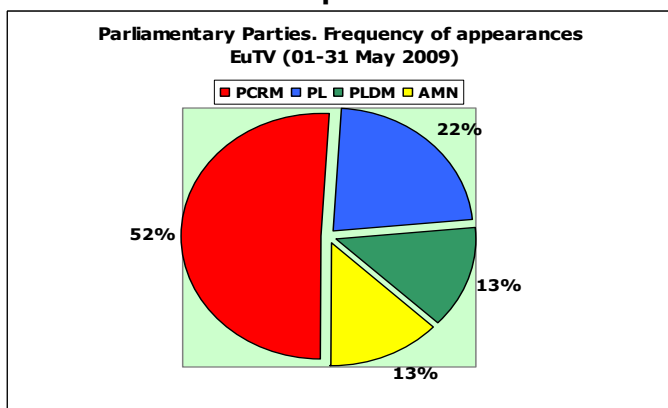
sec.). ProTV gave the PCRM airtime during 14,334 sec., and to the parliamentary opposition – 10,776 sec., i.e. 1.3 times less. The duration of the PCRM's appearances on TV7 was 12,760 sec., and almost the same duration was granted to the opposition – 11,665 sec. TVC21 granted the PCRM and the parliamentary opposition comparable airtime (respectively: 6,536 sec. and 5,903 sec.).

Graph 12

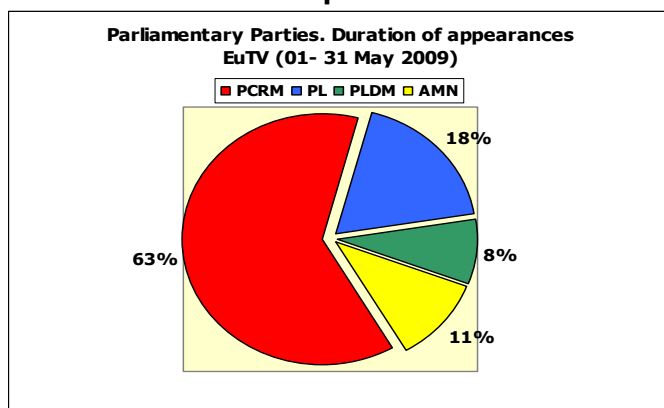


On the basis of the presented data, we can find that Moldova 1, N4, NIT, Prime, in terms of frequency and duration, and EuTV – as duration, in their newscasts, favored the PCRM, and ProTV, TV7 and TVC21 in terms of frequency and duration, and EuTV – as frequency, treated, in a balanced way, the PCRM, on the one hand, and the parliamentary opposition, on the other hand. In other words, in May, the monitored TV stations basically applied the same tactic of covering the parliamentary parties as in April.

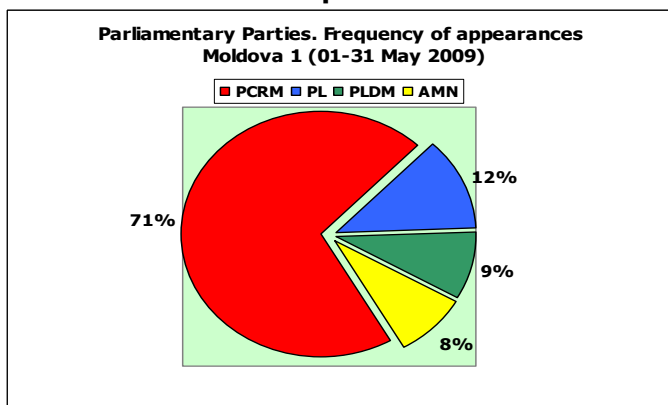
Graph 13



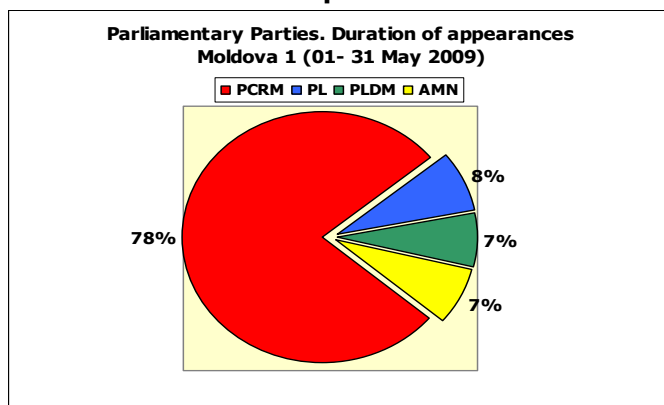
Graph 14



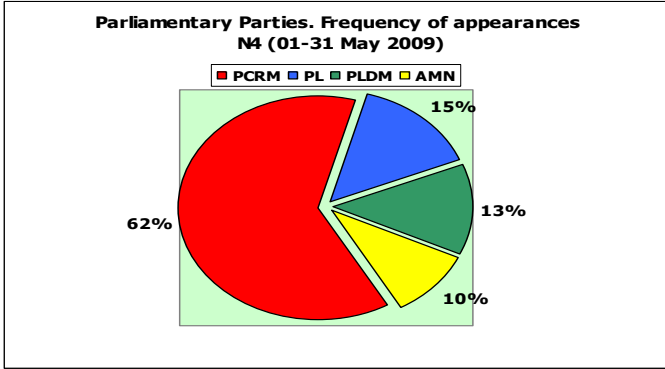
Graph 15



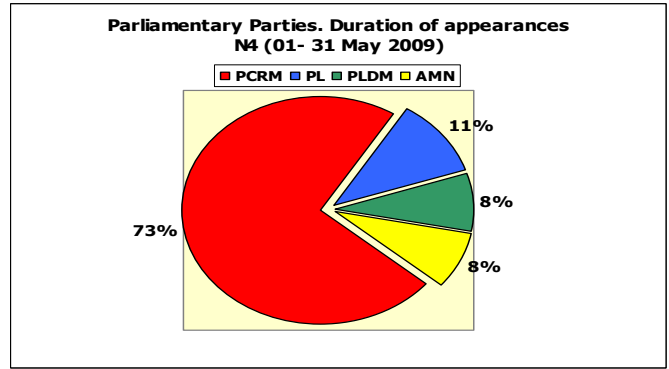
Graph 16



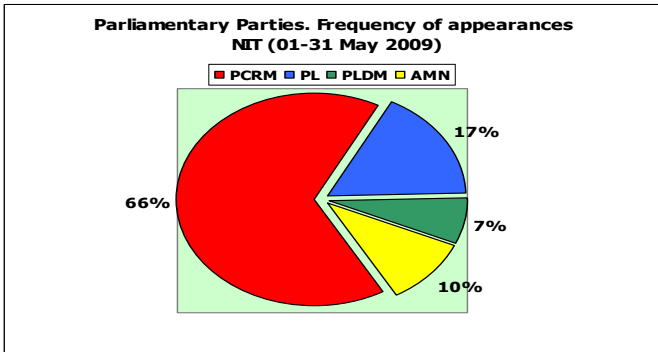
Graph 17



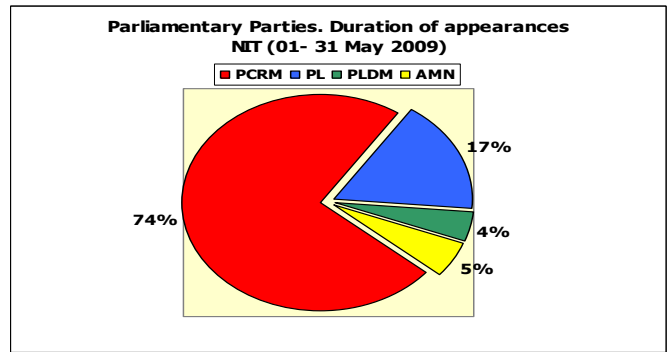
Graph 18



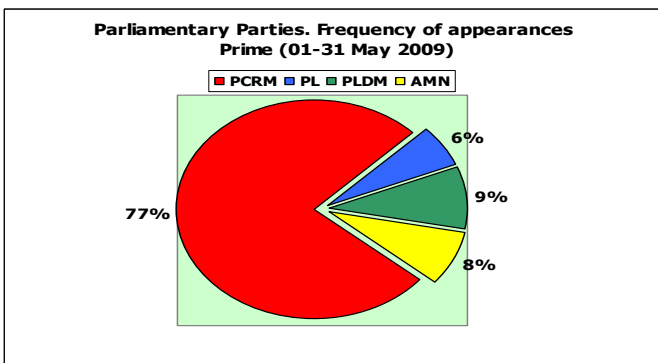
Graph 19



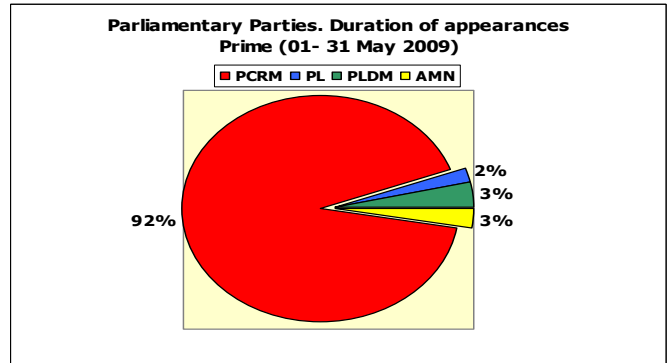
Graph 20



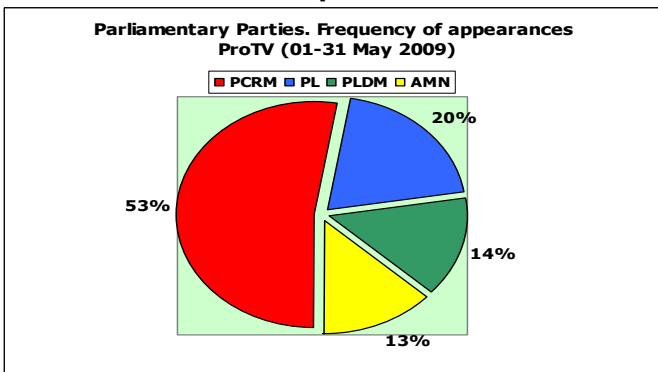
Graph 21



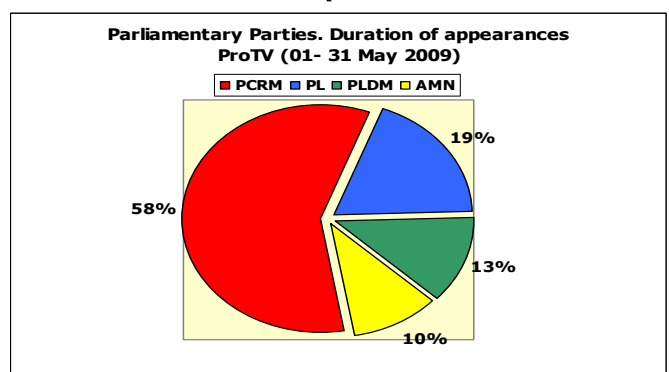
Graph 22



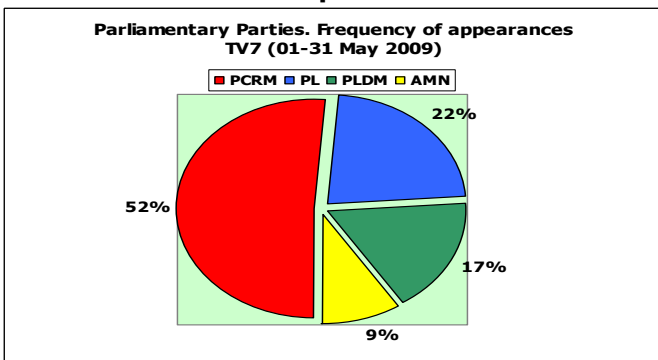
Graph 23



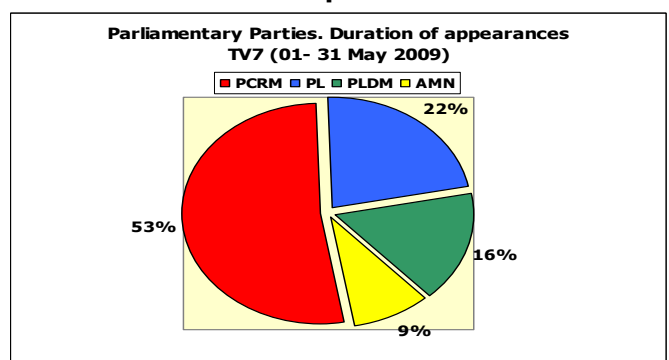
Graph 24



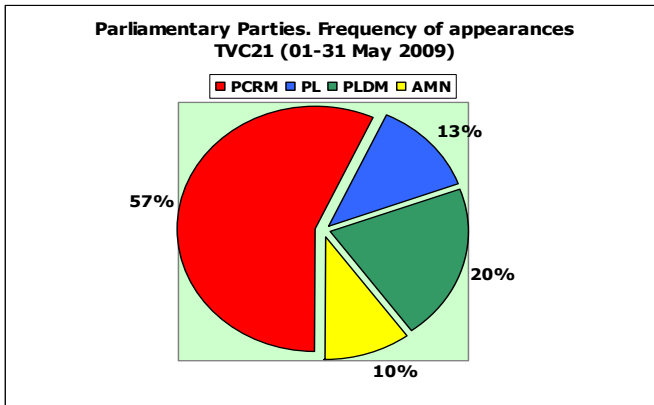
Graph 25



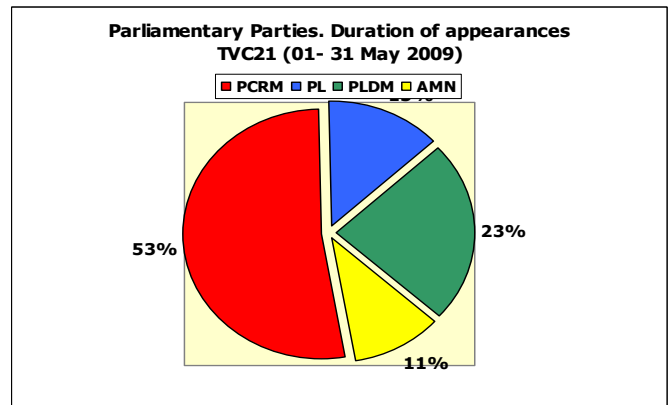
Graph 26



Graph 27



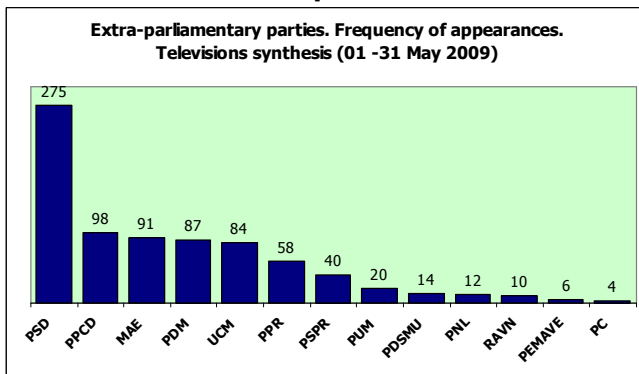
Graph 28



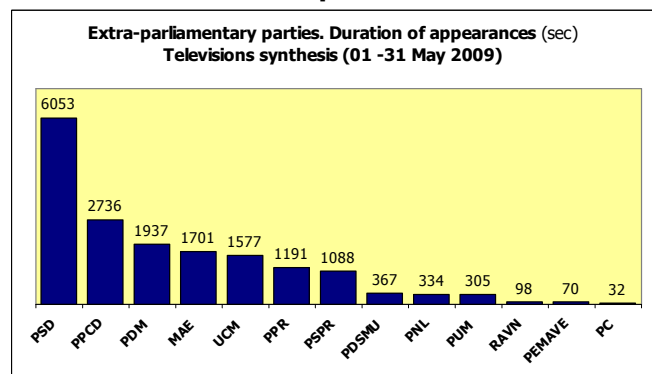
Extra-parliamentary parties. As during the first post-election month, the monitored TV stations displayed an obviously low interest for the political parties remaining outside the parliament. In May they covered between 4 and 13 extra-parliamentary parties. The largest number of parties from this category was seen in ProTV's newscasts (13). EuTV covered 11 extra-parliamentary parties, Moldova 1 and TV7 – by 6, N4 and TVC21 – by 5, NIT – 4. Prime covered no party outside parliament.

The largest number of appearances was granted to the extra-parliamentary parties by ProTV (197), and the smallest one – by NIT (34). On EuTV they had 196 appearances, on TV7 – 167, on N4 – 85, on Moldova 1 – 61 and on TVC21 – 59. EuTV was station granting the longest duration to the appearances of the parties out of the parliament – 4,646 sec. It was decreasingly followed by TV7 (3,511 sec.), ProTV (3,335 sec.), N4 (1,905 sec.), Moldova 1 (1,602 sec.), TVC21 (1,490 sec.) and NIT (1,000 sec.).

