



coalțiia 2009



coalțiia civică  
pentru alegeri libere și corecte

**"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 the post-electoral period**

**Period: July 30 – August 31, 2009**

**Chișinău, 2009**

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## 1. METHODOLOGICAL FRAME

**Period:** July 30 – August 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 the political actors in news/current affairs programs and in thematic 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

|  |               |                                   |             |
|--|---------------|-----------------------------------|-------------|
| <b>Monitoring period:</b>                    |               | <b>July 30 – August 31, 2009</b>  |             |
| <b>Monitored TV station:</b>                 | <b>EuTV</b>   | <b>Monitored program:</b>         | <b>News</b> |
| <b>Number of stories covering p.a.:</b>      | <b>425</b>    | <b>Number of conflict stories</b> | <b>76</b>   |
| <b>Duration of news covering p.a. (sec):</b> | <b>51732</b>  | <b>1 info source:</b>             | <b>35</b>   |
| <b>Duration of newscasts (sec):</b>          | <b>123236</b> | <b>2 &amp; &gt; info sources</b>  | <b>41</b>   |

| No.<br>TV Pr. | ACTORS<br>EuTV News<br>+ personalized | APPEARANCES          |                    |                      |                    | Data synthesis         |                    | CONTENTS            |                     |                    | ATTITUDE          |                      |                    |
|---------------|---------------------------------------|----------------------|--------------------|----------------------|--------------------|------------------------|--------------------|---------------------|---------------------|--------------------|-------------------|----------------------|--------------------|
|               |                                       | Direct interventions |                    | Mentions/appearances |                    | Dir. int. & ment./app. |                    | positive<br>(times) | negative<br>(times) | neutral<br>(times) | favor.<br>(times) | disfavor.<br>(times) | impart.<br>(times) |
|               |                                       | frequ.<br>(times)    | duration<br>(sec.) | frequ.<br>(times)    | duration<br>(sec.) | frequ.<br>(times)      | duration<br>(sec.) |                     |                     |                    |                   |                      |                    |
| 1             | Lupu M.                               | 69                   | 1300               | 124                  | 1366               | 193                    | 2666               | 9                   | 10                  | 174                | 0                 | 0                    | 193                |
| 2             | Voronin V.                            | 20                   | 288                | 145                  | 2241               | 165                    | 2529               | 12                  | 2                   | 151                | 0                 | 0                    | 165                |
| 3             | Chirtoaca D.                          | 64                   | 1235               | 78                   | 1250               | 142                    | 2485               | 21                  | 0                   | 121                | 0                 | 0                    | 142                |
| 4             | Filat V.                              | 58                   | 900                | 107                  | 1119               | 165                    | 2019               | 9                   | 5                   | 151                | 0                 | 0                    | 165                |
| 5             | Ghimpu M.                             | 50                   | 933                | 102                  | 1049               | 152                    | 1982               | 10                  | 5                   | 137                | 0                 | 0                    | 152                |
| 6             | Busila R.                             | 46                   | 1068               | 15                   | 181                | 61                     | 1249               | 0                   | 0                   | 61                 | 0                 | 0                    | 61                 |
| 7             | Greceanai Z.                          | 16                   | 382                | 41                   | 778                | 57                     | 1160               | 5                   | 0                   | 52                 | 0                 | 0                    | 57                 |
| 8             | Urechean S.                           | 31                   | 472                | 87                   | 676                | 118                    | 1148               | 9                   | 7                   | 102                | 0                 | 0                    | 118                |
| 9             | Turcan V.                             | 21                   | 608                | 26                   | 285                | 47                     | 893                | 0                   | 0                   | 47                 | 0                 | 0                    | 47                 |
| 10            | Grozavu N.                            | 26                   | 632                | 11                   | 196                | 37                     | 828                | 0                   | 0                   | 37                 | 0                 | 0                    | 37                 |
| 11            | Turcanu D.                            | 27                   | 663                | 2                    | 6                  | 29                     | 669                | 0                   | 0                   | 29                 | 0                 | 0                    | 29                 |
| 12            | Dodon I.                              | 15                   | 393                | 13                   | 244                | 28                     | 637                | 0                   | 0                   | 28                 | 0                 | 0                    | 28                 |
| 13            | Catrinici L.                          | 14                   | 316                | 10                   | 270                | 24                     | 586                | 4                   | 0                   | 20                 | 0                 | 0                    | 24                 |
| 14            | Railean N.                            | 18                   | 345                | 13                   | 191                | 31                     | 536                | 0                   | 0                   | 31                 | 0                 | 0                    | 31                 |
| 15            | Tarlev V.                             | 9                    | 276                | 19                   | 246                | 28                     | 522                | 0                   | 8                   | 20                 | 0                 | 0                    | 28                 |
| 16            | Furtuna M.                            | 15                   | 495                | 0                    | 0                  | 15                     | 495                | 0                   | 0                   | 15                 | 0                 | 0                    | 15                 |
| 17            | Lozan O.                              | 16                   | 264                | 14                   | 88                 | 30                     | 352                | 0                   | 0                   | 30                 | 0                 | 0                    | 30                 |
| 18            | Dumbraveanu A.                        | 8                    | 168                | 4                    | 120                | 12                     | 288                | 0                   | 0                   | 12                 | 0                 | 0                    | 12                 |
| 19            | Rosca Iu.                             | 9                    | 168                | 11                   | 94                 | 20                     | 262                | 7                   | 0                   | 13                 | 2                 | 0                    | 18                 |
| 20            | Savga L.                              | 3                    | 60                 | 12                   | 198                | 15                     | 258                | 0                   | 6                   | 9                  | 0                 | 0                    | 15                 |
| 21            | Diacov D.                             | 5                    | 100                | 10                   | 150                | 15                     | 250                | 0                   | 0                   | 15                 | 0                 | 0                    | 15                 |
| 22            | Hadarca I.                            | 4                    | 248                | 0                    | 0                  | 4                      | 248                | 0                   | 0                   | 4                  | 0                 | 0                    | 4                  |
| 23            | Ciobanu V.                            | 12                   | 188                | 2                    | 6                  | 14                     | 194                | 0                   | 0                   | 14                 | 0                 | 0                    | 14                 |
| 24            | Zubic V.                              | 3                    | 108                | 3                    | 84                 | 6                      | 192                | 0                   | 0                   | 6                  | 0                 | 0                    | 6                  |
| 25            | Vrabie V.                             | 5                    | 80                 | 5                    | 88                 | 10                     | 168                | 0                   | 0                   | 10                 | 0                 | 0                    | 10                 |
| 26            | Stepaniuc V.                          | 10                   | 135                | 5                    | 30                 | 15                     | 165                | 5                   | 0                   | 10                 | 0                 | 0                    | 15                 |
| 27            | Postoico M.                           | 7                    | 100                | 4                    | 36                 | 11                     | 136                | 0                   | 0                   | 11                 | 0                 | 0                    | 11                 |
| 28            | Bujor L.                              | 2                    | 116                | 1                    | 10                 | 3                      | 126                | 0                   | 0                   | 3                  | 0                 | 0                    | 3                  |
| 29            | Ciobanu I.                            | 5                    | 20                 | 8                    | 104                | 13                     | 124                | 0                   | 0                   | 13                 | 0                 | 0                    | 13                 |
| 30            | Godea M.                              | 4                    | 96                 | 4                    | 24                 | 8                      | 120                | 0                   | 0                   | 8                  | 0                 | 0                    | 8                  |
| 31            | Petrencu A.                           | 3                    | 87                 | 3                    | 33                 | 6                      | 120                | 0                   | 0                   | 6                  | 0                 | 0                    | 6                  |
| 32            | Calin I.                              | 14                   | 102                | 1                    | 9                  | 15                     | 111                | 0                   | 0                   | 15                 | 0                 | 0                    | 15                 |
| 33            | Petrache M.                           | 6                    | 48                 | 8                    | 60                 | 14                     | 108                | 0                   | 0                   | 14                 | 0                 | 0                    | 14                 |
| 34            | Neagu I.                              | 3                    | 60                 | 3                    | 33                 | 6                      | 93                 | 0                   | 0                   | 6                  | 0                 | 0                    | 6                  |
| 35            | Tanase A.                             | 4                    | 64                 | 4                    | 27                 | 8                      | 91                 | 0                   | 0                   | 8                  | 0                 | 0                    | 8                  |
| 36            | Spivacenco A.                         | 0                    | 0                  | 3                    | 90                 | 3                      | 90                 | 3                   | 0                   | 0                  | 0                 | 0                    | 3                  |
| 37            | Fusu C.                               | 4                    | 40                 | 8                    | 42                 | 12                     | 82                 | 0                   | 0                   | 12                 | 0                 | 0                    | 12                 |
| 38            | Misin V.                              | 3                    | 54                 | 3                    | 27                 | 6                      | 81                 | 0                   | 0                   | 6                  | 0                 | 0                    | 6                  |
| 39            | Untila V.                             | 4                    | 60                 | 2                    | 18                 | 6                      | 78                 | 0                   | 0                   | 6                  | 0                 | 0                    | 6                  |
| 40            | Plesca I.                             | 1                    | 40                 | 3                    | 24                 | 4                      | 64                 | 0                   | 0                   | 4                  | 0                 | 0                    | 4                  |
| 41            | Corman I.                             | 4                    | 40                 | 2                    | 18                 | 6                      | 58                 | 0                   | 0                   | 6                  | 0                 | 0                    | 6                  |
| 42            | Sumleanski A.                         | 3                    | 48                 | 0                    | 0                  | 3                      | 48                 | 0                   | 0                   | 3                  | 0                 | 0                    | 3                  |
| 43            | Nagacevschi V.                        | 1                    | 34                 | 1                    | 9                  | 2                      | 43                 | 0                   | 0                   | 2                  | 0                 | 0                    | 2                  |
| 44            | Braghis D.                            | 2                    | 12                 | 2                    | 28                 | 4                      | 40                 | 0                   | 0                   | 4                  | 0                 | 0                    | 4                  |
| 45            | Tkaciuk M.                            | 0                    | 0                  | 5                    | 35                 | 5                      | 35                 | 0                   | 0                   | 5                  | 0                 | 0                    | 5                  |
| 46            | Creanga S.                            | 3                    | 17                 | 1                    | 8                  | 4                      | 25                 | 0                   | 0                   | 4                  | 0                 | 0                    | 4                  |
| 47            | Durlesteanu M.                        | 0                    | 0                  | 3                    | 24                 | 3                      | 24                 | 0                   | 0                   | 3                  | 0                 | 0                    | 3                  |
| 48            | Papuc G.                              | 3                    | 24                 | 0                    | 0                  | 3                      | 24                 | 0                   | 0                   | 3                  | 0                 | 0                    | 3                  |
| 49            | Sarbu S.                              | 2                    | 23                 | 0                    | 0                  | 2                      | 23                 | 0                   | 0                   | 2                  | 0                 | 0                    | 2                  |
| 50            | Volentir A.                           | 2                    | 18                 | 1                    | 3                  | 3                      | 21                 | 0                   | 0                   | 3                  | 0                 | 0                    | 3                  |
| 51            | Stratan A.                            | 3                    | 18                 | 0                    | 0                  | 3                      | 18                 | 0                   | 0                   | 3                  | 0                 | 0                    | 3                  |
| 52            | Vaculovschi G.                        | 2                    | 10                 | 2                    | 6                  | 4                      | 16                 | 0                   | 0                   | 4                  | 0                 | 0                    | 4                  |
| 53            | Andries R.                            | 0                    | 0                  | 3                    | 15                 | 3                      | 15                 | 0                   | 0                   | 3                  | 0                 | 0                    | 3                  |
| 54            | Ciuru I.                              | 2                    | 8                  | 2                    | 6                  | 4                      | 14                 | 0                   | 0                   | 4                  | 0                 | 0                    | 4                  |
| 55            | Cotruta C.                            | 2                    | 8                  | 2                    | 6                  | 4                      | 14                 | 0                   | 0                   | 4                  | 0                 | 0                    | 4                  |
| 56            | Grosu D.                              | 2                    | 8                  | 2                    | 6                  | 4                      | 14                 | 0                   | 0                   | 4                  | 0                 | 0                    | 4                  |
| 57            | Rabei S.                              | 2                    | 8                  | 2                    | 6                  | 4                      | 14                 | 0                   | 0                   | 4                  | 0                 | 0                    | 4                  |
| <b>+</b>      | <b>Institutions</b>                   |                      |                    |                      |                    |                        |                    |                     |                     |                    |                   |                      |                    |
| 1             | Parties                               | 368                  | 6531               | 1016                 | 10898              | 1384                   | 17429              | 42                  | 71                  | 1271               | 4                 | 0                    | 1380               |
| 2             | Government                            | 96                   | 1908               | 195                  | 3452               | 291                    | 5360               | 27                  | 17                  | 247                | 0                 | 0                    | 291                |
| 3             | Parliament                            | 105                  | 2407               | 214                  | 2367               | 319                    | 4774               | 4                   | 3                   | 312                | 0                 | 0                    | 319                |
| 4             | PLA                                   | 101                  | 2260               | 112                  | 1956               | 213                    | 4216               | 31                  | 4                   | 178                | 0                 | 0                    | 213                |
| 5             | Presidency                            | 10                   | 158                | 92                   | 1345               | 102                    | 1503               | 12                  | 0                   | 90                 | 0                 | 0                    | 102                |

| +  | Parties |     |      |     |      |     |      |    |    |     |   |   |     |
|----|---------|-----|------|-----|------|-----|------|----|----|-----|---|---|-----|
| 1  | PCRM    | 108 | 2085 | 404 | 5292 | 512 | 7377 | 22 | 29 | 461 | 0 | 0 | 512 |
| 2  | PL      | 153 | 3108 | 272 | 3074 | 425 | 6182 | 31 | 5  | 389 | 0 | 0 | 425 |
| 3  | PPCD    | 104 | 2129 | 105 | 1783 | 209 | 3912 | 9  | 5  | 195 | 4 | 0 | 205 |
| 4  | PDM     | 80  | 1458 | 189 | 1838 | 269 | 3296 | 14 | 10 | 245 | 0 | 0 | 269 |
| 5  | PLDM    | 78  | 1287 | 184 | 1617 | 262 | 2904 | 9  | 5  | 248 | 0 | 0 | 262 |
| 6  | AMN     | 71  | 1528 | 167 | 1289 | 238 | 2817 | 9  | 7  | 222 | 0 | 0 | 238 |
| 7  | UCM     | 15  | 324  | 27  | 306  | 42  | 630  | 0  | 8  | 34  | 0 | 0 | 42  |
| 8  | MAE     | 11  | 247  | 11  | 316  | 22  | 563  | 0  | 0  | 22  | 0 | 0 | 22  |
| 9  | PEMAVE  | 8   | 168  | 16  | 180  | 24  | 348  | 0  | 0  | 24  | 0 | 0 | 24  |
| 10 | PSD     | 2   | 12   | 14  | 88   | 16  | 100  | 0  | 0  | 16  | 0 | 0 | 16  |

| Monitoring period: July 30 – August 31, 2009 |           |                            |      |
|--|-----------|----------------------------|------|
| Monitored TV station:                        | Moldova 1 | Monitored program:         | News |
| Number of stories covering p.a.:             | 673       | Number of conflict stories | 129  |
| Duration of news covering p.a. (sec):        | 83474     | 1 info source:             | 41   |
| Duration of newscasts (sec):                 | 224140    | 2 & > info sources         | 88   |

| No. | ACTORS         | APPEARANCES          |          |                      |          | Data synthesis         |          | CONTENTS |          |         | ATTITUDE |           |         |
|-----|----------------|----------------------|----------|----------------------|----------|------------------------|----------|----------|----------|---------|----------|-----------|---------|
|     |                | Direct interventions |          | Mentions/appearances |          | Dir. int. & ment./app. |          | positive | negative | neutral | favor.   | disfavor. | impart. |
|     |                | frequ.               | duration | frequ.               | duration | frequ.                 | duration |          |          |         |          |           |         |
| +   | personalized   | (times)              | (sec.)   | (times)              | (sec.)   | (times)                | (sec.)   | (times)  | (times)  | (times) | (times)  | (times)   | (times) |
| 1   | Voronin V.     | 56                   | 1829     | 232                  | 5673     | 288                    | 7502     | 60       | 0        | 228     | 3        | 0         | 285     |
| 2   | Filat V.       | 60                   | 1156     | 111                  | 1996     | 171                    | 3152     | 5        | 4        | 162     | 0        | 0         | 171     |
| 3   | Ghimpu M.      | 81                   | 1006     | 111                  | 1531     | 192                    | 2537     | 0        | 17       | 175     | 0        | 9         | 183     |
| 4   | Lupu M.        | 56                   | 1185     | 100                  | 1346     | 156                    | 2531     | 0        | 11       | 145     | 0        | 0         | 156     |
| 5   | Urechean S.    | 68                   | 827      | 81                   | 875      | 149                    | 1702     | 0        | 7        | 142     | 0        | 3         | 146     |
| 6   | Lozan O.       | 27                   | 938      | 15                   | 195      | 42                     | 1133     | 0        | 0        | 42      | 0        | 0         | 42      |
| 7   | Greceanai Z.   | 13                   | 443      | 45                   | 606      | 58                     | 1049     | 17       | 0        | 41      | 0        | 0         | 58      |
| 8   | Stepaniuc V.   | 24                   | 814      | 18                   | 196      | 42                     | 1010     | 8        | 0        | 34      | 0        | 0         | 42      |
| 9   | Chirtoaca D.   | 17                   | 330      | 19                   | 546      | 36                     | 876      | 3        | 6        | 27      | 0        | 0         | 36      |
| 10  | Dodon I.       | 15                   | 354      | 20                   | 418      | 35                     | 772      | 7        | 0        | 28      | 0        | 0         | 35      |
| 11  | Baldovici V.   | 11                   | 385      | 11                   | 310      | 22                     | 695      | 7        | 0        | 15      | 0        | 0         | 22      |
| 12  | Turcan V.      | 6                    | 226      | 22                   | 408      | 28                     | 634      | 5        | 0        | 23      | 0        | 0         | 28      |
| 13  | Savga L.       | 8                    | 250      | 2                    | 230      | 10                     | 480      | 4        | 0        | 6       | 0        | 0         | 10      |
| 14  | Catrinici L.   | 18                   | 356      | 7                    | 86       | 25                     | 442      | 0        | 0        | 25      | 0        | 0         | 25      |
| 15  | Misin V.       | 8                    | 340      | 8                    | 91       | 16                     | 431      | 0        | 0        | 16      | 0        | 0         | 16      |
| 16  | Tarlev V.      | 0                    | 0        | 14                   | 381      | 14                     | 381      | 0        | 11       | 3       | 0        | 0         | 14      |
| 17  | Barbulat M.    | 5                    | 281      | 9                    | 63       | 14                     | 344      | 0        | 0        | 14      | 0        | 0         | 14      |
| 18  | Petrache M.    | 12                   | 200      | 10                   | 138      | 22                     | 338      | 0        | 0        | 22      | 0        | 0         | 22      |
| 19  | Tkaciuk M.     | 4                    | 160      | 8                    | 150      | 12                     | 310      | 0        | 0        | 12      | 0        | 0         | 12      |
| 20  | Vrabie V.      | 8                    | 210      | 6                    | 100      | 14                     | 310      | 0        | 0        | 14      | 0        | 0         | 14      |
| 21  | Spivacenco A.  | 10                   | 254      | 0                    | 0        | 10                     | 254      | 7        | 0        | 3       | 0        | 0         | 10      |
| 22  | Vaculovschi G. | 4                    | 206      | 3                    | 45       | 7                      | 251      | 0        | 0        | 7       | 0        | 0         | 7       |
| 23  | Zubic V.       | 8                    | 196      | 4                    | 55       | 12                     | 251      | 0        | 0        | 12      | 0        | 0         | 12      |
| 24  | Tanase A.      | 4                    | 112      | 3                    | 135      | 7                      | 247      | 0        | 0        | 7       | 0        | 0         | 7       |
| 25  | Duca G.        | 7                    | 172      | 7                    | 73       | 14                     | 245      | 0        | 0        | 14      | 0        | 0         | 14      |
| 26  | Calin I.       | 6                    | 122      | 25                   | 114      | 31                     | 236      | 0        | 0        | 31      | 0        | 0         | 31      |
| 27  | Turcanu D.     | 7                    | 199      | 0                    | 0        | 7                      | 199      | 0        | 0        | 7       | 0        | 0         | 7       |
| 28  | Railean N.     | 11                   | 198      | 0                    | 0        | 11                     | 198      | 0        | 0        | 11      | 0        | 0         | 11      |
| 29  | Braghis D.     | 4                    | 135      | 3                    | 39       | 7                      | 174      | 0        | 0        | 7       | 0        | 0         | 7       |
| 30  | Rotaru O.      | 3                    | 120      | 3                    | 30       | 6                      | 150      | 0        | 0        | 6       | 0        | 0         | 6       |
| 31  | Furtuna M.     | 3                    | 64       | 7                    | 83       | 10                     | 147      | 0        | 0        | 10      | 0        | 0         | 10      |
| 32  | Diacov D.      | 5                    | 82       | 5                    | 50       | 10                     | 132      | 0        | 0        | 10      | 0        | 0         | 10      |
| 33  | Bulat G.       | 3                    | 72       | 5                    | 59       | 8                      | 131      | 3        | 0        | 5       | 0        | 0         | 8       |
| 34  | Policinschi G. | 4                    | 129      | 0                    | 0        | 4                      | 129      | 0        | 0        | 4       | 0        | 0         | 4       |
| 35  | Rusu M.        | 7                    | 126      | 0                    | 0        | 7                      | 126      | 7        | 0        | 0       | 0        | 0         | 7       |
| 36  | Munteanu I.    | 4                    | 110      | 0                    | 0        | 4                      | 110      | 0        | 0        | 4       | 0        | 0         | 4       |
| 37  | Formuzal M.    | 3                    | 12       | 5                    | 80       | 8                      | 92       | 3        | 1        | 4       | 0        | 0         | 8       |
| 38  | Vitiuc V.      | 3                    | 89       | 0                    | 0        | 3                      | 89       | 0        | 0        | 3       | 0        | 0         | 3       |
| 39  | Movila I.      | 3                    | 54       | 3                    | 30       | 6                      | 84       | 3        | 0        | 3       | 0        | 0         | 6       |
| 40  | Parlog V.      | 3                    | 84       | 0                    | 0        | 3                      | 84       | 3        | 0        | 0       | 0        | 0         | 3       |
| 41  | Bucinschi I.   | 3                    | 79       | 0                    | 0        | 3                      | 79       | 0        | 0        | 3       | 0        | 0         | 3       |
| 42  | Petrenco G.    | 0                    | 0        | 5                    | 75       | 5                      | 75       | 0        | 0        | 5       | 0        | 0         | 5       |
| 43  | Ciobanu I.     | 3                    | 65       | 0                    | 0        | 3                      | 65       | 0        | 0        | 3       | 0        | 0         | 3       |
| 44  | Ciobanu V.     | 3                    | 65       | 0                    | 0        | 3                      | 65       | 0        | 0        | 3       | 0        | 0         | 3       |
| 45  | Grozavu N.     | 2                    | 46       | 0                    | 0        | 2                      | 46       | 0        | 0        | 2       | 0        | 0         | 2       |
| 46  | Durlesteanu M. | 0                    | 0        | 2                    | 30       | 2                      | 30       | 2        | 0        | 0       | 0        | 0         | 2       |
| 47  | Rosca Iu.      | 1                    | 26       | 0                    | 0        | 1                      | 26       | 0        | 0        | 1       | 0        | 0         | 1       |
| 48  | Supac I.       | 0                    | 0        | 8                    | 24       | 8                      | 24       | 0        | 0        | 8       | 0        | 0         | 8       |
| 49  | Popov A.       | 3                    | 15       | 0                    | 0        | 3                      | 15       | 0        | 0        | 3       | 0        | 0         | 3       |
| 50  | Postoico M.    | 0                    | 0        | 3                    | 15       | 3                      | 15       | 0        | 0        | 3       | 0        | 0         | 3       |
| 51  | Hadarca I.     | 0                    | 0        | 1                    | 7        | 1                      | 7        | 0        | 0        | 1       | 0        | 0         | 1       |

| + | Institutions |     |      |      |       |      |       |     |    |      |    |    |      |
|---|--------------|-----|------|------|-------|------|-------|-----|----|------|----|----|------|
| 1 | Parties      | 347 | 6540 | 1133 | 16092 | 1480 | 22632 | 44  | 79 | 1357 | 7  | 23 | 1450 |
| 2 | Government   | 170 | 5118 | 308  | 6112  | 478  | 11230 | 116 | 3  | 359  | 3  | 0  | 475  |
| 3 | Presidency   | 35  | 1002 | 193  | 4851  | 228  | 5853  | 54  | 0  | 174  | 3  | 0  | 225  |
| 4 | PLA          | 107 | 1983 | 104  | 2506  | 211  | 4489  | 57  | 30 | 124  | 3  | 1  | 207  |
| 5 | Parliament   | 42  | 1003 | 235  | 2570  | 277  | 3573  | 10  | 25 | 242  | 0  | 19 | 258  |
| + | Parties      |     |      |      |       |      |       |     |    |      |    |    |      |
| 1 | PCRM         | 146 | 4632 | 580  | 11239 | 726  | 15871 | 138 | 6  | 582  | 10 | 0  | 716  |
| 2 | PL           | 103 | 1447 | 259  | 3082  | 362  | 4529  | 3   | 27 | 332  | 0  | 17 | 345  |
| 3 | PLDM         | 64  | 1268 | 203  | 2711  | 267  | 3979  | 5   | 8  | 254  | 0  | 4  | 263  |
| 4 | PDM          | 64  | 1282 | 202  | 2007  | 266  | 3289  | 4   | 15 | 247  | 0  | 4  | 262  |
| 5 | AMN          | 82  | 1089 | 214  | 1952  | 296  | 3041  | 0   | 13 | 283  | 0  | 7  | 289  |
| 6 | PPCD         | 29  | 784  | 45   | 1860  | 74   | 2644  | 0   | 0  | 74   | 0  | 0  | 74   |
| 7 | UCM          | 12  | 200  | 23   | 509   | 35   | 709   | 0   | 10 | 25   | 0  | 0  | 35   |
| 8 | PSD          | 4   | 135  | 17   | 103   | 21   | 238   | 0   | 1  | 20   | 0  | 0  | 21   |
| 9 | PEMAVE       | 0   | 0    | 10   | 45    | 10   | 45    | 0   | 0  | 10   | 0  | 0  | 10   |

| Monitoring period:                    |       | July 30 – August 31, 2009  |      |
|---------------------------------------|-------|----------------------------|------|
| Monitored TV station:                 | N4    | Monitored program:         | News |
| Number of stories covering p.a.:      | 170   | Number of conflict stories | 61   |
| Duration of news covering p.a. (sec): | 22000 | 1 info source:             | 53   |
| Duration of newscasts (sec):          | 30292 | 2 & > info sources         | 8    |

| No.    | ACTORS         | APPEARANCES          |          |                      |          | Data synthesis         |          | CONTENTS |          |         | ATTITUDE |           |         |
|--------|----------------|----------------------|----------|----------------------|----------|------------------------|----------|----------|----------|---------|----------|-----------|---------|
| TV Pr. | N4 News        | Direct interventions |          | Mentions/appearances |          | Dir. int. & ment./app. |          | positive | negative | neutral | favor.   | disfavor. | impart. |
| +      | personalized   | frequ.               | duration | frequ.               | duration | frequ.                 | duration | (times)  | (times)  | (times) | (times)  | (times)   | (times) |
| 1      | Voronin V.     | 21                   | 685      | 70                   | 2739     | 91                     | 3424     | 31       | 0        | 60      | 5        | 0         | 86      |
| 2      | Filat V.       | 35                   | 729      | 73                   | 1495     | 108                    | 2224     | 0        | 51       | 57      | 0        | 18        | 90      |
| 3      | Ghimpu M.      | 28                   | 278      | 71                   | 1231     | 99                     | 1509     | 0        | 50       | 49      | 0        | 17        | 82      |
| 4      | Lupu M.        | 15                   | 159      | 59                   | 1343     | 74                     | 1502     | 3        | 48       | 23      | 0        | 9         | 65      |
| 5      | Urechean S.    | 3                    | 72       | 58                   | 1180     | 61                     | 1252     | 0        | 44       | 17      | 0        | 10        | 51      |
| 6      | Turcan V.      | 24                   | 579      | 3                    | 30       | 27                     | 609      | 0        | 0        | 27      | 0        | 0         | 27      |
| 7      | Lozan O.       | 15                   | 465      | 5                    | 35       | 20                     | 500      | 0        | 0        | 20      | 0        | 0         | 20      |
| 8      | Greceanai Z.   | 7                    | 286      | 9                    | 180      | 16                     | 466      | 3        | 0        | 13      | 0        | 0         | 16      |
| 9      | Busila R       | 15                   | 381      | 0                    | 0        | 15                     | 381      | 0        | 0        | 15      | 0        | 0         | 15      |
| 10     | Turcanu D.     | 12                   | 240      | 0                    | 0        | 12                     | 240      | 0        | 0        | 12      | 0        | 0         | 12      |
| 11     | Diacov D.      | 1                    | 6        | 9                    | 203      | 10                     | 209      | 0        | 0        | 10      | 0        | 0         | 10      |
| 12     | Tarlev V.      | 9                    | 126      | 3                    | 60       | 12                     | 186      | 0        | 0        | 12      | 0        | 0         | 12      |
| 13     | Misin V.       | 6                    | 144      | 0                    | 0        | 6                      | 144      | 0        | 0        | 6       | 0        | 0         | 6       |
| 14     | Gorodenco A.   | 0                    | 0        | 3                    | 111      | 3                      | 111      | 0        | 0        | 3       | 0        | 0         | 3       |
| 15     | Calin I.       | 3                    | 75       | 3                    | 24       | 6                      | 99       | 0        | 0        | 6       | 0        | 0         | 6       |
| 16     | Tanase A.      | 0                    | 0        | 8                    | 71       | 8                      | 71       | 0        | 3        | 5       | 0        | 0         | 8       |
| 17     | Chirtoaca D.   | 0                    | 0        | 2                    | 52       | 2                      | 52       | 0        | 0        | 2       | 0        | 0         | 2       |
| 18     | Railean N.     | 0                    | 0        | 3                    | 42       | 3                      | 42       | 0        | 0        | 3       | 0        | 0         | 3       |
| 19     | Durlesteanu M. | 0                    | 0        | 3                    | 33       | 3                      | 33       | 0        | 0        | 3       | 0        | 0         | 3       |
| 20     | Fusu C.        | 0                    | 0        | 6                    | 33       | 6                      | 33       | 0        | 0        | 6       | 0        | 0         | 6       |
| 21     | Bujor L.       | 0                    | 0        | 5                    | 31       | 5                      | 31       | 0        | 0        | 5       | 0        | 0         | 5       |
| 22     | Braghis D.     | 1                    | 8        | 1                    | 6        | 2                      | 14       | 0        | 0        | 2       | 0        | 0         | 2       |
| 23     | Platon V.      | 0                    | 0        | 3                    | 9        | 3                      | 9        | 0        | 0        | 3       | 0        | 0         | 3       |
| 24     | Sleahitchi M.  | 0                    | 0        | 3                    | 9        | 3                      | 9        | 0        | 0        | 3       | 0        | 0         | 3       |
| +      | Institutions   |                      |          |                      |          |                        |          |          |          |         |          |           |         |
| 1      | Parties        | 121                  | 2421     | 684                  | 10546    | 805                    | 12967    | 28       | 316      | 461     | 5        | 92        | 708     |
| 2      | Presidency     | 14                   | 360      | 57                   | 2231     | 71                     | 2591     | 27       | 0        | 44      | 4        | 0         | 67      |
| 3      | Government     | 21                   | 726      | 63                   | 936      | 84                     | 1662     | 15       | 0        | 69      | 6        | 0         | 78      |
| 4      | Parliament     | 39                   | 726      | 27                   | 210      | 66                     | 936      | 0        | 3        | 63      | 0        | 3         | 63      |
| 5      | PLA            | 0                    | 0        | 4                    | 195      | 4                      | 195      | 0        | 4        | 0       | 0        | 1         | 3       |
| +      | Parties        |                      |          |                      |          |                        |          |          |          |         |          |           |         |
| 1      | PCRM           | 61                   | 1769     | 176                  | 4342     | 237                    | 6111     | 52       | 9        | 176     | 9        | 0         | 228     |
| 2      | PLDM           | 35                   | 729      | 138                  | 1990     | 173                    | 2719     | 0        | 73       | 100     | 0        | 22        | 151     |
| 3      | PL             | 28                   | 278      | 137                  | 1948     | 165                    | 2226     | 0        | 76       | 89      | 0        | 25        | 140     |
| 4      | AMN            | 3                    | 72       | 136                  | 1972     | 139                    | 2044     | 3        | 70       | 66      | 0        | 20        | 119     |
| 5      | PDM            | 16                   | 165      | 108                  | 1838     | 124                    | 2003     | 3        | 68       | 53      | 0        | 11        | 113     |
| 6      | PPCD           | 27                   | 621      | 26                   | 504      | 53                     | 1125     | 0        | 0        | 53      | 0        | 0         | 53      |
| 7      | UCM            | 9                    | 126      | 6                    | 69       | 15                     | 195      | 0        | 0        | 15      | 0        | 0         | 15      |
| 8      | PSD            | 1                    | 8        | 6                    | 31       | 7                      | 39       | 0        | 0        | 7       | 0        | 0         | 7       |
| 9      | PEMAVE         | 0                    | 0        | 8                    | 34       | 8                      | 34       | 0        | 0        | 8       | 0        | 0         | 8       |

