



**„Monitoring of the way in which the NPBI, Teleradio-Moldova Company and RPBI Teleradio-Gagauzia Company cover the events of major social interest (constitutional Referendum, parliamentary/presidential elections, election of the governor of UTA Gagauz Yeri) in pre-election, election and post-election periods”.**

## **Monitoring report**

**Period: August – December 2010**

A project implemented by Electronic Press Association with the support of Soros-Moldova Foundation within the Civic Coalition for Free and Right Elections.

**Chisinau - 2010**

[www.apel.md](http://www.apel.md)

## 1. METHODOLOGY

**Period:** August – December 2010

**Monitoring object:** main news/newsreel programs; paid and unpaid advertising; unpaid airtime for electoral messages; electoral educational spots, electoral educational programs and electoral debates.

**Goal:** determining the way in which public, national and regional broadcasters assure the socio-political pluralism in news programs and the way they cover electoral processes.

**Author of monitoring:** The Electronic Press Association from Moldova.

### MONITORING GRID:

**Monitored posts:** Radio Moldova, Moldova1, Radio Găgăuzia, TV Găgăuzia

### Monitored subjects:

- State officials;
- Election officials;
- Politicians/parties;
- Protagonists (citizens/experts).

### Quantitative analysis:

- Number of the political/electoral news, including conflict news;
- Frequency and duration of the monitored subjects appearances within the news /subjects/political/electoral programs;
- Share of the protagonists categories within the political/electoral news;
- Duration of airtime given for electoral goals;
- Number and duration of electoral programs/debates.

### Qualitative analysis:

- Sources of information in the conflict political/electoral news.
- Context of the protagonists appearance on news: a) positive; b) negative; c) neutral;
- Attitude of the journalist in the news: a) biased; b) unbiased;
- Quality of journalist language in the political/electoral news: a) acceptable; b) defective; c) licentious;
- Presentation of the moderator of electoral debates: a) adequate; b) partial adequate; c) inadequate.

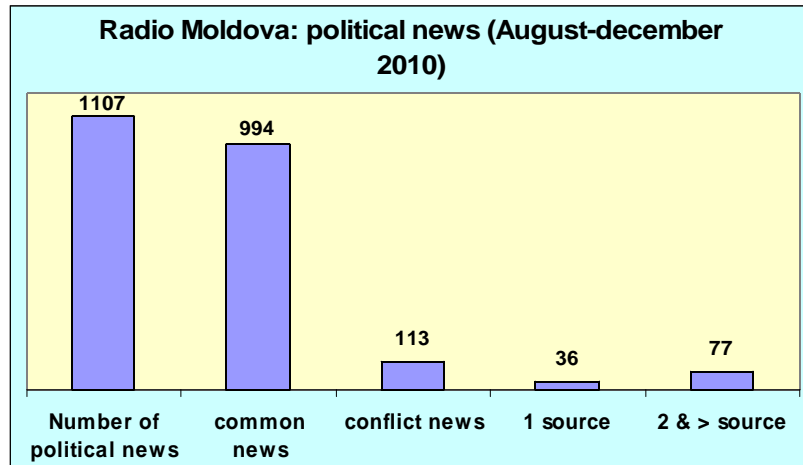
# I. NPBI, Teleradio-Moldova Company

## 1.1. Radio Moldova

In the period of August-December 2010 there were monitored 1107 of the political news, broadcasted by Radio Moldova. The most of the political news (360) were broadcasted in November, which was natural in the context of anticipated parliamentary elections that took place on the 28<sup>th</sup> of November. Also, Radio Moldova broadcasted a considerable number of the political news – 266 in August, around the constitutional referendum.

From total number of the news, 113 of them had a conflict character, i.e. 1 from 10 news. Approximate 2/3 of them were written under more sources of information (see the 1<sup>st</sup> Diagram).