Graph 29



Graph 30



To conclude one finds: the newscasts of the monitored TV stations displayed a different degree of political pluralism. It was determined by the degree and quality of covering both the parliamentary parties, and the parties out of the parliament. From this perspective, in May, NIT, Moldova 1, N4, Prime, and on certain segments – EuTV, basically promoted a kind limited pluralism, while ProTV, TV7 and TVC21 – a kind of extended political pluralism. The first category of TV services orbited the PCRM, while the second category displayed relative equidistance towards the political parties from and outside parliament.

Conclusions

In May, the watched TV stations reconfirmed the conclusion shaped in the report on the first month after the parliamentary elections and namely: the monitored TV services, to a great extent, repeated the editorial policies applied during the run-up period. The public broadcaster Moldova 1 and the private stations NIT, N4, Prime, and, on certain segments, EuTV largely went on prejudicing a citizen's right to be informed correctly. ProTV, TV7 and TVC21, most often than not, took as guidelines the citizens' informational interests. The editorial behavior of these televisions, although not exemplary, deserves encouragement.

4. QUALITY DIMENSION OF POLITICAL ACTORS' PRESENCE IN NEWSCASTS

4.1. Political actors in newscasts. Positive context

Table1

TV station	POLITICAL ACTORS IN NEWS. POSTIVE CONTEXT								
	No.	Personalized	times	Institutions	times	Parl. Parties	times	Extra-parl. Parties	times
EuTV									
	1	Voronin V.	9	Parties	11	PCRM	24	PPCD	8
	2	Rosca Iu.	5	Parliament	10				
	3	Greceanai Z.	2	LPA	10				
	4	Lupu M.	2	Government	9				
	5	Balmos G.	1	Presidency	9				
Moldova 1									
	1	Voronin V.	101	Government	148	PCRM	212	PPCD	3
	2	Greceanai Z.	52	Presidency	81				
	3	Dodon I.	15	Parliament	47				
	4	Muntean Iu.	13	LPA	32				
	5	Lupu M.	9	Parties	26				
	6	Vrabie V.	9						
	7	Baldovici V.	8						
	8	Petrenco G.	5						
	9	Catrinici L.	4						
	10	Cosovan Gh.	4						
N4									
	1	Voronin V.	65	Presidency	49	PCRM	121		0
	2	Greceanai Z.	21	Parties	47				
	3	Dumbraveanu V.	9	Government	36				
	4	Lupu M.	6	Parliament	16				
	5	Dodon I.	3						
	6	Papuc G.	3						
	7	Petrenco G.	3						
	8	Stratan A.	3						
	9	Turcan V.	3						
NIT									
	1	Voronin V.	202	Parties	137	PCRM	390	PSPR	6
	2	Greceanai Z.	90	Presidency	125	PLDM	8	PNL	3
	3	Turcan V.	21	Parliament	106	AMN	5		
	4	Dodon I.	17	Government	72	PL	3		
	5	Postoico M.	10	LPA	7				
	6	Lupu M.	9						
	7	Filat V.	8						
	8	Munteanu I.	6						
	9	Belcencova L.	3						
	10	Chirtoaca D.	3						
Prime									
	1	Greceanai Z.	4	Government	7	PCRM	8		0
	2	Voronin V.	3	Parties	3				
	3	Vrabie V.	1	Parliament	2				
	4	Stepaniuc V.	1	Presidency	1				
ProTV									
	1	Voronin V.	8	Parties	28	PCRM	26	PPCD	2
	2	Greceanai Z.	7	LPA	8	PL	5		
	3	Chirtoaca D.	5	Government	4	AMN	2		
	4	Lupu M.	4	Parliament	3	PLDM	2		
	5	Calin I.	2	Presidency	3				
	6	Filat V.	2						
	7	Iovv V.	2						
	8	Rosca Iu.	2						
	9	Urechean S.	2						
	10	Dumbraveanu V.	1						
TV7									
	1	Greceanai Z.	35	Parties	60	PCRM	74	PDM	10
	2	Chirtoaca D.	30	LPA	45	PL	30		
	3	Voronin V.	19	Parliament	25	AMN	10		
	4	Lupu M.	15	Presidency	9	PLDM	10		
	5	Urechean S.	10	Government	7				
	6	Diacov D.	5						
	7	Grozavu N.	5						
	8	Handrabura L.	5						
	9	Nantoi O.	5						
TVC21									
	1	Voronin V.	20	Parliament	33	PCRM	51		0
	2	Greceanai Z.	11	Parties	15	PLDM	11		
	3	Filat V.	8	Government	13	PL	6		
	4	Turcan V.	6	Presidency	11	AMN	3		
	5	Lupu M.	5	LPA	6				

6	Chirtoaca D.	3					
7	Grozavu N.	3					
8	Urechean S.	3					
9	Dodon I.	2					
10	Stratan A.	1					

▪ **Personalized actors**

8 of those 9 monitored televisions aired news with political actors put in positive context (see Table 1.) As during the previous month, TV Moldova 1 put the largest number of personalized in a positive context in its news – 22 (last month – 11), followed by NIT with 17 actors. ProTV and TVC21 put by 10 actors in a positive context; TV7 and N4 – by 9; EuTV – 5 and TV Prime – 4.

The political actors mostly covered in positive colors were V.Voronin and Z.Greceanăi, as on 5 out of 9 televisions they occupy the first positions on the top list, but most often -- on three televisions: NIT, Moldova 1 and N4.

V.Voronin was covered in a positive context in news on those 9 stations 427 times, Z.Greceanăi – 218 times, the actor on position 3 in this top list – M.Lupu – 50 times.

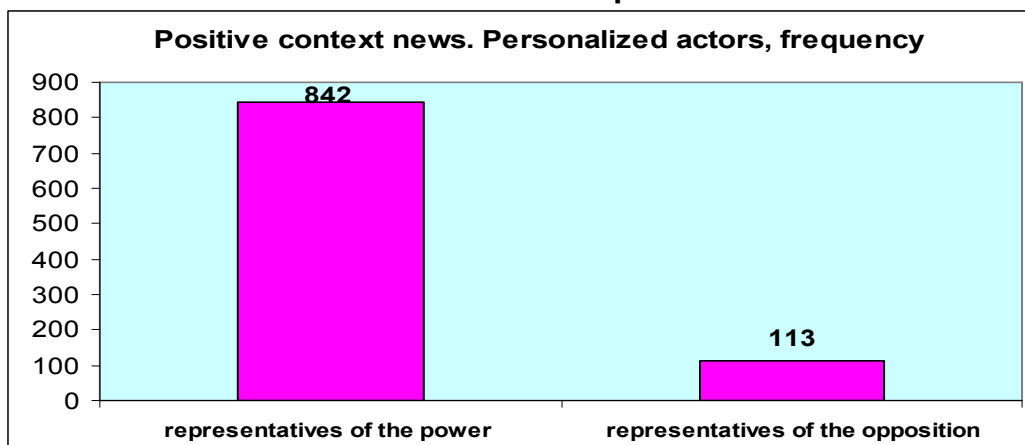
All the personalized political actors put in positive context news on Moldova 1 (top 10), N4 and Prime are representatives of the government.

On EuTV one personalized actor from 5 – Iu.Roșca – does not represent the power.

On NIT, opposition representatives also enter the top 10 with 11 aggregated appearances, i.e. 19 times rarer than the actor on position 1.

On ProTV and TVC21, 2/3 of the personalized actors represent the government, and on TV7 – 2/3 represent the opposition. But, in terms of number of appearances of personalized actors in a positive context, the representatives of the power prevail on each of those three stations.

Graph 1



▪ **Institutionalized actors. Institutions**

4 televisions – EuTV, NIT, ProTV and TV7 most often covered, in their news, the *Parties*, as an actor-institution.

Moldova 1 and Prime granted priority to the *Government*, N4 – to the *Presidency*, TVC21 – to the *Parliament*.

On Moldova 1 and Prime, each 4th, 5th story presented the *Government* in a positive context.

On N4 each 6th, 7th, and on NIT – each 3rd, 4th story covered the *Presidency* as an actor-institution, in a positive context.

▪ **Institutionalized actors. Political parties**

4 televisions – EuTV, Moldova 1, N4 and Prime – put a single parliamentary party in positive colors – the same PCRM.

NIT, ProTV, TV7 and TVC21 put in a positive context all those 4 parliamentary parties, but the PCRM – the most often.

EuTV, Moldova 1, ProTV and TV7 put in their news by a single extra-parliamentary party in a positive context: the first three – the same PPCD, and the fourth – the PDM.

NIT positively covered 2 political parties – PSPR and PNL.

N4, Prime and TVC21 avoided to put extra-parliamentary parties in a positive context.

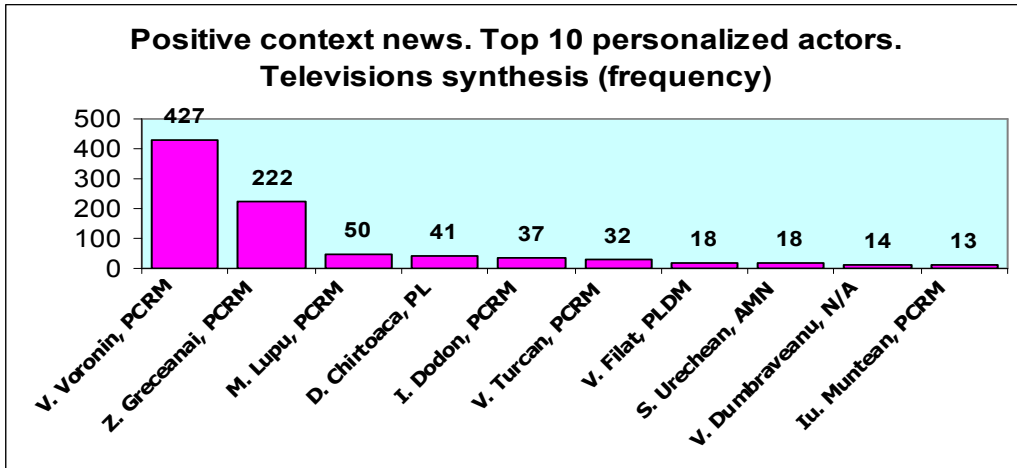
In May, the PCRM was put in positive context news on 8 monitored televisions 906 times, of which 723 times – on 3 televisions: Moldova 1, N4 and NIT and 183 times – on the other 5 stations. Almost half (390 – 43%) of the PCRM's appearances in news, in a positive context, is accounted for by NIT.

On Moldova 1 – in 1 story in 3, on N4 – in each 2nd, 3rd story, and on NIT almost in every story, the PCRM was put in a positive context.

▪ **Televisions synthesis**

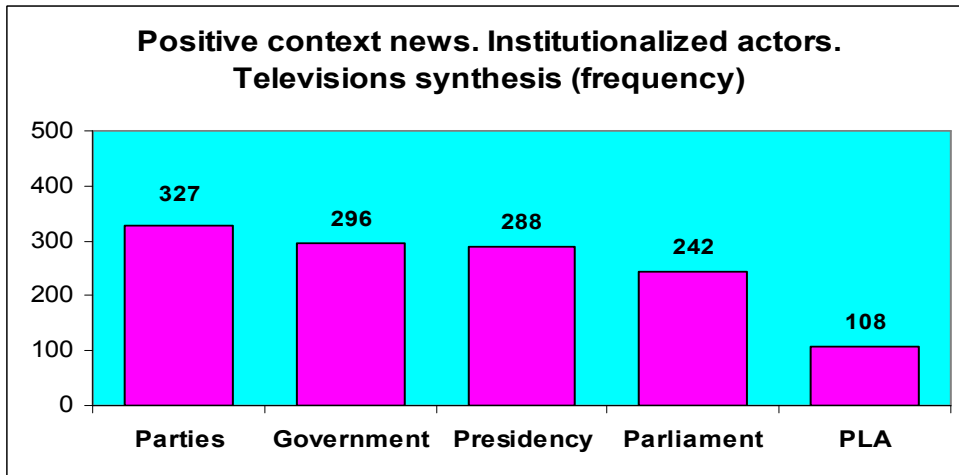
All in all, the televisions put in a positive context 40 personalized political actors. As frequency, in the top list of the mostly covered politicians, the government's representatives stay blatantly out compared to the representatives of the opposition (See Graph 2).

Graph 2



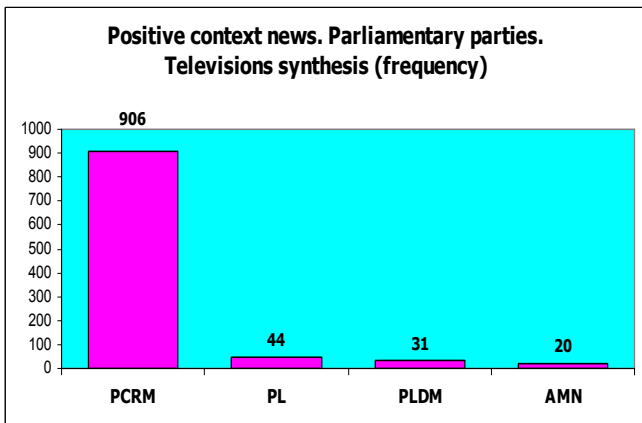
The frequency of institutionalized political actors put in positive context news is broken down in Graph 3.

Graph 3

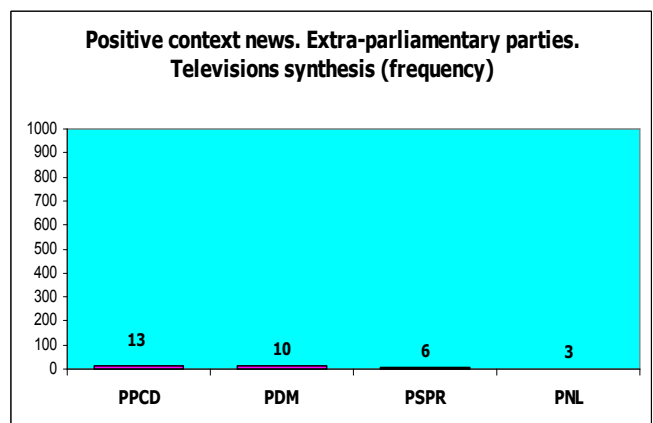


The aggregated frequency of putting political parties in positive context news speak of deep discrepancy between the parliamentary parties, as the ruling party blatantly leads compared to the opposition parties (see Graph 4). The extra-parliamentary parties aroused less interest on behalf of televisions (See Graph 5).

Graph 4



Graph 5 ()



4.2. Political actors in newscasts. Negative context

Table2

POLITICAL ACTORS IN NEWSCASTS. NEGATIVE CONTEXT									
TV station	No.	Personalized	times	Institutions	times	Parl. Parties	times	Extra-parl. Parties	times
EuTV									
	1	Urechean S.	14	Parties	99	PL	29	MAE	13
	2	Chirtoaca D.	12	LPA	24	PCRM	29	PSD	10
	3	Filat V.	10	Parliament	15	AMN	25		
	4	Voronin V.	9	Government	11	PLDM	19		
	5	Braghis D.	7	Presidency	9				
	6	Fusu C.	5						
	7	Untila V.	5						
	8	Dodon I.	3						
	9	Ghimpu M.	3						
	10	Gutu E.	3						
Moldova 1									
	1	Chirtoaca D.	25	Parties	87	PL	50	PSD	14
	2	Ghimpu M.	13	LPA	59	AMN	29	MAE	1
	3	Urechean S.	10	Parliament	16	PLDM	17		
	4	Filat V.	7	Government	2	PCRM	11		
	5	Musuc E.	7						
	6	Gutu E.	6						
	7	Godoroja D.	5						
	8	Hadarca I.	3						
	9	Leanca Iu.	3						
	10	Platon V.	3						
N4									
	1	Filat V.	52	Parties	167	PL	74	PSD	22
	2	Ghimpu M.	39	Parliament	46	PLDM	64	MAE	3
	3	Chirtoaca D.	32	LPA	41	AMN	47	PDM	3
	4	Urechean S.	29						
	5	Gutu E.	9						
	6	Braghis D.	8						
	7	Platon V.	3						
NIT									
	1	Chirtoaca D.	65	Parties	121	PL	97	PSD	13
	2	Filat V.	28	LPA	76	PLDM	42	PNL	3
	3	Urechean S.	24	Parliament	40	AMN	39		
	4	Ghimpu M.	11	Government	5	PCRM	3		
	5	Braghis D.	5						
	6	Musuc E.	4						
	7	Gutu E.	3						
	8	Pavlicenco V.	3						
ProTV									
	1	Voronin V.	43	Parties	101	PCRM	101	PSD	21
	2	Musuc E.	14	Parliament	48	PL	23	MAE	6
	3	Gutu E.	13	Presidency	28	AMN	17	PUM	4
	4	Chirtoaca D.	12	LPA	27	PLDM	13	PNL	2
	5	Ghimpu M.	8	Government	25				
	6	Urechean S.	8						
	7	Filat V.	7						
	8	Oniscenco O.	4						
	9	Cimpoi M.	3						
	10	Greceanai Z.	3						
TV7									
	1	Voronin V.	15	Parties	60	PCRM	65	PSD	10
	2	Gutu E.	10	Government	30	PLDM	5	PPR	5
	3	Andronic N.	5	Presidency	15				
	4	Leanca Iu.	5	LPA	12				
	5	Musuc E.	5	Parliament	10				
TVC21									
	1	Gutu E.	8	Parties	31	PCRM	22	PSD	11
	2	Filat V.	3	Government	10	PLDM	3		
	3	Voronin V.	3	LPA	8				
	4	Petrenco G.	2	Presidency	8				
	5			Parliament	6				

▪ Personalized actors

7 of 9 monitored televisions aired news putting political actors in negative light.