| Monitoring period:                    |        | July 30 – August 31, 2009  |      |
|---------------------------------------|--------|----------------------------|------|
| Monitored TV station:                 | NIT    | Monitored program:         | News |
| Number of stories covering p.a.:      | 809    | Number of conflict stories | 86   |
| Duration of news covering p.a. (sec): | 114461 | 1 info source:             | 48   |
| Duration of newscasts (sec):          | 189040 | 2 & > info sources         | 38   |

| No.<br>TV<br>Pr. | ACTORS<br><b>NIT<br/>News</b> | APPEARANCES          |          |                      |          | Data synthesis         |          | CONTENTS |          |         | ATTITUDE |           |         |
|------------------|-------------------------------|----------------------|----------|----------------------|----------|------------------------|----------|----------|----------|---------|----------|-----------|---------|
|                  |                               | Direct interventions |          | Mentions/appearances |          | Dir. int. & ment./app. |          | positive | negative | neutral | favor.   | disfavor. | impart. |
|                  |                               | frequ.               | duration | frequ.               | duration | frequ.                 | duration |          |          |         |          |           |         |
| +                | personalized                  | (times)              | (sec.)   | (times)              | (sec.)   | (times)                | (sec.)   | (times)  | (times)  | (times) | (times)  | (times)   | (times) |
| 1                | Voronin V.                    | 167                  | 5568     | 266                  | 5003     | 433                    | 10571    | 189      | 0        | 244     | 77       | 0         | 356     |
| 2                | Chirtoaca D.                  | 71                   | 3099     | 88                   | 1882     | 159                    | 4981     | 5        | 48       | 106     | 0        | 53        | 106     |
| 3                | Filat V.                      | 123                  | 1571     | 173                  | 2391     | 296                    | 3962     | 0        | 69       | 227     | 0        | 80        | 216     |
| 4                | Ghimpu M.                     | 81                   | 904      | 116                  | 1880     | 197                    | 2784     | 0        | 58       | 139     | 0        | 67        | 130     |
| 5                | Greceanai Z.                  | 34                   | 1030     | 97                   | 1227     | 131                    | 2257     | 27       | 0        | 104     | 0        | 0         | 131     |
| 6                | Lupu M.                       | 61                   | 982      | 133                  | 1271     | 194                    | 2253     | 9        | 49       | 136     | 0        | 66        | 128     |
| 7                | Turcan V.                     | 47                   | 1218     | 29                   | 283      | 76                     | 1501     | 8        | 8        | 60      | 4        | 0         | 72      |
| 8                | Urechean S.                   | 24                   | 201      | 125                  | 1292     | 149                    | 1493     | 0        | 31       | 118     | 0        | 44        | 105     |
| 9                | Dodon I.                      | 38                   | 973      | 28                   | 217      | 66                     | 1190     | 23       | 0        | 43      | 0        | 0         | 66      |
| 10               | Baldovici V.                  | 24                   | 738      | 5                    | 110      | 29                     | 848      | 13       | 0        | 16      | 0        | 0         | 29      |
| 11               | Butmalai I.                   | 28                   | 296      | 24                   | 552      | 52                     | 848      | 0        | 21       | 31      | 0        | 5         | 47      |
| 12               | Catrinici L.                  | 20                   | 620      | 5                    | 60       | 25                     | 680      | 5        | 0        | 20      | 0        | 0         | 25      |
| 13               | Busila R.                     | 25                   | 670      | 0                    | 0        | 25                     | 670      | 0        | 0        | 25      | 0        | 0         | 25      |
| 14               | Vrabie V.                     | 20                   | 258      | 15                   | 325      | 35                     | 583      | 9        | 0        | 26      | 0        | 0         | 35      |
| 15               | Stepaniuc V.                  | 19                   | 367      | 12                   | 190      | 31                     | 557      | 4        | 0        | 27      | 0        | 0         | 31      |
| 16               | Tkaciuk M.                    | 14                   | 484      | 8                    | 60       | 22                     | 544      | 10       | 0        | 12      | 10       | 0         | 12      |
| 17               | Furtuna M.                    | 30                   | 415      | 10                   | 65       | 40                     | 480      | 0        | 5        | 35      | 0        | 0         | 40      |
| 18               | Klimenko V.                   | 14                   | 463      | 0                    | 0        | 14                     | 463      | 0        | 0        | 14      | 0        | 0         | 14      |
| 19               | Misin V.                      | 14                   | 294      | 24                   | 157      | 38                     | 451      | 0        | 0        | 38      | 7        | 0         | 31      |
| 20               | Turcanu D.                    | 10                   | 350      | 0                    | 0        | 10                     | 350      | 0        | 0        | 10      | 0        | 0         | 10      |
| 21               | Calin I.                      | 7                    | 315      | 4                    | 12       | 11                     | 327      | 0        | 0        | 11      | 0        | 0         | 11      |
| 22               | Grozavu N.                    | 10                   | 170      | 10                   | 80       | 20                     | 250      | 0        | 0        | 20      | 0        | 0         | 20      |
| 23               | Duca G.                       | 10                   | 180      | 5                    | 60       | 15                     | 240      | 5        | 0        | 10      | 0        | 0         | 15      |
| 24               | Railean N.                    | 6                    | 168      | 6                    | 72       | 12                     | 240      | 0        | 0        | 12      | 0        | 0         | 12      |
| 25               | Postoico M.                   | 7                    | 119      | 7                    | 119      | 14                     | 238      | 0        | 0        | 14      | 0        | 0         | 14      |
| 26               | Ciobanu V.                    | 5                    | 225      | 0                    | 0        | 5                      | 225      | 0        | 0        | 5       | 0        | 0         | 5       |
| 27               | Nantoi O.                     | 7                    | 224      | 0                    | 0        | 7                      | 224      | 0        | 0        | 7       | 0        | 0         | 7       |
| 28               | Rosca Iu.                     | 1                    | 34       | 22                   | 179      | 23                     | 213      | 0        | 5        | 18      | 0        | 0         | 23      |
| 29               | Plesca I.                     | 7                    | 175      | 0                    | 0        | 7                      | 175      | 0        | 0        | 7       | 0        | 0         | 7       |
| 30               | Movila I.                     | 6                    | 162      | 0                    | 0        | 6                      | 162      | 6        | 0        | 0       | 0        | 0         | 6       |
| 31               | Parlog V.                     | 5                    | 110      | 5                    | 45       | 10                     | 155      | 5        | 0        | 5       | 0        | 0         | 10      |
| 32               | Barbulat M.                   | 9                    | 140      | 0                    | 0        | 9                      | 140      | 9        | 0        | 0       | 0        | 0         | 9       |
| 33               | Tanase A.                     | 0                    | 0        | 22                   | 123      | 22                     | 123      | 0        | 5        | 17      | 0        | 5         | 17      |
| 34               | Pavlov V.                     | 3                    | 96       | 0                    | 0        | 3                      | 96       | 0        | 0        | 3       | 0        | 0         | 3       |
| 35               | Salaru A.                     | 0                    | 0        | 12                   | 88       | 12                     | 88       | 0        | 5        | 7       | 0        | 12        | 0       |
| 36               | Diacov D.                     | 1                    | 15       | 9                    | 57       | 10                     | 72       | 0        | 0        | 10      | 0        | 0         | 10      |
| 37               | Hadarca I.                    | 0                    | 0        | 7                    | 70       | 7                      | 70       | 0        | 0        | 7       | 0        | 7         | 0       |
| 38               | Sova V.                       | 0                    | 0        | 9                    | 67       | 9                      | 67       | 0        | 0        | 9       | 0        | 0         | 9       |
| 39               | Leanca Iu.                    | 0                    | 0        | 5                    | 60       | 5                      | 60       | 0        | 5        | 0       | 0        | 5         | 0       |
| 40               | Fusu C.                       | 7                    | 56       | 0                    | 0        | 7                      | 56       | 0        | 0        | 7       | 0        | 0         | 7       |
| 41               | Braghis D.                    | 1                    | 34       | 0                    | 0        | 1                      | 34       | 0        | 0        | 1       | 0        | 0         | 1       |
| 42               | Tarlev V.                     | 1                    | 19       | 1                    | 10       | 2                      | 29       | 0        | 1        | 1       | 0        | 0         | 2       |
| +                | <b>Institutions</b>           |                      |          |                      |          |                        |          |          |          |         |          |           |         |
| 1                | Parties                       | 568                  | 10997    | 1674                 | 25367    | 2242                   | 36364    | 130      | 488      | 1624    | 59       | 488       | 1695    |
| 2                | Government                    | 166                  | 4235     | 668                  | 25186    | 834                    | 29421    | 290      | 29       | 515     | 30       | 0         | 804     |
| 3                | PLA                           | 112                  | 3846     | 282                  | 9196     | 394                    | 13042    | 40       | 121      | 233     | 5        | 84        | 305     |
| 4                | Presidency                    | 115                  | 3745     | 190                  | 4040     | 305                    | 7785     | 136      | 0        | 169     | 69       | 0         | 236     |
| 5                | Parliament                    | 0                    | 0        | 101                  | 2963     | 101                    | 2963     | 15       | 12       | 74      | 4        | 12        | 85      |
| +                | <b>Parties</b>                |                      |          |                      |          |                        |          |          |          |         |          |           |         |
| 1                | PCRM                          | 350                  | 10464    | 625                  | 10556    | 975                    | 21020    | 301      | 18       | 656     | 128      | 0         | 847     |
| 2                | PL                            | 169                  | 4229     | 337                  | 5568     | 506                    | 9797     | 5        | 141      | 360     | 0        | 174       | 332     |
| 3                | PLDM                          | 151                  | 1867     | 320                  | 4583     | 471                    | 6450     | 0        | 130      | 341     | 0        | 123       | 348     |
| 4                | AMN                           | 67                   | 959      | 220                  | 3013     | 287                    | 3972     | 0        | 54       | 233     | 0        | 64        | 223     |
| 5                | PDM                           | 69                   | 1221     | 220                  | 2079     | 289                    | 3300     | 9        | 58       | 222     | 0        | 80        | 209     |
| 6                | PPCD                          | 41                   | 1279     | 64                   | 1108     | 105                    | 2387     | 5        | 5        | 95      | 0        | 0         | 105     |
| 7                | RAVN                          | 14                   | 463      | 0                    | 0        | 14                     | 463      | 0        | 0        | 14      | 0        | 0         | 14      |
| 8                | PSD                           | 2                    | 53       | 12                   | 121      | 14                     | 174      | 0        | 1        | 13      | 0        | 0         | 14      |
| 9                | PEMAVE                        | 0                    | 0        | 11                   | 111      | 11                     | 111      | 0        | 0        | 11      | 0        | 0         | 11      |

|  |              |                                   |             |
|--|--------------|-----------------------------------|-------------|
| <b>Monitoring period:</b>                    |              | <b>July 30 – August 31, 2009</b>  |             |
| <b>Monitored TV station:</b>                 | <b>Prime</b> | <b>Monitored program:</b>         | <b>News</b> |
| <b>Number of stories covering p.a.:</b>      | <b>22</b>    | <b>Number of conflict stories</b> | <b>0</b>    |
| <b>Duration of news covering p.a. (sec):</b> | <b>1731</b>  | <b>1 info source:</b>             | <b>0</b>    |
| <b>Duration of newscasts (sec):</b>          | <b>7365</b>  | <b>2 &amp; &gt; info sources</b>  | <b>0</b>    |

| No.<br>TV<br>Pr. | ACTORS<br><b>Prime<br/>News</b> | APPEARANCES          |          |                      |          | Data synthesis         |          | CONTENTS |          |         | ATTITUDE |           |         |
|------------------|---------------------------------|----------------------|----------|----------------------|----------|------------------------|----------|----------|----------|---------|----------|-----------|---------|
|                  |                                 | Direct interventions |          | Mentions/appearances |          | Dir. int. & ment./app. |          | positive | negative | neutral | favor.   | disfavor. | impart. |
|                  |                                 | frequ.               | duration | frequ.               | duration | frequ.                 | duration |          |          |         |          |           |         |
| +                | personalized                    | (times)              | (sec.)   | (times)              | (sec.)   | (times)                | (sec.)   | (times)  | (times)  | (times) | (times)  | (times)   | (times) |

|          |                     |   |     |    |     |    |     |   |   |    |   |   |    |
|----------|---------------------|---|-----|----|-----|----|-----|---|---|----|---|---|----|
| 1        | Voronin V.          | 0 | 0   | 6  | 74  | 6  | 74  | 2 | 0 | 4  | 0 | 0 | 6  |
| 2        | Vrabie V.           | 2 | 49  | 1  | 6   | 3  | 55  | 0 | 0 | 3  | 0 | 0 | 3  |
| 3        | Parlog V.           | 2 | 50  | 0  | 0   | 2  | 50  | 1 | 0 | 1  | 0 | 0 | 2  |
| 4        | Catrinici L.        | 0 | 0   | 1  | 44  | 1  | 44  | 0 | 0 | 1  | 0 | 0 | 1  |
| 5        | Bulat G.            | 1 | 20  | 0  | 0   | 1  | 20  | 0 | 0 | 1  | 0 | 0 | 1  |
| 6        | Ghimpu M.           | 0 | 0   | 2  | 13  | 2  | 13  | 0 | 0 | 2  | 0 | 0 | 2  |
| 7        | Filat V.            | 0 | 0   | 1  | 6   | 1  | 6   | 0 | 0 | 1  | 0 | 0 | 1  |
| 8        | Lupu M.             | 0 | 0   | 1  | 6   | 1  | 6   | 0 | 0 | 1  | 0 | 0 | 1  |
| 9        | Urechean S.         | 0 | 0   | 1  | 6   | 1  | 6   | 0 | 0 | 1  | 0 | 0 | 1  |
| 10       | Calin I.            | 0 | 0   | 1  | 4   | 1  | 4   | 0 | 0 | 1  | 0 | 0 | 1  |
| 11       | Postoico M.         | 0 | 0   | 1  | 4   | 1  | 4   | 0 | 0 | 1  | 0 | 0 | 1  |
| <b>+</b> | <b>Institutions</b> |   |     |    |     |    |     |   |   |    |   |   |    |
| 1        | Parties             | 0 | 0   | 56 | 344 | 56 | 344 | 0 | 0 | 56 | 0 | 0 | 56 |
| 2        | Government          | 5 | 119 | 7  | 118 | 12 | 237 | 2 | 0 | 10 | 0 | 0 | 12 |
| 3        | Presidency          | 0 | 0   | 8  | 101 | 8  | 101 | 3 | 0 | 5  | 0 | 0 | 8  |
| 4        | Parliament          | 0 | 0   | 1  | 7   | 1  | 7   | 0 | 0 | 1  | 0 | 0 | 1  |
| <b>+</b> | <b>Parties</b>      |   |     |    |     |    |     |   |   |    |   |   |    |
| 1        | PCRM                | 0 | 0   | 18 | 169 | 18 | 169 | 2 | 0 | 16 | 0 | 0 | 18 |
| 2        | PL                  | 0 | 0   | 10 | 60  | 10 | 60  | 0 | 0 | 10 | 0 | 0 | 10 |
| 3        | AMN                 | 0 | 0   | 9  | 53  | 9  | 53  | 0 | 0 | 9  | 0 | 0 | 9  |
| 4        | PDM                 | 0 | 0   | 9  | 53  | 9  | 53  | 0 | 0 | 9  | 0 | 0 | 9  |
| 5        | PLDM                | 0 | 0   | 9  | 53  | 9  | 53  | 0 | 0 | 9  | 0 | 0 | 9  |
| 6        | PEMAVE              | 0 | 0   | 2  | 9   | 2  | 9   | 0 | 0 | 2  | 0 | 0 | 2  |
| 7        | PPCD                | 0 | 0   | 2  | 9   | 2  | 9   | 0 | 0 | 2  | 0 | 0 | 2  |
| 8        | PSD                 | 0 | 0   | 2  | 9   | 2  | 9   | 0 | 0 | 2  | 0 | 0 | 2  |

|   |               |                                   |             |
|---|---------------|-----------------------------------|-------------|
| <b>Monitoring period:</b> July 30 – August 31, 2009 |               |                                   |             |
| <b>Monitored TV station:</b>                        | <b>ProTV</b>  | <b>Monitored program:</b>         | <b>News</b> |
| <b>Number of stories covering p.a.:</b>             | <b>505</b>    | <b>Number of conflict stories</b> | <b>180</b>  |
| <b>Duration of news covering p.a. (sec):</b>        | <b>62139</b>  | <b>1 info source:</b>             | <b>0</b>    |
| <b>Duration of newscasts (sec):</b>                 | <b>162572</b> | <b>2 &amp; &gt; info sources</b>  | <b>180</b>  |

| No.      | ACTORS<br>ProTV<br>News | APPEARANCES          |          |                      |          | Data synthesis         |          | CONTENTS |          |         | ATTITUDE |           |         |
|----------|-------------------------|----------------------|----------|----------------------|----------|------------------------|----------|----------|----------|---------|----------|-----------|---------|
|          |                         | Direct interventions |          | Mentions/appearances |          | Dir. int. & ment./app. |          | positive | negative | neutral | favor.   | disfavor. | impart. |
|          |                         | frequ.               | duration | frequ.               | duration | frequ.                 | duration |          |          |         |          |           |         |
| <b>+</b> | <b>personalized</b>     | (times)              | (sec.)   | (times)              | (sec.)   | (times)                | (sec.)   | (times)  | (times)  | (times) | (times)  | (times)   | (times) |
| 1        | Voronin V.              | 41                   | 612      | 183                  | 2232     | 224                    | 2844     | 3        | 25       | 196     | 0        | 0         | 224     |
| 2        | Filat V.                | 118                  | 1913     | 68                   | 830      | 186                    | 2743     | 3        | 0        | 183     | 0        | 0         | 186     |
| 3        | Chirtoaca D.            | 71                   | 1524     | 54                   | 1096     | 125                    | 2620     | 10       | 4        | 111     | 0        | 0         | 125     |
| 4        | Lupu M.                 | 84                   | 1524     | 58                   | 540      | 142                    | 2064     | 0        | 5        | 137     | 0        | 0         | 142     |
| 5        | Ghimpu M.               | 79                   | 1274     | 56                   | 741      | 135                    | 2015     | 3        | 0        | 132     | 0        | 0         | 135     |
| 6        | Urechean S.             | 82                   | 1560     | 39                   | 280      | 121                    | 1840     | 3        | 3        | 115     | 0        | 0         | 121     |
| 7        | Turcan V.               | 29                   | 617      | 19                   | 243      | 48                     | 860      | 0        | 3        | 45      | 0        | 0         | 48      |
| 8        | Diacov D.               | 16                   | 227      | 19                   | 310      | 35                     | 537      | 0        | 0        | 35      | 0        | 0         | 35      |
| 9        | Tarlev V.               | 6                    | 152      | 18                   | 373      | 24                     | 525      | 0        | 8        | 16      | 0        | 0         | 24      |
| 10       | Tkaciuk M.              | 21                   | 400      | 6                    | 63       | 27                     | 463      | 0        | 0        | 27      | 0        | 0         | 27      |
| 11       | Greceanai Z.            | 5                    | 122      | 30                   | 308      | 35                     | 430      | 0        | 1        | 34      | 0        | 0         | 35      |
| 12       | Lozan O.                | 17                   | 352      | 0                    | 0        | 17                     | 352      | 0        | 0        | 17      | 0        | 0         | 17      |
| 13       | Carlig M                | 12                   | 192      | 8                    | 116      | 20                     | 308      | 0        | 0        | 20      | 0        | 0         | 20      |
| 14       | Cubreacov V.            | 7                    | 42       | 7                    | 229      | 14                     | 271      | 0        | 0        | 14      | 0        | 0         | 14      |
| 15       | Bulat G.                | 17                   | 241      | 0                    | 0        | 17                     | 241      | 0        | 0        | 17      | 0        | 0         | 17      |
| 16       | Railean N.              | 10                   | 221      | 4                    | 20       | 14                     | 241      | 0        | 0        | 14      | 0        | 0         | 14      |
| 17       | Misin V.                | 10                   | 156      | 8                    | 73       | 18                     | 229      | 0        | 0        | 18      | 0        | 0         | 18      |
| 18       | Petrache M.             | 6                    | 141      | 10                   | 66       | 16                     | 207      | 0        | 4        | 12      | 0        | 0         | 16      |
| 19       | Vrabie V.               | 11                   | 89       | 5                    | 94       | 16                     | 183      | 0        | 0        | 16      | 0        | 0         | 16      |
| 20       | Rosca Iu.               | 14                   | 118      | 11                   | 63       | 25                     | 181      | 0        | 0        | 25      | 0        | 0         | 25      |
| 21       | Turcanu D.              | 7                    | 167      | 0                    | 0        | 7                      | 167      | 0        | 0        | 7       | 0        | 0         | 7       |
| 22       | Furtuna M.              | 4                    | 160      | 0                    | 0        | 4                      | 160      | 0        | 0        | 4       | 0        | 0         | 4       |
| 23       | Calin I.                | 3                    | 45       | 10                   | 89       | 13                     | 134      | 0        | 3        | 10      | 0        | 0         | 13      |
| 24       | Ciobanu I.              | 6                    | 105      | 4                    | 20       | 10                     | 125      | 0        | 0        | 10      | 0        | 0         | 10      |
| 25       | Busila R                | 7                    | 122      | 0                    | 0        | 7                      | 122      | 0        | 0        | 7       | 0        | 0         | 7       |
| 26       | Grozavu N.              | 4                    | 120      | 0                    | 0        | 4                      | 120      | 0        | 0        | 4       | 0        | 0         | 4       |
| 27       | Formuzal M.             | 2                    | 20       | 4                    | 80       | 6                      | 100      | 0        | 2        | 4       | 0        | 0         | 6       |
| 28       | Hadarca I.              | 3                    | 96       | 0                    | 0        | 3                      | 96       | 0        | 0        | 3       | 0        | 0         | 3       |
| 29       | Dodon I.                | 6                    | 52       | 7                    | 38       | 13                     | 90       | 0        | 1        | 12      | 0        | 0         | 13      |
| 30       | Bujor L.                | 2                    | 86       | 0                    | 0        | 2                      | 86       | 0        | 0        | 2       | 0        | 0         | 2       |
| 31       | Untila V.               | 0                    | 0        | 4                    | 84       | 4                      | 84       | 0        | 0        | 4       | 0        | 0         | 4       |
| 32       | Godea M.                | 0                    | 0        | 3                    | 81       | 3                      | 81       | 0        | 0        | 3       | 0        | 0         | 3       |
| 33       | Stepaniuc V.            | 5                    | 48       | 4                    | 31       | 9                      | 79       | 0        | 0        | 9       | 0        | 0         | 9       |
| 34       | Musuc E.                | 6                    | 69       | 0                    | 0        | 6                      | 69       | 0        | 0        | 6       | 0        | 0         | 6       |
| 35       | Lupu L.                 | 4                    | 28       | 6                    | 39       | 10                     | 67       | 3        | 0        | 7       | 0        | 0         | 10      |
| 36       | Ursu V.                 | 2                    | 34       | 2                    | 20       | 4                      | 54       | 0        | 0        | 4       | 0        | 0         | 4       |
| 37       | Petrenco G.             | 2                    | 50       | 0                    | 0        | 2                      | 50       | 0        | 2        | 0       | 0        | 0         | 2       |
| 38       | Mejinschi V.            | 2                    | 22       | 3                    | 23       | 5                      | 45       | 0        | 1        | 4       | 0        | 0         | 5       |
| 39       | Lazar V                 | 0                    | 0        | 3                    | 42       | 3                      | 42       | 0        | 0        | 3       | 0        | 0         | 3       |
| 40       | Papuc G.                | 3                    | 42       | 0                    | 0        | 3                      | 42       | 0        | 0        | 3       | 0        | 0         | 3       |



|          |                     |     |      |      |       |      |       |    |    |      |   |   |      |
|----------|---------------------|-----|------|------|-------|------|-------|----|----|------|---|---|------|
| 41       | Braghis D.          | 0   | 0    | 8    | 40    | 8    | 40    | 0  | 0  | 8    | 0 | 0 | 8    |
| 42       | Gutu A.             | 0   | 0    | 3    | 39    | 3    | 39    | 0  | 0  | 3    | 0 | 0 | 3    |
| 43       | Savga L.            | 2   | 36   | 0    | 0     | 2    | 36    | 0  | 0  | 2    | 0 | 0 | 2    |
| 44       | Plesca I.           | 3   | 33   | 0    | 0     | 3    | 33    | 0  | 0  | 3    | 0 | 0 | 3    |
| 45       | Stratan A.          | 1   | 8    | 2    | 24    | 3    | 32    | 0  | 0  | 3    | 0 | 0 | 3    |
| 46       | Susarencu G.        | 1   | 8    | 3    | 9     | 4    | 17    | 0  | 0  | 4    | 0 | 0 | 4    |
| 47       | Baldovici V.        | 0   | 0    | 3    | 15    | 3    | 15    | 0  | 0  | 3    | 0 | 0 | 3    |
| 48       | Vacarciuc V.        | 0   | 0    | 3    | 15    | 3    | 15    | 0  | 0  | 3    | 0 | 0 | 3    |
| <b>+</b> | <b>Institutions</b> |     |      |      |       |      |       |    |    |      |   |   |      |
| 1        | Parties             | 515 | 8991 | 1063 | 12263 | 1578 | 21254 | 17 | 97 | 1464 | 0 | 0 | 1578 |
| 2        | Government          | 67  | 997  | 245  | 3642  | 312  | 4639  | 1  | 34 | 277  | 0 | 0 | 312  |
| 3        | PLA                 | 90  | 1868 | 152  | 2485  | 242  | 4353  | 8  | 20 | 214  | 0 | 0 | 242  |
| 4        | Presidency          | 41  | 612  | 182  | 2227  | 223  | 2839  | 3  | 25 | 195  | 0 | 0 | 223  |
| 5        | Parliament          | 21  | 390  | 46   | 708   | 67   | 1098  | 0  | 10 | 57   | 0 | 0 | 67   |
| <b>+</b> | <b>Parties</b>      |     |      |      |       |      |       |    |    |      |   |   |      |
| 1        | PCRM                | 131 | 2180 | 489  | 6336  | 620  | 8516  | 3  | 97 | 520  | 0 | 0 | 620  |
| 2        | PL                  | 166 | 3173 | 195  | 2521  | 361  | 5694  | 13 | 6  | 342  | 0 | 0 | 361  |
| 3        | PDM                 | 104 | 1800 | 166  | 1633  | 270  | 3433  | 3  | 8  | 259  | 0 | 0 | 270  |
| 4        | PLDM                | 118 | 1913 | 146  | 1402  | 264  | 3315  | 3  | 3  | 258  | 0 | 0 | 264  |
| 5        | AMN                 | 103 | 2038 | 126  | 1197  | 229  | 3235  | 3  | 5  | 221  | 0 | 0 | 229  |
| 6        | PPCD                | 31  | 425  | 52   | 849   | 83   | 1274  | 0  | 0  | 83   | 0 | 0 | 83   |
| 7        | UCM                 | 10  | 261  | 36   | 521   | 46   | 782   | 0  | 12 | 34   | 0 | 0 | 46   |
| 8        | PSD                 | 2   | 32   | 21   | 123   | 23   | 155   | 0  | 0  | 23   | 0 | 0 | 23   |
| 9        | PEMAVE              | 0   | 0    | 4    | 20    | 4    | 20    | 0  | 0  | 4    | 0 | 0 | 4    |
| 10       | MAE                 | 0   | 0    | 1    | 8     | 1    | 8     | 0  | 0  | 1    | 0 | 0 | 1    |

