



P R E S S R E L E A S E

APEL presents the report on monitoring the presence of political actors in the programs of TV stations after the electoral campaign in a project supported by the Delegation of the European Commission to Moldova

Chişinău, October 16, 2009 – The televisions have displayed a natural interest in covering the new political realities in Moldova, but differently responded to the challenge related to the state power transfer following the parliamentary elections. The conclusions are set out in the monitoring report on 9 TV channels carried out by the Electronic Press Association from September 1 through 30, 2009.

According to the quantity data of the monitoring report, the televisions showed wider openness for the political events, and for political actors, thus responding to the public challenges and interest. According to the quality indices, the monitored televisions can conventionally be split into two categories: a part of them promoted editorial policies based on equidistance, pluralism and balance in covering the political events and actors, while others, more or less, acted within the boundaries of policies favoring certain political actors to the detriment of others and intoxicating the public opinion.

In newscasts, NIT to the widest extent, but also Moldova 1 and N4, went on approaching the political reality granting priority to the former government in terms of quantity. At the same time, EuTV, ProTV, TV7 and TVC21 kept a relative quantity balance in covering political actors. Moldova 1, N4 and NIT covered the PCRM in a positive context (although not so often as they had done before) and presented, in a negative context, the political parties from the new government, preponderantly.

ProTV and TV7 reconfirmed the professional standards in writing conflict-related stories. TVC21 and EuTV were very close to those standards. Moldova 1 kept the trend seen during the last three monitoring sessions in terms of writing conflict-related news stories. Prime avoided the conflict stories, and NIT remains the only television not making progress in this respect, obviously continuing to promote propaganda journalism.

The data on monitoring TV programs show that the distribution of the airtime allotted by all the televisions to political actors was unfair in terms of frequency of appearances, disproportionate as broadcasting volume, what did not contribute to the assertion of genuine political pluralism. On Moldova and ProTV, the political actors appearing both in positive and negative contexts represented the government and the opposition in a relatively balanced manner, in other words: the new and the former government. NIT placed exclusively the representatives of the opposition in a positive context (the former rulers), and, in a negative context – exclusively the representatives of the new government (the former opposition.) NIT is the only TV station allowing biased or tendentious attitudes towards political actors in its programs.

The project "Monitoring the political/electoral actors on the main TV channels during the pre-election, election and post-election periods of the 2009 parliamentary elections" is financed by the Delegation of the European Commission to Moldova within the European Instrument for Democracy and Human Rights and takes place within the Civic Coalition for Free and Fair Elections – Coalition 2009. The monitoring report will be posted on APEL's web site (www.apel.md).



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coalitia civică
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