EuTV and Moldova 1 put by 13 personalized actors in a negative context in news, the first positions in the top list going to the opposition representatives D.Chirtoacă, S.Urechean, M.Ghimpu and V.Filat.

N4 and NIT put 7 and, respectively, 8 personalized actors in a negative context, the first from the top being parliamentary opposition representatives.

ProTV put in a negative context the largest number of personalized actors – 21 (V.Voronin, E.Muşuc, E.Guţu, D.Chirtoacă being on the first positions.)

TV7 put in a negative context in the news 5 personalized actors, most often – V.Voronin and E.Guţu.

TVC21 negatively covered in its news 4 personalized actors, most often – E. Guţu.

Prime put no personalized actor in a negative context.

The leaders of the parliamentary parties are most often put in a negative context in the news of those 7 televisions: D.Chirtoacă (146 times), V.Filat (107 times) and S.Urechean (85 times.)

On 3 televisions – Moldova 1, N4 and NIT --, no governmental representatives are put in a negative context. On the other 4 televisions, there also governmental representatives and opposition representatives. In this respect, the number of appearances on 2 televisions – ProTV and TV7 is balanced.

▪ **Institutionalized actors. Institutions**

7 televisions (save for Prime) put actor-institutions in negative context news, the first position being occupied by the *Parties*.

EuTV, ProTV, TV7 and TVC21 put in negative context news all those 5 categories of institutionalized actors; TV Moldova 1 and NIT “protect”, in this regard, the *Presidency*, and N4 – *the Government* and *the Presidency*.

Among the institutionalized actors the *Government* and the *Presidency* are the actor-institutions appearing the rarest in negative context in the news of the watched televisions.

▪ **Institutionalized actors. Political parties**

4 televisions – EuTV, Moldova 1, NIT and ProTV – put in negative context news all those 4 parliamentary parties; N4 – put 3 (opposition parliamentary parties); TV7 and TVC21 – by 2, the same PCRM and PLDM, and TV Prime – none.

The first position in this regard on 4 televisions – EuTV, Moldova 1, N4 and NIT – rests with the PL (273 times); and on 3 televisions – ProTV, TV7 and TVC21 – the PCRM (231 times.)

ProTV put in negative context news an equal number of extra-parliamentary parties (4) with the one of the parliamentary parties.

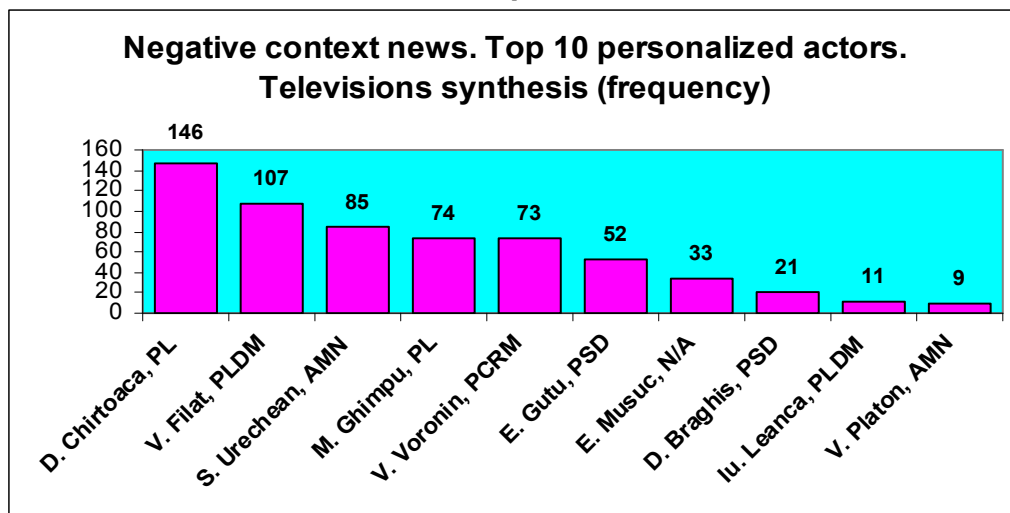
N4 put in negative context news 3 extra-parliamentary parties as actors; EuTV, Moldova 1, NIT and TV7 – by 2; TVC21 – one , and TV Prime – none.

The extra-parliamentary party most often put in negative context news on those 7 televisions is the PSD, followed by MAE.

▪ **Televisions synthesis**

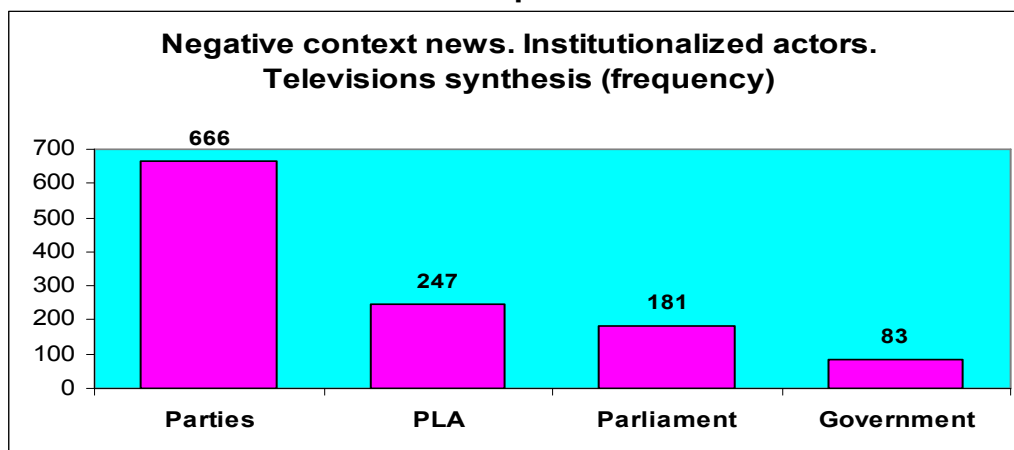
All in all, the televisions put in negative context news 27 personalized political actors. As frequency, the opposition representatives stay blatantly out put in negative context in the top list of the covered actors, as compared to the governmental representatives (see Graph 6).

Graph 6



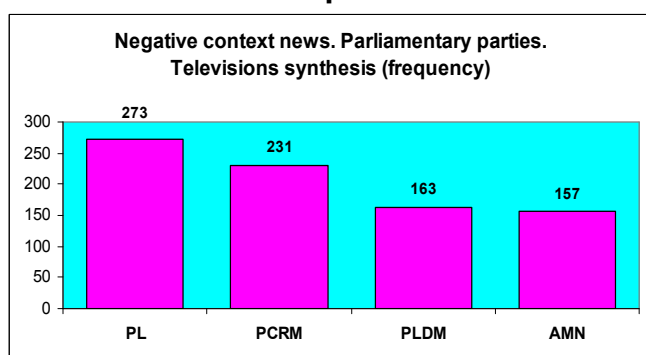
The frequency of the institutionalized actors put in negative context news is presented in Graph 7.

Graph 7

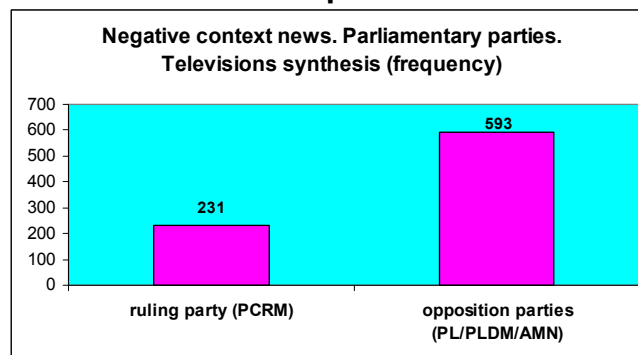


The aggregated frequency of presenting political parties in negative context news speaks about a certain discrepancy between the parliamentary parties, but, at the same time, about a blatant discrepancy between the ruling party and the other 3 opposition parties, as the latter ones are put in negative light (See graphs 8 and 9.)

Graph 8

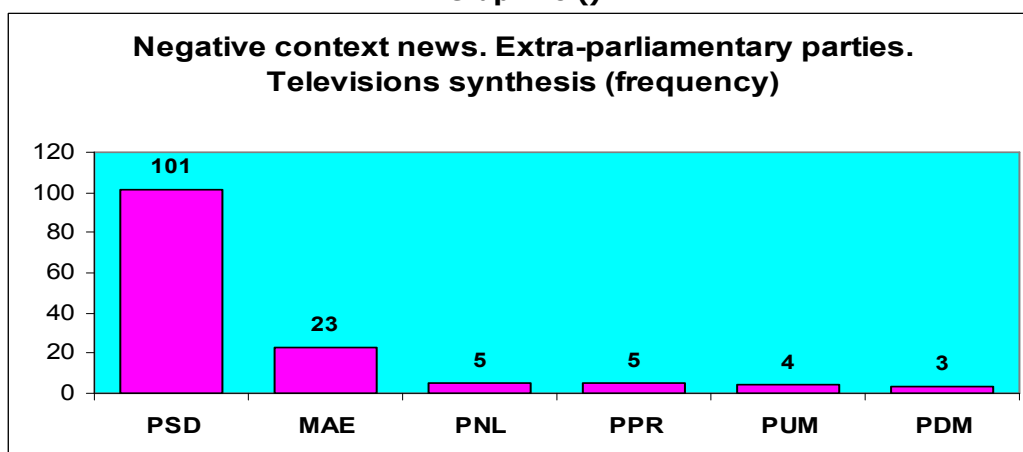


Graph 9



All the televisions put six extra-parliamentary parties in a negative context. As frequency, the first position rests with the PSD (see Graph 10).

Graph 10 ()



4.3 Political actors in newscasts. Favoring attitude

Table3

POLITICAL ACTORS IN NEWS. FAVORING ATTITUDE									
TV station	No.	Personalized	times	Institutions	times	Parl. Parties	times	Extra-parl. Parties	times
EuTV	1	Rosca Iu.	3	Parliament	5	PCRM	5	PPCD	3
	2			Parties	3				
Moldova 1	1	Greceanai Z.	6	Parliament	6	PCRM	9		0
	2	Voronin V.	3	Presidency	3				

The only stations having favored personalized political actors in their news, as was during the previous monitoring period, are EuTV and Moldova 1. EuTV favored a single actor – Iu.Roșca, 3 times, and Moldova 1 – 2 - Z.Greceanăi, 6 times, and V.Voronin, 3 times (See Table3.)

EuTV favored two institutions-actors in its news – the *Parliament*, 5 times, and the *Parties* – 3 times.

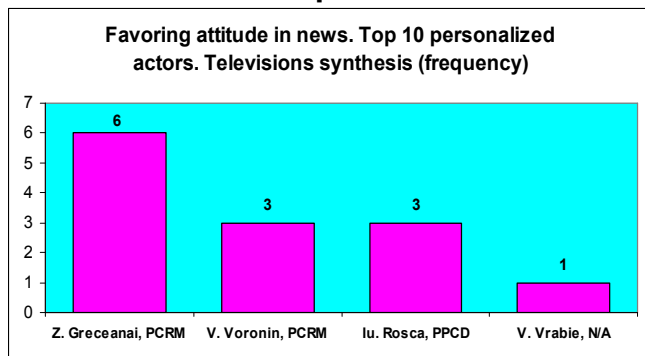
Moldova 1 also favored two actors-institutions – the *Parliament* 6 times and the *Presidency* – 3 times.

EuTV and Moldova 1 favored, in their news, by a single political party – the same -- PCR: EuTV – 5 times, and Moldova 1 – 9 times.

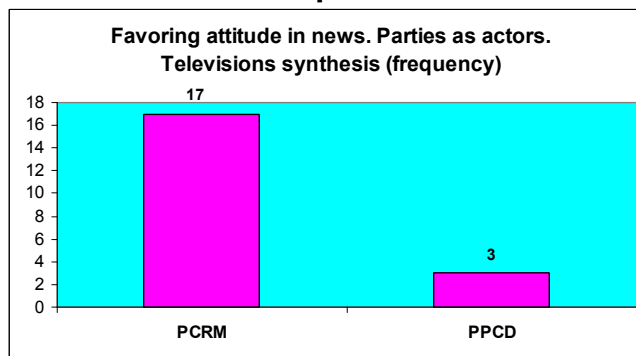
EuTV is the only television to have favored an extra-parliamentary party – the PPCD, 3 times.

The aggregated frequency of favoring attitudes displayed in news towards political actors is broken down in graphs 11 and 12.

Graph 11



Graph 12



4.4. Political actors in news. Disfavoring attitude.

Table4

POLITICAL ACTORS IN NEWS. DISFAVORING ATTITUDE									
TV station	No.	Personalized	times	Institutions	times	Parl. Parties	times	Extra-parl. Parties	times
EuTV									
	1	Urechean S.	5	Parties	15	PL	5		0
	2	Chirtoaca D.	2	LPA	4	AMN	5		
	3	Filat V.	2			PLDM	5		
Moldova 1									
	1	Urechean S.	3	LPA	9	AMN	12		
	2			Parties	6				
N4									
	1	Filat V.	9	Parties	21	PL	9		0
	2	Ghimpu M.	3	Parliament	6	PLDM	9		
	3	Chirtoaca D.	3			AMN	6		
	4	Urechean S.	3						
	5	Godea M.	3						
NIT									
	1	Chirtoaca D.	18	Parliament	18	PL	18		0
	2	Filat V.	10	Parties	16	PLDM	10		
	3	Urechean S.	10	LPA	13	AMN	10		
ProTV									
	1	Cimpoi M.	3	Parties	3	PCR	3		0
	2	Greceanai Z.	3	Parliament	3	AMN	3		

▪ **Personalized actors**

5 televisions of 8 disfavored personalized actors in their newscasts (see Table 4.)

N4 disfavored 5 personalized actors, all representing the parliamentary opposition.

EuTV and NIT disfavored by 3 personalized actors, the same, the leaders of the opposition parties from the parliament.

ProTV disfavored 2 personalized actors, by 3 times, one representing the power and the other – the opposition.

Moldova 1 disfavored a single personalized actor, 3 times, the leader of an opposition parliamentary party.

Prime, TV7 and TVC21 disfavored no personalized political actor in their news.

Most often, in the news of the monitored televisions, disfavoring attitude was shown towards D.Chirtoacă, 23 times, towards V.Filat and S.Urechean, by 21 times.

▪ **Institutionalized actors. Institutions**

5 televisions of 8 displayed disfavoring attitude towards actors-institutions.

NIT displayed disfavoring attitude, in news, towards 3 actors-institutions: *Parliament, Parties and LPA.*

EuTV, Moldova 1, N4 and ProTV displayed disfavoring attitude, in news, towards by 2 actors-institutions, most often towards *Parties. The Government and Presidency* were “spared” in this respect.

Prime, TV7 and TVC21 disfavored no actor-institution, in their news.

▪ **Institutionalized actors. Political parties**

3 televisions – EuTV, N4 and NIT disfavored, in news, by 3 actors-political parties, the same – the opposition parties from parliament (PL, PLDM and AMN).

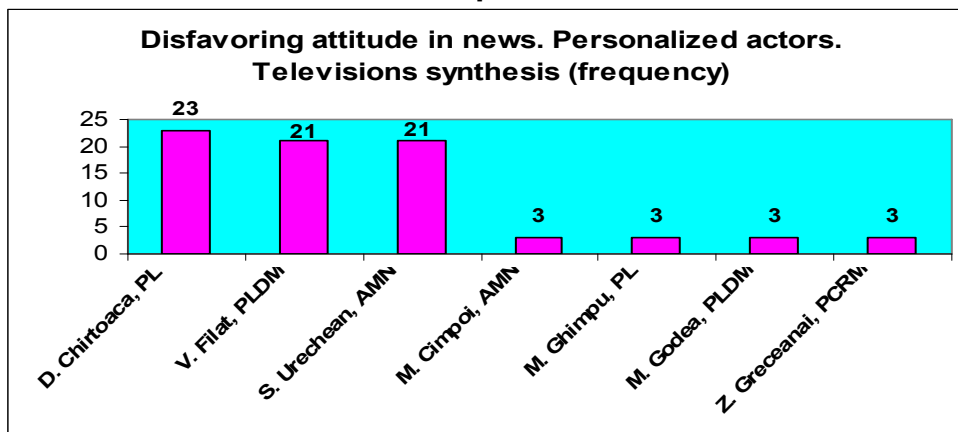
ProTV disfavored two parliamentary parties, in its news, by 3 times: PCRM (ruling) and AMN (opposition.)