|   |               |                                   |             |
|---|---------------|-----------------------------------|-------------|
| <b>Monitoring period:</b> July 30 – August 31, 2009 |               |                                   |             |
| <b>Monitored TV station:</b>                        | <b>TV7</b>    | <b>Monitored program:</b>         | <b>News</b> |
| <b>Number of stories covering p.a.:</b>             | <b>558</b>    | <b>Number of conflict stories</b> | <b>70</b>   |
| <b>Duration of news covering p.a. (sec):</b>        | <b>57417</b>  | <b>1 info source:</b>             | <b>0</b>    |
| <b>Duration of newscasts (sec):</b>                 | <b>126960</b> | <b>2 &amp; &gt; info sources</b>  | <b>70</b>   |

| No.      | ACTORS              | APPEARANCES          |          |                      |          | Data synthesis         |          | CONTENTS |          |         | ATTITUDE |           |         |
|----------|---------------------|----------------------|----------|----------------------|----------|------------------------|----------|----------|----------|---------|----------|-----------|---------|
|          |                     | Direct interventions |          | Mentions/appearances |          | Dir. int. & ment./app. |          | positive | negative | neutral | favor.   | disfavor. | impart. |
|          |                     | frequ.               | duration | frequ.               | duration | frequ.                 | duration |          |          |         |          |           |         |
| <b>+</b> | <b>personalized</b> | (times)              | (sec.)   | (times)              | (sec.)   | (times)                | (sec.)   | (times)  | (times)  | (times) | (times)  | (times)   | (times) |
| 1        | Voronin V.          | 34                   | 585      | 141                  | 2072     | 175                    | 2657     | 9        | 20       | 146     | 0        | 0         | 175     |
| 2        | Chirtoc D.          | 70                   | 1350     | 60                   | 1135     | 130                    | 2485     | 5        | 5        | 120     | 0        | 0         | 130     |
| 3        | Filat V.            | 108                  | 1607     | 58                   | 828      | 166                    | 2435     | 5        | 0        | 161     | 0        | 0         | 166     |
| 4        | Lupu M.             | 91                   | 1316     | 58                   | 915      | 149                    | 2231     | 10       | 0        | 139     | 0        | 0         | 149     |
| 5        | Urechean S.         | 83                   | 1195     | 28                   | 364      | 111                    | 1559     | 5        | 0        | 106     | 0        | 0         | 111     |
| 6        | Ghimpu M.           | 48                   | 881      | 38                   | 418      | 86                     | 1299     | 5        | 0        | 81      | 0        | 0         | 86      |
| 7        | Railean N.          | 25                   | 600      | 10                   | 150      | 35                     | 750      | 0        | 0        | 35      | 0        | 0         | 35      |
| 8        | Busila R            | 30                   | 700      | 0                    | 0        | 30                     | 700      | 0        | 0        | 30      | 0        | 0         | 30      |
| 9        | Turcan V.           | 20                   | 320      | 20                   | 380      | 40                     | 700      | 0        | 0        | 40      | 0        | 0         | 40      |
| 10       | Greceanai Z.        | 5                    | 100      | 20                   | 440      | 25                     | 540      | 0        | 0        | 25      | 0        | 0         | 25      |
| 11       | Tarlev V.           | 20                   | 280      | 10                   | 170      | 30                     | 450      | 0        | 5        | 25      | 0        | 0         | 30      |
| 12       | Misin V.            | 10                   | 290      | 10                   | 90       | 20                     | 380      | 0        | 0        | 20      | 0        | 0         | 20      |
| 13       | Catrinici L.        | 10                   | 160      | 5                    | 140      | 15                     | 300      | 0        | 0        | 15      | 0        | 0         | 15      |
| 14       | Petrache M.         | 10                   | 160      | 5                    | 90       | 15                     | 250      | 0        | 5        | 10      | 0        | 0         | 15      |
| 15       | Diacov D.           | 10                   | 150      | 10                   | 90       | 20                     | 240      | 0        | 0        | 20      | 0        | 0         | 20      |
| 16       | Petrencu A.         | 10                   | 190      | 5                    | 50       | 15                     | 240      | 0        | 0        | 15      | 0        | 0         | 15      |
| 17       | Andronic N.         | 10                   | 175      | 5                    | 60       | 15                     | 235      | 0        | 0        | 15      | 0        | 0         | 15      |
| 18       | Dodon I.            | 10                   | 90       | 10                   | 140      | 20                     | 230      | 0        | 0        | 20      | 0        | 0         | 20      |
| 19       | Duca G.             | 10                   | 230      | 0                    | 0        | 10                     | 230      | 0        | 0        | 10      | 0        | 0         | 10      |
| 20       | Tkaciuk M.          | 10                   | 200      | 5                    | 30       | 15                     | 230      | 0        | 0        | 15      | 0        | 0         | 15      |
| 21       | Turcanu D.          | 10                   | 150      | 0                    | 0        | 10                     | 150      | 0        | 0        | 10      | 0        | 0         | 10      |
| 22       | Dumbraveanu A.      | 5                    | 140      | 0                    | 0        | 5                      | 140      | 0        | 0        | 5       | 0        | 0         | 5       |
| 23       | Hadarca I.          | 5                    | 70       | 5                    | 60       | 10                     | 130      | 5        | 0        | 5       | 0        | 0         | 10      |
| 24       | Ciobanu I.          | 10                   | 120      | 0                    | 0        | 10                     | 120      | 0        | 0        | 10      | 0        | 0         | 10      |
| 25       | Savga L.            | 5                    | 120      | 0                    | 0        | 5                      | 120      | 0        | 0        | 5       | 0        | 0         | 5       |
| 26       | Musuc E.            | 0                    | 0        | 10                   | 100      | 10                     | 100      | 0        | 0        | 10      | 0        | 0         | 10      |
| 27       | Ciobanu V.          | 5                    | 90       | 0                    | 0        | 5                      | 90       | 0        | 0        | 5       | 0        | 0         | 5       |
| 28       | Baldovici V.        | 0                    | 0        | 5                    | 75       | 5                      | 75       | 0        | 0        | 5       | 0        | 0         | 5       |
| 29       | Godea M.            | 5                    | 70       | 0                    | 0        | 5                      | 70       | 0        | 0        | 5       | 0        | 0         | 5       |
| 30       | Braghis D.          | 3                    | 36       | 3                    | 30       | 6                      | 66       | 0        | 0        | 6       | 0        | 0         | 6       |
| 31       | Durlesteanu M.      | 0                    | 0        | 5                    | 60       | 5                      | 60       | 0        | 0        | 5       | 0        | 0         | 5       |
| 32       | Postoico M.         | 0                    | 0        | 5                    | 50       | 5                      | 50       | 0        | 0        | 5       | 0        | 0         | 5       |
| 33       | Calin I.            | 0                    | 0        | 5                    | 40       | 5                      | 40       | 0        | 0        | 5       | 0        | 0         | 5       |
| 34       | Popa S.             | 5                    | 40       | 0                    | 0        | 5                      | 40       | 0        | 0        | 5       | 0        | 0         | 5       |
| 35       | Rosca Iu.           | 0                    | 0        | 5                    | 30       | 5                      | 30       | 0        | 0        | 5       | 0        | 0         | 5       |
| 36       | Papuc G.            | 0                    | 0        | 5                    | 20       | 5                      | 20       | 0        | 0        | 5       | 0        | 0         | 5       |

| <b>Institutions</b> |            |     |      |     |       |      |       |    |    |      |   |   |      |
|---------------------|------------|-----|------|-----|-------|------|-------|----|----|------|---|---|------|
| 1                   | Parties    | 498 | 8000 | 739 | 10380 | 1237 | 18380 | 15 | 68 | 1154 | 0 | 0 | 1237 |
| 2                   | Government | 40  | 700  | 135 | 2510  | 175  | 3210  | 5  | 0  | 170  | 0 | 0 | 175  |
| 3                   | PLA        | 55  | 1110 | 100 | 1855  | 155  | 2965  | 5  | 10 | 140  | 0 | 0 | 155  |
| 4                   | Parliament | 65  | 1220 | 103 | 1555  | 168  | 2775  | 15 | 0  | 153  | 0 | 0 | 168  |
| 5                   | Presidency | 19  | 385  | 151 | 1882  | 170  | 2267  | 9  | 10 | 151  | 0 | 0 | 170  |
| <b>Parties</b>      |            |     |      |     |       |      |       |    |    |      |   |   |      |
| 1                   | PCRM       | 94  | 1625 | 407 | 5982  | 501  | 7607  | 9  | 48 | 444  | 0 | 0 | 501  |
| 2                   | PL         | 133 | 2421 | 153 | 2163  | 286  | 4584  | 15 | 10 | 261  | 0 | 0 | 286  |
| 3                   | PDM        | 101 | 1466 | 103 | 1375  | 204  | 2841  | 10 | 5  | 189  | 0 | 0 | 204  |
| 4                   | AMN        | 108 | 1795 | 76  | 1034  | 184  | 2829  | 5  | 5  | 174  | 0 | 0 | 184  |
| 5                   | PLDM       | 113 | 1677 | 93  | 1108  | 206  | 2785  | 5  | 5  | 196  | 0 | 0 | 206  |
| 6                   | PPCD       | 45  | 940  | 35  | 880   | 80   | 1820  | 0  | 0  | 80   | 0 | 0 | 80   |
| 7                   | UCM        | 30  | 440  | 15  | 260   | 45   | 700   | 0  | 10 | 35   | 0 | 0 | 45   |
| 8                   | PEMAVE     | 5   | 140  | 5   | 150   | 10   | 290   | 0  | 0  | 10   | 0 | 0 | 10   |
| 9                   | MAE        | 10  | 190  | 5   | 50    | 15   | 240   | 0  | 0  | 15   | 0 | 0 | 15   |
| 10                  | PPR        | 10  | 175  | 5   | 60    | 15   | 235   | 0  | 0  | 15   | 0 | 0 | 15   |
| 11                  | PSD        | 3   | 36   | 13  | 80    | 16   | 116   | 0  | 0  | 16   | 0 | 0 | 16   |

| <b>Monitoring period: July 30 – August 31, 2009</b> |                     |                                   |             |
|---|---------------------|-----------------------------------|-------------|
| <b>Monitored TV station:</b>                        | <b>TV synthesis</b> | <b>Monitored program:</b>         | <b>News</b> |
| <b>Number of stories covering p.a.:</b>             | <b>3162</b>         | <b>Number of conflict stories</b> | <b>602</b>  |
| <b>Duration of news covering p.a. (sec):</b>        | <b>392954</b>       | <b>1 info source:</b>             | <b>177</b>  |
| <b>Duration of newscasts (sec):</b>                 | <b>863605</b>       | <b>2 &amp; &gt; info sources</b>  | <b>425</b>  |

| No.    | ACTORS            | APPEARANCES          |          |                      |          | Data synthesis         |          | CONTENTS |          |         | ATTITUDE |           |         |
|--------|-------------------|----------------------|----------|----------------------|----------|------------------------|----------|----------|----------|---------|----------|-----------|---------|
|        |                   | Direct interventions |          | Mentions/appearances |          | Dir. int. & ment./app. |          | positive | negative | neutral | favor.   | disfavor. | impart. |
|        |                   | frequ.               | duration | frequ.               | duration | frequ.                 | duration |          |          |         |          |           |         |
| TV Pr. | TV synthesis News | (times)              | (sec.)   | (times)              | (sec.)   | (times)                | (sec.)   | (times)  | (times)  | (times) | (times)  | (times)   | (times) |
| 1      | Voronin V.        | 339                  | 9567     | 1043                 | 20034    | 1382                   | 29601    | 306      | 47       | 1029    | 85       | 0         | 1297    |
| 2      | Filat V.          | 502                  | 7876     | 591                  | 8665     | 1093                   | 16541    | 22       | 129      | 942     | 0        | 98        | 995     |
| 3      | Chirtoaca D.      | 293                  | 7538     | 301                  | 5961     | 594                    | 13499    | 44       | 63       | 487     | 0        | 53        | 541     |
| 4      | Lupu M.           | 376                  | 6466     | 533                  | 6787     | 909                    | 13253    | 31       | 123      | 755     | 0        | 75        | 834     |
| 5      | Ghimpu M.         | 367                  | 5276     | 496                  | 6863     | 863                    | 12139    | 18       | 130      | 715     | 0        | 93        | 770     |
| 6      | Urechean S.       | 291                  | 4327     | 419                  | 4673     | 710                    | 9000     | 17       | 92       | 601     | 0        | 57        | 653     |
| 7      | Greceanai Z.      | 80                   | 2363     | 242                  | 3539     | 322                    | 5902     | 52       | 1        | 269     | 0        | 0         | 322     |
| 8      | Turcan V.         | 147                  | 3568     | 119                  | 1629     | 266                    | 5197     | 13       | 11       | 242     | 4        | 0         | 262     |
| 9      | Busila R.         | 123                  | 2941     | 15                   | 181      | 138                    | 3122     | 0        | 0        | 138     | 0        | 0         | 138     |
| 10     | Dodon I.          | 84                   | 1862     | 78                   | 1057     | 162                    | 2919     | 30       | 1        | 131     | 0        | 0         | 162     |
| 11     | Lozan O.          | 75                   | 2019     | 34                   | 318      | 109                    | 2337     | 0        | 0        | 109     | 0        | 0         | 109     |
| 12     | Tarlev V.         | 45                   | 853      | 65                   | 1240     | 110                    | 2093     | 0        | 33       | 77      | 0        | 0         | 110     |
| 13     | Catrinici L.      | 62                   | 1452     | 28                   | 600      | 90                     | 2052     | 9        | 0        | 81      | 0        | 0         | 90      |
| 14     | Railean N.        | 70                   | 1532     | 36                   | 475      | 106                    | 2007     | 0        | 0        | 106     | 0        | 0         | 106     |
| 15     | Stepanuc V.       | 58                   | 1364     | 39                   | 447      | 97                     | 1811     | 17       | 0        | 80      | 0        | 0         | 97      |
| 16     | Turcanu D.        | 73                   | 1769     | 2                    | 6        | 75                     | 1775     | 0        | 0        | 75      | 0        | 0         | 75      |
| 17     | Misin V.          | 51                   | 1278     | 53                   | 438      | 104                    | 1716     | 0        | 0        | 104     | 7        | 0         | 97      |
| 18     | Baldovici V.      | 35                   | 1123     | 24                   | 510      | 59                     | 1633     | 20       | 0        | 39      | 0        | 0         | 59      |
| 19     | Tkaciuk M.        | 49                   | 1244     | 32                   | 338      | 81                     | 1582     | 10       | 0        | 71      | 10       | 0         | 71      |
| 20     | Diacov D.         | 38                   | 580      | 62                   | 860      | 100                    | 1440     | 0        | 0        | 100     | 0        | 0         | 100     |
| 21     | Vrabie V.         | 46                   | 686      | 32                   | 613      | 78                     | 1299     | 9        | 0        | 69      | 0        | 0         | 78      |
| 22     | Furtuna M.        | 52                   | 1134     | 17                   | 148      | 69                     | 1282     | 0        | 5        | 64      | 0        | 0         | 69      |
| 23     | Grozavu N.        | 42                   | 968      | 21                   | 276      | 63                     | 1244     | 0        | 0        | 63      | 0        | 0         | 63      |
| 24     | Calin I.          | 33                   | 659      | 49                   | 292      | 82                     | 951      | 0        | 3        | 79      | 0        | 0         | 82      |
| 25     | Petrache M.       | 34                   | 549      | 33                   | 354      | 67                     | 903      | 0        | 9        | 58      | 0        | 0         | 67      |
| 26     | Savga L.          | 18                   | 466      | 14                   | 428      | 32                     | 894      | 4        | 6        | 22      | 0        | 0         | 32      |
| 27     | Butmalai I.       | 28                   | 296      | 24                   | 552      | 52                     | 848      | 0        | 21       | 31      | 0        | 5         | 47      |
| 28     | Duca G.           | 27                   | 582      | 12                   | 133      | 39                     | 715      | 5        | 0        | 34      | 0        | 0         | 39      |
| 29     | Rosca Iu.         | 25                   | 346      | 49                   | 366      | 74                     | 712      | 7        | 5        | 62      | 2        | 0         | 72      |
| 30     | Ciobanu V.        | 25                   | 568      | 2                    | 6        | 27                     | 574      | 0        | 0        | 27      | 0        | 0         | 27      |
| 31     | Hadarca I.        | 12                   | 414      | 13                   | 137      | 25                     | 551      | 5        | 0        | 20      | 0        | 7         | 18      |
| 32     | Tanase A.         | 8                    | 176      | 37                   | 356      | 45                     | 532      | 0        | 8        | 37      | 0        | 5         | 40      |
| 33     | Barbulat M.       | 14                   | 421      | 9                    | 63       | 23                     | 484      | 9        | 0        | 14      | 0        | 0         | 23      |
| 34     | Klimenko V.       | 14                   | 463      | 0                    | 0        | 14                     | 463      | 0        | 0        | 14      | 0        | 0         | 14      |
| 35     | Postoico M.       | 14                   | 219      | 20                   | 224      | 34                     | 443      | 0        | 0        | 34      | 0        | 0         | 34      |
| 36     | Zubic V.          | 11                   | 304      | 7                    | 139      | 18                     | 443      | 0        | 0        | 18      | 0        | 0         | 18      |
| 37     | Ciobanu I.        | 24                   | 310      | 12                   | 124      | 36                     | 434      | 0        | 0        | 36      | 0        | 0         | 36      |
| 38     | Dumbraveanu A.    | 13                   | 308      | 4                    | 120      | 17                     | 428      | 0        | 0        | 17      | 0        | 0         | 17      |
| 39     | Bulat G.          | 21                   | 333      | 5                    | 59       | 26                     | 392      | 3        | 0        | 23      | 0        | 0         | 26      |
| 40     | Braghis D.        | 11                   | 225      | 17                   | 143      | 28                     | 368      | 0        | 0        | 28      | 0        | 0         | 28      |
| 41     | Petrencu A.       | 13                   | 277      | 8                    | 83       | 21                     | 360      | 0        | 0        | 21      | 0        | 0         | 21      |
| 42     | Spivacenco A.     | 10                   | 254      | 3                    | 90       | 13                     | 344      | 10       | 0        | 3       | 0        | 0         | 13      |
| 43     | Carlig M          | 12                   | 192      | 8                    | 116      | 20                     | 308      | 0        | 0        | 20      | 0        | 0         | 20      |
| 44     | Parlog V.         | 10                   | 244      | 5                    | 45       | 15                     | 289      | 9        | 0        | 6       | 0        | 0         | 15      |
| 45     | Plesca I.         | 11                   | 248      | 3                    | 24       | 14                     | 272      | 0        | 0        | 14      | 0        | 0         | 14      |
| 46     | Cubreacov V.      | 7                    | 42       | 7                    | 229      | 14                     | 271      | 0        | 0        | 14      | 0        | 0         | 14      |

|          |                     |      |       |      |       |      |        |     |      |      |     |     |      |
|----------|---------------------|------|-------|------|-------|------|--------|-----|------|------|-----|-----|------|
| 47       | Godea M.            | 9    | 166   | 7    | 105   | 16   | 271    | 0   | 0    | 16   | 0   | 0   | 16   |
| 48       | Vaculovschi G.      | 6    | 216   | 5    | 51    | 11   | 267    | 0   | 0    | 11   | 0   | 0   | 11   |
| 49       | Movila I.           | 9    | 216   | 3    | 30    | 12   | 246    | 9   | 0    | 3    | 0   | 0   | 12   |
| 50       | Bujor L.            | 4    | 202   | 6    | 41    | 10   | 243    | 0   | 0    | 10   | 0   | 0   | 10   |
| 51       | Andronic N.         | 10   | 175   | 5    | 60    | 15   | 235    | 0   | 0    | 15   | 0   | 0   | 15   |
| 52       | Nantoi O.           | 7    | 224   | 0    | 0     | 7    | 224    | 0   | 0    | 7    | 0   | 0   | 7    |
| 53       | Formuzal M.         | 5    | 32    | 9    | 160   | 14   | 192    | 3   | 3    | 8    | 0   | 0   | 14   |
| 54       | Fusu C.             | 11   | 96    | 14   | 75    | 25   | 171    | 0   | 0    | 25   | 0   | 0   | 25   |
| 55       | Musuc E.            | 6    | 69    | 10   | 100   | 16   | 169    | 0   | 0    | 16   | 0   | 0   | 16   |
| 56       | Untila V.           | 4    | 60    | 6    | 102   | 10   | 162    | 0   | 0    | 10   | 0   | 0   | 10   |
| 57       | Rotaru O.           | 3    | 120   | 3    | 30    | 6    | 150    | 0   | 0    | 6    | 0   | 0   | 6    |
| 58       | Durlesteanu M.      | 0    | 0     | 13   | 147   | 13   | 147    | 2   | 0    | 11   | 0   | 0   | 13   |
| 59       | Policinski G.       | 4    | 129   | 0    | 0     | 4    | 129    | 0   | 0    | 4    | 0   | 0   | 4    |
| 60       | Rusu M.             | 7    | 126   | 0    | 0     | 7    | 126    | 7   | 0    | 0    | 0   | 0   | 7    |
| 61       | Petrenco G.         | 2    | 50    | 5    | 75    | 7    | 125    | 0   | 2    | 5    | 0   | 0   | 7    |
| 62       | Gorodenco A.        | 0    | 0     | 3    | 111   | 3    | 111    | 0   | 0    | 3    | 0   | 0   | 3    |
| 63       | Munteanu I.         | 4    | 110   | 0    | 0     | 4    | 110    | 0   | 0    | 4    | 0   | 0   | 4    |
| 64       | Pavlov V.           | 3    | 96    | 0    | 0     | 3    | 96     | 0   | 0    | 3    | 0   | 0   | 3    |
| 65       | Neagu I.            | 3    | 60    | 3    | 33    | 6    | 93     | 0   | 0    | 6    | 0   | 0   | 6    |
| 66       | Vitiuc V.           | 3    | 89    | 0    | 0     | 3    | 89     | 0   | 0    | 3    | 0   | 0   | 3    |
| 67       | Salaru A.           | 0    | 0     | 12   | 88    | 12   | 88     | 0   | 5    | 7    | 0   | 12  | 0    |
| 68       | Papuc G.            | 6    | 66    | 5    | 20    | 11   | 86     | 0   | 0    | 11   | 0   | 0   | 11   |
| 69       | Bucinski I.         | 3    | 79    | 0    | 0     | 3    | 79     | 0   | 0    | 3    | 0   | 0   | 3    |
| 70       | Lupu L.             | 4    | 28    | 6    | 39    | 10   | 67     | 3   | 0    | 7    | 0   | 0   | 10   |
| 71       | Sova V.             | 0    | 0     | 9    | 67    | 9    | 67     | 0   | 0    | 9    | 0   | 0   | 9    |
| 72       | Leanca Iu.          | 0    | 0     | 5    | 60    | 5    | 60     | 0   | 5    | 0    | 0   | 5   | 0    |
| 73       | Corman I.           | 4    | 40    | 2    | 18    | 6    | 58     | 0   | 0    | 6    | 0   | 0   | 6    |
| 74       | Ursu V.             | 2    | 34    | 2    | 20    | 4    | 54     | 0   | 0    | 4    | 0   | 0   | 4    |
| 75       | Stratan A.          | 4    | 26    | 2    | 24    | 6    | 50     | 0   | 0    | 6    | 0   | 0   | 6    |
| 76       | Sumleaschi A.       | 3    | 48    | 0    | 0     | 3    | 48     | 0   | 0    | 3    | 0   | 0   | 3    |
| 77       | Mejinski V.         | 2    | 22    | 3    | 23    | 5    | 45     | 0   | 1    | 4    | 0   | 0   | 5    |
| 78       | Nagacevski V.       | 1    | 34    | 1    | 9     | 2    | 43     | 0   | 0    | 2    | 0   | 0   | 2    |
| 79       | Lazar V             | 0    | 0     | 3    | 42    | 3    | 42     | 0   | 0    | 3    | 0   | 0   | 3    |
| 80       | Popa S.             | 5    | 40    | 0    | 0     | 5    | 40     | 0   | 0    | 5    | 0   | 0   | 5    |
| 81       | Gutu A.             | 0    | 0     | 3    | 39    | 3    | 39     | 0   | 0    | 3    | 0   | 0   | 3    |
| 82       | Creanga S.          | 3    | 17    | 1    | 8     | 4    | 25     | 0   | 0    | 4    | 0   | 0   | 4    |
| 83       | Supac I.            | 0    | 0     | 8    | 24    | 8    | 24     | 0   | 0    | 8    | 0   | 0   | 8    |
| 84       | Sarbu S.            | 2    | 23    | 0    | 0     | 2    | 23     | 0   | 0    | 2    | 0   | 0   | 2    |
| 85       | Volentir A.         | 2    | 18    | 1    | 3     | 3    | 21     | 0   | 0    | 3    | 0   | 0   | 3    |
| 86       | Susarenco G.        | 1    | 8     | 3    | 9     | 4    | 17     | 0   | 0    | 4    | 0   | 0   | 4    |
| 87       | Andries R.          | 0    | 0     | 3    | 15    | 3    | 15     | 0   | 0    | 3    | 0   | 0   | 3    |
| 88       | Popov A.            | 3    | 15    | 0    | 0     | 3    | 15     | 0   | 0    | 3    | 0   | 0   | 3    |
| 89       | Vacarciuc V.        | 0    | 0     | 3    | 15    | 3    | 15     | 0   | 0    | 3    | 0   | 0   | 3    |
| 90       | Ciuru I.            | 2    | 8     | 2    | 6     | 4    | 14     | 0   | 0    | 4    | 0   | 0   | 4    |
| 91       | Cotruta C.          | 2    | 8     | 2    | 6     | 4    | 14     | 0   | 0    | 4    | 0   | 0   | 4    |
| 92       | Grosu D.            | 2    | 8     | 2    | 6     | 4    | 14     | 0   | 0    | 4    | 0   | 0   | 4    |
| 93       | Rabei S.            | 2    | 8     | 2    | 6     | 4    | 14     | 0   | 0    | 4    | 0   | 0   | 4    |
| 94       | Platon V.           | 0    | 0     | 3    | 9     | 3    | 9      | 0   | 0    | 3    | 0   | 0   | 3    |
| 95       | Sleahitichi M.      | 0    | 0     | 3    | 9     | 3    | 9      | 0   | 0    | 3    | 0   | 0   | 3    |
| <b>+</b> | <b>Institutions</b> |      |       |      |       |      |        |     |      |      |     |     |      |
| 1        | Parties             | 2419 | 43608 | 6367 | 85920 | 8786 | 129528 | 276 | 1119 | 7391 | 75  | 603 | 8108 |
| 2        | Government          | 565  | 13803 | 1621 | 41956 | 2186 | 55759  | 456 | 83   | 1647 | 39  | 0   | 2147 |
| 3        | PLA                 | 463  | 10939 | 752  | 18163 | 1215 | 29102  | 141 | 189  | 885  | 8   | 86  | 1121 |
| 4        | Presidency          | 234  | 6262  | 873  | 16677 | 1107 | 22939  | 244 | 35   | 828  | 76  | 0   | 1031 |
| 5        | Parliament          | 272  | 5746  | 727  | 10380 | 999  | 16126  | 44  | 53   | 902  | 4   | 34  | 961  |
| <b>+</b> | <b>Parties</b>      |      |       |      |       |      |        |     |      |      |     |     |      |
| 1        | PCRM                | 890  | 22755 | 2699 | 43916 | 3589 | 66671  | 527 | 207  | 2855 | 147 | 0   | 3442 |
| 2        | PL                  | 752  | 14656 | 1363 | 18416 | 2115 | 33072  | 67  | 265  | 1783 | 0   | 216 | 1899 |
| 3        | PLDM                | 559  | 8741  | 1093 | 13464 | 1652 | 22205  | 22  | 224  | 1406 | 0   | 149 | 1503 |
| 4        | PDM                 | 434  | 7392  | 997  | 10823 | 1431 | 18215  | 43  | 164  | 1224 | 0   | 95  | 1336 |
| 5        | AMN                 | 434  | 7481  | 948  | 10510 | 1382 | 17991  | 20  | 154  | 1208 | 0   | 91  | 1291 |
| 6        | PPCD                | 277  | 6178  | 329  | 6993  | 606  | 13171  | 14  | 10   | 582  | 4   | 0   | 602  |
| 7        | UCM                 | 76   | 1351  | 107  | 1665  | 183  | 3016   | 0   | 40   | 143  | 0   | 0   | 183  |
| 8        | PEMAVE              | 13   | 308   | 56   | 549   | 69   | 857    | 0   | 0    | 69   | 0   | 0   | 69   |
| 9        | PSD                 | 14   | 276   | 85   | 555   | 99   | 831    | 0   | 2    | 97   | 0   | 0   | 99   |
| 10       | MAE                 | 21   | 437   | 17   | 374   | 38   | 811    | 0   | 0    | 38   | 0   | 0   | 38   |
| 11       | RAVN                | 14   | 463   | 0    | 0     | 14   | 463    | 0   | 0    | 14   | 0   | 0   | 14   |
| 12       | PPR                 | 10   | 175   | 5    | 60    | 15   | 235    | 0   | 0    | 15   | 0   | 0   | 15   |

### 3. QUANTITY DIMENSION OF POLITICAL ACTORS' PRESENCE IN NEWSCASTS

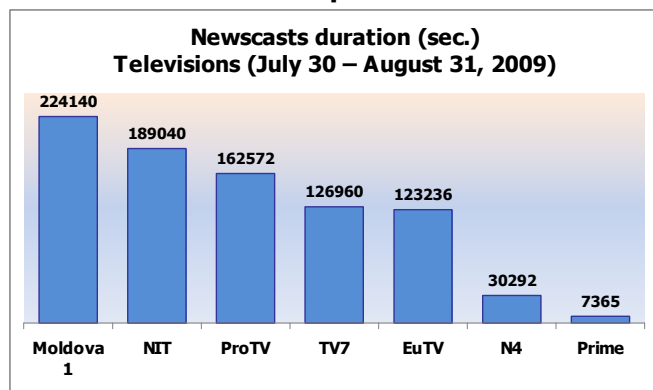
#### 3.1 General quantity data

During the first month after the July 29 parliamentary poll, 7 of those 9 watched televisions broadcast news (during the July 30 – August 31 period, TVC21 and 2 Plus did not air news.) Analyzing the quantity dimension of the political actors' presence in newscasts during the reference period thus referred to EuTV, Moldova 1, N4, NIT, Prime, ProTV and TV7.