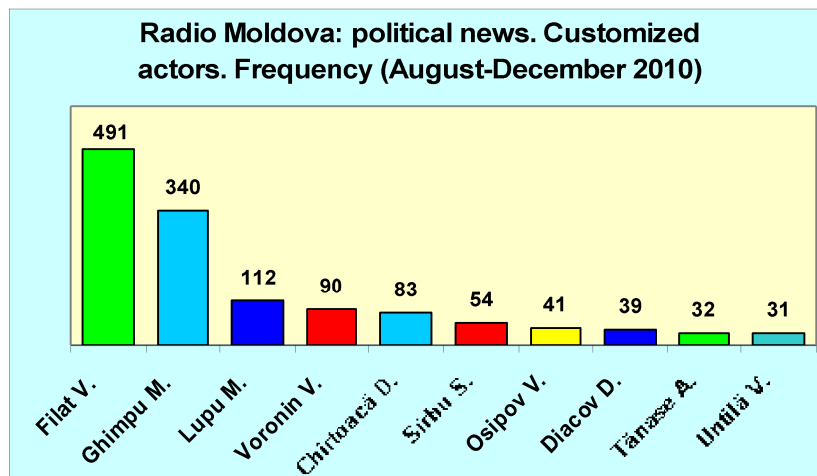
*The 1<sup>st</sup> Diagram*



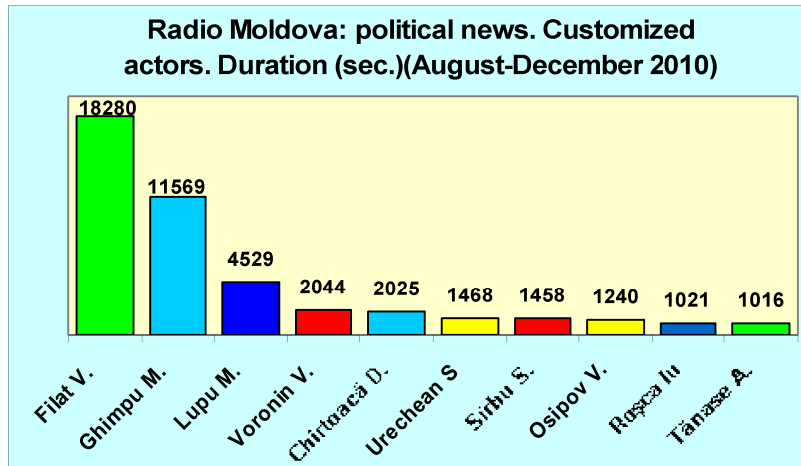
In the news broadcasted during August-December 2010, Radio Moldova provided the microphone or referred to a total number of 154 politicians/officials. It must be mentioned that Radio Moldova communicated in the news about 47 politicians/officials in August, and about much more in September and November (84 and respectively 78). 9 customized actors, all of them leaders of parliamentary parties (V.Filat, M.Ghimpu, V.Voronin, M.Lupu, D.Chirtoaca, M.Godea, S. Girbu, D. Diacov, A.Tanase) were present in the news of every of the 5 monitored months.

Most of all, both as frequency and duration there were meditated V.Filat, M.Ghimpu, M.Lupu, V.Voronin, D.Chirtoacă (see the 2<sup>nd</sup> and the 3<sup>rd</sup> Diagrams).