Moldova 1 disfavored a single parliamentary party in news: AMN (opposition), 12 times. This television accounts for half of the number of stories in which disfavoring attitude was displayed towards AMN, compared with all the televisions’ aggregated news.

▪ **Televisions synthesis**

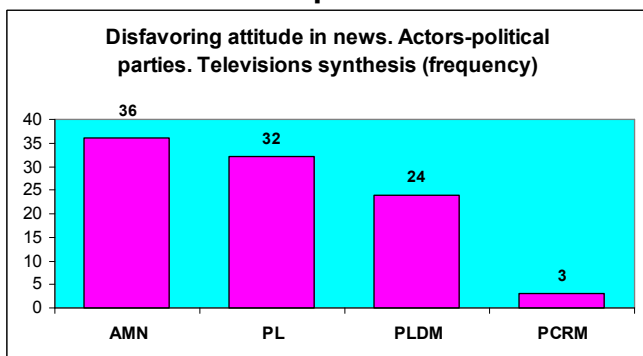
The frequency of disfavoring attitude displayed in news towards personalized actors is broken down in Graph 13. It’s worth noticing, that among those 7 personalized actors, only one represents the power, the rest of them – the opposition.

Graph 13

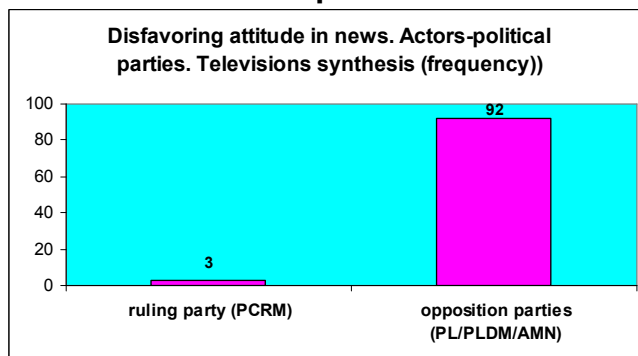


The frequency of the disfavoring attitude shown in news towards actors-political parties is broken down in graphs 14 and 15. Disfavoring attitude towards the PCRM was displayed 3 times, while towards the opposition parties from parliament – 92 times.

Graph 14



Graph 15



Conclusions:

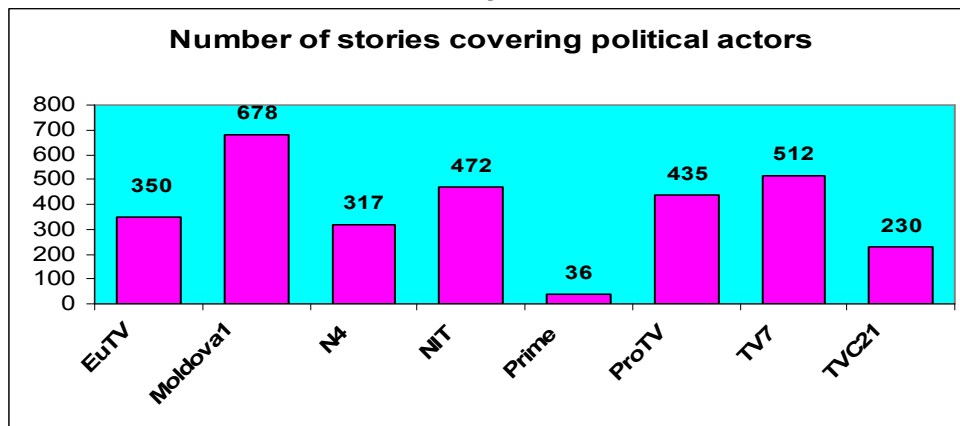
- During the reference period, the personalized political actors mostly covered in news in a positive context on the monitored TV stations were representatives of the power, as V.Voronin and Z.Greceanai were highlighted;
- As frequency, the mostly covered personalized political actors in news, in a negative context, on the monitored televisions, were the opposition representatives;
- The political party mostly covered in positive context news, on the monitored televisions, was the ruling party – the PCRM, while the parties most often covered in a negative context in news were the opposition parties from parliament;
- EuTV, Moldova 1, N4 and NIT main displayed favoring attitude towards personalized political actors representing the rule and towards two political parties: PCRM and PPCD;
- EuTV, Moldova 1, N4 and NIT mainly displayed disfavoring attitude towards the opposition personalized political actors and parties as actors;

5. QUALITY OF NEWS COVERING POLITICAL ACTORS

The observed televisions covered a different number of political actors in their news.

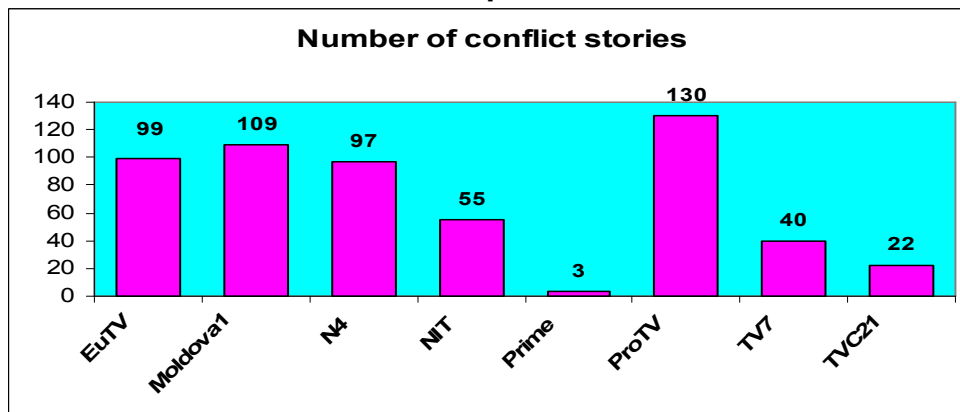
Moldova 1, TV7, NIT and ProTV aired the largest number of stories covering political actors (see Graph 1).

Graph 1



The watched stations broadcast a different number of conflict-related stories. In this respect, the largest number of such news stories were aired by ProTV, the smallest by Prime (See Graph 2).

Graph 2

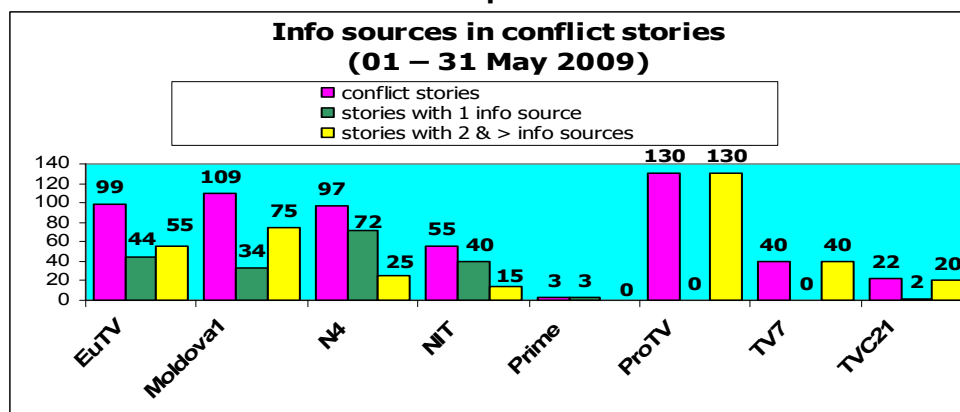


The monitored televisions adopted different standards of editing conflict-related stories. Thus, in the cases of ProTV and TV7, all the conflict-related stories were written by using more information sources, as is required by the professional standards.

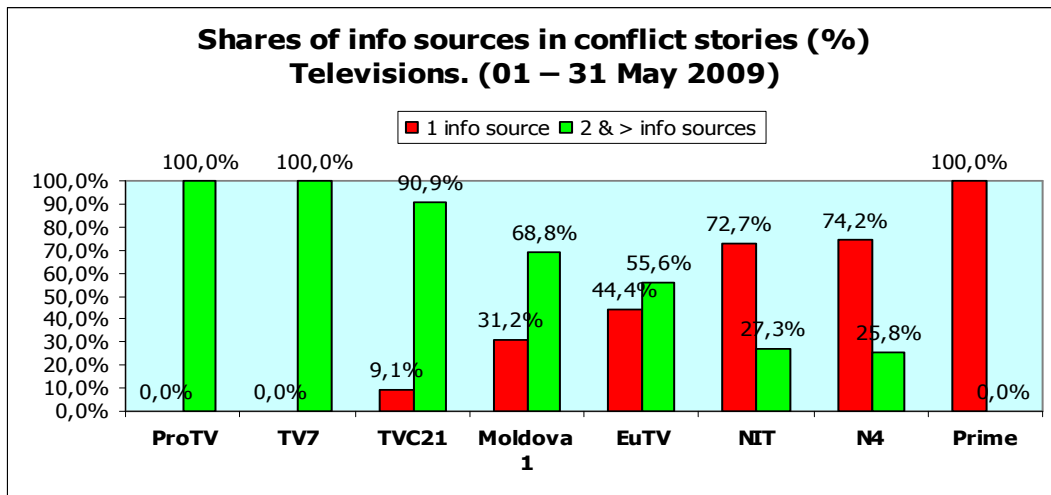
Closer to the standards did TVC21 get, as almost 91 of its conflict stories are written on the basis of two and more information sources. Moldova 1 and EuTV recorded progress in this respect as related to the election period: on Moldova 1, the share of stories written on the basis of 2 and more sources practically doubled reaching 68.8% (34.6% during the election race), and on EuTV this share rose from 44,0% to 55,6%.

As during the election race, on N4 and NIT, the number of conflict-related stories written on the basis of two and more sources is much smaller than the number of the stories based on a single info source. Prime wrote all the conflict related stories on the basis of a single info source, i.e. it has totally neglected the professional norms (see graphs 3 and 4.)

Graph 3



Graph 4



So all in all, during the reference period, the televisions aired 3,030 stories covering political actors (see Table 1), including 555 conflict-related stories (18.3%). Slightly more than a third (195 – 35.1%) of the conflict-related stories were written on the basis of a single information source, that is contradicting the professional norms.

Table 1

TV Synthesis (01 – 31 May 2009)			
No. of stories with p.a.:	3030	No. of conflict stories:	555
News duration (sec):	378513	1 info source:	195
Program duration (sec):	909437	2+ info source:	360

Conclusions

Only two televisions, ProTV and TV7, produced all the conflict-related stories according to the professional standards. TVC21 got very close to this standard. Instead, N4 and NIT display negligence for these standards, and Prime – total negligence.

6. POLITICAL ACTORS' PRESENCE IN PROGRAMS: STATISTICAL DATA

Monitored station: EuTV			
Monitored program: programs		Period: 01-31.05.2009	
Program title:	duration (sec)	Program title:	duration (sec)
Epicentru	19160	Media Expres	64956
Haz de necaz	2768	Post-Factum	19964

No.	ACTORS	APPEARANCES				Data synthesis		CONTENT			ATTITUDE		
		Direct interventions		Mentions/appear.		Dir. int. & ment./ap.		positive	negative	neutral	favor.	disfavor.	impart.
TV	EuTV	times	duration	times	duration	times	duration						
Pr.	Programs		(sec)		(sec)		(sec)						
+	personalized												
1	Nantoi O.	3	4814	3	24	6	4838	0	0	6	0	0	6
2	Urechean S.	27	508	35	3839	62	4347	0	22	40	0	22	40
3	Rosca Iu.	21	3047	16	976	37	4023	7	0	30	3	0	34
4	Voronin V.	38	641	39	2079	77	2720	5	15	57	3	0	74
5	Secareanu S.	4	2578	2	36	6	2614	0	0	6	0	0	6
6	Cubreacov V.	2	1112	6	653	8	1765	2	0	6	0	0	8
7	Chirtoaca D.	4	84	17	1078	21	1162	0	15	6	0	11	10
8	Greceanai Z.	0	0	25	1090	25	1090	3	0	22	3	0	22
9	Filat V.	18	151	32	722	50	873	0	17	33	0	12	38
10	Platon V.	0	0	11	756	11	756	0	6	5	0	6	5
11	Ghimpu M.	14	253	16	416	30	669	0	5	25	0	5	25
12	Leanca Iu.	2	18	5	344	7	362	0	3	4	0	3	4
13	Vrabie V.	6	141	6	204	12	345	3	0	9	0	0	12
14	Tanase A.	5	70	5	188	10	258	0	0	10	0	0	10
15	Diacov D.	4	68	8	154	12	222	0	0	12	0	0	12
16	Calin I.	6	142	2	50	8	192	0	0	8	0	0	8
17	Postoico M.	4	126	6	62	10	188	0	0	10	0	0	10
18	Corduneanu A.	3	108	3	75	6	183	3	0	3	3	0	3
19	Braghis D.	0	0	3	168	3	168	0	0	3	0	0	3
20	Turcan V.	4	74	8	78	12	152	0	0	12	0	0	12
21	Colesnic Iu.	2	18	6	132	8	150	0	3	5	0	0	8
22	Fusu C.	6	92	5	53	11	145	0	1	10	0	1	10
23	Stratan A.	0	0	5	138	5	138	0	0	5	0	0	5
24	Untila V.	4	44	2	36	6	80	0	0	6	0	0	6
25	Dodon I.	0	0	2	74	2	74	0	0	2	0	0	2
26	Bujor L.	1	7	2	64	3	71	0	0	3	0	0	3
27	Tarlev V.	0	0	3	66	3	66	0	0	3	0	0	3
28	Andronic N.	3	12	3	48	6	60	0	6	0	0	6	0
29	Lupu M.	0	0	3	48	3	48	0	0	3	0	0	3
30	Chitoroaga I.	0	0	3	45	3	45	0	3	0	0	3	0
31	Stepaniuc V.	2	30	4	14	6	44	0	2	4	0	0	6
32	Iasciuc A.	0	0	3	24	3	24	0	0	3	0	0	3
33	Rotaru V.	0	0	3	24	3	24	0	0	3	0	0	3
34	Tap Iu.	0	0	3	24	3	24	0	0	3	0	0	3
35	Zagorodnai A.	2	24	0	0	2	24	0	0	2	0	0	2
36	Tkaciuk M.	0	0	2	20	2	20	0	0	2	0	0	2
37	Petrenco G.	0	0	2	16	2	16	0	0	2	0	0	2
38	Cernei O.	0	0	3	12	3	12	0	0	3	0	0	3
39	Brega G.	0	0	2	8	2	8	0	0	2	0	0	2
40	Cojocaru V.	0	0	2	8	2	8	0	0	2	0	0	2
+	Institutions					0	0						
1	Parties	66	12299	268	15120	334	27419	23	111	200	13	82	239
2	Parliament	119	1863	164	6533	283	8396	2	40	241	0	23	260
3	Presidency	0	0	14	358	14	358	4	5	5	3	0	11
4	PLA	0	0	6	282	6	282	3	3	0	0	3	3
5	Government	0	0	9	274	9	274	0	2	7	0	0	9
+	Parl. parties					0	0						
1	PCRM	62	1178	137	6067	199	7245	15	21	163	8	0	191
2	AMN	34	577	86	5866	120	6443	0	46	74	0	38	82
3	PL	24	429	69	2514	93	2943	0	38	55	0	27	66
4	PLDM	25	239	78	2296	103	2535	0	38	65	0	28	75
+	Extrap. parties					0	0						
1	PPCD	30	6845	29	1872	59	8717	14	0	45	8	0	51
2	PDM	7	4882	11	178	18	5060	0	0	18	0	0	18
3	PSD	0	0	3	168	3	168	0	0	3	0	0	3
4	UCM	0	0	3	66	3	66	0	0	3	0	0	3
5	PPR	3	12	3	48	6	60	0	6	0	0	6	0

Monitored station: Moldova 1			
Monitored program: programs		Period: 01-31.05.2009	
Program title:	duration (sec)	Program title:	duration (sec)
Artelier	3520	Miting 9 mai	4650
Caravela Culturii	9520	Moldova-pagini de istorie	10740
Cronos	6435	Rezonans	11555
Gagauz Ogea	7040	Terra Vita	6865
La datorie	10490	Vector european	17770
Liturgie	3660	Zona Libera	16800