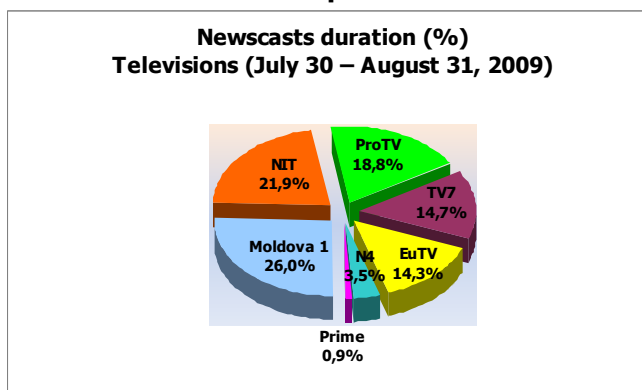
The stations observed during the reference period aired news with the total duration of 863,605 sec. (about 240 h.) They contained 3,162 stories about political actors, with the total duration of 393,954 sec. (about 90 h.)

The monitored televisions allotted different portions of times to newscasts. The statistical data in this respect are broken down in graph 1, as graph 2 shows the share of each station in the total duration of newscasts.

**Graph 1**

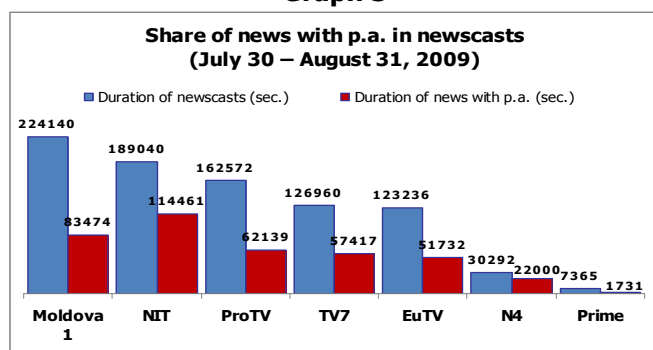


**Graph 2**

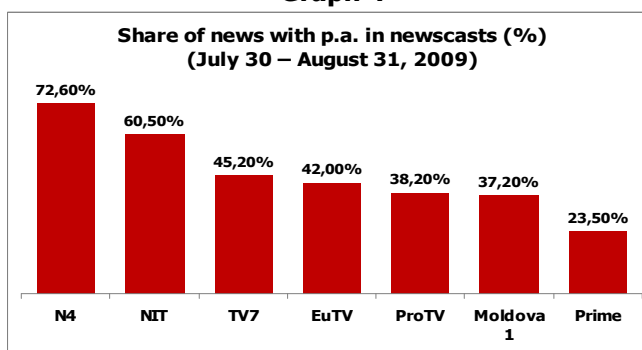


The news with political actors had different weights in the generation duration of the newscasts from the observed TV stations. Thus, on N4, the duration of this category of news was about 73 %, on NIT – over 60 %, on TV7 – slightly over 45%, on EuTV – 42 %, on ProTV – slightly over 38%, on Moldova 1 – over 37 % and on Prime – about 24 % (see Graphs 3 and 4.)

**Graph 3**



**Graph 4**



NIT had aired the largest number of stories with political actors (809), being decreasingly followed by Moldova 1 (673), TV7 (558), ProTV (505), EuTV (425), N4 (170) and Prime (22). In terms of duration of this category of news, NIT was the first again (114,461 sec.). Moldova 1 came the second in this respect (83,474 sec.), ProTV – the third (62,139 sec.), TV7 – the fourth (57,417 sec.), EuTV – the fifth (51,732 sec.), N4 – the sixth (22,000 sec.) and Prime – the seventh (1,731 sec.)

In general, during the first month after the elections, the monitored stations preserved the quantity trends in covering politicians, which had been noticed during the previous periods.

#### 3.2 Political actors

The watched TV stations, during the reference period, covered 95 personalized political actors and 17 institutionalized actors, including 12 political parties, in their newscasts.

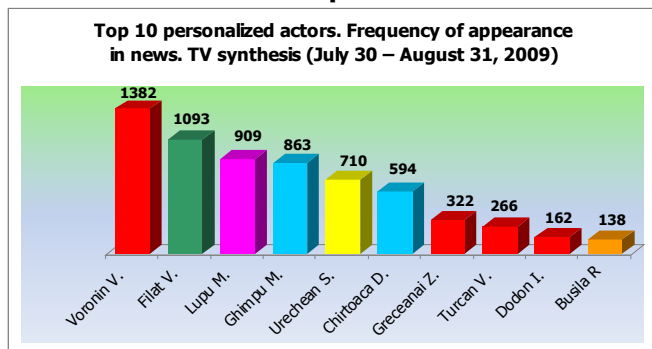
##### ▪ Personalized actors

During the first post-electoral month, the largest number of personalized political actors (57) were targeted by EuTV. In this respect EuTV was decreasingly followed by Moldova 1 (51), ProTV (48), NIT (42), TV7 (36), N4 (24) and Prime (11).

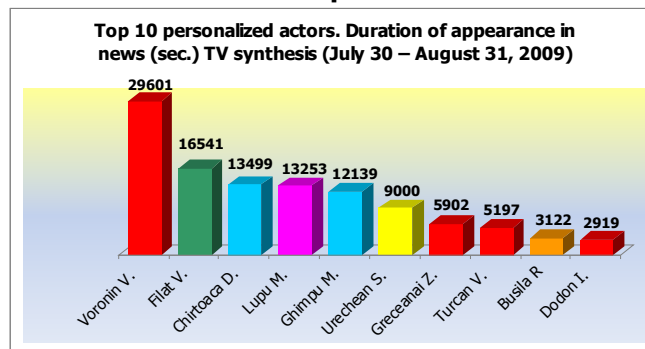
In the top 10 list of the most covered personalized political actors by all the watched TV services, there were four representatives of the PCRM (V.Voronin, Z.Greceanăi, V.Țurcan and I.Dodon,) two representatives of the PL (M.Ghimpu and D.Chirtoacă), by a representative of the (V.Filat), PDM (M.Lupu), AMN (S.Urechean) and PPCD (R.Bușilă). In this context, one shall point out that Vladimir Voronin continued to be the mostly covered

personalized political actor, as he had been during the previous sessions, (1,382 appearances with the duration of 29,601 sec.) (see Graphs 5 and 6).

**Graph 5**



**Graph 6**



The aggregated appearances of the PCRM representatives in the newscasts of the monitored TV stations, as frequency and duration, considerably exceeded the same indices, gained by the politicians from other political parties. Thus, the personalized political actors of the PCRM entering the top 10 list benefited from 2,132 appearances, the ones from the PL – from 1,457, from the PLDM – from 1,093, from the PDM – from 909, from the AMN – from 710, from the PPCD – from 138. In other words, the appearances of the PCRM's representatives in the top list was about 1.5 times more numerous than the ones of the PL politicians, about 2 times more than the appearances of the PLDM politicians, about 2.4 times more than the appearances of the PDM representative, 3 times more than the one of the AMN and over 15 times more than the appearances of the PPCD representative.

The imbalance in covering the personalized actors from top 10 kept on in terms of their appearances in newscasts, too. We will mention in this context that the aggregated appearances of V.Voronin, Z.Greceanai, V.Turcan and I.Dodon – as PCRM representatives -- in newscasts gained 43,619 sec. This duration was about 1.7 times more than the appearances of M.Ghimpu and D.Chirtoaca, PL (25,638 sec.), 2.6 times more than the appearances of V.Filat, PLDM (16,541 sec), about 3.3 times more than the ones of M.Lupu, PDM (13,253 sec.), 4.8 times more than the ones of S.Urechean, AMN (9,000 sec.) and about 14 times more than the ones of R.Buşilă, PPCD (3,122 sec.).

The remarked disproportions, by the way – also noticed during the previous monitoring sessions, were largely caused, this time, by the imbalanced coverage of the top 10 personalized political actors by NIT and Moldova 1. These stations accounted for 52 % of the appearances of the PCRM representatives (V.Voronin, I.Dodon, Z.Greceanai, V.Turcan) in the total amount of appearances, both direct and indirect, on those 7 monitored TV services (1,115 of 2,132 appearances) and for 58% of the respective airtime (25,476 sec. of the total duration 43,619 sec.). Consequently, the other 6 actors from top 10 had, on those 2 stations, 48% of the frequency and 42% of the duration of all the mentioned actors.

EuTV, ProTV, TV7, unlike NIT and Moldova 1, treated the top 10 personalized political actors with more balance, if compared to the scale of all the monitored TV stations. Thus, V.Voronin, I.Dodon, Z.Greceanai, V.Turcan had a total of 877 appearances on those TV stations (slightly more than 29%) with the duration of 13,570 sec. (about 29 %). Respectively, the other 6 personalized actors had, on those stations, about 70 % of the appearances and time allotted to the top 10 actors.

The differences noticed in the conduct of NIT and Moldova 1 toward the personalized political actors, on the one hand, and the ones noticed on EuTV, ProTV and TV7, on the other hand, are largely re-found in terms of gradual coverage of the top 10 personalized political actors on each of the monitored stations. This fact is also mirrored in the discrepancy between the coverage of the first, on the one hand, and of the second and the last actors from the top list, on the other hand.

NIT spoke about V.Voronin (the first in the top 10 list) 433 times, about 1.5 times more often than about the actor from the second position (V.Filat, 296 appearances) and over 8 times more often than about the last actor in the top list (I.Butmalai, 52 appearances.) V.Voronin's appearances on NIT lasted 10,571 sec. i.e. over 2 times more than the presence of the actor on position 2 (D.Chirtoaca, 4,981 sec.) and over 12 times more often than the appearances of the last actor from its top list (V. Baldovici, 848 sec.)

During the first month after the early parliamentary elections, also Moldova 1 spoke most often about V.Voronin. He had 288 appearances on Moldova 1, 1.5 times more than the second position actor (M.Ghimpu, 192 appearances) and over 8 times more than the last actor (I.Dodon, 35 appearances.) V.Voronin's duration of appearances on Moldova 1 was 7,502 sec. i.e. about 2.4 times more than the appearances of the position 2 actor (V.Filat, 3,152 sec.) and about 10 times more than the appearances of the last actor from top 10 (I.Dodon, 772 sec.).

N4, although having a low-key presence in terms of newscasts during the reference period, often went on covering politicians in an imbalanced manner. The first in its top 10 list, as frequency, was V.Filat who had 108 appearances, i.e. 1.09 times more than the actor on position 2 (M.Ghimpu, 99 appearances) and 9 times more than the last actor from the list (V.Tarlev, 12 appearances.) V.Voronin was leading the top 10 list as duration of appearances (3,424 sec. i.e. over 1.5 times more than the actor on position 2 – V.Filat, 2,224 sec. and 14 times more than the last actor from its top list – D.Turcan, 240 sec.)

ProTV and TV7 most often spoke about V.Voronin (the first in their top 10 lists), with 224 and 175 appearances, respectively. The discrepancy between the number of appearances of this political actor and the number of appearances of the second actor from ProTV's top list was 1.2, and on TV7 – 1.05 times (V.Filat with 186 appearances on ProTV and with 166 – on TV7) and about 8.3 times more often than the last actor from the same list on ProTV (M.Tcaciuc, 27 appearances) and 5.8 times more often than the last actor from top 10 on TV7 (V.Tarlev, 30 appearances.) V.Voronin's duration of appearances on ProTV was 2,844 sec., and on TV7 – 2,657 sec., i.e. 1.03 and, respectively, 1.06 times more than the presence of the actors on position 2 (V.Filat on ProTV with 2,743 sec. and D.Chirtoacă on TV7 with 2,485 sec.) and, respectively, 6 and 5 times more than the appearances of the last top 10 actors (M.Tcaciuc on ProTV with 463 sec. and Z.Greceanăi on TV7 with 540 sec.)

The first in top 10 on EuTV was M.Lupu. He was mirrored 193 times, i.e. 1.16 times more often than the actor on position 2 (V.Filat, 165 appearances) and over 5 times more often than the last actor in the top (N.Grozavu, 37 appearances.) M.Lupu's duration of appearances was 2,666 sec., i.e. 1.05 times more than the appearances of the second position actor (V.Voronin, 2,529 sec.) and 3.2 times more than the last actor from the top (N.Grozavu, 828 sec.)

#### ▪ Institutionalized actors. Institutions

The political parties had the widest media coverage during the first post-election month. All together, they had 8,786 appearances in the newscasts, their total duration being 129,528 sec. The second position as frequency and duration of appearances was taken by the government. This institutionalized political actor scored 2,186 appearances with the total duration of 55,759 sec. The third position went to the Local Public Administration(s) (LPA) (1,215 appearances during 29,102 sec.). The presidency was on the fourth place (1,107 appearances with the runtime of 22,939 sec.) The monitored TV stations showed the lowest interest for the parliament – 999 appearances during 16,126 sec.

The watched TV stations, was during the previous monitoring sessions, differently covered the institutionalized political actors. The table below quantifies the frequency and duration of the covering the government, parliament, presidency, LPA and political parties, in the newscasts of the observed televisions, during the first month after the snap elections of 29 July 2009.

**Table 1**

| TV STATION |           | Government |          | Parliament |          | Presidency |          | PLA       |          | Parties   |          |
|------------|-----------|------------|----------|------------|----------|------------|----------|-----------|----------|-----------|----------|
|            |           | Frequency  | position | Frequency  | position | Frequency  | position | Frequency | position | Frequency | position |
| EuTV       | Frequency | 291        | 4        | 319        | 1        | 102        | 5        | 213       | 3        | 1384      | 4        |
|            | Duration  | 5360       | 3        | 4774       | 1        | 1503       | 5        | 4216      | 4        | 17429     | 5        |
| Moldova 1  | Frequency | 478        | 2        | 277        | 2        | 228        | 2        | 211       | 4        | 1480      | 3        |
|            | Duration  | 11230      | 2        | 3573       | 2        | 5853       | 2        | 4489      | 2        | 22632     | 2        |
| N4         | Frequency | 84         | 6        | 66         | 6        | 71         | 6        | 4         | 6        | 805       | 6        |
|            | Duration  | 1662       | 6        | 936        | 6        | 2591       | 6        | 195       | 6        | 12967     | 6        |
| NIT        | Frequency | 834        | 1        | 101        | 4        | 305        | 1        | 394       | 1        | 2242      | 1        |
|            | Duration  | 29421      | 1        | 2963       | 3        | 7785       | 1        | 13042     | 1        | 36364     | 1        |
| Prime      | Frequency | 12         | 7        | 1          | 7        | 8          | 7        | 0         | 7        | 56        | 7        |
|            | Duration  | 237        | 7        | 7          | 7        | 101        | 7        | 0         | 7        | 344       | 7        |
| ProTV      | Frequency | 312        | 3        | 67         | 5        | 223        | 3        | 242       | 2        | 1578      | 2        |
|            | Duration  | 4639       | 4        | 1098       | 5        | 2839       | 3        | 4353      | 3        | 21254     | 3        |
| TV7        | Frequency | 175        | 5        | 168        | 3        | 170        | 4        | 155       | 5        | 1237      | 5        |
|            | Duration  | 3210       | 5        | 2775       | 4        | 2267       | 4        | 2965      | 5        | 18380     | 4        |

#### ▪ Institutionalized actors. Political parties

During the first post-election election month, the monitored TV stations covered 5 parliamentary political parties (PCRM, PLDM, PL, PDM and AMN) and 7 parties out of the parliament. The first category of political parties scored 10,164 appearances with the total duration of 158,154 sec. The extra-parliamentary parties scored 1,024 appearances during 14,384 sec. Thus, the parliamentary parties benefited from visibility averagely 10 times more than the parties outside the parliament.

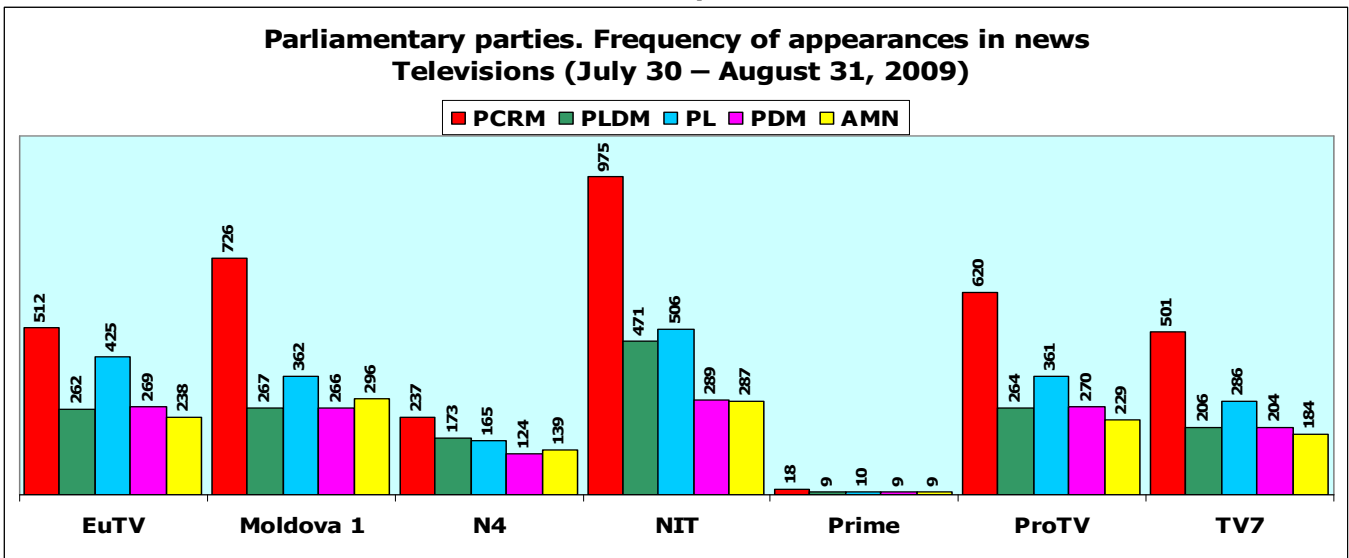
It's worth mentioning that the PCRM as a party in the parliament, for the first time, was covered 1.8 times rarer and with the duration 1.4 shorter than all the other parties from the parliament (PLDM, PL, PDM and AMN) together.

#### **Parliamentary parties**

The mostly covered parliamentary party, as had been after the April 5 parliamentary elections, on all the monitored televisions turned to be the PCRM. At the same time, it's necessary to point out that, during the first post-electoral month after the July 29 poll, the Liberal-Democratic parliamentary parties, all together, for the first time, had more visibility than the PCRM (see Graph 7.)

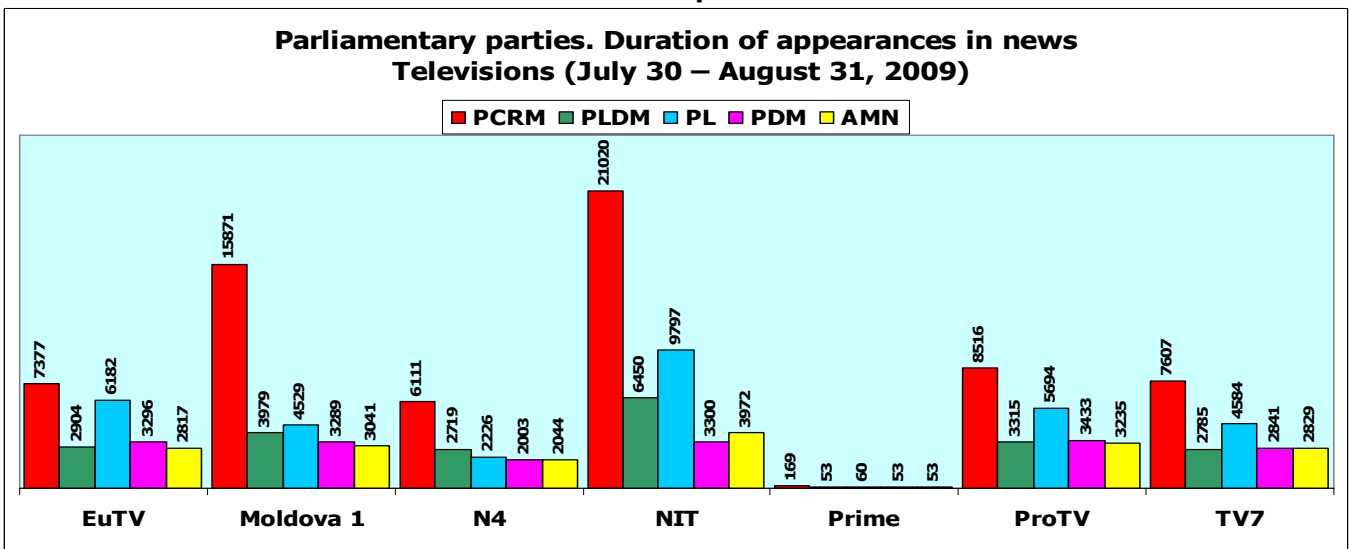
Thus, on N4, the number of appearances in the newscasts of the Parliamentary-Democratic parties from parliament was 601, i.e. 2.5 more than the appearances of the PCRM (237.) This discrepancy on EuTV was 2.3 times, on Prime and ProTV – 2 times, on TV7 – 1.75 times, on Moldova 1 – 1.64 times and on NIT – 1.6 times.

**Graph 7**



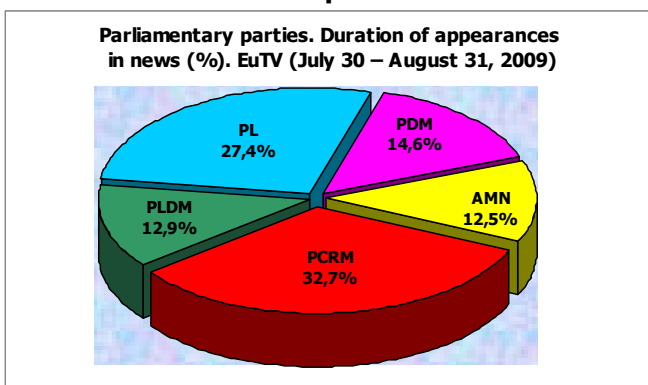
This trend is noticed also in the case of the duration of the appearances of the Liberal-Democratic parties from parliament as related to the PCRM (see Graph 8.). On Prime, the discrepancy was 2.6 times, on EuTV – 2.06 times, on ProTV – 1.84 times, on TV7 – 1.7 times, on N4 – 1.5 times. On NIT, the duration of the PCRM’s appearances slightly yielded to the duration of appearances of the Liberal-Democratic parties (21,020 sec. against 23,519 sec.), and, on Moldova 1, the airtime granted to the PCRM (15,871 sec.) exceeds the time granted to the Liberal-Democratic parties (14,838 sec.).

**Graph 8**

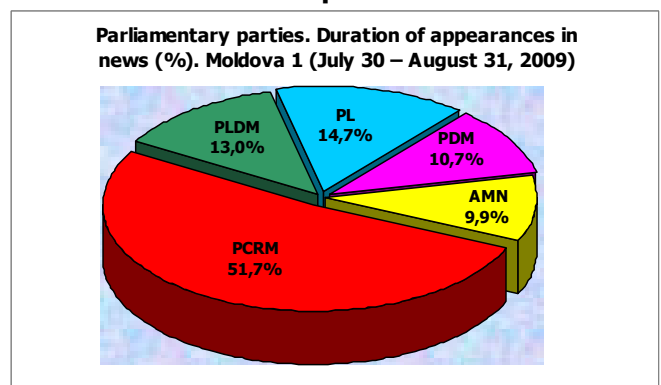


The image gets even sharper when comparing the visibility insured for the PCRM by each station as related to the each of the Liberal-Democratic parties. The duration of the PCRM’s appearances on EuTV was 7,377 sec., i.e. 1.2 times more than the appearances of the PL (6,182 sec.), about 2.3 times more than the duration of the PDM’s appearances (3,296 sec.), 2.5-2.6 times more than the appearances of the PLDM (2,904 sec.) and AMN (2,817 sec.). On Moldova 1, the PCRM appeared during 15,871 sec., i.e. between 3.5 and 5 times more than the appearances of the PL (4,529 sec.), PLDM (3,979 sec.), PDM (3,289 sec.) and AMN (3,043 sec.) (see Graphs 9-10).

**Graph 9**

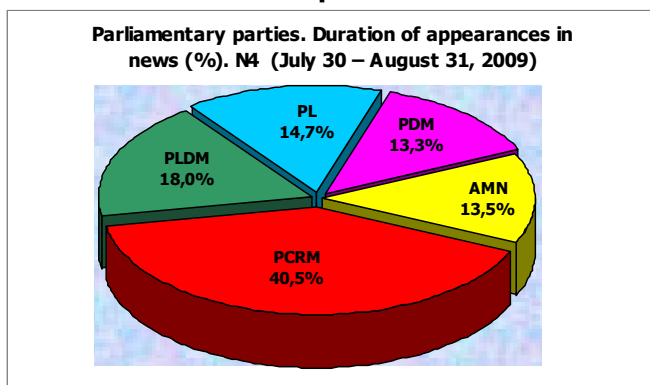


**Graph 10**

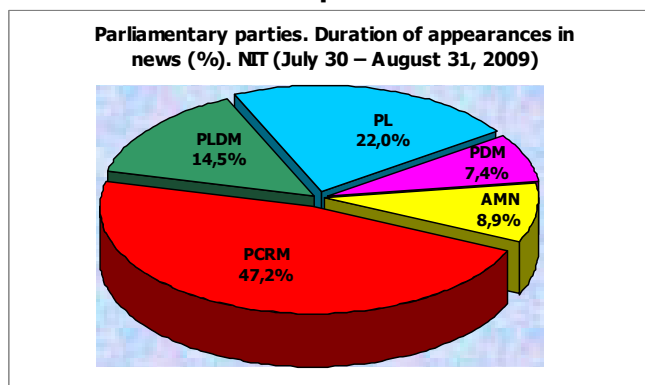


The duration of the PCRМ's appearances on N4 was 15,187 sec., i.e. between 2 and 3 times more than the appearances of the PLDM (2,719 sec.), PL (2,226 sec.), AMN (2,044 sec.) and PDM (2,003 sec.). NIT offered the PCRМ airtime during 21,020 sec., and to the PL – 2.14 times less, to the PLDM – 3.25 times less, AMN – 5.3 times less, and to the PDM – about 6.4 times less (see Graphs 11-12).

**Graph 11**

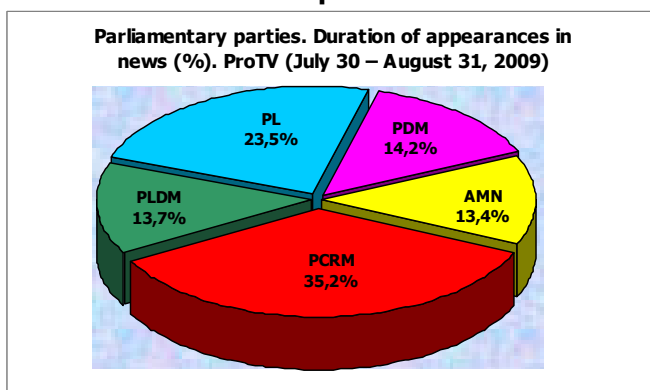


**Graph 12**

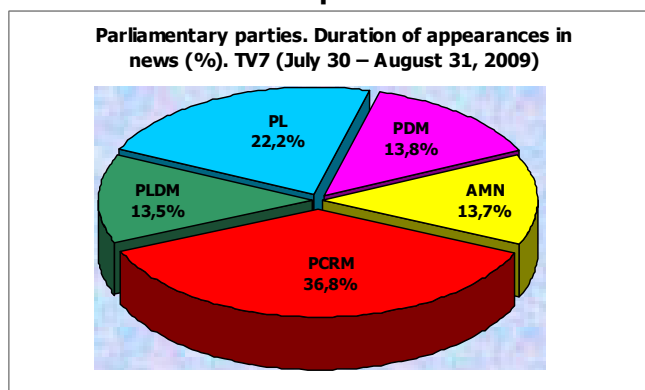


ProTV allotted the PCRМ airtime during 18,516 sec. and to the PL – 1.5 times less, to PDM, PLDM and AMN – about 2.5 times less. The duration of the PCRМ's appearances on TV7 was 7,607 sec., about 2 times more than to the PL (4,584 sec.) and about 2.5 times more than to the PDM (2,843 sec.), AMN (2,829 sec.) and PLDM (2,785 sec.) (see Graphs 13-14).

**Graph 13**



**Graph 14**



### **Parties out of parliament**

The monitored TV stations displayed obviously low interest for the parties having remained outside parliament. During the first month after the July 29 poll, they covered from 3 to 6 extra-parliamentary parties. The largest number of parties from this category was noticed in the news programs of TV7 (6). EuTV and ProTV mirrored by 5 extra-parliamentary parties, Moldova 1, NIT and N4 – by 4, and Prime – 3.

The mostly covered extra-parliamentary party was the PPCD (6,066 appearances during 13,171 sec.) and the UCM (183 appearances during 3,016 sec.) The other parties of the this kind did not exceed 100 appearances, and their duration was less than 1,000 sec.

### **Conclusions**

The quantity data from the first month after the July 29 poll, which refer to the political actors' presence in the newscasts of those 7 TV services watched, show that that their information broadcasting, most often than not, was marked by imbalance in insuring political pluralism. The disproportions noticed during this period were largely caused by the imbalanced coverage of the political actors by NIT and Moldova 1. These stations confirmed their political partisanship in the PCRМ's favor.

Comparing the quantity indices of the coverage of the personalized political actors and of the institutionalized actors, during the first post-electoral month, with the trends of their work during the previous monitoring sessions, we point out that the editorial policies bore a steady character. They were clearly seen in the imbalance on NIT and Moldova 1, and, to a lesser extent, – on N4. The relative balance was the distinct peculiarity of the editorial policies of ProTV, TV7 and EuTV.

The extra-parliamentary parties were mirrored 10 times less than the ones in the parliament. Covering a relatively small number of political parties during the reference period confirmed the watched TV stations' trend to promote restricted political pluralism, what does not correspond to the political structure of society. This trend was more evident on NIT, Moldova 1, N4 and Prime and to a lesser extent – on la ProTV, TV7 and EuTV.



## 4. QUALITY DOMENION OF POLITICAL ACTORS' PRESENCE IN NEWS

### 4.1. Political actors in newscasts. Positive context

From July 30 through August 31, 2009, 7 televisions aired news with political actors placed in a positive context (see Table 1).