*The 2<sup>nd</sup> Diagram*



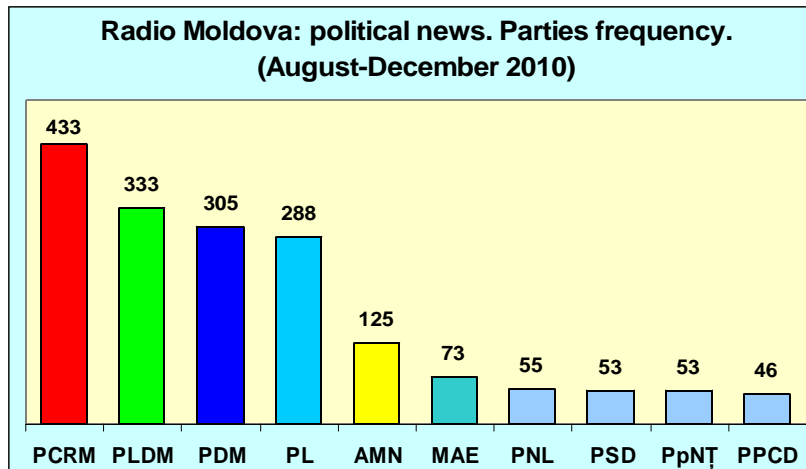
### The 3<sup>rd</sup> Diagram



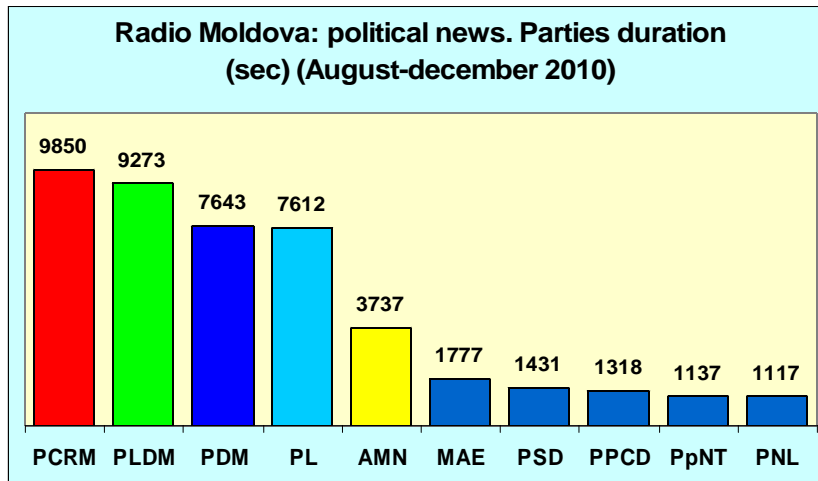
Radio Moldova referred to 34 political parties in the news during the 5 monitored months. 6 parties were present every month. These are: (PCRM, PLDM, AMN, MAE, PDM and PL).

PCRM was the most mediated party both as frequency and duration, nearly followed by PLDM and PDM (see the 4<sup>th</sup> and the 5<sup>th</sup> Diagram). The biggest number of the parties found themselves in the news broadcasted by Radio Moldova in August (29), and the least – in December (13).

### The 4<sup>th</sup> Diagram

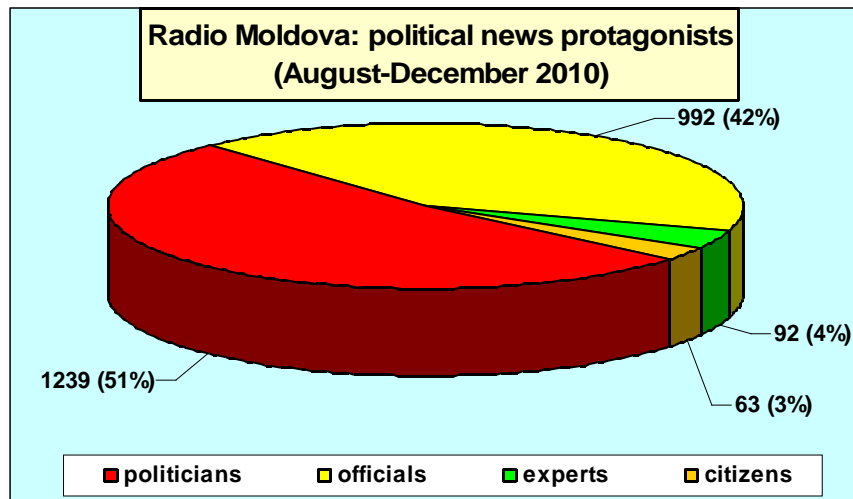


*The 5<sup>th</sup> Diagram*



The politicians were the protagonists in more than a half of the political news broadcasted by Radio Moldova during 5 months. This category is followed as frequency by „officials”. The category of protagonists “experts” is on the 3<sup>rd</sup> place. The “citizens” were the least present in the political news (see the 6<sup>th</sup> Diagram). More than that, “citizens” category was not present at all in the political news in October and December.