No.	ACTORS	APPEARANCES				Data synthesis		CONTENT			ATTITUDE		
TV	Moldova 1	Direct interventions		Mentions/appear.		Dir. int. & ment./ap.		positive	negative	neutral	favor.	disfavor.	impart.
Pr.	Programs	times	duration	times	duration	times	duration						
+	personalized		(sec)		(sec)		(sec)						
1	Voronin V.	56	2571	48	1365	104	3936	19	0	85	2	0	102
2	Turcan V.	13	3120	17	177	30	3297	0	0	30	0	0	30
3	Dumbraveanu V.	0	0	4	2760	4	2760	2	0	2	0	0	4
4	Copaci T.	2	1800	0	0	2	1800	0	0	2	0	0	2
5	Bulat G.	4	1750	0	0	4	1750	2	0	2	0	0	4
6	Greceanai Z.	15	547	30	1140	45	1687	15	0	30	3	0	42
7	Gorodenco A.	3	820	0	0	3	820	1	0	2	0	0	3
8	Catrinici L.	2	800	0	0	2	800	1	0	1	0	0	2
9	Savga L.	2	800	0	0	2	800	1	0	1	0	0	2
10	Vrabie V.	8	337	11	340	19	677	6	0	13	0	0	19
11	Filat V.	20	375	17	172	37	547	0	8	29	0	1	36
12	Lupu M.	7	234	4	111	11	345	2	0	9	1	0	10
13	Petresco G.	7	203	6	102	13	305	0	0	13	0	0	13
14	Urechean S.	9	171	13	117	22	288	0	4	18	0	1	21
15	Stratan A.	1	18	2	240	3	258	0	0	3	0	0	3
16	Stepaniuc V.	2	170	3	30	5	200	1	0	4	0	0	5
17	Apostol I.	4	128	2	64	6	192	4	0	2	0	0	6
18	Vlah I.	2	192	0	0	2	192	0	0	2	0	0	2
19	Formuzal M.	2	160	2	30	4	190	2	0	2	0	0	4
20	Postoico M.	4	114	10	57	14	171	0	0	14	0	0	14
21	Calin I.	5	170	0	0	5	170	0	0	5	0	0	5
22	Munteanu I.	1	140	0	0	1	140	0	0	1	0	0	1
23	Chirtoaca D.	0	0	6	137	6	137	0	5	1	0	0	6
24	Dodon I.	4	90	1	20	5	110	1	0	4	0	0	5
25	Ghimpu M.	6	67	6	42	12	109	0	1	11	0	1	11
26	Baldovici V.	3	70	1	15	4	85	0	0	4	0	0	4
27	Cosarciuc V.	2	80	0	0	2	80	0	0	2	0	0	2
28	Cubreacov V.	2	80	0	0	2	80	0	0	2	0	0	2
29	Fusu C.	3	76	1	3	4	79	0	0	4	0	0	4
30	Muntean Iu.	3	68	2	10	5	78	0	0	5	0	0	5
31	Papuc G.	2	36	2	30	4	66	2	0	2	0	0	4
32	Sava V.	3	62	0	0	3	62	0	0	3	0	0	3
33	Tkaciuc M.	1	47	1	10	2	57	0	0	2	0	0	2
34	Diacov D.	0	0	1	55	1	55	0	0	1	0	0	1
35	Tanase A.	2	40	1	5	3	45	0	1	2	0	1	2
36	Sainciuc S.	2	44	0	0	2	44	0	0	2	0	0	2
37	Godea M.	2	36	0	0	2	36	0	0	2	0	0	2
38	Colesnic Iu.	0	0	1	35	1	35	0	0	1	0	0	1
39	Osipov V.	2	30	0	0	2	30	0	0	2	0	0	2
40	Untila V.	2	16	0	0	2	16	0	0	2	0	0	2
41	Esanu N.	1	16	0	0	1	16	0	0	1	0	0	1
42	Bujor L.	1	15	0	0	1	15	0	0	1	0	0	1
43	Grozavu N.	0	0	1	15	1	15	0	1	0	0	0	1
44	Leanca Iu.	1	15	0	0	1	15	0	0	1	0	0	1
45	Domenti O.	0	0	2	10	2	10	0	0	2	0	0	2
46	Stati S.	0	0	2	10	2	10	0	0	2	0	0	2
47	Todoroglo D.,	0	0	2	10	2	10	0	0	2	0	0	2
48	Zagorodnai A.	0	0	2	10	2	10	0	0	2	0	0	2
49	Musuc E.	0	0	1	5	1	5	0	0	1	0	0	1
+	Institutions					0	0						
1	Government	52	7392	50	4295	102	11687	34	0	68	1	0	101
2	Parliament	102	5188	110	2023	212	7211	7	8	197	3	3	206
3	Presidency	32	1881	39	1181	71	3062	18	0	53	1	0	70
4	Parties	22	855	54	1259	76	2114	11	13	52	5	4	67
5	PLA	28	873	13	232	41	1105	11	8	22	0	1	40
+	Parl. parties					0	0						

1	PCRM	121	7555	144	3639	265	11194	45	0	220	10	0	255
2	PLDM	25	466	21	197	46	663	0	10	36	0	2	44
3	AMN	16	312	18	197	34	509	0	5	29	0	1	33
4	PL	9	143	18	232	27	375	0	10	17	0	2	25
+	Extrap. parties					0	0						
1	PPCD	2	80	0	0	2	80	0	0	2	0	0	2
2	PDM	0	0	1	55	1	55	0	0	1	0	0	1

Monitored station: N4			
Monitored program: programs		Period: 01-31.05.2009	
Program title:	duration (sec)	Program title:	duration (sec)
Promo film	6084	Revista preseii	11935
Promo Obiectiv	11502		

No.	ACTORS	APPEARANCES				Data synthesis		CONTENT			ATTITUDE		
TV	N4	Direct interventions		Mentions/appear.		Dir. int. & ment./ap.		positive	negative	neutral	favor.	disfavor.	impart.
Pr.	Programs	times	duration	times	duration	times	duration						
+	personalized		(sec)		(sec)		(sec)						
1	Filat V.	243	2754	145	1201	388	3955	0	143	245	0	136	252
2	Urechean S.	324	2592	57	445	381	3037	0	379	2	0	53	328
3	Voronin V.	81	567	20	766	101	1333	84	2	15	81	0	20
4	Ghimpu M.	81	810	136	417	217	1227	0	135	82	0	52	165
5	Chirtoaca D.	81	243	99	946	180	1189	0	94	86	0	2	178
6	Braghis D.	81	405	0	0	81	405	0	0	81	0	0	81
7	Pavlicenco V.	81	405	0	0	81	405	0	0	81	0	0	81
8	Tanase A.	81	243	0	0	81	243	0	0	81	0	0	81
9	Greceanai Z.	0	0	6	99	6	99	1	0	5	1	0	5
10	Stratan A.	0	0	5	95	5	95	0	0	5	0	0	5
11	Platon V.	0	0	3	50	3	50	0	3	0	0	1	2
12	Rosca Iu.	0	0	3	40	3	40	0	0	3	0	0	3
13	Turcan V.	0	0	4	34	4	34	0	0	4	0	0	4
14	Colesnic Iu.	0	0	1	30	1	30	0	0	1	0	0	1
15	Musuc E.	0	0	4	30	4	30	0	0	4	0	0	4
16	Todoroglo D.,	0	0	2	30	2	30	0	0	2	0	0	2
17	Untila V.	0	0	1	15	1	15	0	0	1	0	0	1
+	Institutions					0	0						
1	Parties	891	7209	490	3564	1381	10773	7	764	610	2	245	1134
2	Presidency	81	567	24	851	105	1418	84	2	19	81	0	24
3	PLA	81	243	93	862	174	1105	0	88	86	0	3	171
4	Parliament	0	0	21	494	21	494	0	2	19	0	0	21
5	Government	0	0	9	184	9	184	1	0	8	1	0	8
+	Parl. parties					0	0						
1	PLDM	324	2997	236	1843	560	4840	0	224	336	0	139	421
2	AMN	324	2592	68	576	392	3168	0	384	8	0	54	338
3	PL	162	1053	244	1494	406	2547	0	233	173	0	55	351
4	PCRM	81	567	58	1278	139	1845	90	9	40	84	0	55
+	Extrap. parties					0	0						
5	MAE	81	405	1	15	82	420	0	1	81	0	0	82
6	PSD	81	405	2	8	83	413	0	2	81	0	0	83
7	PPCD	0	0	4	42	4	42	0	0	4	0	0	4
8	PDM	0	0	1	2	1	2	0	0	1	0	0	1

Monitored station: NIT			
Monitored program: programs		Period: 01-31.05.2009	
Program title:	duration (sec)	Program title:	duration (sec)
Conversatii cu presedintele	4200	Maxima	11700
Film aniversar	3000	Svoimi Glazami	1200

No.	ACTORS	APPEARANCES				Data synthesis		CONTENT			ATTITUDE		
TV	N4	Direct interventions		Mentions/appear.		Dir. int. & ment./ap.		positive	negative	neutral	favor.	disfavor.	impart.
Pr.	Programs	times	duration	times	duration	times	duration						
+	personalized		(sec)		(sec)		(sec)						
1	Voronin V.	8	5151	6	3262	14	8413	6	0	8	4	0	10
2	Misin V.	1	2100	0	0	1	2100	1	0	0	0	0	1
3	Turcan V.	1	1800	1	6	2	1806	1	0	1	1	0	1
4	Petrenco G.	1	1770	0	0	1	1770	1	0	0	1	0	0
5	Dumbraveanu V.	1	1600	0	0	1	1600	0	0	1	0	0	1
6	Tkaciuk M.	1	1600	0	0	1	1600	0	0	1	0	0	1

7	Rosca Iu.	2	176	0	0	2	176	0	0	2	0	0	2
8	Ghimpu M.	0	0	3	62	3	62	0	2	1	0	0	3
9	Urechean S.	0	0	4	54	4	54	0	2	2	0	0	4
10	Filat V.	0	0	2	46	2	46	0	1	1	0	0	2
11	Chirtoaca D.	0	0	2	42	2	42	0	2	0	0	0	2
12	Cosarciuc V.	0	0	1	24	1	24	0	1	0	0	1	0
13	Sava V.	0	0	1	16	1	16	0	0	1	0	0	1
14	Cubreacov V.	0	0	1	8	1	8	1	0	0	0	0	1
15	Greceanai Z.	0	0	1	6	1	6	1	0	0	0	0	1
16	Pavlicenco V.	0	0	1	6	1	6	0	0	1	0	0	1
17	Duca G.	0	0	1	4	1	4	0	0	1	0	0	1
+	Institutions					0	0						
1	Presidency	8	5151	12	3530	20	8681	7	0	13	4	0	16
2	Parliament	3	5470	16	458	19	5928	3	5	11	1	1	17
3	Parties	3	1976	21	644	24	2620	6	9	9	1	0	23
4	Government	1	1600	3	100	4	1700	1	0	3	0	0	4
+	Parl. parties					0	0						
1	PCRM	12	12421	14	3522	26	15943	14	0	12	6	0	20
2	AMN	0	0	8	158	8	158	0	6	2	0	1	7
3	PL	0	0	5	94	5	94	0	4	1	0	0	5
4	PLDM	0	0	3	54	3	54	0	2	1	0	0	3
+	Extrap. parties					0	0						
1	PPCD	2	176	2	18	4	194	1	0	3	0	0	4
2	MAE	0	0	1	6	1	6	0	0	1	0	0	1

Monitored station: ProTV			
Monitored program: programs		Period: 01-31.05.2009	
Program title:	duration (sec)	Program title:	duration (sec)
In profunzime	57510		

No.	ACTORS	APPEARANCES				Data synthesis		CONTENT			ATTITUDE		
		Direct interventions		Mentions/appear.		Dir. int. & ment./ap.		positive	negative	neutral	favor.	disfavor.	impart.
TV	ProTV	times	duration	times	duration	times	duration						
Pr.	Programs												
+	personalized		(sec)		(sec)		(sec)						
1	Chirtoaca D.	5	6054	3	12	8	6066	0	0	8	0	0	8
2	Untila V.	3	3822	0	0	3	3822	0	0	3	0	0	3
3	Tanase A.	3	3660	0	0	3	3660	0	0	3	0	0	3
4	Voronin V.	0	0	19	3348	19	3348	0	11	8	0	0	19
5	Filat V.	2	2704	0	0	2	2704	0	0	2	0	0	2
6	Urechean S.	2	2506	6	96	8	2602	0	0	8	0	0	8
7	Greceanai Z.	0	0	9	492	9	492	0	0	9	0	0	9
8	Turcan V.	0	0	8	336	8	336	0	2	6	0	0	8
9	Lupu M.	0	0	3	258	3	258	0	0	3	0	0	3
10	Platon V.	0	0	3	225	3	225	0	0	3	0	0	3
11	Tkaciuc M.	0	0	3	120	3	120	0	0	3	0	0	3
12	Calin I.	0	0	3	30	3	30	0	0	3	0	0	3
13	Papuc G.	0	0	3	15	3	15	0	3	0	0	0	3
14	Postoico M.	0	0	3	12	3	12	0	0	3	0	0	3
+	Institutions					0	0						
1	Parties	15	18746	73	8741	88	27487	0	22	66	0	3	85
2	Presidency	0	0	7	726	7	726	0	2	5	0	0	7
3	Government	0	0	3	15	3	15	0	3	0	0	0	3
+	Parl. parties					0	0						
1	PCRM	0	0	62	7802	62	7802	0	24	38	0	3	59
2	AMN	5	6328	9	321	14	6649	0	0	14	0	0	14
3	PLDM	5	6364	0	0	5	6364	0	0	5	0	0	5
4	PL	5	6054	3	12	8	6066	0	0	8	0	0	8
+	Extrap. parties					0	0						
1	PPCD	0	0	3	186	3	186	0	0	3	0	0	3

Monitored station: TV7			
Monitored program: programs		Period: 01-31.05.2009	
Program title:	duration (sec)	Program title:	duration (sec)
Obiectiv-Europa	2700	Observator	2400

No.	ACTORS	APPEARANCES				Data synthesis		CONTENT			ATTITUDE		
TV	TV7	Direct interventions		Mentions/appear.		Dir. int. & ment./ap.		positive	negative	neutral	favor.	disfavor.	impart.
Pr.	Programs	times	duration	times	duration	times	duration						
+	personalized		(sec)		(sec)		(sec)						
1	Diacov D.	8	492	2	40	10	532	0	0	10	0	0	10
2	Pavlicenco V.	6	268	2	52	8	320	0	0	8	0	0	8
3	Ghimpu M.	6	280	2	36	8	316	2	0	6	0	0	8
4	Filat V.	6	256	2	52	8	308	0	0	8	0	0	8
5	Urechean S.	2	152	2	68	4	220	0	0	4	0	0	4
6	Stratan A.	4	126	1	12	5	138	0	0	5	0	0	5
7	Voronin V.	0	0	3	122	3	122	0	2	1	0	0	3
8	Greceanai Z.	0	0	2	16	2	16	0	0	2	0	0	2
+	Institutions					0	0						
1	Parties	14	760	14	312	28	1072	0	2	26	0	0	28
2	Parliament	14	688	10	372	24	1060	2	2	20	0	0	24
3	Government	4	126	5	260	9	386	1	2	6	0	0	9
4	Presidency	0	0	3	126	3	126	0	0	3	0	0	3
+	Parl. parties					0	0						
1	PCRM	4	126	8	278	12	404	0	4	8	0	0	12
2	PLDM	6	256	4	64	10	320	0	0	10	0	0	10
3	PL	6	280	2	36	8	316	2	0	6	0	0	8
4	AMN	2	152	2	68	4	220	0	0	4	0	0	4
+	Extrap. parties					0	0						
1	PDM	8	492	2	40	10	532	0	0	10	0	0	10
2	MAE	6	268	2	52	8	320	0	0	8	0	0	8
3	PPCD	0	0	2	16	2	16	0	0	2	0	0	2

Monitored station: TV Synthesis			
Monitored program: programs		Period: 01-31.05.2009	
Program title:	duration (sec)	Program title:	duration (sec)
Artelier	3520	Miting 9 mai	4650
Caravela Culturii	9520	Moldova-pagini de istorie	10740
Conversatii cu presedinte	4200	Obiectiv-Europa	2700
Cronos	6435	Observator	2400
Epicentru	19160	Post-Factum	19964
Film aniversar	3000	Promo film	6084
Gagauz Ogea	7040	Promo obiectiv	11502
Haz de necaz	2768	Revista presei	11935
In profunzime	57510	Rezonans	11555
La datorie	10490	Svoimi Glazami	1200
Liturgie	3660	Terra Vita	6865
Maxima	11700	Vector european	17770
Media Expres	64956	Zona Libera	16800

No.	ACTORS	APPEARANCES				Data synthesis		CONTENT			ATTITUDE		
TV	TV Synthesis	Direct interventions		Mentions/appear.		Dir. int. & ment./ap.		positive	negative	neutral	favor.	disfavor.	impart.
Pr.	Programs	times	duration	times	duration	times	duration						
+	personalized		(sec)		(sec)		(sec)						
1	Voronin V.	183	8930	135	10942	318	19872	114	30	174	90	0	228
2	Urechean S.	364	5929	117	4619	481	10548	0	407	74	0	76	405
3	Chirtoaca D.	90	6381	127	2215	217	8596	0	116	101	0	13	204
4	Filat V.	289	6240	198	2193	487	8433	0	169	318	0	149	338
5	Turcan V.	18	4994	38	631	56	5625	1	2	53	1	0	55
6	Nantoi O.	3	4814	3	24	6	4838	0	0	6	0	0	6
7	Dumbraveanu V.	1	1600	4	2760	5	4360	2	0	3	0	0	5
8	Rosca Iu.	23	3223	19	1016	42	4239	7	0	35	3	0	39
9	Tanase A.	91	4013	6	193	97	4206	0	1	96	0	1	96
10	Untila V.	9	3882	3	51	12	3933	0	0	12	0	0	12
11	Greceanai Z.	15	547	73	2843	88	3390	20	0	68	7	0	81
12	Secareanu S.	4	2578	2	36	6	2614	0	0	6	0	0	6
13	Ghimpu M.	107	1410	163	973	270	2383	2	143	125	0	58	212
14	Misin V.	1	2100	0	0	1	2100	1	0	0	0	0	1
15	Petrencu G.	8	1973	8	118	16	2091	1	0	15	1	0	15
16	Cubreacov V.	4	1192	7	661	11	1853	3	0	8	0	0	11
17	Copaci T.	2	1800	0	0	2	1800	0	0	2	0	0	2
18	Tkaciuk M.	2	1647	6	150	8	1797	0	0	8	0	0	8
19	Bulat G.	4	1750	0	0	4	1750	2	0	2	0	0	4
20	Platon V.	0	0	17	1031	17	1031	0	9	8	0	7	10