**Table 1**

| TV                  | POLITICLA ACTORS IN NEWS. POSITIVE CONTEXT |               |            |              |             |          |            |
|---------------------|--|---------------|------------|--------------|-------------|----------|------------|
|                     | No.  | PERSONALIZED  | times      | INSTITUTIONS | times       | PARTIES  | times      |
| <b>EuTV</b>         |  | <b>11</b>     | <b>94</b>  | <b>5</b>     | <b>116</b>  | <b>6</b> | <b>94</b>  |
|                     | 1  | Chirtoaca D.  | 21         | Parties      | 42          | PL       | 31         |
|                     | 2  | Voronin V.    | 12         | PLA          | 31          | PCRM     | 22         |
|                     | 3  | Ghimpu M.     | 10         | Government   | 27          | PDM      | 14         |
|                     | 4  | Filat V.      | 9          | Presidency   | 12          | AMN      | 9          |
|                     | 5  | Lupu M.       | 9          | Parliament   | 4           | PLDM     | 9          |
|                     | 6  | Urechean S.   | 9          |              |             | PPCD     | 9          |
|                     | 7  | Rosca Iu.     | 7          |              |             |          |            |
|                     | 8  | Greceanai Z.  | 5          |              |             |          |            |
|                     | 9  | Stepaniuc V.  | 5          |              |             |          |            |
|                     | 10   | Catrinici L.  | 4          |              |             |          |            |
| <b>Moldova 1</b>    |  | <b>16</b>     | <b>144</b> | <b>5</b>     | <b>281</b>  | <b>4</b> | <b>150</b> |
|                     | 1  | Voronin V.    | 60         | Government   | 116         | PCRM     | 138        |
|                     | 2  | Greceanai Z.  | 17         | PLA          | 57          | PLDM     | 5          |
|                     | 3  | Stepaniuc V.  | 8          | Presidency   | 54          | PDM      | 4          |
|                     | 4  | Baldovici V.  | 7          | Parties      | 44          | PL       | 3          |
|                     | 5  | Dodon I.      | 7          | Parliament   | 10          |          |            |
|                     | 6  | Rusu M.       | 7          |              |             |          |            |
|                     | 7  | Spivacenco A. | 7          |              |             |          |            |
|                     | 8  | Filat V.      | 5          |              |             |          |            |
|                     | 9  | Turcan V.     | 5          |              |             |          |            |
|                     | 10   | Savga L.      | 4          |              |             |          |            |
| <b>N4</b>           |  | <b>3</b>      | <b>37</b>  | <b>3</b>     | <b>70</b>   | <b>3</b> | <b>58</b>  |
|                     | 1  | Voronin V.    | 31         | Parties      | 28          | PCRM     | 52         |
|                     | 2  | Greceanai Z.  | 3          | Presidency   | 27          | AMN      | 3          |
|                     | 3  | Lupu M.       | 3          | Government   | 15          | PDM      | 3          |
| <b>NIT</b>          |  | <b>15</b>     | <b>327</b> | <b>5</b>     | <b>611</b>  | <b>4</b> | <b>320</b> |
|                     | 1  | Voronin V.    | 189        | Government   | 290         | PCRM     | 301        |
|                     | 2  | Greceanai Z.  | 27         | Presidency   | 136         | PDM      | 9          |
|                     | 3  | Dodon I.      | 23         | Parties      | 130         | PL       | 5          |
|                     | 4  | Baldovici V.  | 13         | PLA          | 40          | PPCD     | 5          |
|                     | 5  | Tkaciuk M.    | 10         | Parliament   | 15          |          |            |
|                     | 6  | Barbulat M.   | 9          |              |             |          |            |
|                     | 7  | Lupu M.       | 9          |              |             |          |            |
|                     | 8  | Vrabie V.     | 9          |              |             |          |            |
|                     | 9  | Turcan V.     | 8          |              |             |          |            |
|                     | 10   | Movila I.     | 6          |              |             |          |            |
| <b>Prime</b>        |  | <b>2</b>      | <b>3</b>   | <b>2</b>     | <b>5</b>    | <b>1</b> | <b>2</b>   |
|                     | 1  | Voronin V.    | 2          | Presidency   | 3           | PCRM     | 2          |
|                     | 2  | Parlog V.     | 1          | Government   | 2           |          |            |
| <b>ProTV</b>        |  | <b>6</b>      | <b>25</b>  | <b>4</b>     | <b>29</b>   | <b>5</b> | <b>25</b>  |
|                     | 1  | Chirtoaca D.  | 10         | Parties      | 17          | PL       | 13         |
|                     | 2  | Filat V.      | 3          | PLA          | 8           | AMN      | 3          |
|                     | 3  | Ghimpu M.     | 3          | Presidency   | 3           | PCRM     | 3          |
|                     | 4  | Lupu L.       | 3          | Government   | 1           | PDM      | 3          |
|                     | 5  | Urechean S.   | 3          |              |             | PLDM     | 3          |
|                     | 6  | Voronin V.    | 3          |              |             |          |            |
| <b>TV7</b>          |  | <b>7</b>      | <b>44</b>  | <b>5</b>     | <b>49</b>   | <b>5</b> | <b>44</b>  |
|                     | 1  | Lupu M.       | 10         | Parties      | 15          | PL       | 15         |
|                     | 2  | Voronin V.    | 9          | Parliament   | 15          | PDM      | 10         |
|                     | 3  | Chirtoaca D.  | 5          | Presidency   | 9           | PCRM     | 9          |
|                     | 4  | Filat V.      | 5          | PLA          | 5           | AMN      | 5          |
|                     | 5  | Ghimpu M.     | 5          | Government   | 5           | PLDM     | 5          |
|                     | 6  | Hadarca I.    | 5          |              |             |          |            |
|                     | 7  | Urechean S.   | 5          |              |             |          |            |
| <b>TV Synthesis</b> |  | <b>27</b>     | <b>674</b> | <b>5</b>     | <b>1161</b> | <b>6</b> | <b>693</b> |
|                     | 1  | Voronin V.    | 306        | Government   | 456         | PCRM     | 527        |
|                     | 2  | Greceanai Z.  | 52         | Parties      | 276         | PL       | 67         |
|                     | 3  | Chirtoaca D.  | 44         | Presidency   | 244         | PDM      | 43         |
|                     | 4  | Lupu M.       | 31         | PLA          | 141         | PLDM     | 22         |
|                     | 5  | Dodon I.      | 30         | Parliament   | 44          | AMN      | 20         |
|                     | 6  | Filat V.      | 22         |              |             | PPCD     | 14         |
|                     | 7  | Baldovici V.  | 20         |              |             |          |            |
|                     | 8  | Ghimpu M.     | 18         |              |             |          |            |
|                     | 9  | Stepaniuc V.  | 17         |              |             |          |            |
|                     | 10   | Urechean S.   | 17         |              |             |          |            |

- **Personalized actors**

In its news, EuTV placed 11 personalized actors in a positive context. The first position in the top list is held by the political actor D.Chirtoacă, followed by V.Voronin and M.Ghimpu.

Moldova 1 place the largest number of personalized political actors in a positive context in news – 16. This TV channel, as well as N4 and NIT, places two actors on the first two positions from its top list, the same – V.Voronin and Z.Greceanai, and most often – V.Voronin, 60, 31, respectively, 189 times. On Moldova 1, as frequency of appearances in news, in a positive context, V.Voronin is close to the following 9 holders of the top 10 positions, all together.

N4 placed in positive context news 3 personalized actors: two representatives of the PCRM and one of the PDM - M.Lupu. NIT placed in positive context news 15 personalized actors, all of them coming from the PCRM, and most often – V.Voronin, who scored a number of appearances 1.6 times bigger than the holders of the following 9 positions from top 10, all together.

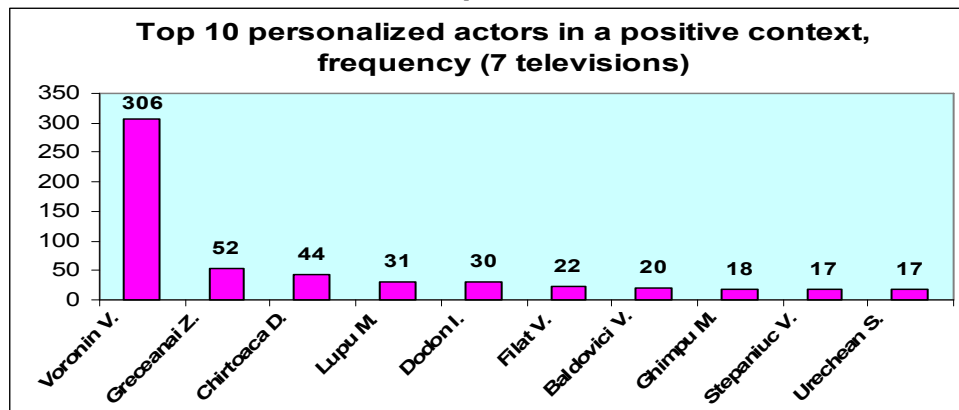
TV Prime placed 2 personalized actors in a positive context in its news – V.Voronin, twice and V.Pârlog – once.

ProTV and TV7 placed in positive context in their news 6 and 7 personalized political actors, respectively, including, by one – representing the PCRM, and the rest – the other parliamentary parties. On ProTV, D.Chirtoacă is on the first positions with 10 appearances, and on TV7 -- M.Lupu, with the same number of appearances.

By number of appearances in a positive context, the relation between the holders of the first and the last positions from top 10 on TV7 is 2 to 1; on ProTV – 3 to 1; on EuTV – 5 to 1; on N4 – 10 to 1; on Moldova 1 – 15 to 1; on NIT – 31 to 1.

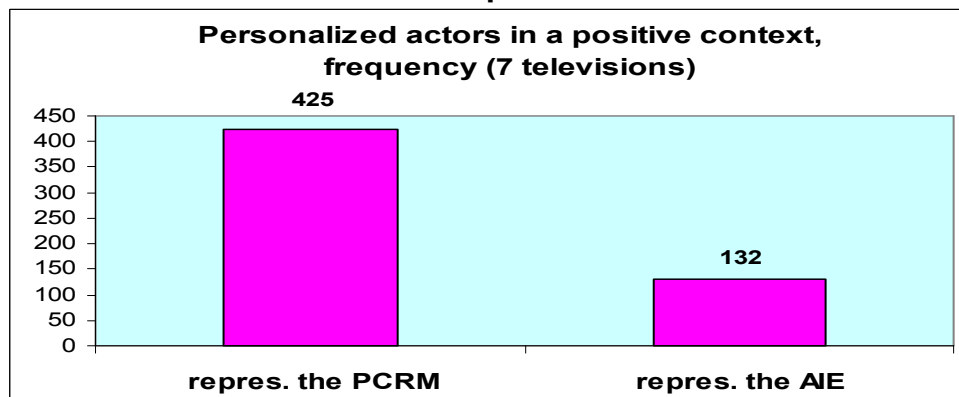
The mostly covered personalized political actors in a positive context in the news of those 7 televisions are shown in Graph 1.

**Graph 1**



In the top 10 list of those 7 televisions, have of the personalized actors placed in a positive context in news come from the PCRM, and half – from the Alliance for European Integration (AIE). By number of appearances, the relation is however different (see Graph 2).

**Graph 2**



- **Institutionalized actors. Institutions**

The mostly covered institutions as actors in news in a positive context were the *Government* and the *Parties*. Moldova 1 and NIT placed the *Government* on the first position, and ProTV and TV7 – on the last.

The *Parties* as actors is found on the first position on 4 televisions from those 7: EuTV, N4, ProTV and TV7. TV Prime ignored this institutionalized actor.

The *Parliament* as an actor was covered the rarest in news in a positive context, and it lacked from the news of three observed televisions (see Table 1.)

- **Institutionalized actors. Political parties**

EuTV covered, in its news in a positive context, the largest number of political parties-actors – 6: parties from parliament and the PPCD, and Prime – the smallest – 1 (PCRM.)

ProTV and TV7 placed in news in a positive context, all those 5 parties from the Parliament; Moldova 1 – 4; N4 and NIT – by 3.

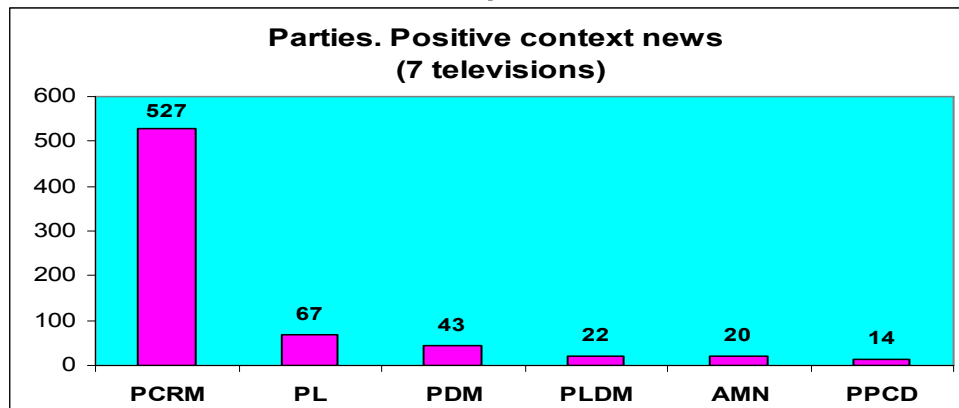
4 televisions placed the PCRM on position 1, one television – on the second position and 2 televisions – on the third position. 3 televisions placed the PL on position 1 (see Table 1.)

The PCRM was the party-actor, which was placed most often in news in a positive context, staying blatantly out from the other political parties. The PCRM was placed in a positive context most often by NIT, 301 times; by Moldova 1 – 138 times and by N4 – 52 times.

The relation between the holder of the first position and of the last position, by number of appearances in news, in positive context, on EuTV and TV7 is 3 to 1; on ProTV – 4 to 1; on N4 – 17 to 1; on Moldova 1 – 46 to 1 and on NIT – 60 to 1.

Aggregated on the monitored televisions, the PCRM appeared in positive context news 3.4 times more often than the other parties from the Parliament, all together; and 7.8 times more often than the holder of position 2 from the top, the Liberal Party and 37.6 times more often than the holder of the last position in the top – the PPCD (not in parliament) (see Graph 3).

**Graph 3**



#### 4.2. Political actors in news. Negative context

During the reference, 6 televisions aired news stories placing political actors in negative context (see Table 2.)

**Table 2**

| TV               | POLITICAL ACTORS IN NEWS. NEGATIVE CONTEXT |              |            |              |            |          |            |
|------------------|--|--------------|------------|--------------|------------|----------|------------|
|                  | No.  | PERSONALIZED | times      | INSTITUTIONS | times      | PARTIES  | times      |
| <b>EuTV</b>      |  | <b>7</b>     | <b>43</b>  | <b>4</b>     | <b>95</b>  | <b>7</b> | <b>69</b>  |
|                  | 1  | Lupu M.      | 10         | Parties      | 71         | PCRM     | 29         |
|                  | 2  | Tarlev V.    | 8          | Government   | 17         | PDM      | 10         |
|                  | 3  | Urechean S.  | 7          | PLA          | 4          | UCM      | 8          |
|                  | 4  | Savga L.     | 6          | Parliament   | 3          | AMN      | 7          |
|                  | 5  | Filat V.     | 5          |              |            | PL       | 5          |
|                  | 6  | Ghimpu M.    | 5          |              |            | PLDM     | 5          |
|                  | 7  | Voronin V.   | 2          |              |            | PPCD     | 5          |
| <b>Moldova 1</b> |  | <b>7</b>     | <b>57</b>  | <b>4</b>     | <b>137</b> | <b>7</b> | <b>80</b>  |
|                  | 1  | Ghimpu M.    | 17         | Parties      | 79         | PL       | 27         |
|                  | 2  | Lupu M.      | 11         | PLA          | 30         | PDM      | 15         |
|                  | 3  | Tarlev V.    | 11         | Parliament   | 25         | AMN      | 13         |
|                  | 4  | Urechean S.  | 7          | Government   | 3          | UCM      | 10         |
|                  | 5  | Chirtoaca D. | 6          |              |            | PLDM     | 8          |
|                  | 6  | Filat V.     | 4          |              |            | PCRM     | 6          |
|                  | 7  | Formuzal M.  | 1          |              |            | PSD      | 1          |
| <b>N4</b>        |  | <b>5</b>     | <b>196</b> | <b>3</b>     | <b>323</b> | <b>5</b> | <b>296</b> |
|                  | 1  | Filat V.     | 51         | Parties      | 316        | PL       | 76         |
|                  | 2  | Ghimpu M.    | 50         | PLA          | 4          | PLDM     | 73         |
|                  | 3  | Lupu M.      | 48         | Parliament   | 3          | AMN      | 70         |
|                  | 4  | Urechean S.  | 44         |              |            | PDM      | 68         |
|                  | 5  | Tanase A.    | 3          |              |            | PCRM     | 9          |
| <b>NIT</b>       |  | <b>13</b>    | <b>310</b> | <b>4</b>     | <b>650</b> | <b>7</b> | <b>407</b> |
|                  | 1  | Filat V.     | 69         | Parties      | 488        | PL       | 141        |
|                  | 2  | Ghimpu M.    | 58         | PLA          | 121        | PLDM     | 130        |
|                  | 3  | Lupu M.      | 49         | Government   | 29         | PDM      | 58         |
|                  | 4  | Chirtoaca D. | 48         | Parliament   | 12         | AMN      | 54         |
|                  | 5  | Urechean S.  | 31         |              |            | PCRM     | 18         |
|                  | 6  | Butmalai I.  | 21         |              |            | PPCD     | 5          |
|                  | 7  | Turcan V.    | 8          |              |            | PSD      | 1          |
|                  | 8  | Furtuna M.   | 5          |              |            |          |            |
|                  | 9  | Leanca Iu.   | 5          |              |            |          |            |
|                  | 10   | Rosca Iu.    | 5          |              |            |          |            |
| <b>ProTV</b>     |  | <b>13</b>    | <b>62</b>  | <b>5</b>     | <b>186</b> | <b>6</b> | <b>131</b> |
|                  | 1  | Voronin V.   | 25         | Parties      | 97         | PCRM     | 97         |
|                  | 2  | Tarlev V.    | 8          | Government   | 34         | UCM      | 12         |
|                  | 3  | Lupu M.      | 5          | Presidency   | 25         | PDM      | 8          |

|                     |              |            |            |             |          |             |
|---------------------|--------------|------------|------------|-------------|----------|-------------|
| 4                   | Chirtoaca D. | 4          | PLA        | 20          | PL       | 6           |
| 5                   | Petrache M.  | 4          | Parliament | 10          | AMN      | 5           |
| 6                   | Calin I.     | 3          |            |             | PLDM     | 3           |
| 7                   | Turcan V.    | 3          |            |             |          |             |
| 8                   | Urechean S.  | 3          |            |             |          |             |
| 9                   | Formuzal M.  | 2          |            |             |          |             |
| 10                  | Petrenco G.  | 2          |            |             |          |             |
| <b>TV7</b>          | <b>4</b>     | <b>35</b>  | <b>3</b>   | <b>88</b>   | <b>6</b> | <b>83</b>   |
| 1                   | Voronin V.   | 20         | Parties    | 68          | PCRM     | 48          |
| 2                   | Chirtoaca D. | 5          | PLA        | 10          | PL       | 10          |
| 3                   | Petrache M.  | 5          | Presidency | 10          | UCM      | 10          |
| 4                   | Tarlev V.    | 5          |            |             | AMN      | 5           |
| 5                   |              |            |            |             | PDM      | 5           |
| 6                   |              |            |            |             | PLDM     | 5           |
| <b>TV Synthesis</b> | <b>22</b>    | <b>703</b> | <b>5</b>   | <b>1479</b> | <b>8</b> | <b>1066</b> |
| 1                   | Ghimpu M.    | 130        | Parties    | 1119        | PL       | 265         |
| 2                   | Filat V.     | 129        | PLA        | 189         | PLDM     | 224         |
| 3                   | Lupu M.      | 123        | Government | 83          | PCRM     | 207         |
| 4                   | Urechean S.  | 92         | Parliament | 53          | PDM      | 164         |
| 5                   | Chirtoaca D. | 63         | Presidency | 35          | AMN      | 154         |
| 6                   | Voronin V.   | 47         |            |             | UCM      | 40          |
| 7                   | Tarlev V.    | 33         |            |             | PPCD     | 10          |
| 8                   | Butmalai I.  | 21         |            |             | PSD      | 2           |
| 9                   | Turcan V.    | 11         |            |             |          |             |
| 10                  | Petrache M.  | 9          |            |             |          |             |

#### ▪ Personalized actors

EuTV placed 7 personalized actors in a negative context in the news, 2 of which represent the government and the PCRM.

Moldova 1 also placed, in news in a negative context, 7 personalized actors – none of which represents the PCRM.

N4 placed in news in a negative context 5 personalized actors – all of them being AIE members.

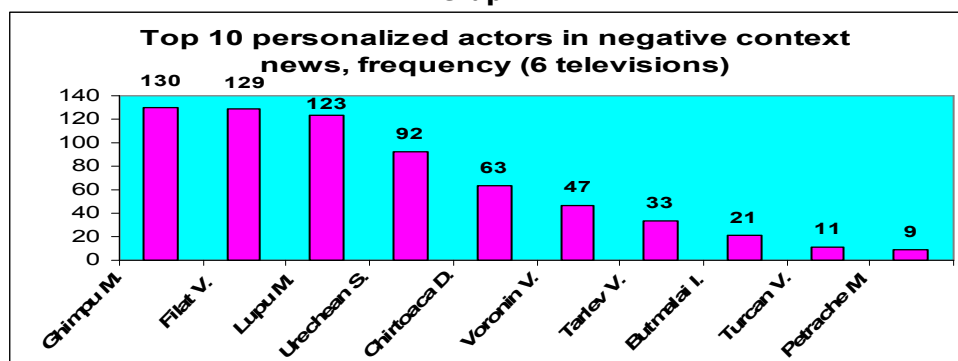
NIT placed 13 personalized in news in a negative context. 2 of 10 mostly covered actors in a negative context are representatives of the government, the rest of them being politicians in opposition to the PCRM.

ProTV placed 13 personalized actors in a negative context in news. 4 of the mostly covered actors in a negative context come from the PCRM and 6 – from the PCRM's political opposition.

TV7 placed in a negative context in its news 4 personalized actors, including one representing the PCRM.

Aggregated, the monitored televisions placed in news in a negative context 22 personalized actors. In the top 10 list of the most covered actors in a negative context, 6 come from the AIE, 2 – from the government and the PCRM and 2 – from extra-parliamentary political parties. The first 5 positions from the top list are held by the leaders of the parliamentary parties making up the AIE (see Graph 4).

**Graph 4**



#### ▪ Institutionalized actors. Institutions

Of those 5 categories of institutionalized actors, 3 televisions – EuTV, Moldova 1 and NIT – did not place the *Presidency* as a political actor in a negative context in news.

N4 did not put in negative context news the actors *Presidency* and *Government*.

ProTV and TV7 placed in news, in negative context, all the categories of institutions as political actors.

Aggregated, on those 6 televisions, the actor-institution most often placed in a negative context in the news was the *Parties*, and the rarest – the *Presidency* as an actor (see Table 2.)

#### ▪ Institutionalized actors. Political parties

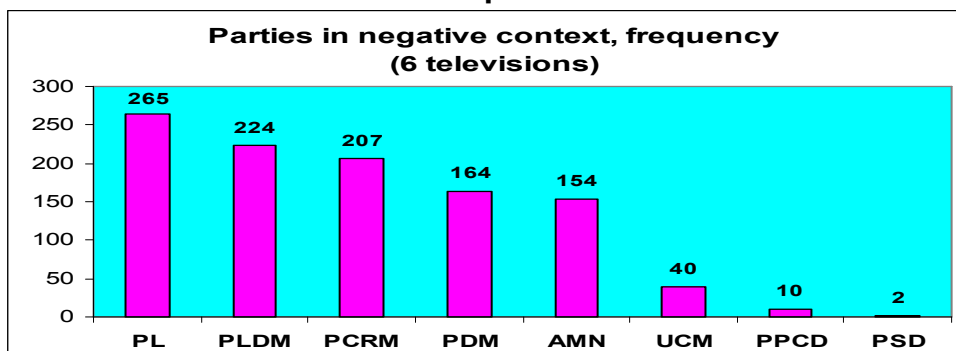
EuTV, Moldova 1 and NIT placed, in a negative context in their news, the largest number of political parties as actors – 7. EuTV placed the PCRM most often in a negative context, and Moldova 1 and NIT – the same Liberal Party (PL.)

ProTV and TV7 placed in news, in a negative context, by 6 political parties, and most often the PCRM.

N4 put 5 parties in a negative context in its news, most often -- the PL (see Table 2.)

Aggregated, on the monitored televisions, the top list of the parties appearing most often in a negative context in the news is broken down in Graph 5.

**Graph 5**



### 4.3 Political actors in news. Favoring attitude

4 televisions displayed favoring attitudes towards political parties in the news (see Table 3.)

**Table 3**

| TV                  | POLITICLA ACTORS IN NEWS. FAVORING ATTITUDE |              |            |              |            |          |            |
|---------------------|---|--------------|------------|--------------|------------|----------|------------|
|                     | No.   | PERSONALIZED | times      | INSTITUTIONS | times      | PARTIES  | times      |
| <b>EuTV</b>         |   | <b>1</b>     | <b>2</b>   | <b>1</b>     | <b>4</b>   | <b>1</b> | <b>4</b>   |
|                     | 1   | Rosca Iu.    | 2          | Parties      | 4          | PPCD     | 4          |
| <b>Moldova 1</b>    |   | <b>1</b>     | <b>3</b>   | <b>4</b>     | <b>16</b>  | <b>1</b> | <b>10</b>  |
|                     | 1   | Voronin V.   | 3          | Parties      | 7          | PCRM     | 10         |
|                     |   |              |            | PLA          | 3          |          |            |
|                     |   |              |            | Government   | 3          |          |            |
|                     |   |              |            | Presidency   | 3          |          |            |
| <b>N4</b>           |   | <b>1</b>     | <b>5</b>   | <b>3</b>     | <b>15</b>  | <b>1</b> | <b>9</b>   |
|                     | 1   | Voronin V.   | 5          | Government   | 6          | PCRM     | 9          |
|                     | 2   |              |            | Parties      | 5          |          |            |
|                     | 3   |              |            | Presidency   | 4          |          |            |
| <b>NIT</b>          |   | <b>4</b>     | <b>98</b>  | <b>5</b>     | <b>167</b> | <b>1</b> | <b>128</b> |
|                     | 1   | Voronin V.   | 77         | Presidency   | 69         | PCRM     | 128        |
|                     | 2   | Tkaciuk M.   | 10         | Parties      | 59         |          |            |
|                     | 3   | Misin V.     | 7          | Government   | 30         |          |            |
|                     | 4   | Turcan V.    | 4          | PLA          | 5          |          |            |
|                     | 5   |              |            | Parliament   | 4          |          |            |
| <b>TV Synthesis</b> |   | <b>5</b>     | <b>108</b> | <b>5</b>     | <b>202</b> | <b>2</b> | <b>151</b> |
|                     | 1   | Voronin V.   | 85         | Presidency   | 76         | PCRM     | 147        |
|                     | 2   | Tkaciuk M.   | 10         | Parties      | 75         | PPCD     | 4          |
|                     | 3   | Misin V.     | 7          | Government   | 39         |          |            |
|                     | 4   | Turcan V.    | 4          | PLA          | 8          |          |            |
|                     | 5   | Rosca Iu.    | 2          | Parliament   | 4          |          |            |

Four televisions – EuTV, Moldova 1, N4 and NIT – displayed favoring attitude in news towards personalized actors.

EuTV favored a single personalized actor – Iu.Roșca, 2 times.

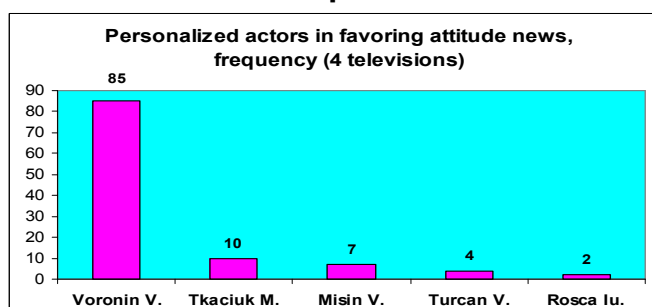
Moldova 1 and N4 favored by a personalized actor, the same – V.Voronin, 3 and 5 times, respectively.

NIT favored the largest number of personalized actors – 4, all coming from the PCRM (see Table 3.)

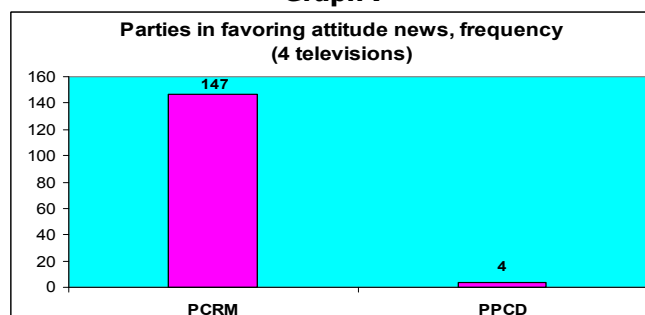
Aggregated, on those 4 televisions, favoring attitudes were shown towards a single personalized actor – V.Voronin. All the favored personalized actors in news represent the government (see Graph 6.)

Three of four televisions – Moldova 1, N4 and NIT – displayed, in news, favoring attitudes towards one and the same political party – the PCRM, and EuTV – towards the PPCD. NIT was standing out in terms of favoring a single party as an actor (PCRM) – 128 times (see Graph 7.)

**Graph 6**



**Graph 7**



#### 4.4. Political actors in news. Disfavoring attitude

During the reference period, 3 televisions displayed disfavoring attitude towards political actors in news (see Table 4).

