



# P R E S S   R E L E A S E

## **APEL presents the report on monitoring political/electoral actors' presence in the programs of TV stations during the electoral race for the 2009 early parliamentary elections in a project supported by the Delegation of the European Commission to Moldova**

**Chişinău, July 21, 2009** – Three televisions -- N4, NIT and EuTV – allowed severe violations of the legal requirements regarding the conduct of broadcasters in the electoral race for the early parliamentary elections, the main derogations being: broadcasting hidden advertising in favor of an electoral participant (N4); inserting an electoral ad into a newscast (NIT); exceeding the limit of the required 120 sec. of advertising for an electoral contestant per day (EuTV). The conclusions are worded in the monitoring report on 9 TV channels compiled by the Electronic Press Association (APEL) from July 01 through 14, 2009.

In newscasts, the observed televisions increased and diversified the number of political actors put in either negative or positive context, during this period. EuTV, Moldova 1, N4 and NIT massively covered in their news, in a positive context, personalized political actors representing the government, and, in a negative context, – the representatives of the opposition. Moldova 1, N4 and NI displayed favoring attitude, in news, towards the representatives of the government and, jointly with EuTV, disfavoring attitude towards opposition representatives. Prime, ProTV, TV7 and TVC21 did not favor or disfavor any political actors.

The results of monitoring the main TV channels in the first 14 days of July, 2009, show that, during this period of the campaign for the early parliamentary elections, the treatment of political actors in terms of quantity and quality was differentiated. Thus, regarding the quantity dimension of newscasts and programs, certain progress was noticed in covering political actors in a more balanced manner by most of the TV stations, while in terms of quality, it was more obvious that the program services of some televisions were used to produce certain media effects with political and electoral impact.

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