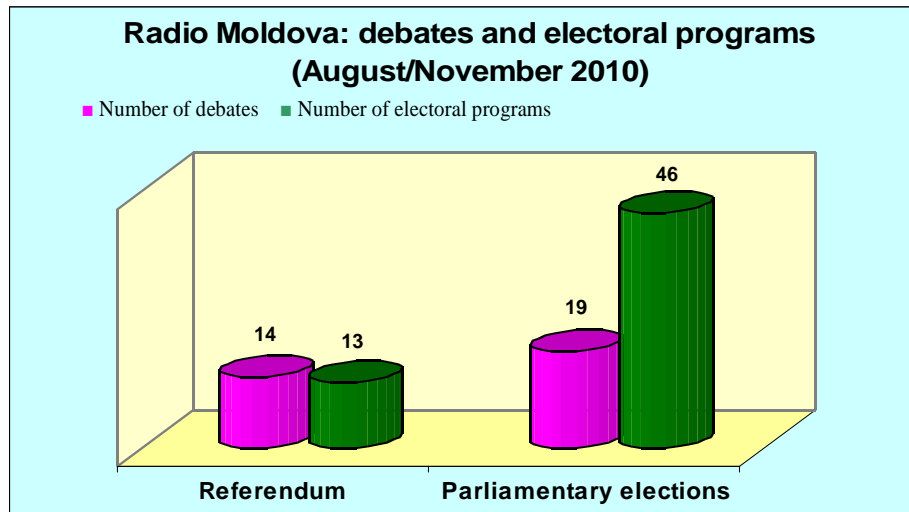
*The 6<sup>th</sup> Diagram*



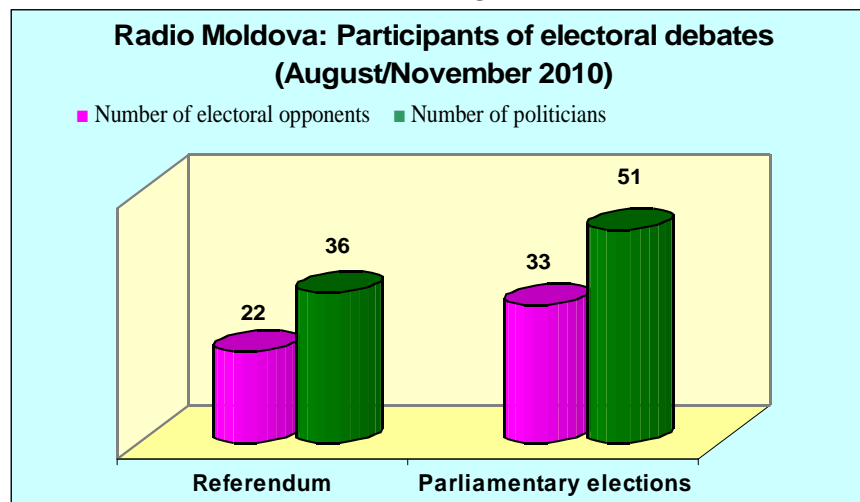
Radio Moldova organized 14 electoral debates and broadcasted 13 educational electoral programs around the referendum. Respectively, around the anticipated parliamentary elections from the 28<sup>th</sup> of November, it organized 19 electoral debates and broadcasted a considerable number of electoral educational programs (46) (see the 7<sup>th</sup> Diagram), where all protagonists categories found themselves, and most of all “citizens”. In addition, 96 motivating electoral spots, with a total duration of 32 minutes there were placed.

It must be mentioned that there participated 35 politicians representing 22 political parties within the electoral debates organized by Radio Moldova before the Referendum. Within the electoral debates for anticipated parliamentary elections there participated all electoral opponents – political parties and the majority of independent candidates (see the 8<sup>th</sup> Diagram).