**Table 4**

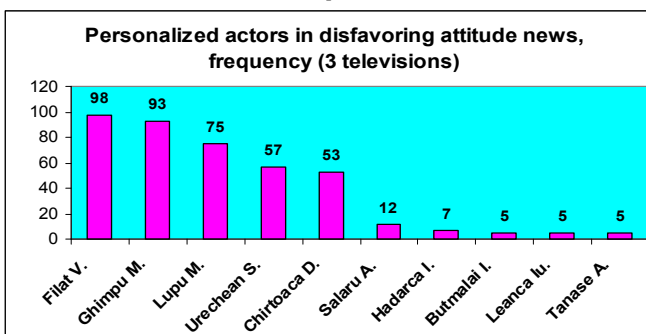
| TV                  | POLITICAL ACTORS IN NEWS. DISFAVORING ATTITUDE |              |            |              |            |          |            |
|---------------------|--|--------------|------------|--------------|------------|----------|------------|
|                     | No.  | PERSONALIZED | times      | INSTITUTIONS | times      | PARTIES  | times      |
| <b>Moldova 1</b>    |  | <b>2</b>     | <b>12</b>  | <b>3</b>     | <b>43</b>  | <b>4</b> | <b>32</b>  |
|                     | 1  | Ghimpu M.    | 9          | Parties      | 23         | PL       | 17         |
|                     | 2  | Urechean S.  | 3          | Parliament   | 19         | AMN      | 7          |
|                     | 3  |              |            | PLA          | 1          | PDM      | 4          |
|                     |  |              |            |              |            | PLDM     | 4          |
| <b>N4</b>           |  | <b>4</b>     | <b>54</b>  | <b>3</b>     | <b>96</b>  | <b>4</b> | <b>78</b>  |
|                     | 1  | Filat V.     | 18         | Parties      | 92         | PL       | 25         |
|                     | 2  | Ghimpu M.    | 17         | Parliament   | 3          | PLDM     | 22         |
|                     | 3  | Urechean S.  | 10         | PLA          | 1          | AMN      | 20         |
|                     | 4  | Lupu M.      | 9          |              |            | PDM      | 11         |
| <b>NIT</b>          |  | <b>10</b>    | <b>344</b> | <b>3</b>     | <b>584</b> | <b>4</b> | <b>441</b> |
|                     | 1  | Filat V.     | 80         | Parties      | 488        | PL       | 174        |
|                     | 2  | Ghimpu M.    | 67         | PLA          | 84         | PLDM     | 123        |
|                     | 3  | Lupu M.      | 66         | Parliament   | 12         | PDM      | 80         |
|                     | 4  | Chirtoaca D. | 53         |              |            | AMN      | 64         |
|                     | 5  | Urechean S.  | 44         |              |            |          |            |
|                     | 6  | Salaru A.    | 12         |              |            |          |            |
|                     | 7  | Hadarca I.   | 7          |              |            |          |            |
|                     | 8  | Butmalai I.  | 5          |              |            |          |            |
|                     | 9  | Leanca Iu.   | 5          |              |            |          |            |
|                     | 10   | Tanase A.    | 5          |              |            |          |            |
| <b>TV Synthesis</b> |  | <b>10</b>    | <b>410</b> | <b>3</b>     | <b>723</b> | <b>4</b> | <b>551</b> |
|                     | 1  | Filat V.     | 98         | Parties      | 603        | PL       | 216        |
|                     | 2  | Ghimpu M.    | 93         | PLA          | 86         | PLDM     | 149        |
|                     | 3  | Lupu M.      | 75         | Parliament   | 34         | PDM      | 95         |
|                     | 4  | Urechean S.  | 57         |              |            | AMN      | 91         |
|                     | 5  | Chirtoaca D. | 53         |              |            |          |            |
|                     | 6  | Salaru A.    | 12         |              |            |          |            |
|                     | 7  | Hadarca I.   | 7          |              |            |          |            |
|                     | 8  | Butmalai I.  | 5          |              |            |          |            |
|                     | 9  | Leanca Iu.   | 5          |              |            |          |            |
|                     | 10   | Tanase A.    | 5          |              |            |          |            |

Three televisions displayed disfavoring attitude towards personalized political actors in news.

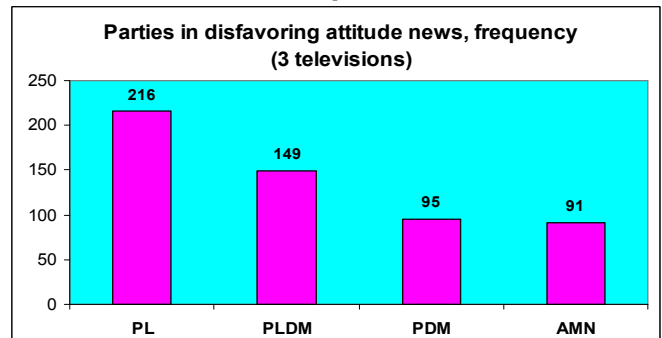
Moldova 1 displayed disfavoring attitude in news towards 2 personalized actors; N4 – towards 4; NIT – towards 10. All the personalized actors, towards whom disfavoring attitude was displayed come from the AIE, exclusively. Most often, the disfavoring attitude in the news of those three televisions was shown toward the leaders of the political parties members of the AIE (see Graph 8.)

Those 3 televisions displayed, in news, disfavoring attitude towards 4 parties, the same – the members of the AIE, and most often – towards the PL and the PLDM (see Graph 9.)

**Graph 8**



**Graph 9**



#### Conclusions:

- During the post-election period (July 30 – August 31, 2009) the monitored televisions adopted different editorial policies in writing the news covering personalized and institutionalized political actors;
- Moldova 1, N4 and NIT largely kept the attitude and the tone toward the political actors they covered in their news, which was similar to the ones adopted during the election period, opening favoring especially the PCRM representatives and disfavoring the AIE representatives. The editorial policies of these televisions did not pursue to truthfully inform the public about the post-election process;
- EuTV, in comparison with the election period, displayed a more moderate conduct, tempering its favoring attitude towards the PCRM and showed impartiality towards the Liberal-Democratic parties;
- ProTV and TV7 are the only televisions, which generally informed the public equidistantly about the events occurring after the poll.

## 5. QUALITY OF NEWS WITH POLITICAL ACTORS

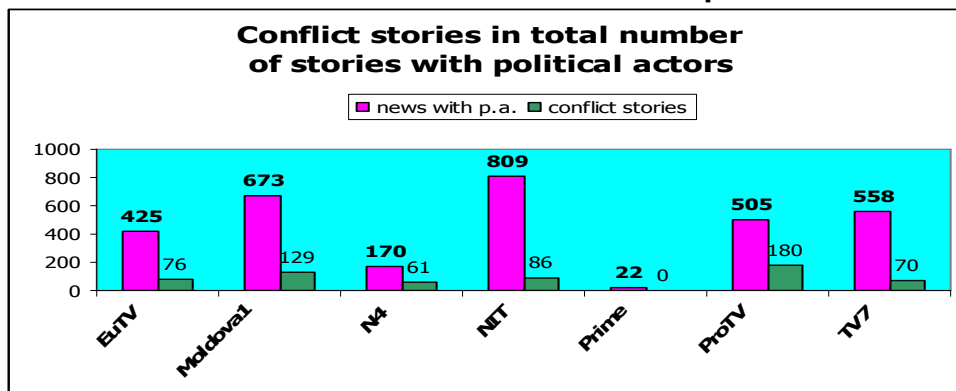
7 TV stations aired news with political actors during the reference period, 6 of which – including conflict-related stories (see Table 1.)

**Table 1**

|                                    | EuTV      | Moldova 1  | N4        | NIT       | Prime    | ProTV      | TV7       |
|------------------------------------|-----------|------------|-----------|-----------|----------|------------|-----------|
| <b>Number of conflict stories:</b> | <b>76</b> | <b>129</b> | <b>61</b> | <b>86</b> | <b>0</b> | <b>180</b> | <b>70</b> |
| <b>1 info source:</b>              | <b>35</b> | <b>41</b>  | <b>53</b> | <b>48</b> | <b>0</b> | <b>0</b>   | <b>0</b>  |
| <b>2 &amp; &gt; info sources:</b>  | <b>41</b> | <b>88</b>  | <b>8</b>  | <b>38</b> | <b>0</b> | <b>180</b> | <b>70</b> |

The largest amount of conflict-related stories in the among the stories with political actors were broadcast by ProTV and N4 (about 1 in 3), and the smallest – TV Prime (none.) On EuTV, every story in 5, 6 was related to some conflict. On Moldova 1 and TV7 – one in eight. On NIT – one in 9 stories was related to some conflict (see Graph 1).

**Graph 1**  
**Conflict stories in total number of stories with political actors**

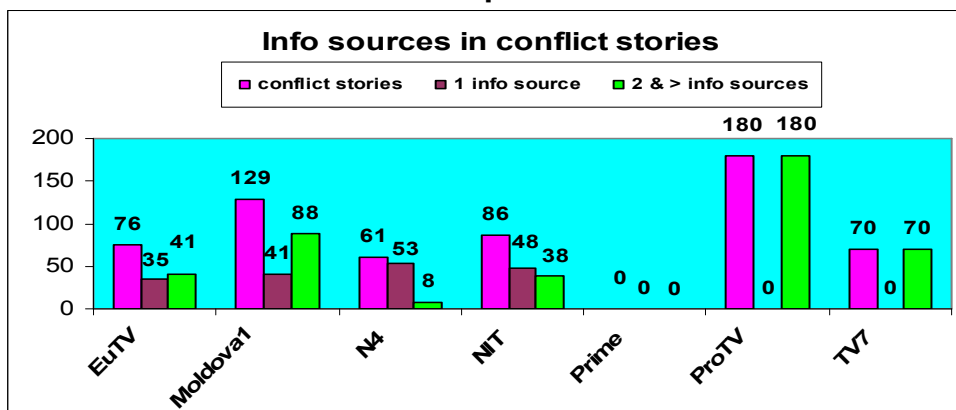


ProTV and TV7 produced all the conflict-related stories on the basis of several information sources and, in this respect, they observe the professional standards of writing the news stories (see Graph 2.)

EuTV and Moldova 1 produced over a half of the total number of conflict-related stories on the basis of several information sources. Moldova 1 is keeping this trend as was noticed in several previous monitoring sessions.

N4 and NIT produced over a half of the conflict stories on the basis of a single information source. These televisions, and especially N4, go on neglecting both the legal requirements and the professional norms in writing conflict-related stories, as they did during the previous monitoring periods.

**Graph 2**



### Conclusions:

During the reference period, ProTV and TV7 reconfirmed their attachment to the professional standards of writing conflict stories. EuTV and Moldova 1 kept their levels noticed during the recent monitoring sessions, in terms of editing the conflict stories. NIT and especially N4 broadcast conflict stories written in a manner which rather proves propaganda journalism, than informative reporting.

## 6. POLITICAL ACTORS' PRESENCE IN PROGRAMS: STATISTICAL DATA

|                           |                 |                                  |                 |
|---------------------------|-----------------|----------------------------------|-----------------|
| <b>Monitoring period:</b> |                 | <b>July 30 – August 31, 2009</b> |                 |
| <b>Monitored station:</b> | <b>EuTV</b>     | <b>Monitored program:</b>        | <b>Programs</b> |
| Program title:            | Duration (sec.) | Program title:                   | Duration (sec.) |
| <b>Alegeri 2009</b>       | <b>6978</b>     | <b>Media Expres</b>              | <b>9860</b>     |
|                           |                 | <b>Total titles: 2</b>           | <b>16838</b>    |

| No.      | ACTORS              | APPEARANCES          |          |                      |          | Data synthesis         |          | CONTENTS |          |         | ATTITUDE |           |         |
|----------|---------------------|----------------------|----------|----------------------|----------|------------------------|----------|----------|----------|---------|----------|-----------|---------|
|          |                     | Direct interventions |          | Mentions/appearances |          | Dir. int. & ment./app. |          | positive | negative | neutral | favor.   | disfavor. | impart. |
|          |                     | frequ.               | duration | frequ.               | duration | frequ.                 | duration |          |          |         |          |           |         |
| <b>+</b> | <b>personalized</b> | (times)              | (sec.)   | (times)              | (sec.)   | (times)                | (sec.)   | (times)  | (times)  | (times) | (times)  | (times)   | (times) |
| 1        | Muntean Iu.         | 1                    | 1120     | 1                    | 50       | 2                      | 1170     | 0        | 0        | 2       | 0        | 0         | 2       |
| 2        | Ciuru I.            | 1                    | 1092     | 1                    | 28       | 2                      | 1120     | 1        | 0        | 1       | 1        | 0         | 1       |
| 3        | Popov A.            | 1                    | 1020     | 0                    | 0        | 1                      | 1020     | 0        | 0        | 1       | 0        | 0         | 1       |
| 4        | Voronin V.          | 1                    | 48       | 3                    | 434      | 4                      | 482      | 0        | 0        | 4       | 0        | 0         | 4       |
| 5        | Lupu M.             | 2                    | 80       | 3                    | 350      | 5                      | 430      | 0        | 0        | 5       | 0        | 0         | 5       |
| 6        | Diacov D.           | 1                    | 66       | 2                    | 156      | 3                      | 222      | 0        | 0        | 3       | 0        | 0         | 3       |
| 7        | Filat V.            | 2                    | 40       | 3                    | 151      | 5                      | 191      | 0        | 0        | 5       | 0        | 0         | 5       |
| 8        | Rosca Iu.           | 0                    | 0        | 4                    | 140      | 4                      | 140      | 4        | 0        | 0       | 2        | 0         | 2       |
| 9        | Ghimpu M.           | 3                    | 62       | 3                    | 72       | 6                      | 134      | 0        | 0        | 6       | 0        | 0         | 6       |
| 10       | Chirtoaca D.        | 2                    | 54       | 3                    | 58       | 5                      | 112      | 0        | 0        | 5       | 0        | 0         | 5       |
| 11       | Urechean S.         | 0                    | 0        | 3                    | 76       | 3                      | 76       | 0        | 0        | 3       | 0        | 0         | 3       |
| 12       | Braghis D.          | 1                    | 42       | 0                    | 0        | 1                      | 42       | 0        | 0        | 1       | 0        | 0         | 1       |
| 13       | Vaculovschi G.      | 1                    | 28       | 0                    | 0        | 1                      | 28       | 0        | 0        | 1       | 0        | 0         | 1       |
| 14       | Tanase A.           | 1                    | 28       | 0                    | 0        | 1                      | 28       | 0        | 0        | 1       | 0        | 0         | 1       |
| 15       | Bujor L.            | 1                    | 28       | 0                    | 0        | 1                      | 28       | 0        | 0        | 1       | 0        | 0         | 1       |
| <b>+</b> | <b>Institutions</b> |                      |          |                      |          |                        |          |          |          |         |          |           |         |
| 1        | Parties             | 17                   | 3660     | 49                   | 3295     | 66                     | 6955     | 5        | 4        | 57      | 3        | 2         | 61      |
| 2        | Presidency          | 1                    | 48       | 1                    | 186      | 2                      | 234      | 0        | 0        | 2       | 0        | 0         | 2       |
| 3        | Government          | 0                    | 0        | 1                    | 140      | 1                      | 140      | 1        | 0        | 0       | 0        | 0         | 1       |
| <b>+</b> | <b>Parties</b>      |                      |          |                      |          |                        |          |          |          |         |          |           |         |
| 1        | PCRM                | 2                    | 1168     | 9                    | 1586     | 11                     | 2754     | 0        | 2        | 9       | 0        | 0         | 11      |
| 2        | PDM                 | 4                    | 1166     | 8                    | 662      | 12                     | 1828     | 0        | 0        | 12      | 0        | 0         | 12      |
| 3        | PPCD                | 2                    | 1120     | 6                    | 216      | 8                      | 1336     | 5        | 0        | 3       | 3        | 0         | 5       |
| 4        | PL                  | 5                    | 116      | 9                    | 218      | 14                     | 334      | 0        | 0        | 14      | 0        | 0         | 14      |
| 5        | PLDM                | 3                    | 68       | 6                    | 251      | 9                      | 319      | 0        | 0        | 9       | 0        | 0         | 9       |
| 6        | AMN                 | 1                    | 28       | 8                    | 286      | 9                      | 314      | 0        | 2        | 7       | 0        | 2         | 7       |
| 7        | PSD                 | 1                    | 42       | 1                    | 24       | 2                      | 66       | 0        | 0        | 2       | 0        | 0         | 2       |

|                                     |                  |                                  |                 |
|-------------------------------------|------------------|----------------------------------|-----------------|
| <b>Monitoring period:</b>           |                  | <b>July 30 – August 31, 2009</b> |                 |
| <b>Monitored station:</b>           | <b>Moldova 1</b> | <b>Monitored program:</b>        | <b>Programs</b> |
| Program title:                      | Duration (sec.)  | Program title:                   | Duration (sec.) |
| <b>65 ani - Eliberarea Moldovei</b> | <b>5400</b>      | <b>Locuința mea</b>              | <b>2660</b>     |
| <b>Cronos</b>                       | <b>7070</b>      | <b>Terra Vita</b>                | <b>5400</b>     |
| <b>Dezbateri postelectorale</b>     | <b>6360</b>      | <b>Ziua Republicii</b>           | <b>9720</b>     |
| <b>La datorie</b>                   | <b>3450</b>      | <b>Zona Libera</b>               | <b>3000</b>     |
|                                     |                  | <b>Total titles: 8</b>           | <b>43060</b>    |

| No.      | ACTORS              | APPEARANCES          |          |                      |          | Data synthesis         |          | CONTENTS |          |         | ATTITUDE |           |         |
|----------|---------------------|----------------------|----------|----------------------|----------|------------------------|----------|----------|----------|---------|----------|-----------|---------|
|          |                     | Direct interventions |          | Mentions/appearances |          | Dir. int. & ment./app. |          | positive | negative | neutral | favor.   | disfavor. | impart. |
|          |                     | frequ.               | duration | frequ.               | duration | frequ.                 | duration |          |          |         |          |           |         |
| <b>+</b> | <b>personalized</b> | (times)              | (sec.)   | (times)              | (sec.)   | (times)                | (sec.)   | (times)  | (times)  | (times) | (times)  | (times)   | (times) |
| 1        | Voronin V.          | 5                    | 1250     | 24                   | 722      | 29                     | 1972     | 3        | 0        | 26      | 0        | 0         | 29      |
| 2        | Baldovici V.        | 6                    | 1626     | 0                    | 0        | 6                      | 1626     | 3        | 0        | 3       | 0        | 0         | 6       |
| 3        | Ghimpu M.           | 7                    | 1048     | 11                   | 170      | 18                     | 1218     | 0        | 1        | 17      | 0        | 0         | 18      |
| 4        | Petrenco G.         | 1                    | 840      | 1                    | 60       | 2                      | 900      | 0        | 1        | 1       | 0        | 0         | 2       |
| 5        | Vaculovschi G.      | 2                    | 880      | 0                    | 0        | 2                      | 880      | 0        | 0        | 2       | 0        | 0         | 2       |
| 6        | Tanase A.           | 1                    | 840      | 1                    | 15       | 2                      | 855      | 0        | 1        | 1       | 0        | 0         | 2       |
| 7        | Lazar V.            | 1                    | 840      | 0                    | 0        | 1                      | 840      | 0        | 0        | 1       | 0        | 0         | 1       |
| 8        | Stepaniuc V.        | 2                    | 257      | 4                    | 145      | 6                      | 402      | 1        | 0        | 5       | 0        | 0         | 6       |
| 9        | Filat V.            | 6                    | 139      | 9                    | 152      | 15                     | 291      | 0        | 0        | 15      | 0        | 0         | 15      |
| 10       | Vrabie V.           | 7                    | 184      | 6                    | 92       | 13                     | 276      | 7        | 0        | 6       | 0        | 0         | 13      |
| 11       | Greceanai Z.        | 0                    | 0        | 11                   | 224      | 11                     | 224      | 0        | 0        | 11      | 0        | 0         | 11      |
| 12       | Grozavu N.          | 2                    | 200      | 0                    | 0        | 2                      | 200      | 0        | 0        | 2       | 0        | 0         | 2       |
| 13       | Lupu M.             | 4                    | 142      | 6                    | 55       | 10                     | 197      | 0        | 1        | 9       | 0        | 0         | 10      |
| 14       | Apostol I.          | 4                    | 170      | 0                    | 0        | 4                      | 170      | 2        | 0        | 2       | 0        | 0         | 4       |
| 15       | Chirtoaca D.        | 3                    | 70       | 4                    | 82       | 7                      | 152      | 1        | 0        | 6       | 0        | 0         | 7       |
| 16       | Dodon I.            | 2                    | 50       | 4                    | 100      | 6                      | 150      | 2        | 0        | 4       | 0        | 0         | 6       |
| 17       | Lozan O.            | 4                    | 132      | 0                    | 0        | 4                      | 132      | 0        | 0        | 4       | 0        | 0         | 4       |
| 18       | Calin I.            | 2                    | 86       | 4                    | 34       | 6                      | 120      | 0        | 0        | 6       | 0        | 0         | 6       |
| 19       | Timciuc I.          | 1                    | 98       | 1                    | 5        | 2                      | 103      | 0        | 0        | 2       | 0        | 0         | 2       |
| 20       | Turcan V.           | 2                    | 40       | 4                    | 60       | 6                      | 100      | 0        | 0        | 6       | 0        | 0         | 6       |
| 21       | Railean V.          | 4                    | 96       | 0                    | 0        | 4                      | 96       | 0        | 0        | 4       | 0        | 0         | 4       |
| 22       | Urechean S.         | 3                    | 44       | 5                    | 50       | 8                      | 94       | 0        | 0        | 8       | 0        | 0         | 8       |
| 23       | Catrinici L.        | 2                    | 48       | 0                    | 0        | 2                      | 48       | 0        | 0        | 2       | 0        | 0         | 2       |
| 24       | Ciobanu I.          | 2                    | 46       | 0                    | 0        | 2                      | 46       | 0        | 0        | 2       | 0        | 0         | 2       |



|          |                     |    |      |     |      |     |      |    |   |     |   |   |     |
|----------|---------------------|----|------|-----|------|-----|------|----|---|-----|---|---|-----|
| 25       | Barbulat M.         | 1  | 35   | 1   | 5    | 2   | 40   | 0  | 0 | 2   | 0 | 0 | 2   |
| 26       | Braghis D.          | 1  | 40   | 0   | 0    | 1   | 40   | 0  | 0 | 1   | 0 | 0 | 1   |
| 27       | Ciobanu V.          | 2  | 40   | 0   | 0    | 2   | 40   | 0  | 0 | 2   | 0 | 0 | 2   |
| 28       | Bujor L.            | 2  | 32   | 0   | 0    | 2   | 32   | 0  | 0 | 2   | 0 | 0 | 2   |
| 29       | Sova V.             | 0  | 0    | 2   | 30   | 2   | 30   | 0  | 0 | 2   | 0 | 0 | 2   |
| 30       | Hadarca I.          | 0  | 0    | 2   | 20   | 2   | 20   | 0  | 0 | 2   | 0 | 0 | 2   |
| 31       | Postoico M.         | 0  | 0    | 2   | 8    | 2   | 8    | 0  | 0 | 2   | 0 | 0 | 2   |
| 32       | Zubic V.            | 0  | 0    | 1   | 5    | 1   | 5    | 0  | 0 | 1   | 0 | 0 | 1   |
| <b>+</b> | <b>Institutions</b> |    |      |     |      |     |      |    |   |     |   |   |     |
| 1        | Parties             | 34 | 4911 | 103 | 1276 | 137 | 6187 | 1  | 6 | 130 | 0 | 0 | 137 |
| 2        | Government          | 35 | 2760 | 41  | 1031 | 76  | 3791 | 23 | 0 | 53  | 0 | 0 | 76  |
| 3        | Presidency          | 4  | 1210 | 23  | 712  | 27  | 1922 | 3  | 0 | 24  | 0 | 0 | 27  |
| 4        | Parliament          | 12 | 408  | 52  | 600  | 64  | 1008 | 0  | 0 | 64  | 0 | 0 | 64  |
| 5        | PLA                 | 17 | 610  | 6   | 105  | 23  | 715  | 7  | 0 | 16  | 0 | 0 | 23  |
| <b>+</b> | <b>Parties</b>      |    |      |     |      |     |      |    |   |     |   |   |     |
| 1        | PCRM                | 14 | 2523 | 69  | 1525 | 83  | 4048 | 6  | 2 | 75  | 0 | 0 | 83  |
| 2        | PL                  | 14 | 1364 | 35  | 429  | 49  | 1793 | 1  | 1 | 47  | 0 | 0 | 49  |
| 3        | PLDM                | 7  | 979  | 28  | 324  | 35  | 1303 | 0  | 1 | 34  | 0 | 0 | 35  |
| 4        | PPCD                | 8  | 1016 | 8   | 219  | 16  | 1235 | 0  | 0 | 16  | 0 | 0 | 16  |
| 5        | PDM                 | 5  | 982  | 24  | 186  | 29  | 1168 | 0  | 1 | 28  | 0 | 0 | 29  |
| 6        | AMN                 | 9  | 172  | 23  | 197  | 32  | 369  | 0  | 0 | 32  | 0 | 0 | 32  |
| 7        | PSD                 | 1  | 40   | 2   | 9    | 3   | 49   | 0  | 0 | 3   | 0 | 0 | 3   |
| 8        | PEMAVE              | 0  | 0    | 2   | 9    | 2   | 9    | 0  | 0 | 2   | 0 | 0 | 2   |

|   |                 |                           |                 |
|---|-----------------|---------------------------|-----------------|
| <b>Monitoring period: July 30 – August 31, 2009</b> |                 |                           |                 |
| <b>Monitored station:</b>                           | <b>NIT</b>      | <b>Monitored program:</b> | <b>Programs</b> |
| Program title:                                      | Duration (sec.) | Program title:            | Duration (sec.) |
| <b>Maxima</b>                                       | <b>9816</b>     | <b>Rezonans</b>           | <b>6510</b>     |
|   |                 | <b>Total titles: 2</b>    | <b>16326</b>    |

| No.      | ACTORS              | APPEARANCES          |          |                      |          | Data synthesis         |          | CONTENTS |          |         | ATTITUDE |           |         |
|----------|---------------------|----------------------|----------|----------------------|----------|------------------------|----------|----------|----------|---------|----------|-----------|---------|
|          |                     | Direct interventions |          | Mentions/appearances |          | Dir. int. & ment./app. |          | positive | negative | neutral | favor.   | disfavor. | impart. |
|          |                     | frequ.               | duration | frequ.               | duration | frequ.                 | duration |          |          |         |          |           |         |
| <b>+</b> | <b>personalized</b> | (times)              | (sec.)   | (times)              | (sec.)   | (times)                | (sec.)   | (times)  | (times)  | (times) | (times)  | (times)   | (times) |
| 1        | Misin V.            | 3                    | 2025     | 6                    | 324      | 9                      | 2349     | 3        | 0        | 6       | 3        | 0         | 6       |
| 2        | Tkaciuk M.          | 14                   | 1526     | 2                    | 44       | 16                     | 1570     | 8        | 0        | 8       | 2        | 0         | 14      |
| 3        | Lupu M.             | 17                   | 373      | 17                   | 371      | 34                     | 744      | 0        | 13       | 21      | 0        | 7         | 27      |
| 4        | Filat V.            | 11                   | 194      | 9                    | 254      | 20                     | 448      | 0        | 5        | 15      | 0        | 5         | 15      |
| 5        | Voronin V.          | 4                    | 280      | 8                    | 144      | 12                     | 424      | 2        | 0        | 10      | 0        | 0         | 12      |
| 6        | Ghimpu M.           | 8                    | 124      | 14                   | 297      | 22                     | 421      | 0        | 9        | 13      | 0        | 5         | 17      |
| 7        | Urechean S.         | 5                    | 46       | 13                   | 275      | 18                     | 321      | 0        | 9        | 9       | 0        | 4         | 14      |
| 8        | Chirtoaca D.        | 5                    | 142      | 7                    | 137      | 12                     | 279      | 0        | 7        | 5       | 0        | 2         | 10      |
| 9        | Calin I.            | 3                    | 195      | 0                    | 0        | 3                      | 195      | 0        | 0        | 3       | 0        | 0         | 3       |
| 10       | Diacov D.           | 2                    | 98       | 5                    | 43       | 7                      | 141      | 0        | 3        | 4       | 0        | 0         | 7       |
| 11       | Greceanai Z.        | 4                    | 82       | 2                    | 24       | 6                      | 106      | 2        | 0        | 4       | 2        | 0         | 4       |
| 12       | Plesca I.           | 3                    | 75       | 0                    | 0        | 3                      | 75       | 0        | 0        | 3       | 0        | 0         | 3       |
| 13       | Tanase A.           | 4                    | 60       | 0                    | 0        | 4                      | 60       | 0        | 0        | 4       | 0        | 0         | 4       |
| 14       | Postoico M.         | 3                    | 51       | 0                    | 0        | 3                      | 51       | 0        | 0        | 3       | 0        | 0         | 3       |
| 15       | Lazar V.            | 0                    | 0        | 2                    | 42       | 2                      | 42       | 0        | 0        | 2       | 0        | 0         | 2       |
| 16       | Hadarca I.          | 0                    | 0        | 3                    | 30       | 3                      | 30       | 0        | 0        | 3       | 0        | 0         | 3       |
| 17       | Fusu C.             | 2                    | 20       | 2                    | 6        | 4                      | 26       | 0        | 0        | 4       | 0        | 0         | 4       |
| <b>+</b> | <b>Institutions</b> |                      |          |                      |          |                        |          |          |          |         |          |           |         |
| 1        | Parties             | 84                   | 5209     | 142                  | 5213     | 226                    | 10422    | 22       | 55       | 149     | 5        | 30        | 191     |
| 2        | Parliament          | 0                    | 0        | 8                    | 932      | 8                      | 932      | 0        | 3        | 5       | 0        | 3         | 5       |
| 3        | Government          | 4                    | 82       | 12                   | 650      | 16                     | 732      | 8        | 0        | 8       | 4        | 0         | 12      |
| 4        | PLA                 | 0                    | 0        | 2                    | 42       | 2                      | 42       | 0        | 2        | 0       | 0        | 2         | 0       |
| <b>+</b> | <b>Parties</b>      |                      |          |                      |          |                        |          |          |          |         |          |           |         |
| 1        | PCRM                | 31                   | 4159     | 40                   | 1950     | 71                     | 6109     | 24       | 0        | 47      | 7        | 0         | 64      |
| 2        | PDM                 | 19                   | 471      | 32                   | 1094     | 51                     | 1565     | 0        | 19       | 32      | 0        | 10        | 41      |
| 3        | PL                  | 15                   | 286      | 30                   | 534      | 45                     | 820      | 0        | 18       | 27      | 0        | 7         | 38      |
| 4        | PLDM                | 15                   | 254      | 11                   | 292      | 26                     | 546      | 0        | 5        | 21      | 0        | 5         | 21      |
| 5        | AMN                 | 8                    | 121      | 15                   | 313      | 23                     | 434      | 0        | 9        | 14      | 0        | 4         | 19      |
| 6        | PSD                 | 0                    | 0        | 2                    | 22       | 2                      | 22       | 0        | 0        | 2       | 0        | 0         | 2       |
| 7        | PPCD                | 0                    | 0        | 2                    | 22       | 2                      | 22       | 0        | 0        | 2       | 0        | 0         | 2       |
| 8        | PEMAVE              | 0                    | 0        | 2                    | 22       | 2                      | 22       | 0        | 0        | 2       | 0        | 0         | 2       |