21	Vrabie V.	14	478	17	544	31	1022	9	0	22	0	0	31
22	Gorodenco A.	3	820	0	0	3	820	1	0	2	0	0	3
23	Diacov D.	12	560	11	249	23	809	0	0	23	0	0	23
24	Catrinici L.	2	800	0	0	2	800	1	0	1	0	0	2
25	Savga L.	2	800	0	0	2	800	1	0	1	0	0	2
26	Pavlicenco V.	87	673	3	58	90	731	0	0	90	0	0	90
27	Lupu M.	7	234	10	417	17	651	2	0	15	1	0	16
28	Stratan A.	5	144	13	485	18	629	0	0	18	0	0	18
29	Braghis D.	81	405	3	168	84	573	0	0	84	0	0	84
30	Calin I.	11	312	5	80	16	392	0	0	16	0	0	16
31	Leanca Iu.	3	33	5	344	8	377	0	3	5	0	3	5
32	Postoico M.	8	240	19	131	27	371	0	0	27	0	0	27
33	Stepaniuc V.	4	200	7	44	11	244	1	2	8	0	0	11
34	Fusu C.	9	168	6	56	15	224	0	1	14	0	1	14
35	Colesnic Iu.	2	18	8	197	10	215	0	3	7	0	0	10
36	Vlah I.	2	192	0	0	2	192	0	0	2	0	0	2
37	Apostol I.	4	128	2	64	6	192	4	0	2	0	0	6
38	Formuzal M.	2	160	2	30	4	190	2	0	2	0	0	4
39	Dodon I.	4	90	3	94	7	184	1	0	6	0	0	7
40	Corduneanu A.	3	108	3	75	6	183	3	0	3	3	0	3
41	Munteanu I.	1	140	0	0	1	140	0	0	1	0	0	1
42	Cosarciuc V.	2	80	1	24	3	104	0	1	2	0	1	2
43	Bujor L.	2	22	2	64	4	86	0	0	4	0	0	4
44	Baldovici V.	3	70	1	15	4	85	0	0	4	0	0	4
45	Papuc G.	2	36	5	45	7	81	2	3	2	0	0	7
46	Muntean Iu.	3	68	2	10	5	78	0	0	5	0	0	5
47	Sava V.	3	62	1	16	4	78	0	0	4	0	0	4
48	Tarlev V.	0	0	3	66	3	66	0	0	3	0	0	3
49	Andronic N.	3	12	3	48	6	60	0	6	0	0	6	0
50	Chitoroaga I.	0	0	3	45	3	45	0	3	0	0	3	0
51	Sainciuc S.	2	44	0	0	2	44	0	0	2	0	0	2
52	Todoroglo D.,	0	0	4	40	4	40	0	0	4	0	0	4
53	Godea M.	2	36	0	0	2	36	0	0	2	0	0	2
54	Musuc E.	0	0	5	35	5	35	0	0	5	0	0	5
55	Zagorodnai A.	2	24	2	10	4	34	0	0	4	0	0	4
56	Osipov V.	2	30	0	0	2	30	0	0	2	0	0	2
57	Iasciuc A.	0	0	3	24	3	24	0	0	3	0	0	3
58	Rotaru V.	0	0	3	24	3	24	0	0	3	0	0	3
59	Tap Iu.	0	0	3	24	3	24	0	0	3	0	0	3
60	Esanu N.	1	16	0	0	1	16	0	0	1	0	0	1
61	Grozavu N.	0	0	1	15	1	15	0	1	0	0	0	1
62	Cernei O.	0	0	3	12	3	12	0	0	3	0	0	3
63	Domenti O.	0	0	2	10	2	10	0	0	2	0	0	2
64	Stati S.	0	0	2	10	2	10	0	0	2	0	0	2
65	Brega G.	0	0	2	8	2	8	0	0	2	0	0	2
66	Cojocaru V.	0	0	2	8	2	8	0	0	2	0	0	2
67	Duca G.	0	0	1	4	1	4	0	0	1	0	0	1
+	Institutions					0	0						
1	Parties	1011	41845	923	30035	1934	71880	50	921	963	23	334	1577
2	Parliament	238	13209	318	9485	556	22694	11	57	488	2	27	527
3	Presidency	121	7599	99	6772	220	14371	113	9	98	89	0	131
4	Government	57	9118	79	5128	136	14246	37	7	92	2	0	134
5	PLA	109	1116	112	1376	221	2492	14	99	108	0	7	214
+	Parl. parties					0	0						
1	PCRM	280	21847	423	22586	703	44433	164	58	481	108	3	592
2	AMN	381	9961	191	7186	572	17147	0	441	131	0	94	478
3	PLDM	385	10322	342	4454	727	14776	0	274	453	0	169	558
4	PL	206	7959	341	4382	547	12341	2	285	260	0	84	463
+	Extrap. parties					0	0						
5	PPCD	34	7101	40	2134	74	9235	15	0	59	8	0	66
6	PDM	15	5374	15	275	30	5649	0	0	30	0	0	30
7	MAE	87	673	4	73	91	746	0	1	90	0	0	91
8	PSD	81	405	5	176	86	581	0	2	84	0	0	86
9	UCM	0	0	3	66	3	66	0	0	3	0	0	3
10	PPR	3	12	3	48	6	60	0	6	0	0	6	0

7. QUANTITY DIMENSION OF POLITICAL ACTORS' PRESENCE IN PROGRAMS

7.1 General quantity data

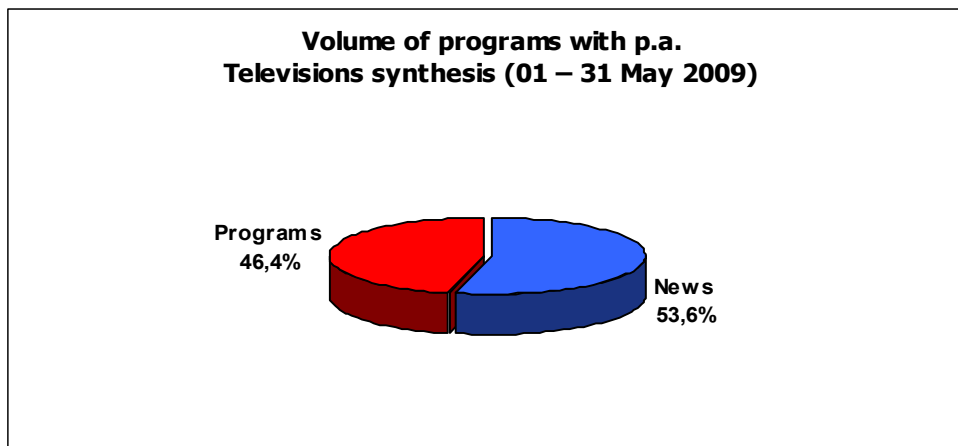
The intensity of the political events having marked the 1-31 May 2009 period determined the televisions to grant significant airtime to the coverage of the political life in the programs aired by the monitored TV stations. Communicating the political message through programs respectively represented an essential component element of the editorial strategies promoted in the period after the elections.

Six of those nine stations aired programs attended by political actors (EuTV, Moldova 1, N4, NIT, ProTV, TV7). Three televisions (Prime, TVC21 and 2 Plus) aired no programs attended by political actors during that period.

Compared to the 6-30 April 2009 period, the number of programs attended by political actors, included in the programming of the TV channels, increased (from 23 to 26 program names.) Most of the program titles were in the schedule of the public station Moldova 1 (12). The other stations aired by 3-4 series of programs (NIT, EuTV, N4). TV7 reduced the number of programs to two, while ProTV remained loyal to its chosen format – a single series of programs attended by political actors – “În profunzime”.

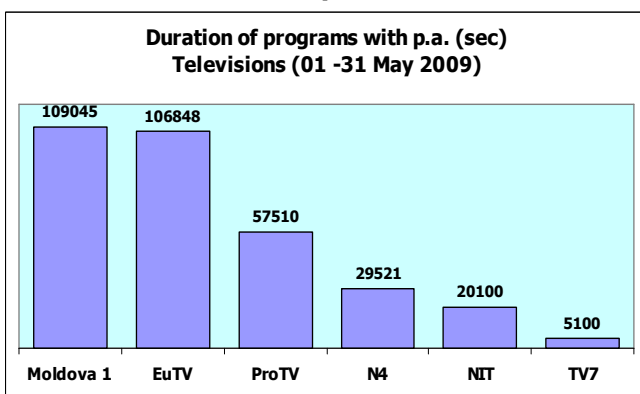
The time the stations granted to the programs with political actors also increased: from 225,097 seconds, during the previous monitored period, to 328,124 seconds (+ 45 %). Thus, the airtime dedicated to the programs with political actors proved to be rather significant, comparable with the duration of the news about the political actors during this period.

Graph 1

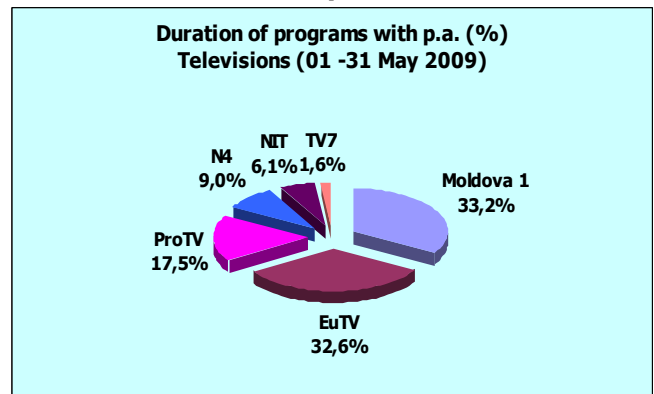


The monitored TV stations, as before, displayed a different attitude towards the time dedicated to programs with political actors. Obvious was the predilection of some stations for granting much time to programs tackling political subjects (Moldova 1, EuTV, Pro Tv), on the one hand, and a more moderate attitude of other televisions, on the other hand (see graphs 2 and 3.)

Graph 2



Graph 3



Two stations (Moldova 1 and EuTV) accounted for 2/3 of the total volume of such type of programs. The other stations granted less time, and TV7 considerably reduced the time dedicated to political issues (from 11,600 seconds in April to 5,100 seconds in May.)

As during the previous monitoring periods, the longest series of such programs were aired by EuTV (“Media Expres”, “Post Factum”, “Epicentru”,). ProTV continued its “În profunzime” series, Moldova 1 - “Vector european” and “Zona Liberă”, NIT – “Maxima”, N4 – “Revista preseii” and “Promo Obiectiv”.

**Longest programs series
(period 01-31 May 2009)**

Program title	Tv station	Duration (sec.)
Media Expres	EuTV	64 956
În profunzime	ProTV	57 510
Post factum	EuTV	19 964
Epicentru	EuTV	19 160
Vector European	Moldova 1	17 770
Zona Liberă	Moldova 1	16 800
Revista presei	N4	11 935
Maxima	NIT	11 700
Rezonans	Moldova 1	11 555
Promo Obiectiv	N4	11 502

Finally, the duration of the presence of political actors in programs, in a rather plain way, displays the degree of attention attached by the televisions to the political life.

7.2 Political actors in programs

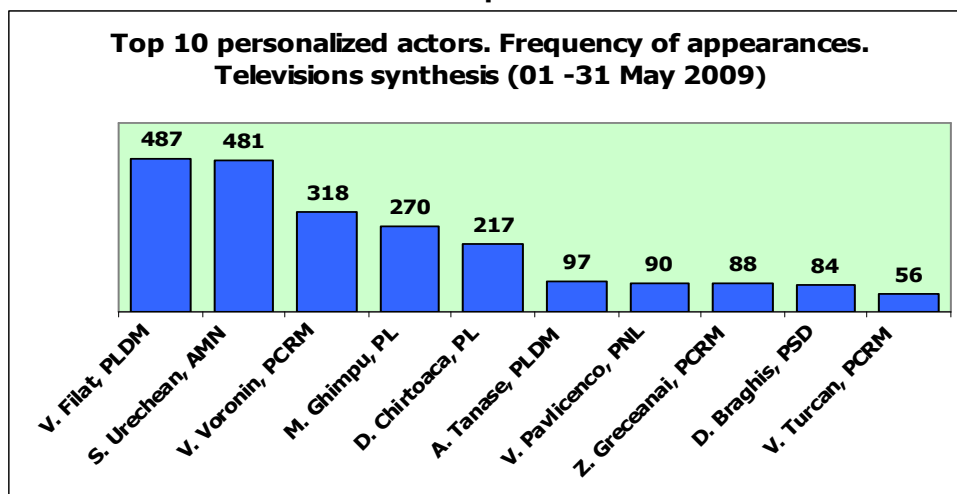
During the reference period, 67 personalized political actors were present in the programs of monitored stations (43 in April). In fact, the televisions presented the personalized and institutionalized political actors in a selective manner and unequal, if judging by the time granted. In general, the televisions focused on the Parliament and parliamentary parties. The winning parties got an aggregated TV presence of 71,880 seconds (in April – 62,885 seconds.)

The time granted to political parties in the programs was 1.3 bigger than the time granted to cover the other institutions (Government, Presidency, Parliament, LPA, which got 54,163 seconds of appearances in programs.) Anyway, one noticed more attention paid to these institutionalized political actors, compared to the previous monitored period, when the parties clearly prevailed in programs, and the TV timer granted to parties was 3.4 times more than the time granted for the other institutionalized political actors.

▪ **Personalized actors**

Representatives of the PLDM, AMN, PCRM, PL were the mostly covered personalized political actors. Quantifying the coverage of the personalized political actors finds that the names of the party leaders -- Vlad Filat, Serafim Urechean, Vladimir Voronin, Mihai Ghimpu, Dorin Chirtoacă, A. Tănase, Dumitru Braghiș, Vitalia Pavlicenco, and other representatives of the parties as Z.Greceanî or V. Țurcan – were among the mostly covered. In fact, the hierarchy of the political actors' presence during the monitored period, in terms of frequency of appearances, preserved the shape in had had during the electoral race, with small changes as the disappearances from top 10 of UCM leader Vasile Tarlev and of PPCD leader Iurie Roșca. At the same time the channels focused more on V. Țurcan, who became the first deputy speaker of the Parliament.

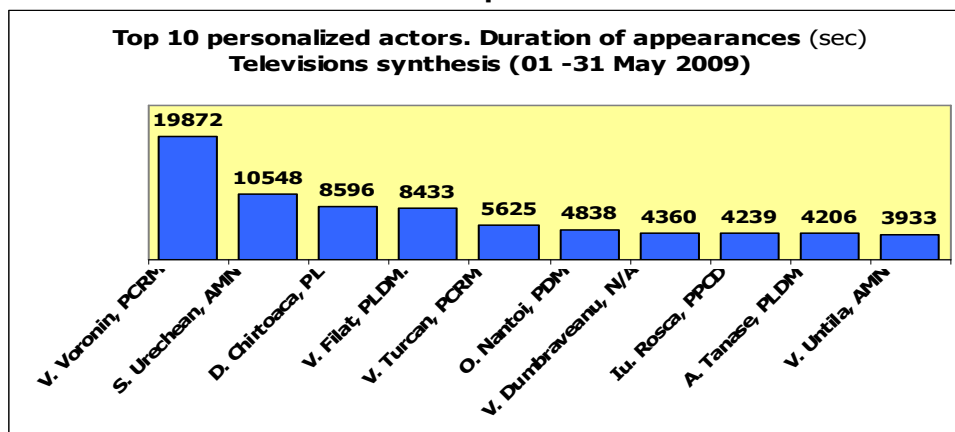
Graph 4



Obvious is the big discrepancy in granting TV airtime to political actors. Thus, the first 10 actors from the top list had got 1,888 appearances, while the other 57 political actors covered in programs rested with only 420 (Filat or S. Urechean). 5 political actors appeared in programs just once, 11 – twice, 8 – thrice, 10 – 4-5 times, 9 – 6-8 times. Apart from top 10 of the mostly covered political actors, a significant number of appearances was recorded by the representatives of the Government (26 political actors of 57).