*The 7<sup>th</sup> Diagram*

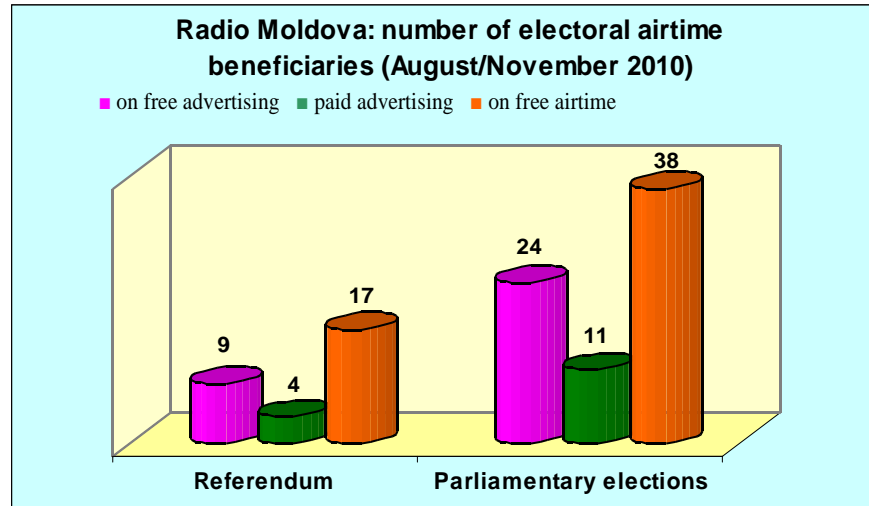


*the 8<sup>th</sup> Diagram*



In the electoral campaign for the constitutional referendum, as well as in that for parliamentary elections, Radio Moldova offered airtimes for electoral goals in an equal and indiscriminately way to all the applicants. According to the modifications made in the electoral legislation, the opponents could use 1 minute of advertising for free and 2 minutes of paid advertising every day at Radio Moldova. Every opponent had the right to use 10 minutes of airtime for free for communicating electoral messages during the entire electoral campaign. Thus, at Referendum, 9 opponents placed electoral advertising for free and 4 – for fee. At anticipated parliamentary elections 24 and respectively 11 opponents benefited of this right. At referendum 17 parties used airtime for electoral messages, at parliamentary elections – 38 opponents (see the 9<sup>th</sup> Diagram). It must be mentioned that both at Referendum and parliamentary elections there were not used the entire airtime offered by Radio Moldova for electoral goals.

*The 9<sup>th</sup> Diagram*



**1.2. Moldova 1 Tv**

Moldova 1 TV broadcasted 1171 political news, including 212 or every of the 5<sup>th</sup> conflict news during August-December 2010 (see the 1<sup>st</sup> diagram). 90 percent of the conflict news was written under two or more sources of information, i.e. respecting professional standards.

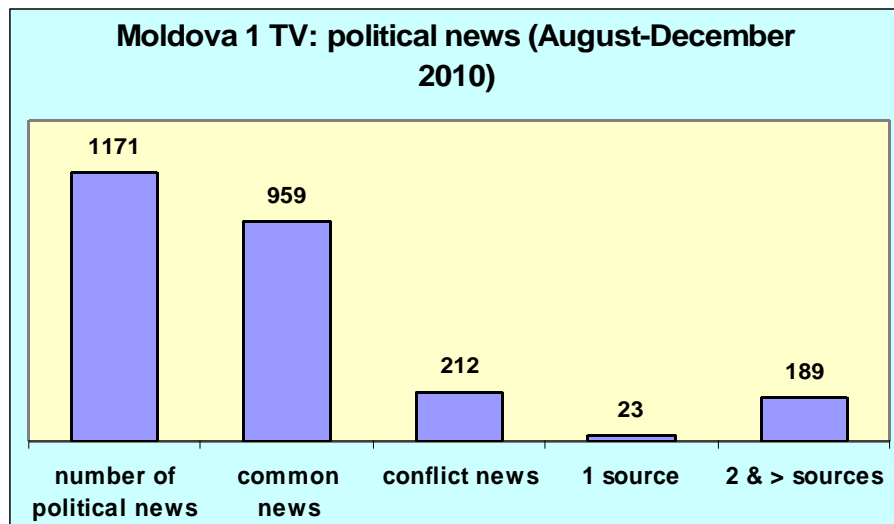
Moldova 1 TV realized most of the political news in November (504) and the least (98) – during monitoring period between the 7<sup>th</sup> of September and the 15<sup>th</sup> of October. The number of political news (111) in the electoral campaign for constitutional referendum from the 5<sup>th</sup> of September was almost five times less than in electoral campaign for anticipated parliamentary elections from the 28<sup>th</sup> of November.

Moldova 1 TV broadcasted 13 political news regarding the governor election of UTA Gagauzi-Yeri from December 2010.

Most of the conflict political news was broadcasted during electoral campaigns: 67 in August and 60 in November.

Moldova 1 TV realized all conflict news respecting professional standards during a single monitoring period (October).