|   |                 |                           |                 |
|---|-----------------|---------------------------|-----------------|
| <b>Monitoring period: July 30 – August 31, 2009</b> |                 |                           |                 |
| <b>Monitored station:</b>                           | <b>ProTV</b>    | <b>Monitored program:</b> | <b>Programs</b> |
| Program title:                                      | Duration (sec.) | Program title:            | Duration (sec.) |
| <b>In profunzime</b>                                | <b>40515</b>    | <b>Total titles: 1</b>    | <b>40515</b>    |

| No.      | ACTORS              | APPEARANCES          |          |                      |          | Data synthesis         |          | CONTENTS |          |         | ATTITUDE |           |         |
|----------|---------------------|----------------------|----------|----------------------|----------|------------------------|----------|----------|----------|---------|----------|-----------|---------|
|          |                     | Direct interventions |          | Mentions/appearances |          | Dir. int. & ment./app. |          | positive | negative | neutral | favor.   | disfavor. | impart. |
|          |                     | frequ.               | duration | frequ.               | duration | frequ.                 | duration |          |          |         |          |           |         |
| <b>+</b> | <b>personalized</b> | (times)              | (sec.)   | (times)              | (sec.)   | (times)                | (sec.)   | (times)  | (times)  | (times) | (times)  | (times)   | (times) |

|          |                     |    |       |     |       |     |       |    |    |    |   |   |     |
|----------|---------------------|----|-------|-----|-------|-----|-------|----|----|----|---|---|-----|
| 1        | Lupu M.             | 3  | 3563  | 9   | 553   | 12  | 4116  | 2  | 2  | 8  | 0 | 0 | 12  |
| 2        | Filat V.            | 3  | 2340  | 5   | 182   | 8   | 2522  | 0  | 0  | 8  | 0 | 0 | 8   |
| 3        | Urechean S.         | 3  | 1837  | 6   | 178   | 9   | 2015  | 2  | 0  | 7  | 0 | 0 | 9   |
| 4        | Turcan V.           | 2  | 1975  | 4   | 33    | 6   | 2008  | 0  | 1  | 5  | 0 | 0 | 6   |
| 5        | Voronin V.          | 1  | 78    | 14  | 1448  | 15  | 1526  | 2  | 6  | 7  | 0 | 0 | 15  |
| 6        | Chirtoaca D.        | 1  | 756   | 4   | 40    | 5   | 796   | 0  | 0  | 5  | 0 | 0 | 5   |
| 7        | Ghimpu M.           | 1  | 498   | 5   | 155   | 6   | 653   | 2  | 0  | 4  | 0 | 0 | 6   |
| 8        | Rosca Iu.           | 0  | 0     | 5   | 75    | 5   | 75    | 0  | 3  | 2  | 0 | 0 | 5   |
| 9        | Greceanai Z.        | 0  | 0     | 5   | 59    | 5   | 59    | 0  | 1  | 4  | 0 | 0 | 5   |
| 10       | Diacov D.           | 0  | 0     | 3   | 45    | 3   | 45    | 0  | 0  | 3  | 0 | 0 | 3   |
| 11       | Vrabie V.           | 0  | 0     | 4   | 44    | 4   | 44    | 0  | 0  | 4  | 0 | 0 | 4   |
| 12       | Papuc G.            | 0  | 0     | 3   | 39    | 3   | 39    | 0  | 1  | 2  | 0 | 0 | 3   |
| 13       | Calin I.            | 0  | 0     | 1   | 23    | 1   | 23    | 0  | 0  | 1  | 0 | 0 | 1   |
| 14       | Salaru A.           | 0  | 0     | 2   | 20    | 2   | 20    | 0  | 0  | 2  | 0 | 0 | 2   |
| 15       | Tarlev V.           | 0  | 0     | 2   | 20    | 2   | 20    | 0  | 0  | 2  | 0 | 0 | 2   |
| 16       | Dodon I.            | 0  | 0     | 3   | 15    | 3   | 15    | 0  | 0  | 3  | 0 | 0 | 3   |
| 17       | Braghis D.          | 0  | 0     | 2   | 10    | 2   | 10    | 0  | 2  | 0  | 0 | 0 | 2   |
| 18       | Cubreacov V.        | 0  | 0     | 2   | 10    | 2   | 10    | 0  | 2  | 0  | 0 | 0 | 2   |
| 19       | Lazar V.            | 0  | 0     | 2   | 10    | 2   | 10    | 0  | 0  | 2  | 0 | 0 | 2   |
| 20       | Pavlicenco V.       | 0  | 0     | 2   | 10    | 2   | 10    | 0  | 0  | 2  | 0 | 0 | 2   |
| <b>+</b> | <b>Institutions</b> |    |       |     |       |     |       |    |    |    |   |   |     |
| 1        | Parties             | 13 | 10969 | 104 | 10537 | 117 | 21506 | 11 | 30 | 76 | 0 | 0 | 117 |
| 2        | Presidency          | 1  | 78    | 12  | 1311  | 13  | 1389  | 2  | 5  | 6  | 0 | 0 | 13  |
| 3        | Government          | 0  | 0     | 24  | 457   | 24  | 457   | 0  | 8  | 16 | 0 | 0 | 24  |
| 4        | PLA                 | 0  | 0     | 2   | 10    | 2   | 10    | 0  | 0  | 2  | 0 | 0 | 2   |
| <b>+</b> | <b>Parties</b>      |    |       |     |       |     |       |    |    |    |   |   |     |
| 1        | PCRM                | 3  | 2053  | 40  | 6277  | 43  | 8330  | 4  | 15 | 24 | 0 | 0 | 43  |
| 2        | PDM                 | 3  | 3563  | 18  | 728   | 21  | 4291  | 2  | 4  | 15 | 0 | 0 | 21  |
| 3        | PLDM                | 3  | 2340  | 10  | 281   | 13  | 2621  | 1  | 0  | 12 | 0 | 0 | 13  |
| 4        | AMN                 | 3  | 1837  | 8   | 198   | 11  | 2035  | 2  | 0  | 9  | 0 | 0 | 11  |
| 5        | PL                  | 2  | 1254  | 18  | 300   | 20  | 1554  | 2  | 2  | 16 | 0 | 0 | 20  |
| 6        | PPCD                | 0  | 0     | 12  | 192   | 12  | 192   | 0  | 7  | 5  | 0 | 0 | 12  |
| 7        | PSD                 | 0  | 0     | 4   | 20    | 4   | 20    | 0  | 4  | 0  | 0 | 0 | 4   |
| 8        | UCM                 | 0  | 0     | 2   | 20    | 2   | 20    | 0  | 0  | 2  | 0 | 0 | 2   |
| 9        | PEMAVE              | 0  | 0     | 2   | 10    | 2   | 10    | 0  | 2  | 0  | 0 | 0 | 2   |
| 10       | PNL                 | 0  | 0     | 2   | 10    | 2   | 10    | 0  | 0  | 2  | 0 | 0 | 2   |

|   |                 |                           |                 |
|---|-----------------|---------------------------|-----------------|
| <b>Monitoring period: July 30 – August 31, 2009</b> |                 |                           |                 |
| <b>Monitored station:</b>                           | <b>TV7</b>      | <b>Monitored program:</b> | <b>Programs</b> |
| Program title:                                      | Duration (sec.) | Program title:            | Duration (sec.) |
| <b>Obiectiv-Europa</b>                              | <b>10800</b>    | <b>Total titles: 1</b>    | <b>10800</b>    |

| No.      | ACTORS              | APPEARANCES          |          |                      |          | Data synthesis         |          | CONTENTS |          |         | ATTITUDE |           |         |
|----------|---------------------|----------------------|----------|----------------------|----------|------------------------|----------|----------|----------|---------|----------|-----------|---------|
|          |                     | Direct interventions |          | Mentions/appearances |          | Dir. int. & ment./app. |          | positive | negative | neutral | favor.   | disfavor. | impart. |
| TV Pr.   | TV7 Programs        | frequ.               | duration | frequ.               | duration | frequ.                 | duration | (times)  | (times)  | (times) | (times)  | (times)   | (times) |
| <b>+</b> | <b>personalized</b> | (times)              | (sec.)   | (times)              | (sec.)   | (times)                | (sec.)   | (times)  | (times)  | (times) | (times)  | (times)   | (times) |
| 1        | Voronin V.          | 0                    | 0        | 4                    | 28       | 4                      | 28       | 0        | 0        | 4       | 0        | 0         | 4       |
| <b>+</b> | <b>Institutions</b> |                      |          |                      |          |                        |          |          |          |         |          |           |         |
| 1        | Parliament          | 0                    | 0        | 6                    | 108      | 6                      | 108      | 0        | 0        | 6       | 0        | 0         | 6       |
| 2        | Parties             | 0                    | 0        | 14                   | 104      | 14                     | 104      | 0        | 0        | 14      | 0        | 0         | 14      |
| 3        | Government          | 0                    | 0        | 5                    | 58       | 5                      | 58       | 0        | 0        | 5       | 0        | 0         | 5       |
| 4        | Presidency          | 0                    | 0        | 6                    | 48       | 6                      | 48       | 0        | 0        | 6       | 0        | 0         | 6       |
| <b>+</b> | <b>Parties</b>      |                      |          |                      |          |                        |          |          |          |         |          |           |         |
| 1        | PCRM                | 0                    | 0        | 6                    | 36       | 6                      | 36       | 0        | 0        | 6       | 0        | 0         | 6       |
| 2        | AMN                 | 0                    | 0        | 2                    | 8        | 2                      | 8        | 0        | 0        | 2       | 0        | 0         | 2       |
| 3        | PDM                 | 0                    | 0        | 2                    | 8        | 2                      | 8        | 0        | 0        | 2       | 0        | 0         | 2       |
| 4        | PL                  | 0                    | 0        | 2                    | 8        | 2                      | 8        | 0        | 0        | 2       | 0        | 0         | 2       |
| 5        | PLDM                | 0                    | 0        | 2                    | 8        | 2                      | 8        | 0        | 0        | 2       | 0        | 0         | 2       |

|   |                     |                           |                 |
|---|---------------------|---------------------------|-----------------|
| <b>Monitoring period: July 30 – August 31, 2009</b> |                     |                           |                 |
| <b>Monitored station:</b>                           | <b>TV synthesis</b> | <b>Monitored program:</b> | <b>Programs</b> |
| Program title:                                      | Duration (sec.)     | Program title:            | Duration (sec.) |
| <b>65 ani - Eliberarea Moldovei</b>                 | <b>5400</b>         | <b>Maxima</b>             | <b>9816</b>     |
| <b>Alegeri 2009</b>                                 | <b>6978</b>         | <b>Media Expres</b>       | <b>9860</b>     |
| <b>Cronos</b>                                       | <b>7070</b>         | <b>Obiectiv-Europa</b>    | <b>10800</b>    |
| <b>Dezbateri postelectorale</b>                     | <b>6360</b>         | <b>Rezonans</b>           | <b>6510</b>     |
| <b>In profunzime</b>                                | <b>40515</b>        | <b>Terra Vita</b>         | <b>5400</b>     |
| <b>La datorie</b>                                   | <b>3450</b>         | <b>Ziua Republicii</b>    | <b>9720</b>     |
| <b>Locuința mea</b>                                 | <b>2660</b>         | <b>Zona Libera</b>        | <b>3000</b>     |
|   |                     | <b>Total titles: 14</b>   | <b>127539</b>   |

| No. | ACTORS         | APPEARANCES |                          |                      |          | Data synthesis       |          | CONTENTS               |          |          | ATTITUDE |         |         |           |         |
|-----|----------------|-------------|--------------------------|----------------------|----------|----------------------|----------|------------------------|----------|----------|----------|---------|---------|-----------|---------|
|     |                | TV<br>Pr.   | TV synthesis<br>Programs | Direct interventions |          | Mentions/appearances |          | Dir. int. & ment./app. |          | positive | negative | neutral | favor.  | disfavor. | impart. |
|     |                |             |                          | frequ.               | duration | frequ.               | duration | frequ.                 | duration |          |          |         |         |           |         |
|     |                |             |                          | (times)              | (sec.)   | (times)              | (sec.)   | (times)                | (sec.)   |          |          |         |         |           |         |
| +   | personalized   | (times)     | (sec.)                   | (times)              | (sec.)   | (times)              | (sec.)   | (times)                | (times)  | (times)  | (times)  | (times) | (times) |           |         |
| 1   | Lupu M.        | 26          | 4158                     | 35                   | 1329     | 61                   | 5487     | 2                      | 16       | 43       | 0        | 7       | 54      |           |         |
| 2   | Voronin V.     | 11          | 1656                     | 53                   | 2776     | 64                   | 4432     | 7                      | 6        | 51       | 0        | 0       | 64      |           |         |
| 3   | Filat V.       | 22          | 2713                     | 26                   | 739      | 48                   | 3452     | 0                      | 5        | 43       | 0        | 5       | 43      |           |         |
| 4   | Urechean S.    | 11          | 1927                     | 27                   | 579      | 38                   | 2506     | 2                      | 9        | 27       | 0        | 4       | 34      |           |         |
| 5   | Ghimpu M.      | 19          | 1732                     | 33                   | 694      | 52                   | 2426     | 2                      | 10       | 40       | 0        | 5       | 47      |           |         |
| 6   | Misin V.       | 3           | 2025                     | 6                    | 324      | 9                    | 2349     | 3                      | 0        | 6        | 3        | 0       | 6       |           |         |
| 7   | Turcan V.      | 4           | 2015                     | 8                    | 93       | 12                   | 2108     | 0                      | 1        | 11       | 0        | 0       | 12      |           |         |
| 8   | Baldovici V.   | 6           | 1626                     | 0                    | 0        | 6                    | 1626     | 3                      | 0        | 3        | 0        | 0       | 6       |           |         |
| 9   | Tkaciuk M.     | 14          | 1526                     | 2                    | 44       | 16                   | 1570     | 8                      | 0        | 8        | 2        | 0       | 14      |           |         |
| 10  | Chirtoaca D.   | 11          | 1022                     | 18                   | 317      | 29                   | 1339     | 1                      | 7        | 21       | 0        | 2       | 27      |           |         |
| 11  | Muntean Iu.    | 1           | 1120                     | 1                    | 50       | 2                    | 1170     | 0                      | 0        | 2        | 0        | 0       | 2       |           |         |
| 12  | Ciuru I.       | 1           | 1092                     | 1                    | 28       | 2                    | 1120     | 1                      | 0        | 1        | 1        | 0       | 1       |           |         |
| 13  | Popov A.       | 1           | 1020                     | 0                    | 0        | 1                    | 1020     | 0                      | 0        | 1        | 0        | 0       | 1       |           |         |
| 14  | Tanase A.      | 6           | 928                      | 1                    | 15       | 7                    | 943      | 0                      | 1        | 6        | 0        | 0       | 7       |           |         |
| 15  | Vaculovschi G. | 3           | 908                      | 0                    | 0        | 3                    | 908      | 0                      | 0        | 3        | 0        | 0       | 3       |           |         |
| 16  | Petrenco G.    | 1           | 840                      | 1                    | 60       | 2                    | 900      | 0                      | 1        | 1        | 0        | 0       | 2       |           |         |
| 17  | Lazar V.       | 1           | 840                      | 4                    | 52       | 5                    | 892      | 0                      | 0        | 5        | 0        | 0       | 5       |           |         |
| 18  | Diacov D.      | 3           | 164                      | 10                   | 244      | 13                   | 408      | 0                      | 3        | 10       | 0        | 0       | 13      |           |         |
| 19  | Stepaniuc V.   | 2           | 257                      | 4                    | 145      | 6                    | 402      | 1                      | 0        | 5        | 0        | 0       | 6       |           |         |
| 20  | Greceanai Z.   | 4           | 82                       | 18                   | 307      | 22                   | 389      | 2                      | 1        | 19       | 2        | 0       | 20      |           |         |
| 21  | Calin I.       | 5           | 281                      | 5                    | 57       | 10                   | 338      | 0                      | 0        | 10       | 0        | 0       | 10      |           |         |
| 22  | Vrabie V.      | 7           | 184                      | 10                   | 136      | 17                   | 320      | 7                      | 0        | 10       | 0        | 0       | 17      |           |         |
| 23  | Rosca Iu.      | 0           | 0                        | 9                    | 215      | 9                    | 215      | 4                      | 3        | 2        | 2        | 0       | 7       |           |         |
| 24  | Grozavu N.     | 2           | 200                      | 0                    | 0        | 2                    | 200      | 0                      | 0        | 2        | 0        | 0       | 2       |           |         |
| 25  | Apostol I.     | 4           | 170                      | 0                    | 0        | 4                    | 170      | 2                      | 0        | 2        | 0        | 0       | 4       |           |         |
| 26  | Dodon I.       | 2           | 50                       | 7                    | 115      | 9                    | 165      | 2                      | 0        | 7        | 0        | 0       | 9       |           |         |
| 27  | Lozan O.       | 4           | 132                      | 0                    | 0        | 4                    | 132      | 0                      | 0        | 4        | 0        | 0       | 4       |           |         |
| 28  | Timciuc I.     | 1           | 98                       | 1                    | 5        | 2                    | 103      | 0                      | 0        | 2        | 0        | 0       | 2       |           |         |
| 29  | Railean V.     | 4           | 96                       | 0                    | 0        | 4                    | 96       | 0                      | 0        | 4        | 0        | 0       | 4       |           |         |
| 30  | Braghis D.     | 2           | 82                       | 2                    | 10       | 4                    | 92       | 0                      | 2        | 2        | 0        | 0       | 4       |           |         |
| 31  | Plesca I.      | 3           | 75                       | 0                    | 0        | 3                    | 75       | 0                      | 0        | 3        | 0        | 0       | 3       |           |         |
| 32  | Bujor L.       | 3           | 60                       | 0                    | 0        | 3                    | 60       | 0                      | 0        | 3        | 0        | 0       | 3       |           |         |
| 33  | Postoico M.    | 3           | 51                       | 2                    | 8        | 5                    | 59       | 0                      | 0        | 5        | 0        | 0       | 5       |           |         |
| 34  | Hadarca I.     | 0           | 0                        | 5                    | 50       | 5                    | 50       | 0                      | 0        | 5        | 0        | 0       | 5       |           |         |
| 35  | Catrinici L.   | 2           | 48                       | 0                    | 0        | 2                    | 48       | 0                      | 0        | 2        | 0        | 0       | 2       |           |         |
| 36  | Ciobanu I.     | 2           | 46                       | 0                    | 0        | 2                    | 46       | 0                      | 0        | 2        | 0        | 0       | 2       |           |         |
| 37  | Barbulat M.    | 1           | 35                       | 1                    | 5        | 2                    | 40       | 0                      | 0        | 2        | 0        | 0       | 2       |           |         |
| 38  | Ciobanu V.     | 2           | 40                       | 0                    | 0        | 2                    | 40       | 0                      | 0        | 2        | 0        | 0       | 2       |           |         |
| 39  | Papuc G.       | 0           | 0                        | 3                    | 39       | 3                    | 39       | 0                      | 1        | 2        | 0        | 0       | 3       |           |         |
| 40  | Sova V.        | 0           | 0                        | 2                    | 30       | 2                    | 30       | 0                      | 0        | 2        | 0        | 0       | 2       |           |         |
| 41  | Fusu C.        | 2           | 20                       | 2                    | 6        | 4                    | 26       | 0                      | 0        | 4        | 0        | 0       | 4       |           |         |
| 42  | Salaru A.      | 0           | 0                        | 2                    | 20       | 2                    | 20       | 0                      | 0        | 2        | 0        | 0       | 2       |           |         |
| 43  | Tarlev V.      | 0           | 0                        | 2                    | 20       | 2                    | 20       | 0                      | 0        | 2        | 0        | 0       | 2       |           |         |
| 44  | Cubreacov V.   | 0           | 0                        | 2                    | 10       | 2                    | 10       | 0                      | 2        | 0        | 0        | 0       | 2       |           |         |
| 45  | Pavlicenco V.  | 0           | 0                        | 2                    | 10       | 2                    | 10       | 0                      | 0        | 2        | 0        | 0       | 2       |           |         |
| 46  | Zubic V.       | 0           | 0                        | 1                    | 5        | 1                    | 5        | 0                      | 0        | 1        | 0        | 0       | 1       |           |         |
| +   | Institutions   |             |                          |                      |          |                      |          |                        |          |          |          |         |         |           |         |
| 1   | Parties        | 148         | 24749                    | 412                  | 20425    | 560                  | 45174    | 39                     | 95       | 426      | 8        | 32      | 520     |           |         |
| 2   | Government     | 39          | 2842                     | 83                   | 2336     | 122                  | 5178     | 32                     | 8        | 82       | 4        | 0       | 118     |           |         |
| 3   | Presidency     | 6           | 1336                     | 42                   | 2257     | 48                   | 3593     | 5                      | 5        | 38       | 0        | 0       | 48      |           |         |
| 4   | Parliament     | 12          | 408                      | 66                   | 1640     | 78                   | 2048     | 0                      | 3        | 75       | 0        | 3       | 75      |           |         |
| 5   | PLA            | 17          | 610                      | 10                   | 157      | 27                   | 767      | 7                      | 2        | 18       | 0        | 2       | 25      |           |         |
| +   | Parties        |             |                          |                      |          |                      |          |                        |          |          |          |         |         |           |         |
| 1   | PCRM           | 50          | 9903                     | 164                  | 11374    | 214                  | 21277    | 34                     | 19       | 161      | 7        | 0       | 207     |           |         |
| 2   | PDM            | 31          | 6182                     | 84                   | 2678     | 115                  | 8860     | 2                      | 24       | 89       | 0        | 10      | 105     |           |         |
| 3   | PLDM           | 28          | 3641                     | 57                   | 1156     | 85                   | 4797     | 1                      | 6        | 78       | 0        | 5       | 80      |           |         |
| 4   | PL             | 36          | 3020                     | 94                   | 1489     | 130                  | 4509     | 3                      | 21       | 106      | 0        | 7       | 123     |           |         |
| 5   | AMN            | 21          | 2158                     | 56                   | 1002     | 77                   | 3160     | 2                      | 11       | 64       | 0        | 6       | 71      |           |         |
| 6   | PPCD           | 10          | 2136                     | 28                   | 649      | 38                   | 2785     | 5                      | 7        | 26       | 3        | 0       | 35      |           |         |
| 7   | PSD            | 2           | 82                       | 9                    | 75       | 11                   | 157      | 0                      | 4        | 7        | 0        | 0       | 11      |           |         |
| 8   | PEMAVE         | 0           | 0                        | 6                    | 41       | 6                    | 41       | 0                      | 2        | 4        | 0        | 0       | 6       |           |         |
| 9   | UCM            | 0           | 0                        | 2                    | 20       | 2                    | 20       | 0                      | 0        | 2        | 0        | 0       | 2       |           |         |
| 10  | PNL            | 0           | 0                        | 2                    | 10       | 2                    | 10       | 0                      | 0        | 2        | 0        | 0       | 2       |           |         |

## 7. QUANTITY DIMENSION OF POLITICAL ACTORS' PRESENCE IN PROGRAMS

### 7.1 General quantity data

During the period after the early parliamentary elections of July 29, 2009, the presentation of the political actors in TV programs was less intense than during the previously monitored periods. Thus, in 25 days (April 6-30) after the April 5 elections, the programs attended by politicians had had a total duration of 225,097 seconds, during the second post-electoral period of 2009, lasting from July 30 through August 31 (33 days), this genre of programs scored 127,539 seconds.

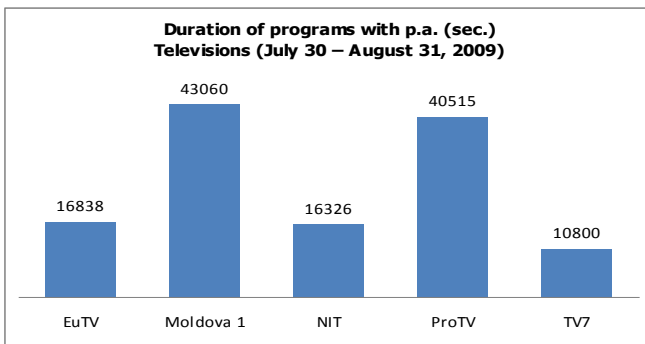
The monitoring data also show that fewer TV stations aired programs with political actors during the reference period. Five of those nine monitored TV stations aired programs with political actors during the reference period (EuTV, Moldova 1, NIT, ProTV, TV7.) 2 Plus, N4, Prime and TVC21 did not broadcast programs with political actors during the period July 30 – August 31, 2009.

During the reference period, the monitored televisions aired 14 series of programs. Most of the program titles were in the program schedules of Moldova 1 (8). EuTV and NIT had by two program series with the participation of political actors. Pro TV and TV7 had by a single series of programs with political actors.

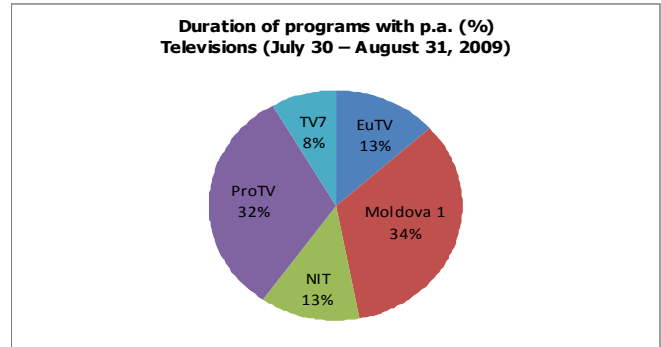
The share of the programs with political actors was different at the watched TV channels. Moldova 1 went on allotting considerable airtime to the programs attended by political actors (43,060 sec.), being followed by ProTV (40 515 sec.) Other televisions granted from 10 to 16 thousand seconds to the programs with politicians (see Graph 1.)

During the reference period, Moldova 1 had the largest share of programs with political actors (34%) in the total volume. Compared to the 6 – 30 April post-electoral period, EuTV allotted less airtime to programs with political actors (see Graph 2.)

**Graph 1**



**Graph 2**



### 7.2 Political actors in programs

During the reference period, 46 personalized political actors and 15 institutionalized political actors were noticed in programs (of which – 10 political parties.) In fact, the televisions showed fewer actors, in comparison with electoral race period, in a selective and basically unfair manner in terms of airtime granted to political actors.

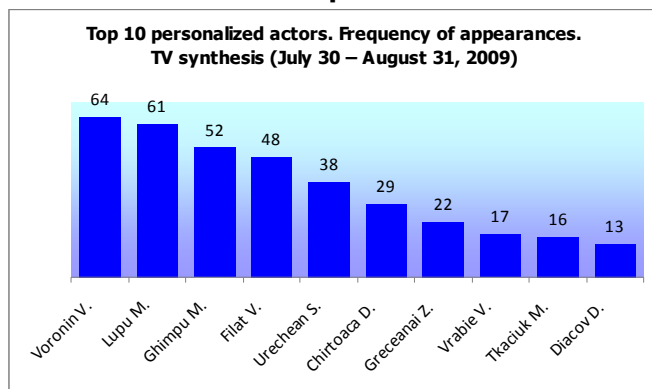
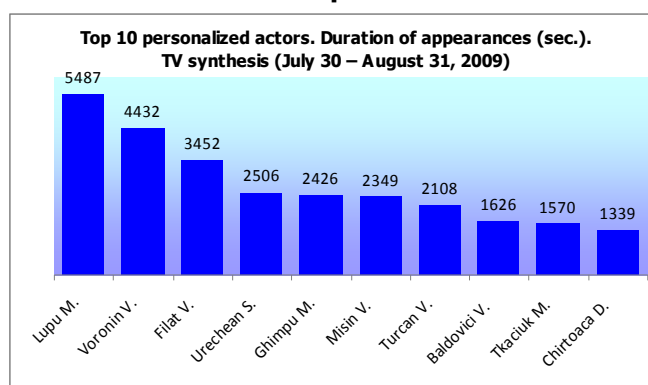
In general, during the monitored session, the televisions strongly focused on those 5 parties entering the parliament and the *parties* as an actor (the parties scored 45,174 seconds of TV presence.) The time offered to the personalized political actors was 56,760 seconds, of which the institutions – *government, presidency, parliament, PLA* – 11,586 seconds. Thus, the political parties had 5 times more visibility than the other institutionalized actors.

#### ▪ Personalized actors

Covering the personalized political actors during the monitored period was less intense than during the electoral race, when 85 personalized political actors attended TV programs. Most of the political actors attended the programs of Moldova 1 (32). A relative small number of politicians attended the programs of the other TV stations: ProTV (20), NIT (17), EuTV (15), and in TV7's programs only a single personalized actor was present during this session.

The representatives of the PLDM, AMN, PL, PCRM, PDM were among the mostly covered personalized political actors. The quantification of the airtime allotted to the personalized political actors finds, during the reference period, that the leaders of parties (Vladimir Voronin, Marian Lupu, Mihai Ghimpu, Vlad Filat, Serafim Urechean) were in the top of the list by number of appearances and duration. They were the first five in the top both as frequency and duration of appearance.

In fact, the hierarchy of the political actors' presence during the monitored period in terms of frequency of appearances preserved the ranking from the recent electoral race, with small modifications consisting in the disappearance from the top 10 list of Iu. Roșca, V. Tarlev, V. Pavlicenco and the appearance of new names: M. Tcaciuc, V. Mișin, V. Baldovici, especially as duration of presence (see Graphs 3 and 4.)

**Graph 3****Graph 4**

It's worth remarking the discrepancy in granting attention to political actors, as was before. Thus, the first actors from top 10 had 360 appearances, while the other 36 political actors attending programs rested with 145 appearances. The same proportions are valid for the duration of appearances, the first actors from top 10 accounting for 27,295 seconds of televised visibility, the others – 10,561 seconds.

Two leaders -- Vladimir Voronin and Marian Lupu – stood blatantly out in terms of TV visibility during the reference period. The first leads the ranking in terms of frequency of appearances (64) as he is on position 2 in terms of duration of appearances (4,432 seconds.) In its turn, Marian Lupu is the second by number of appearances (61) and the first by duration of televised presence (5,487 seconds.)

The attention the televisions paid to the personalized political actors was different on different televisions.

M. Ghimpu was more present in EuTV's programs (6 appearances.) M. Lupu, V. Filat and D. Chirtoacă had by 5 appearances on this station, V. Voronin and Iu. Roșca – by 4.) As for the duration of appearances, the mostly covered during this period were Iu. Muntean, I. Ciuru, A. Popov, M. Lupu, V. Voronin. The other political actors had less significant time shares.

On Moldova 1, V. Voronin had most of appearances (29). This station also granted V. Voronin the largest amount of airtime (1,972 seconds), followed by V. Baldovici (1,626 seconds) and M. Ghimpu (1,218 seconds.)