The duration of the political actors' presence in programs outlined the following hierarchy, as is shows in Graph 5.

Graph 5



Thus, PCRM leader Vladimir Voronin had the widest TV presence – 19,872 seconds from May 1 to 31 (with 3,761 seconds more than in April after the 5th.) AMN leader Serafim Urechean gained 10,548 seconds, and PL leader Dorin Chirtoacă – 8,596 seconds, almost the same as PLDM leader Vlad Filat, who got the fourth position in the ranking, with 8,433 seconds. The other political actors from the top had approximately from five-six to four thousand seconds of TV presence.

As for the leaders of parliamentary parties, the number of their appearances matches actually the duration of their TV presence. In other cases, one noticed appearances few as number, but with considerable duration (O. Nantoi – 6 appearances with the duration of 4,838 seconds, V. Dumbrăveanu – 5 appearances with the duration of 4,360 seconds, V. Untilă – 12 appearances with the duration of 3,933 seconds.)

Aggregated, the political actors from top 10 had 74,650 seconds (in April this index was 57,164 seconds) of TV presence, and the other 57 political actors gained together 31,615 seconds (2.4 times less.)

In fact, the names of the political actors enjoying maximum coverage remain practically the same as were recorded during the previous monitoring stages, both in terms of frequency of appearances, and of duration of appearances. Also for the May 1-31 period the division of the politicians is confirmed, as it was split into three categories by the televisions: a) massive coverage (V. Filat, S. Urechean, V. Voronin, Iu. Roșca, D. Chirtoacă, M. Ghimpu.); b) significant coverage (A. Tănase, D. Bragiș, V. Pavlicenco, etc.); c) the other personalized political actors. In general this however illustrates the narrowing of covering the political competition, of decreasing the equal conditions of visibility, offered by the TV stations. This imbalance goes on manifesting and differentiating the political actors, confirming the boost of applying the selectivity principle promoted by the monitored televisions: different TV stations grant airtime to political actors in a selective and differentiated manner.

The watched televisions displayed different attitudes in terms of number of political actors present in the aired programs. Thus, 49 political actors were in the programs broadcast by Moldova 1, on EuTV – 40 political actors. N4, NIT and ProTV had 17, 17 and 14 political actors, respectively. The smallest number of political actors – 8 – were covered in the programs of TV7.

As during the previous monitoring periods, selectively tackling politicians was manifest on EuTV, in the programs of which obvious was advantaging the PPCD representatives (Iu. Roșca, Ș. Secăreanu, V. Cubreacov, A. Corduneanu, much more than the other political actors (8,585 seconds, as 6,845 seconds were direct TV presence). The other political actors presented in EuTV's programs, aggregated, gained 14,000 seconds. The political actors intensely covered by this station are D. Chirtoacă, V. Filat and S. Urechean. PCRM leader V. Voronin had the largest number of appearances on this station – 77, and O. Nantoi had the longest live appearance – 4,814 seconds, followed by Iu. Roșca – 4,023 seconds.

On Moldova 1, as during the previous months, V. Voronin enjoyed the widest attention (104 appearances, of which 56 live). The other 48 personalized political actors, aggregated, got 309 appearances. Other largely covered politicians were Z. Greceanîi (45 appearances), V. Țurcan (30 appearances), V. Filat (37 appearances). In terms of duration, the list is headed by PCRM leader V. Voronin, too, who got 3,936 seconds. Other PCRM and governmental representatives are also in this top list – V. Țurcan (3,297 seconds), G. Bulat (1,750 seconds), Z. Greceanîi (1,687 seconds), A. Gorodenco, L. Șavga, L. Catrinici, V. Vrabie.

On N4, the political actors mostly covered were, as during the previous periods, V. Filat, S. Urechean, V. Voronin, M. Ghimpu, D. Chirtoacă.

In its programs attended by political actors, NIT granted most of its airtime to PCRM leader V. Voronin (8,413 seconds), in fact, the same amount as given to the other political actors in programs (9,144 seconds). Politicians granted by this station more than 1,000 seconds were also representatives of the PCRM, V. Mișin, V. Țurcan, G. Petrenco, M. Tcaciuc.

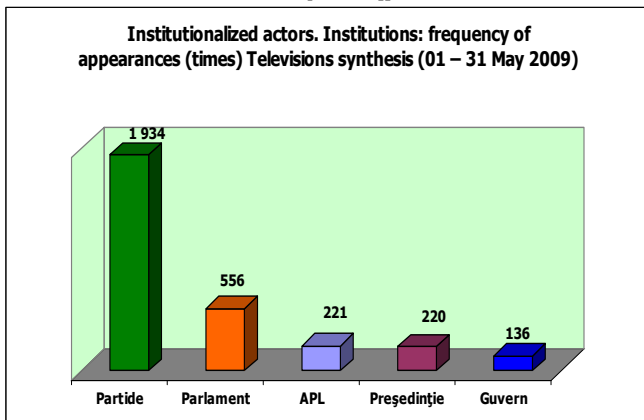
In ProTV's programs, five political actors had live interventions: V. Filat, D. Chirtoacă, V. Untilă, A. Tănase and S. Urechean. V. Voronin had no live intervention, but was mentioned most of the times (19). D. Chirtoacă was leading in terms of presence on this station as duration (6,066 seconds) and as number of live appearances (5 appearances during 6,054 seconds.)

In TV7's programs, the coverage of political actors was insignificant. In May, TV7 covered 8 political actors, as the longest duration in terms of appearances was granted to PDM leader D. Diacov.

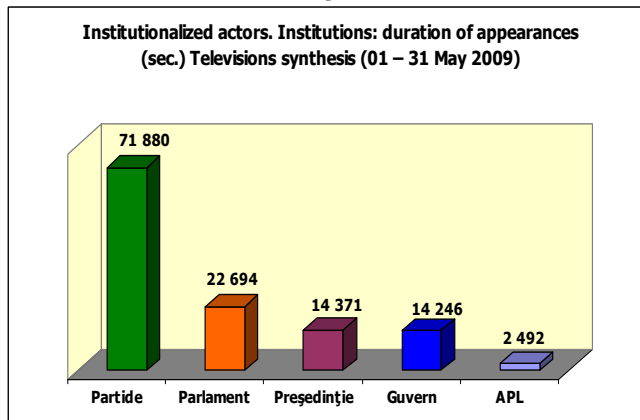
▪ **Institutionalized actors. Institutions**

The TV presence of the institutionalized political actors (Parliament, Presidency, Government, Local Public Administration, Political Parties), during the reference period, was remarkable by higher attention for those institutions, compared with the electoral campaign. Anyway, one found that the time granted to cover political parties exceeded 1.3 times the airtime granted to cover the activity of the other institutionalized political actors (71,880 sec. Compared to 53,803 sec.). However, in this ranking obvious is the disproportion characteristic of the way of presenting the institutions: the LPA had but 2,492 seconds of TV presence, while the Presidency and the Government – about 6 times more, and the Parliament – 9 times more. At the same time, the frequency of references to the LPA's work was similar to the number of references to the Presidency's activity (221 and, respectively, 220). The duration of the presence of the institutionalized actors speaks of the fact that the parties gained 1,011 live appearances, while the other institutionalized actors – 525 appearances.

Graph 6 ()



Graph 7

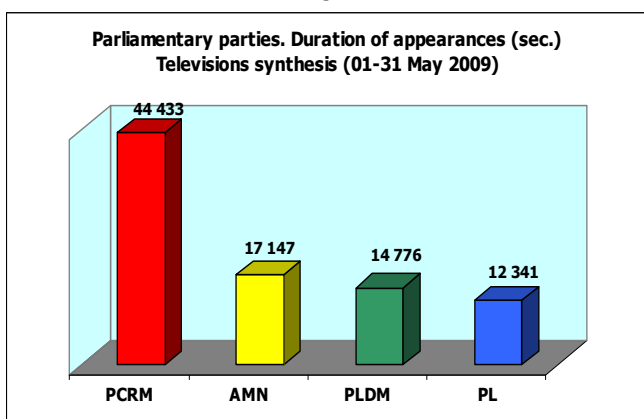


Compared to April, the weight of the Parliament, Local Public Administration, Presidency and the Government in programs attended by political actors considerably increased.

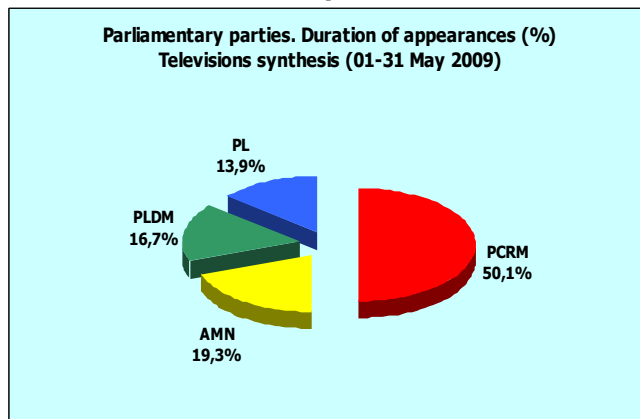
▪ **Institutionalized actors. Political parties**

Monitoring the duration of TV presence of political parties shows the massive coverage of 5 parties (as was during the race) – the four parliamentary parties: PCRM, PL, PLDM, AMN and a party out of the parliament – PPCD. The monitoring data show that the PCRM benefited from the same time as visibility as the other parliamentary parties together (44,433 seconds to 44,264 seconds, recorded by PLDM, AMN and PL).

Graph 8

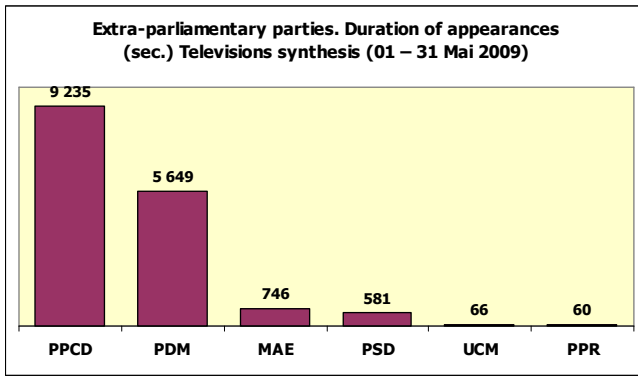
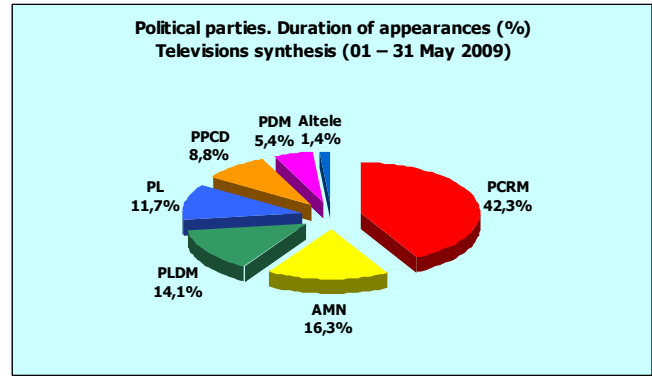


Graph 9



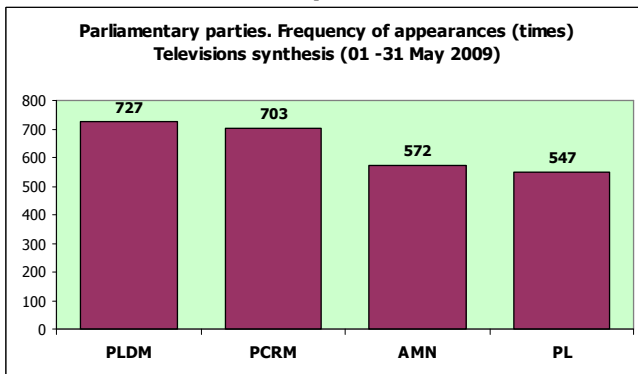
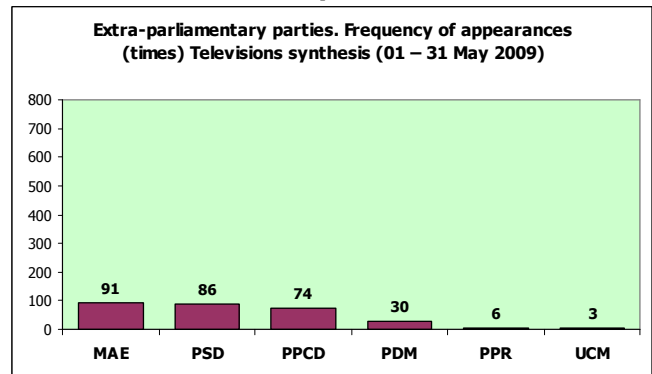
The PPCD is the mostly covered extra-parliamentary party (9,235 seconds). In fact, 8,817 seconds of those are accounted by EuTV. The PPCD's presence was insignificant on the other stations.

Less significant was the duration of the visibility of the other extra-parliamentary parties. Only the PDM enjoyed some attention on the part of EuTV, getting 5,060 seconds of TV presence (the other watched stations gave the PDM 589 seconds). The other extra-parliamentary parties covered by the TV stations (MAE, PSD, UCM, PPR) aggregated, got 1,453 seconds of TV presence.

Graph 10**Graph 11**

Thus, the data from the reference period demonstrate that the PCRPM was the mostly covered party in the programs of the monitored televisions. The disproportion, in relation with the second party from the top list, is overwhelming, the PCRPM getting over 42% of TV presence of political parties (in April the PCRPM rested with 32.3% of this time.)

As for the frequency of appearances in the programs of those 6 TV stations, the PLDM is on position 1 with 727 appearances, followed by the PCRPM with 703 appearances. AMN and PL gained 572 and 547 appearances, respectively.

Graph 12**Graph 13**

Each station displayed its own priorities in presenting political parties. Moldova 1 granted most of the time to cover the PCRPM (11,687 seconds), the other mirrored parties gaining together 1,682 seconds, i.e. 7 times less. This station granted the PCRPM the largest number of appearances (265 compared 110, recorded by the other parties together.)

EuTV covered 9 parties. The PPCD benefited from this the largest amount of coverage on this station – 8,717 seconds. AMN, PLDM, PL and PCRPM – the winning parties in the electoral competition – had more space during this reference period, accounting for 2/3 of EuTV's covering parties.

N4 presented 8 Parties, the PLDM having the longest airtime, and the PPCD – the shortest. Unlike other TV stations, the mirrored parties had in N4's programs a significant number of direct appearances. The TV space granted to the parliamentary parties was 14 times wider than the one granted to extra-parliamentary parties.

ProTV presented the parliamentary parties -- PL, PLDM and AMN – in its programs mostly, with about the same time allotted (about 6,000 seconds each) and with 5 live interventions. The PCRPM had no live intervention, instead it was mentioned 62 times, the indirect appearances of this party totaling 7,802 seconds, in fact, more than the time allotted to any other party.

NIT referred to 6 parties in its programs, blatantly advantaging the PCRPM (15,943 seconds compared to 506 seconds, allotted to the other covered parties together, i.e. 31 times more.) Only the PCRPM (12) and the PPCD (2) had live interventions on NIT.

TV7 covered 7 parties, presented equally in terms of duration and number of appearances.

Conclusions

From May 1 through 31, 2009, the editorial policies of the monitored televisions focused on presenting parliamentary political parties and their leaders, who thus became the mostly covered political actors during the monitored period. The PCRPM and its leader V. Voronin benefited from a much more intense coverage on the watched televisions, compared with other political actors.

As during the previous monitoring stages, in terms of quantity, some channels gave priority to certain political actors, EuTV, Moldova 1, NIT being blatant examples in this regard. Particularly, the monitoring data speak of the fact that the distribution of the times allotted by the TV channels to cover political actors was unequal, resulting in hyper-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

Table1

POLITICAL ACTORS IN PROGRAMS. POSITIVE CONTEXT												
EuTV			Moldova 1		N4		NIT		ProTV		TV7	
No.	Personalized	times		times		times		times		times		times
1	Rosca Iu.	7	Voronin V.	19	Voronin V.	84	Voronin V.	6			Ghimpu M.	2
2	Voronin V.	5	Greceanai Z.	15	Greceanai Z.	1	Petrencu G.	1				
3	Corduneanu A.	3	Vrabie V.	6			Turcan V.	1				
4	Greceanai Z.	3	Apostol I.	4			Cubreacov V.	1				
5	Vrabie V.	3	Lupu M.	2			Greceanai Z.	1				
6	Cubreacov V.	2	Bulat G.	2			Misin V.	1				
7			Dumbraveanu V.	2								
8			Formuzal M.	2								
9			Papuc G.	2								
10			Catrinici L.	1								
Institutions												
1	Parties	23	Government	34	Presidency	84	Presidency	7			Parliament	2
2	Presidency	4	Presidency	18	Parties	7	Parties	6			Government	1
3	LPA	3	Parties	14	Government	1	Parliament	3				
4	Parliament	2	LPA	11			Government	1				
5			Parliament	4								
Parl. Parties												
1	PCRM	15	PCRM	45	PCRM	90	PCRM	14			PL	2
Extra-parl. Parties												
1	PPCD	14					PPCD	1				

Personalized actors

PCRM leader V. Voronin is the personalized political actor mostly covered in a positive context in the TV programs broadcast in May. He gained 114 positive appearances on N4 (84), Moldova 1 (19), NIT (6) and EuTV (5). ProTV and TV7 except the rule.

