



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, November 17, 2009 – The Communists Party undergoes a media coverage decline at most of the monitored televisions after the rule started to be exercised by the political forces, which are part of the Alliance for European Integration. The conclusions are stated in the report on monitoring 9 TV channels carried out by the Electronic Press Association from October 1 through 31, 2009.

According to the monitoring quantity data, with some exceptions, the presence of the political players in the TV program services generally became more balanced, although less pluralistic than in September. According to the quality indices, some of the monitored televisions aired programs based on a rather unbiased and balanced presentation of the political events and actors, while others, to a greater or a lesser extent, acted within the boundaries of policies favoring some political actors to the detriment of others.

In their newscasts, ProTV, TV7, TVC21, EuTV and Moldova 1 granted priority, in quantity terms, to the coverage of the political parties and politicians from AIE, while NIT and N4 – to the former rulers. The PCRM, although remaining in the top of the list, according to the general data on televisions, entered a media coverage decline in news, yielding its leading position (in September, the PCRM was the first on all the TV stations). In terms of quality in news, N4 and NIT covered exclusively the PCRM in a positive context and presented the new rule preponderantly in a negative light. Moldova 1 covered the new leadership of the country both in positive and negative context. Moldova 1, N4 and NIT disfavored only the government in news, and ProTV – only the parliamentary opposition. NIT displayed disfavoring attitude in news towards the biggest number of political players.

During the reference period, the monitored televisions, except for NIT, made certain progress in terms of the quality of the news related to conflicts. ProTV, TVC21 and TV7 largely reconfirmed the professional standards of writing conflicted-related stories. NIT remains the only television, which regressed in terms of respect for the professional standards and legal norms regarding the production of conflict stories with the presence of political actors.

In programs other than news, the coverage of the political actors was unequal as frequency of appearance and disproportionate as airtime length, at almost all the monitored televisions, what is not likely to contribute to the assertion of genuine political pluralism. At the same time, the monitoring data show that, in October, the parties out of parliament were insignificantly covered in TV programs, except for ProTV, which had debates with PSD and UCM leaders. The coverage of political actors in programs in quantity terms was, during the reference period, largely balanced, except for NIT, which, as it had done during the previous monitoring sessions, covered in a positive context and favored the PCRM and covered in a negative context and disfavored the parties-members of AIE.

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).



This project is financed by European Union

Delegation of the European Commission to Moldova

12 Kogălniceanu st.,
Chişinău, MD 2001
Tel: (+373 22) 50 52 10
Fax: (+373 22) 27 26 22
www.delmda.ec.europa.eu



A project implemented by the Electronic Press Association from Moldova

str. Bucureşti 59
Chişinău, MD 2012
Tel: (+373 22) 20 47 66
Fax: (+373 22) 21 12 54
E-mail: apel_md@yahoo.com
www.apel.md

coalitia 2009



coalitia civică
pentru alegeri libere și corecte

This project runs within the Civic Coalition for Free and Fair Elections

str. Tighina 49/4, et.3
Chişinău, MD 2001
Tel: (373 22) 23 53 43/e 108
Fax: (373 22) 54 23 38
Mobil: (373) 79381842
e-mail: info@alegeliber.md

The European Union is made of 27 members states, which decided to gradually join their abilities, resources and fates. Together, during an expanding period of 50 years, they have created an area of stability, democracy and sustainable development, at the same time keeping the cultural diversity, tolerance and individual freedoms. The European Union is decided to share its achievements and values with the people living outside its borders.