On NIT, M. Lupu and M. Ghimpu were most of appearances, and by duration of appearances, V. Mișin and M. Tkaciuc led the list, considerably overcoming the other politicians in terms of duration of appearances.

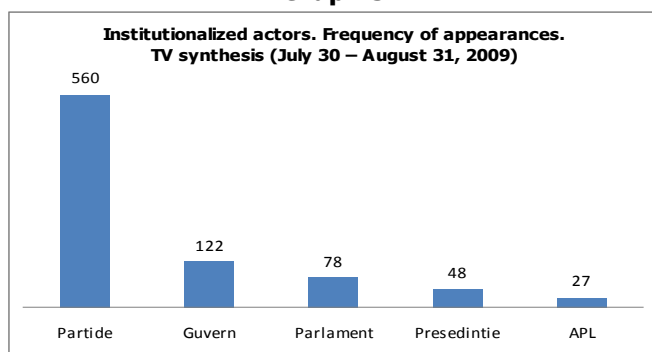
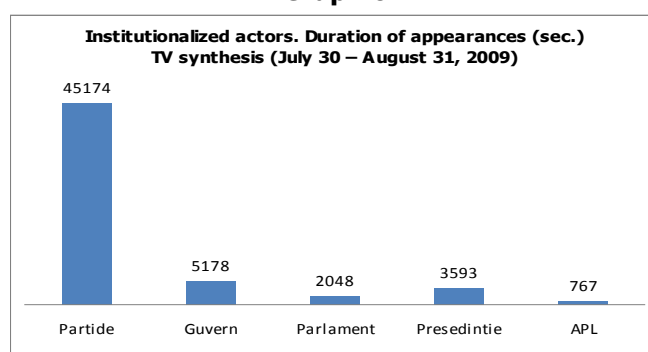
In its programs, ProTV made most of references to V. Voronin and M. Lupu, compared with other political actors. Most of airtime ProTV granted to M. Lupu, V. Filat, S. Urechean, V. Țurcan.

As the monitoring data confirm, there a large discrepancy between the airtime granted to the first several personalized political actors and the TV time granted to the other political actors.

#### ▪ Institutionalized actors. Institutions

The TV presence of institutionalized political actors (parliament, presidency, government, local public administration, political parties) during the reference period is marked by the trend of enhanced attention the televisions granted to present the political parties as related to the other institutionalized political actors. Besides the parties, the government was more visible in the TV programs, while the references to the PLA were less relevant.

The focused attention of the TV channels on the parties is shown by the large number of their appearances (560), while the other actors enjoyed a significantly smaller number of appearances (275), the government resting with 122, the Parliament – with 78 appearances, the Presidency – 48 and the PLA – 27 (see Graphs 5 and 6).

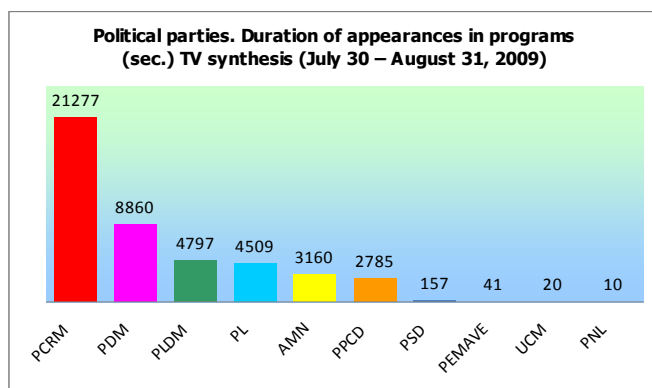
**Graph 5****Graph 6**

#### ▪ Institutionalized actors. Political parties

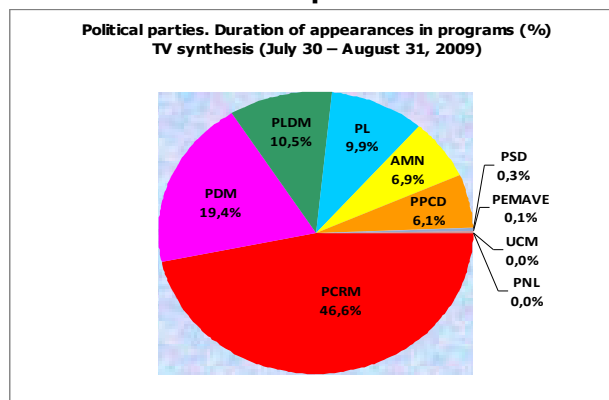
The PCRM was the most covered during the reference period – it was leading both in terms of frequency and duration of appearances. The PCRM's appearances (214) scored 21,827 seconds – about the same amount of time being allotted to the other parliamentary parties (21,326 seconds), all together. Monitoring the duration of the televised presence of political parties shows that the PCRM was massively mirrored as related to other parties. As

for the parties out of parliament, only the PPCD had a visibility comparable with the parliamentary parties during this period (2,785 seconds) (see Graphs 7 and 8.)

**Graph 7**



**Graph 8**



Each channel displayed its own priorities in presenting the political parties.

EuTV covered 7 parties. The PPCD enjoyed, on this television, significant coverage (1,336 seconds), considerably exceeding the parliamentary parties PL, PLDM and AMN, which jointly scored 967 seconds. The PCRM and the PDM had, in programs, twice more airtime than all the other parties together.

On Moldova 1, the PCRM's presentation (4,048 seconds) was highly more evident than the presentation of all the other parties from parliament, which jointly scored 4,633 seconds of visibility.

In ProTV's programs, the PCRM had 8,330 seconds of coverage, the other parties from parliament jointly scoring 10,501 seconds of TV visibility.

### Conclusions

In general, the trends in presenting political actors in programs shaped during the electoral races for the elections of April 5 and July 29, 2009, were preserved during the post-electoral period.

The format of the programs attended by political actors was exploited, during this period, especially by ProTV and Moldova 1.

The monitoring data find that in the TV programs of EuTV, Moldova 1 and NIT, the distribution of the airtime granted to political actors was unfair, as some political actors were mirrored extensively as there lacked information about other political actors, what significantly curbed the political pluralism.

The stations N4, Prime, TVC21 and 2Plus did not have programs attended by politicians, and this shirking hit the process of adequately informing the audience.

In general, except more or less for ProTV, the monitored televisions displayed coverage lacking the necessary balance in terms of number of appearances and airtime granted to present political actors.

## 8. QUALITY DIMENSION OF POLITICAL ACTORS' PRESENCE IN PROGRAMS

### 8.1 Political actors in programs. Negative context

From July 30 through August 31, August 2009, N4, Prime TVC21 and 2Plus did not broadcast programs attended by political actors.

Four TV channels – EuTV, Moldova 1, NIT and ProTV, aggregated – aired programs with 15 political actors placed in a positive context (see Table 1.)

**Table 1**

| TV                  | POLITICAL ACTORS IN PROGRAMS. POSITIVE CONTEXT |              |           |              |           |          |           |
|---------------------|--|--------------|-----------|--------------|-----------|----------|-----------|
|                     | No.  | PERSONALIZED | times     | INSTITUTIONS | times     | PARTIES  | times     |
| <b>EuTV</b>         |  | <b>2</b>     | <b>5</b>  | <b>2</b>     | <b>6</b>  | <b>1</b> | <b>5</b>  |
|                     | 1  | Rosca Iu.    | 4         | Parties      | 5         | PPCD     | 5         |
|                     | 2  | Ciuru I.     | 1         | Government   | 1         |          |           |
| <b>Moldova 1</b>    |  | <b>7</b>     | <b>19</b> | <b>4</b>     | <b>34</b> | <b>2</b> | <b>7</b>  |
|                     | 1  | Vrabie V.    | 7         | Government   | 23        | PCRM     | 6         |
|                     | 2  | Voronin V.   | 3         | PLA          | 7         | PL       | 1         |
|                     | 3  | Baldovici V. | 3         | Presidency   | 3         |          |           |
|                     | 4  | Dodon I.     | 2         | Parties      | 1         |          |           |
|                     | 5  | Apostol I.   | 2         |              |           |          |           |
|                     | 6  | Stepaniuc V. | 1         |              |           |          |           |
|                     | 7  | Chirtoaca D. | 1         |              |           |          |           |
| <b>NIT</b>          |  | <b>4</b>     | <b>15</b> | <b>2</b>     | <b>30</b> | <b>1</b> | <b>24</b> |
|                     | 1  | Tkaciuk M.   | 8         | Parties      | 22        | PCRM     | 24        |
|                     | 2  | Misin V.     | 3         | Government   | 8         |          |           |
|                     | 3  | Greceanai Z. | 2         |              |           |          |           |
|                     | 4  | Voronin V.   | 2         |              |           |          |           |
| <b>ProTV</b>        |  | <b>4</b>     | <b>8</b>  | <b>2</b>     | <b>13</b> | <b>5</b> | <b>11</b> |
|                     | 1  | Ghimpu M.    | 2         | Parties      | 11        | PCRM     | 4         |
|                     | 2  | Lupu M.      | 2         | Presidency   | 2         | AMN      | 2         |
|                     | 3  | Urechean S.  | 2         |              |           | PDM      | 2         |
|                     | 4  | Voronin V.   | 2         |              |           | PL       | 2         |
|                     | 5  |              |           |              |           | PLDM     | 1         |
| <b>TV Synthesis</b> |  | <b>10</b>    | <b>40</b> | <b>4</b>     | <b>83</b> | <b>6</b> | <b>47</b> |
|                     | 1  | Tkaciuk M.   | 8         | Parties      | 39        | PCRM     | 34        |
|                     | 2  | Voronin V.   | 7         | Government   | 32        | PPCD     | 5         |
|                     | 3  | Vrabie V.    | 7         | PLA          | 7         | PL       | 3         |
|                     | 4  | Rosca Iu.    | 4         | Presidency   | 5         | AMN      | 2         |
|                     | 5  | Baldovici V. | 3         |              |           | PDM      | 2         |
|                     | 6  | Misin V.     | 3         |              |           | PLDM     | 1         |
|                     | 7  | Apostol I.   | 2         |              |           |          |           |
|                     | 8  | Dodon I.     | 2         |              |           |          |           |
|                     | 9  | Ghimpu M.    | 2         |              |           |          |           |
|                     | 10   | Greceanai Z. | 2         |              |           |          |           |

#### Personalized actors

Four televisions presented, in their programs, political actors in a positive context: EuTV, Moldova 1, NIT and ProTV.

EuTV put 2 personalized actors in a positive context in its programs, most often – Iu.Rosca, the PPCD leader, 4 times.

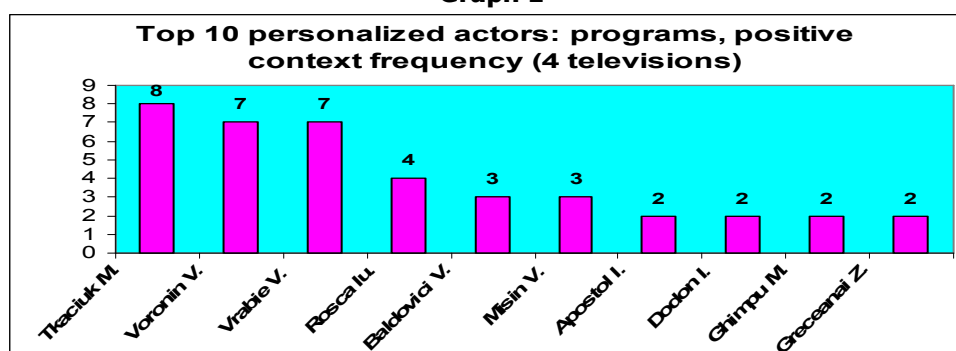
Moldova 1 placed in positive context, in its programs, the largest number of personalized actors – 7, and most often – V.Vrabie, 7 times. Of 7 personalized actors, 6 come from the government and the PCRM and 1 – from the PL.

NIT placed 4 personalized actors in a positive context in its programs, and most often – M.Tcaciuc, 8 times. All those 4 personalized actors are representatives of the PCRM.

ProTV placed 4 personalized actors in a positive context in its programs, each by 2 times. 3 of 4 personalized actors represent the AIE and one – the PCRM.

In the top 10 list of the personalized actors most often placed in a positive context in the programs of those 4 TV channels, 9 political actors represent the government (see Graph 1.)

**Graph 1**



▪ **Institutionalized actors. Political parties**

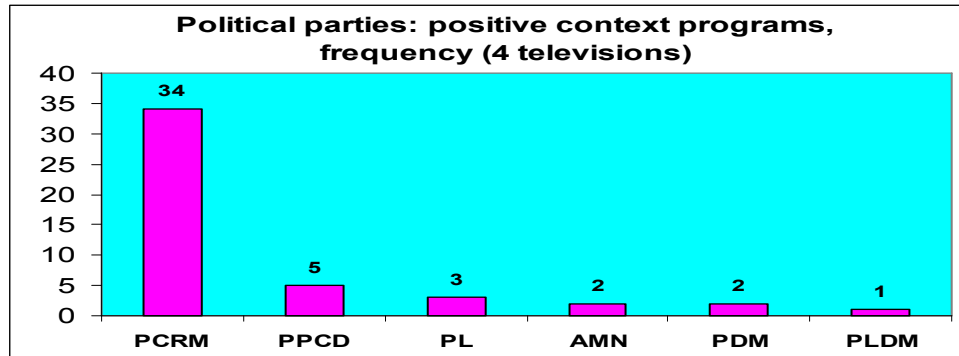
EuTV and NIT placed in positive context programs by a single political party: EuTV – the PPCD, 5 times, and NIT – the PCRM, 24 times.

Moldova 1 placed two political parties in a positive context in its programs: the PCRM – 6 times and the PL – once.

ProTV placed the largest number of political parties in a positive context in its programs – 5: the PCRM – 4 times, AMN, PDM and PL – by 2 times, and the PLDM – once.

All in all, on those 4 televisions, 6 political parties were mirrored in programs in a positive context and, aggregated, the PCRM – most often (see Graph 2.)

**Graph 2**



**8.2. Political actors in programs. Negative context**

Four televisions – EuTV, Moldova 1, NIT and ProTV – placed institutionalized political actors in a negative context in their programs, and the latter three – also personalized political actors (see Table 2.)

**Table 2**

| TV                  | POLITICAL ACTORS IN PROGRAMS. NEGATIVE CONTEXT |              |           |              |            |          |           |
|---------------------|--|--------------|-----------|--------------|------------|----------|-----------|
|                     | No.  | PERSONALIZED | times     | INSTITUTIONS | times      | PARTIES  | times     |
| <b>EuTV</b>         |  |              |           | <b>1</b>     | <b>4</b>   |          | <b>4</b>  |
|                     | 1  |              |           | Parties      | 4          | PCRM     | 2         |
|                     | 2  |              |           |              |            | AMN      | 2         |
| <b>Moldova 1</b>    |  | <b>4</b>     | <b>4</b>  | <b>1</b>     | <b>6</b>   | <b>4</b> | <b>5</b>  |
|                     | 1  | Tanase A.    | 1         | Parties      | 6          | PCRM     | 2         |
|                     | 2  | Petrenco G.  | 1         |              |            | PLDM     | 1         |
|                     | 3  | Lupu M.      | 1         |              |            | PL       | 1         |
|                     | 4  | Ghimpu M.    | 1         |              |            | PDM      | 1         |
| <b>NIT</b>          |  | <b>6</b>     | <b>46</b> | <b>3</b>     | <b>60</b>  | <b>4</b> | <b>51</b> |
|                     | 1  | Lupu M.      | 13        | Parties      | 55         | PDM      | 19        |
|                     | 2  | Ghimpu M.    | 9         | Parliament   | 3          | PL       | 18        |
|                     | 3  | Urechean S.  | 9         | PLA          | 2          | AMN      | 9         |
|                     | 4  | Chirtoaca D. | 7         |              |            | PLDM     | 5         |
|                     | 5  | Filat V.     | 5         |              |            |          |           |
|                     | 6  | Diacov D.    | 3         |              |            |          |           |
| <b>ProTV</b>        |  | <b>8</b>     | <b>18</b> | <b>3</b>     | <b>43</b>  | <b>6</b> | <b>34</b> |
|                     | 1  | Voronin V.   | 6         | Parties      | 30         | PCRM     | 15        |
|                     | 2  | Rosca Iu.    | 3         | Government   | 8          | PPCD     | 7         |
|                     | 3  | Braghis D.   | 2         | Presidency   | 5          | PDM      | 4         |
|                     | 4  | Cubreacov V. | 2         |              |            | PSD      | 4         |
|                     | 5  | Lupu M.      | 2         |              |            | PEMAVE   | 2         |
|                     | 6  | Greceanai Z. | 1         |              |            | PL       | 2         |
|                     | 7  | Papuc G.     | 1         |              |            |          |           |
|                     | 8  | Turcan V.    | 1         |              |            |          |           |
| <b>TV Synthesis</b> |  | <b>10</b>    | <b>63</b> | <b>5</b>     | <b>113</b> | <b>8</b> | <b>94</b> |
|                     | 1  | Lupu M.      | 16        | Parties      | 95         | PDM      | 24        |
|                     | 2  | Ghimpu M.    | 10        | Government   | 8          | PL       | 21        |
|                     | 3  | Urechean S.  | 9         | Presidency   | 5          | PCRM     | 19        |
|                     | 4  | Chirtoaca D. | 7         | Parliament   | 3          | AMN      | 11        |
|                     | 5  | Voronin V.   | 6         | PLA          | 2          | PPCD     | 7         |
|                     | 6  | Filat V.     | 5         |              |            | PLDM     | 6         |
|                     | 7  | Diacov D.    | 3         |              |            | PSD      | 4         |
|                     | 8  | Rosca Iu.    | 3         |              |            | PEMAVE   | 2         |
|                     | 9  | Braghis D.   | 2         |              |            |          |           |
|                     | 10   | Cubreacov V. | 2         |              |            |          |           |

▪ **Personalized actors**

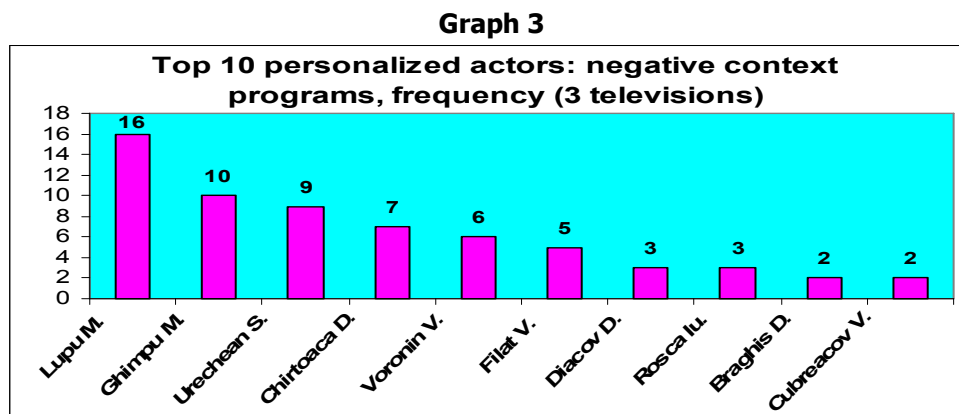
Moldova 1 placed 4 personalized actors in a negative context in its programs. One personalized actor comes from the PCRM, and the other 3 – from the AIE’s parties.

NIT put 6 personalized actors in a negative context in its programs, all coming from the AIE, and most often – M.Lupu, 13 times.



ProTV placed in a negative context in its programs the largest number of personalized actors – 8, four from the PCRM, and most often – V.Voronin, 6 times.

All in all, those 3 televisions placed in programs in a negative context 15 personalized actors. Aggregated, leading the top 10 list were M.Lupu, M.Ghimpu and S.Urechean (see Graph 3).



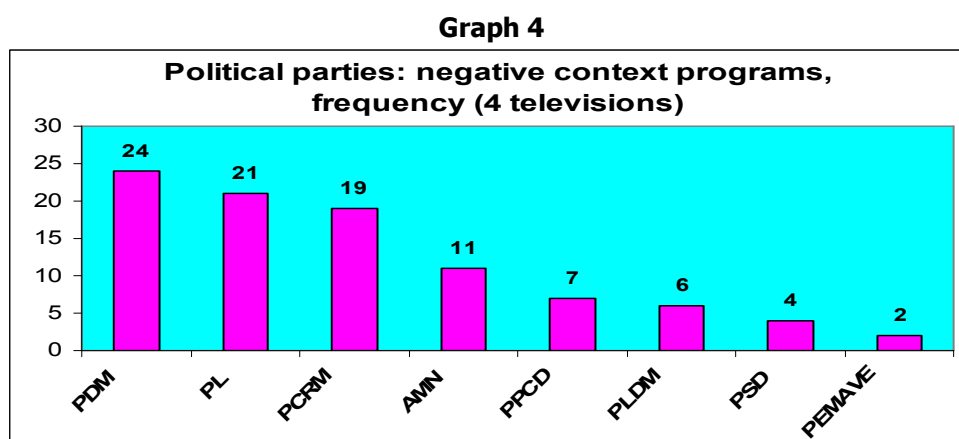
▪ **Institutionalized actors. Political parties**

EuTV placed two parties – the PCRM and the AMN, by two times, -- in a negative context in programs.

Moldova 1 and NIT placed in negative context in programs by 4 political parties: the PCRM (2 times), the PLDM, PL and PDM (by 1 time) and, respectively, the PDM (19 times), PL (18 times), AMN (9 times) and PLDM (5 times.)

ProTV placed in a negative context in programs the largest number of political parties – 6, and most often – the PCRM, 15 times.

All in all, 8 political parties were covered in a negative context in the TV programs, and most often – the PDM (see Graph 4.)



**8.3. Political actors in programs. Favoring attitude**

During the reference period, two televisions – EuTV and NIT – practiced partisan journalism in programs (see Table 3.)

**Table 3**

| TV           | POLITICLA ACTORS IN PROGRAMS. FAVORING ATTITUDE |              |       |              |       |         |       |
|--------------|---|--------------|-------|--------------|-------|---------|-------|
|              | No.   | PERSONALIZED | times | INSTITUTIONS | times | PARTIES | times |
| EuTV         | 1   | Rosca Iu.    | 2     | Parties      | 3     | PPCD    | 3     |
|              | 2   | Ciuru I.     | 1     |              |       |         |       |
| NIT          | 1   | Misin V.     | 3     | Parties      | 5     | PCRM    | 7     |
|              | 2   | Greceanai Z. | 2     | Government   | 4     |         |       |
|              | 3   | Tkaciuk M.   | 2     |              |       |         |       |
| TV Synthesis | 1   | Misin V.     | 3     | Parties      | 8     | PCRM    | 7     |
|              | 2   | Greceanai Z. | 2     | Government   | 4     | PPCD    | 3     |
|              | 3   | Rosca Iu.    | 2     |              |       |         |       |
|              | 4   | Tkaciuk M.   | 2     |              |       |         |       |
|              | 5   | Ciuru I.     | 1     |              |       |         |       |

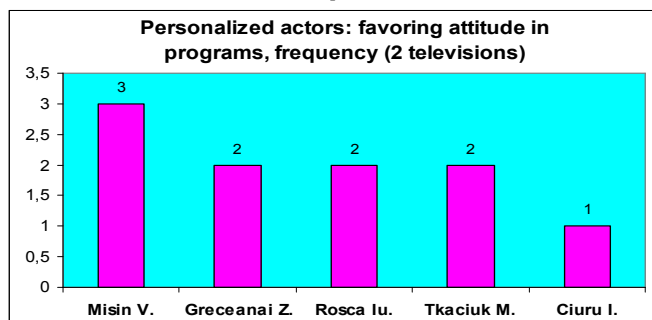
▪ **Personalized actors and political parties**

EuTV displayed, in its programs, 3 times, favoring attitudes towards two personalized actors, representatives of the PPCD, and towards a party – the PPCD.

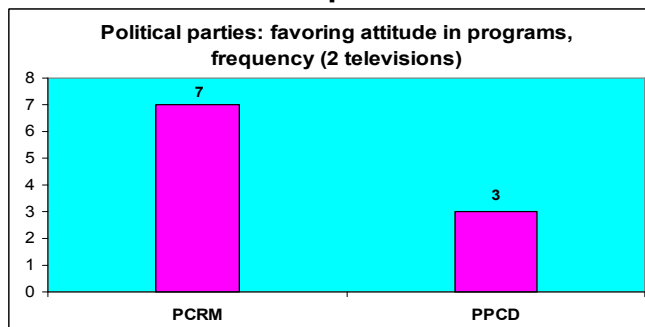
NIT displayed, in its programs, 7 times, favoring attitudes towards three personalized actors, representatives of the PCRM, and towards a single party – the PCRM.

Aggregated, the frequency with which those two televisions showed favoring attitudes towards personalized actors and political parties in their TV programs is shown in Graphs 5 and 6.

**Graph 5**



**Graph 6**



#### 8.4. Political actors in programs. Disfavoring attitude

Two televisions – EuTV and NIT – showed disfavoring attitudes towards political actors in their programs (see Table 4.)

**Table 4**

| TV           | POLITICAL ACTORS IN PROGRAMS. DISFAVORING ATTITUDE |              |       |              |       |         |       |
|--------------|--|--------------|-------|--------------|-------|---------|-------|
|              | No.  | PERSONALIZED | times | INSTITUTIONS | times | PARTIES | times |
| EuTV         | 1  |              |       | Parties      | 2     | AMN     | 2     |
|              |  |              |       |              |       |         |       |
| NIT          | 1  | Lupu M.      | 7     | Parties      | 30    | PDM     | 10    |
|              | 2  | Filat V.     | 5     | Parliament   | 3     | PL      | 7     |
|              | 3  | Ghimpu M.    | 5     | PLA          | 2     | PLDM    | 5     |
|              | 4  | Urechean S.  | 4     |              |       | AMN     | 4     |
|              | 5  | Chirtoaca D. | 2     |              |       |         |       |
| TV Synthesis | 1  | Lupu M.      | 7     | Parties      | 32    | PDM     | 10    |
|              | 2  | Filat V.     | 5     | Parliament   | 3     | PL      | 7     |
|              | 3  | Ghimpu M.    | 5     | PLA          | 2     | AMN     | 6     |
|              | 4  | Urechean S.  | 4     |              |       | PLDM    | 5     |
|              | 5  | Chirtoaca D. | 2     |              |       |         |       |

#### ▪ Personalized actors and political parties

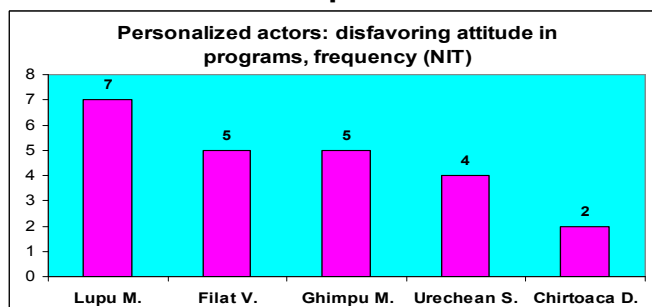
EuTV displayed disfavoring attitude in its programs towards a single political party – the AMN, twice.

NIT displayed disfavoring attitude in its programs towards 5 personalized actors, all coming from the AIE, and most often – towards M.Lupu.

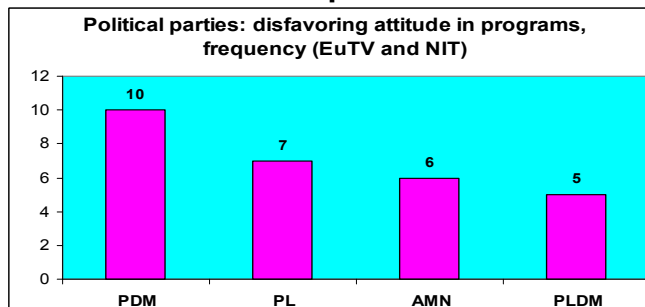
NIT disfavored four political parties in its programs – the AIE components, and most often – the PDM, 10 times. The frequency with which NIT showed disfavoring attitude in its program towards personalized actors is shown in Graph 7. The first 4 positions are held by the leaders of the parties making up the AIE.

The frequency with which those two televisions displayed disfavoring attitudes towards parties in their programs is shown in Graph 8.

**Graph 7**



**Graph 8**



#### Conclusions:

During the reference period, two televisions -- EuTV and especially NIT – informed the public about the post-electoral process in a distorted way, what runs counter the professional norms in journalism. Thus, in the post-electoral period, NIT went on favoring, in its programs, mainly the government and the PCRM, and EuTV – the PPCD. EuTV and especially NIT went on disfavoring, in programs, mainly or exclusively the representatives of the Liberal-Democratic parties forming the AIE.

## GENERAL CONCLUSIONS

During the post-electoral period (30 July – 31 August, 2009) the monitored televisions adopted different policies in their newscasts and programs covering political actors, some of them violating the citizens' right to full, objective and truthful information, the right to free expression of opinions and the right to the free communication of information, stipulated by art.10 of the Broadcasting Code.

The aggregated data of the monitoring session during the first month after the July 29 elections show that the coverage of political actors in the TV program services, both in terms of quantity and quality, was marked by imbalance in insuring the political pluralism, by subjective attitudes and lack of equidistance. The disproportions found during this period, in the programs of all the TV channels, may be largely explained by the imbalanced coverage of the political actors by NIT, Moldova 1, N4 and, on certain segments, by EuTV.

Thus, in their newscasts, Moldova 1, NIT and N4 largely maintained a differentiated attitude and tone towards political actors, openly favoring the representatives of some parties (especially the PCRM) and disfavoring the representatives of other parties (particularly the PLDM, PL, PDM and AMN.) The editorial policies of these stations did not pursue to truthfully inform the public about the post-election process. EuTV, in comparison with the electoral period, displayed, in its news, a more balanced conduct, tempering its favoring attitude towards the PPCD and displayed impartiality towards the Liberal-Democratic parties.

In the programs broadcast by Moldova 1, NIT and EuTV, the distribution of the airtime allotted to cover political actors was unfair, as some political actors were covered extensively and there was insufficient information about others, what significantly curbed on the political pluralism. At the same time, EuTV and especially NIT informed the public on the post-electoral process in a distorted way, what runs counter the professional norms of journalism. Thus, NIT went on favoring, in its programs during the post election period, mainly the government and the PCRM, and EuTV – the PPCD. EuTV and especially NIT went on in their programs to disfavor, mainly or exclusively, the representatives of the Liberal-Democratic parties forming the AIE.

During the reference period, ProTV and TV7 reconfirmed their trend to promote editorial policies grounded on the respect of professional standards, insuring relative pluralism and balance, equidistance and objectivity in informing the public on the events attended by political actors, which occurred after the early elections of July 29, 2009.