EuTV put in positive context representatives of the PPCD (Iu. Roșca, A. Corduneanu, V. Cubreacov), and of the PCRM (V. Voronin, Z. Greceanâi);

Moldova 1 put in positive context only leaders of the PCRM, as V. Voronin, Z. Greceanâi or M. Lupu;

On N4, only V. Voronin and Z. Greceanâi appeared in a positive context;

NIT positively covers, 10 times to 11, PCRM representatives (V. Voronin, G. Petrencu, V. Țurcan, Z. Greceanâi, V. Mișin);

TV7 puts a single political actor in a positive context: PL leader M. Ghimpu (2 times);

Institutionalized actors. Institutions

The Presidency enjoys most (113) of positive mentions on 4 of 6 televisions having aired programs attended by political actors – N 4, Moldova 1, Eu TV and NIT.

The Parties, aggregated, record 50 positive appearances, i.e. 2.3 times fewer than the Presidency.

The Government is presented in a positive context 37 times, 34 times by Moldova 1.

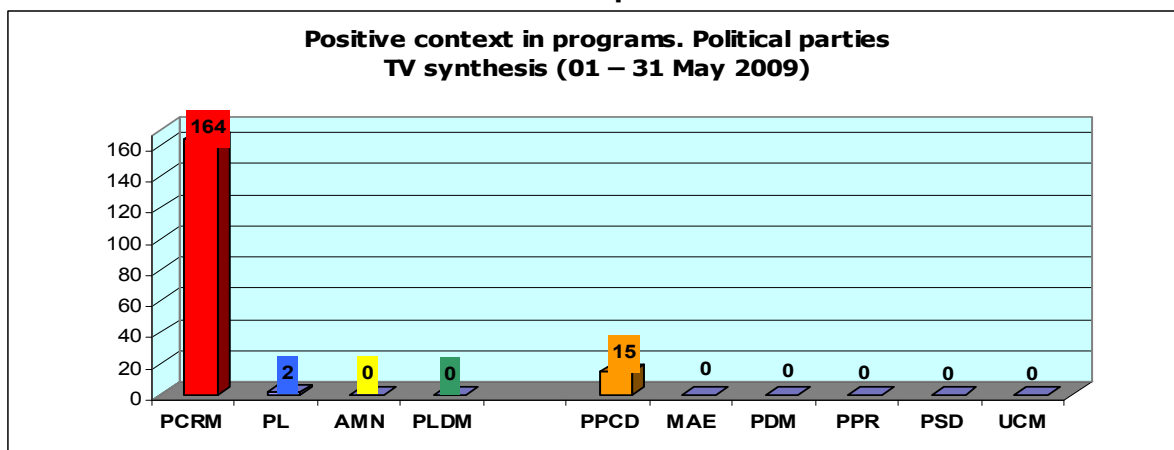
The LPA got 14 positive mentions, and the Parliament – 11.

Institutionalized actors. Political parties

Among the parliamentary parties, the PCRM appears in a positive context 164 times: on N4 (90), Moldova 1 (45 times), EuTV (15) and NIT (14). Except for the PL (2 positive mentions on TV7), the other parliamentary parties do not appear in positive context.

The only non-parliamentary party mentioned in a positive context is the PPCD, on EuTV (14 times) and on NIT (once.)

Graph 1



8.2. Political actors in programs. Negative context

Table 2

POLITICAL ACTORS IN PROGRAMS. NEGATIVE CONTEXT												
	EuTV		Moldova 1		N4		NIT		ProTV		TV7	
No.	Personalized	times		times		times		times		times		times
1	Urechean S.	22	Filat V.	8	Urechean S.	379	Chirtoaca D.	2	Voronin V.	11	Voronin V.	2
2	Filat V.	17	Chirtoaca D.	5	Filat V.	143	Ghimpu M.	2	Papuc G.	3		
3	Chirtoaca D.	15	Urechean S.	4	Ghimpu M.	135	Urechean S.	2	Turcan V.	2		
4	Voronin V.	15	Ghimpu M.	1	Chirtoaca D.	94	Cosarciuc V.	1				
5	Andronic N.	6	Tanase A.	1	Platon V.	3	Filat V.	1				
6	Platon V.	6	Grozavu N.	1	Voronin V.	2						
7	Ghimpu M.	5										
8	Chitoroaga I.	3										
9	Leanca Iu.	3										
10	Colesnic Iu.	3										
	Institutions											
1	Parties	111			Parties	764	Parties	9	Parties	22	Parliament	2
2	Parliament	40			LPA	88	Parliament	5	Government	3	Government	2
3	Presidency	5			Parliament	2			Presidency	2	Parties	2
4	LPA	3			Presidency	2						
5	Government	2										
	Parl. Parties											
1	AMN	46			AMN	382	AMN	6	PCRM	24	PCRM	4
2	PLDM	38			PL	233	PL	4				
3	PL	38			PLDM	224	PLDM	2				
4	PCRM	21			PCRM	11						
	Extra-parl. Parties											
1	PPR	6			PSD	2						
2					MAE	1						

Personalized actors

The leaders of the parliamentary opposition parties - S. Urechean (AMN), V. Filat (PLDM), M. Ghimpu and D. Chirtoaca (PL) – are leading the ranking of personalized political actors with most of the negative context appearances. They are put in a negative context by 4 of those 6 watched televisions: N4, Moldova 1, EuTV and NIT.

ProTV and TV7 mentioned in negative context exclusively the PCRM representatives: V. Voronin (13 times), Gh. Papuc (3 times) and V. Ţurcan (2 times.)

On N4, there are most of the negative references to the personalized political actors. Of this station's 756 negative references, 754 are about the representatives of the opposition parliamentary parties (S. Urechean, V. Filat, M. Ghimpu, D. Chirtoacă and V. Platon), and 2 – about the majority party from the parliament, PCRM (V. Voronin).

Institutionalized actors. Institutions

From the institutionalized political actors, the parties get most of the negative appearances (908).

91 negative mentions go to the LPA, and 49 to the Parliament.

The Presidency gets 9 negative mentions, and the Government -- 7.

Institutionalized actors. Political parties

The parliamentary party getting most of the negative appearances is AMN (434), followed by the PL (275) and the PLDM (264). The ruling party – the PCRM – got 60 negative appearances.

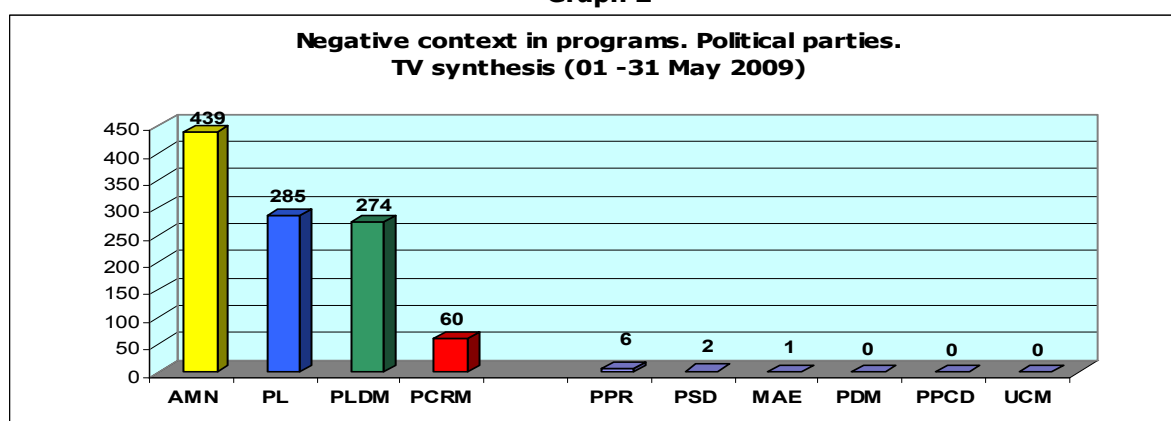
Those three opposition parties from the parliament lead in this respect on N4, EuTV and NIT.

The PCRM appears in a negative context on ProTV (24 times), EuTV (21), N4 (11) and TV7 (4 times.)

Moldova 1 mentions no party in a negative context.

Of the non-parliamentary parties, the PPR appeared in a negative context (EuTV, 6 times), PSD (on NIT, 2 times) and MAE (NIT, 1 times.)

Graph 2



8.3. Political actors in programs. Favoring attitude

Table3

POLITICAL ACTORS IN PROGRAMS. FAVORING ATTITUDE												
EuTV			Moldova 1		N4		NIT		ProTV		TV7	
No.	Personalized	times		times		times		times		times		times
1	Rosca Iu.	3	Greceanai Z.	3	Voronin V.	81	Voronin V.	4				
2	Voronin V.	3	Voronin V.	2	Greceanai Z.	1	Petrenco G.	1				
3	Corduneanu A.	3	Lupu M.	1			Turcan V.	1				
4	Greceanai Z.	3										
5												
Institutions												
1	Parties	13	Parties	5	Presidency	81	Presidency	4				
2	Presidency	3	Parliament	3	Parties	2	Parties	1				
3			Government	1	Government	1	Parliament	1				
4			Presidency	1								
Parliam. parties												
1	PCRM	8	PCRM	10	PCRM	84	PCRM	6				
2												
3												
4												
Extrap. parties												
1	PPCD	8										

▪ Personalized actors

V. Voronin is the personalized political actor most often favored in programs (90 times). He was favored by N4 (81 times), NIT (4 times), Eu TV (3 times) and Moldova 1 (3 times).

He distantly followed in this regard by Z. Greceanăi, who was favored on EuTV (3 times), Moldova 1 (3) and N4 (1 times.)

ProTV and TV7 favored no political actor.

No representative of the opposition parliamentary parties was favored.

The only personalized political actors outside Parliament who benefit from favoring attitude are the PPCD representatives Iu. Roșca and A. Corduneanu (on EuTV).

▪ Institutionalized actors. Institutions

The presidency is most often favored in programs on N4 (81 times), NIT (4), EuTV (3), and Moldova 1 (once.)

The parties are favored on EuTV (13 times), on Moldova 1 (5), N4 (2) and NIT (once.)

Parliament was favored 4 times, on Moldova 1 and NIT, and the Government – 2 times, on Moldova 1 and N4.

▪ Institutionalized actors. Political parties

The only parliamentary party benefiting from favoring attitude was the PCRM. This party is favored on N4 (84 times), Moldova 1 (10 times), EuTV (8) and NIT (6.)

The only favored non-parliamentary party is the PPCD, on EuTV (8 times).

8.4. Political actors in programs. Disfavoring attitude

Table4

POLITICAL ACTORS IN PROGRAMS. DISFAVORING ATTITUDE												
EuTV			Moldova 1		N4		NIT		ProTV		TV7	
No.	Personalized	times		times		times		times		times		times
1	Urechean S.	22	Filat V.	1	Filat V.	136	Cosarciuc V.	1				
2	Filat V.	12	Urechean S.	1	Urechean S.	53						
3	Chirtoaca D.	11	Ghimpu M.	1	Ghimpu M.	52						
4	Andronic N.	6	Tanase A.	1	Chirtoaca D.	2						
5	Platon V.	6			Platon V.	1						
6	Ghimpu M.	5										
7	Chitoroaga I.	3										
8	Leanca Iu.	3										
9	Fusu C.	1										
Institutions												
1	Parties	82	Parties	4	Parties	245	Parliament	1				
2	Parliament	23	Parliament	3	LPA	3						
3	LPA	3	LPA	1								
Parliam. parties												
1	AMN	38	PL	2	PLDM	139	AMN	1				
2	PLDM	28	PLDM	2	PL	55						
3	PL	27	AMN	1	AMN	54						
4												
Extrap. Parties												
1	PPR	6										

- **Personalized actors**

The leaders of the opposition parliamentary parties, V. Filat (149 times), S. Urechean (76) and M. Ghimpu (58) were most often disfavored by journalists in programs.

All the personalized political actors disfavored are part of the parliamentary opposition, save for N. Andronic (PPR).

The televisions allowing disfavoring attitude towards political actors are N 4, Eu TV, Moldova 1 and NIT. Pro TV and TV 7 disfavored no political actors.

- **Institutionalized actors. Institutions**

The parties were most often disfavored on la N4 (245 times), on EuTV (82) and Moldova 1 (4 times.)

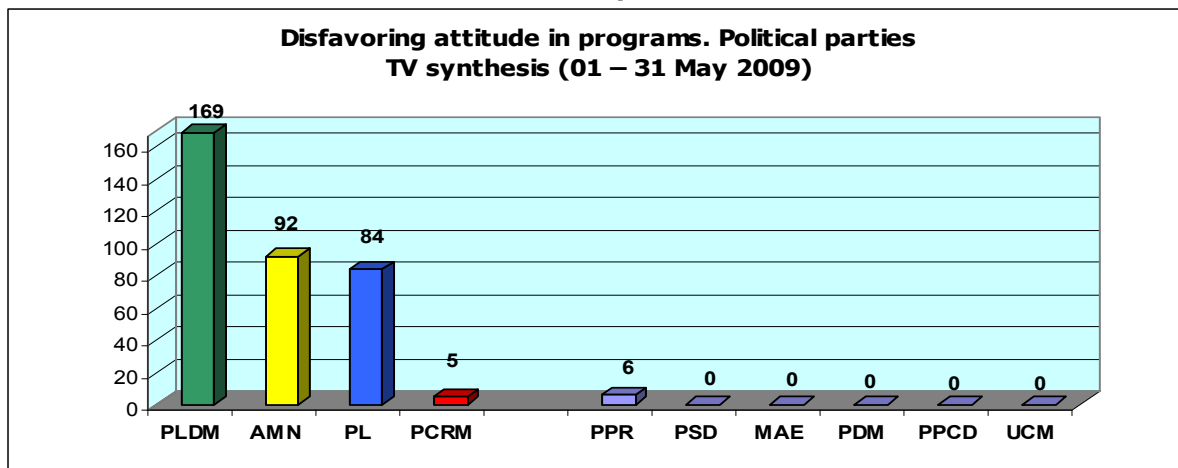
The Parliament was disfavored 27 times on EuTV, Moldova 1 and NIT.

- **Institutionalized actors. Political parties**

The mostly disfavored are the opposition parties from the Parliament: AMN, PLDM and PL. They were disfavored 345 times, aggregated, on N4, EuTV, NIT and Moldova 1.

Of the non-parliamentary parties, only the PPR was disfavored on EuTV (6 times.)

Graph 3



Conclusions

The imbalance in presenting the political actors in programs was more obvious during the post-election period, than before the poll. Four TV stations (N4, Moldova 1, NIT and Eu TV) completely neglect the social-political pluralism, provided under the Broadcasting Code. These stations display open support for the ruling party, the PCRM, and for the representatives of this party. At the same time, these broadcasters put in a negative context and disfavor the opposition parties from Parliament, some extra-parliamentary parties and their leaders.

GENERAL CONCLUSIONS

The observed televisions, according to the data of the May monitoring of newscasts and programs, went to covering personalized and institutionalized political actors by derogating from the legal norms. The question is about partially and differently respecting the political and social balance and pluralism, as required by the Broadcasting Code in art. 10, paragraph (1) (*"In Moldova, the right to full, objective and truthful information, the right to free expression of opinions and the right to the free communication of information through broadcasters are guaranteed by law"*) and paragraph (5) of the same article (*"Broadcasters are obliged to insure the objectivity in informing program consumers, favoring the free formation of opinions,"*) and the provisions of art.7.

The most significant deviations from the audiovisual communication principles, contained in the mentioned articles, were displayed by the public broadcaster Moldova 1 and by the private operators NIT, N4, Prime, and EuTV on certain segments. Other stations (ProTV, TV7 and TVC21) in May went on, most often than not, to treat the personalized and institutionalized political actors in the spirit of political and social impartiality and pluralism.

During the reference period, in newscasts, the mostly covered personalized political actors in a positive context on the monitored televisions were representatives of the power, as V. Voronin and Z. Greceanăi were highlighting. The opposition representatives were mostly covered in a negative context in news.

The imbalance in presenting political actors in broadcasts is more evident in the post-election period than during the run-up. Four TV stations (N4, Moldova 1, NIT and Eu TV) completely neglect the principle of social-political pluralism, stipulated by the Broadcasting Code. These televisions display an obvious support for the ruling party, the PCRM, and for the representatives of this political party. At the same time, these broadcasters put in a negative context and disfavor the opposition parties from the parliament, some parties out of the parliament and their leaders.

The monitoring results in May 2009 speak about deepening the process of polarizing broadcasters and about the inability or reluctance of some TV stations to insure, by equidistant informing and impartial debate, tackling issues of public interest, a favorable dialogue to overcome the political and economic crisis Moldova's society copes with, including by holding the early elections in democratic conditions.