*The 1<sup>st</sup> Diagram*



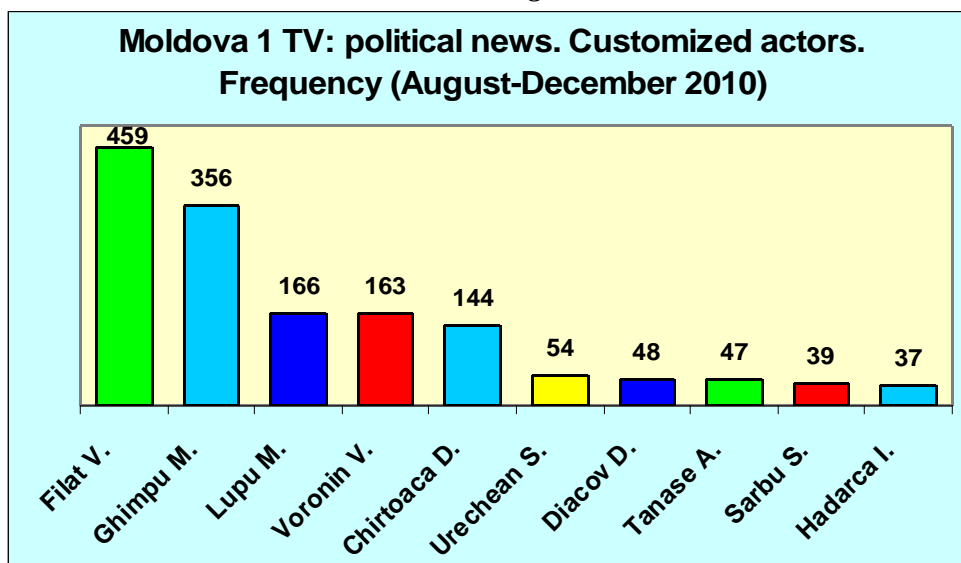
Moldova 1 TV provided the microphone or referred to almost two hundred politicians/officials in the news broadcasted during the 5 monitored months. The biggest number (120) of customized political actors was present in November and the smallest (25) – in August. This index was between 50 and 60 during other monitored periods.

Three political actors – V.Filat, M.Ghimpu and V.Voronin, found themselves frequently in the news broadcasted during every monitored period. V. Filat and M. Ghimpu had the highest presence in the political news, both as frequency and duration with 459 appearances and 6190 seconds and respectively 356 appearances and 5020 seconds.

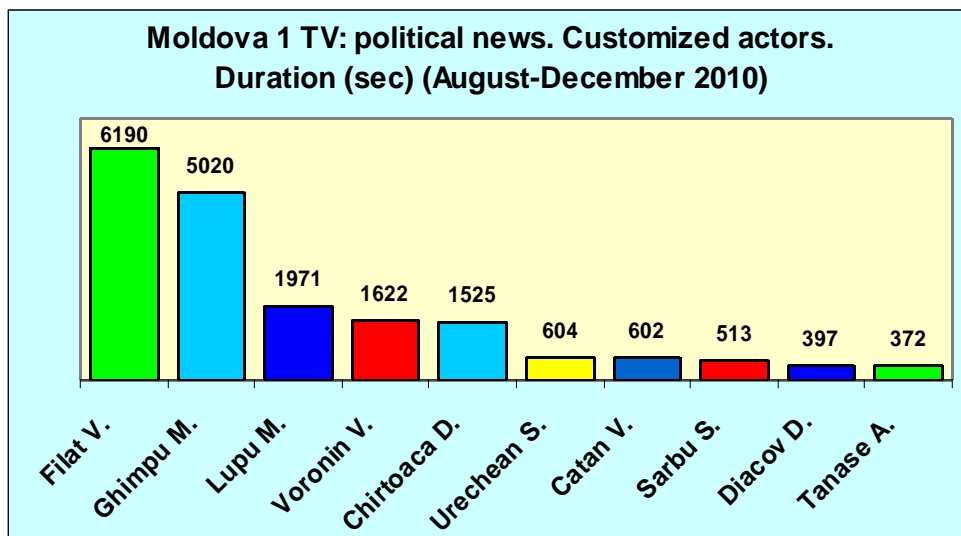
The most mediated customized actors in the political news are presented in the 2<sup>nd</sup> and 3<sup>rd</sup> Diagrams. Nine of ten the most mediated customized actors find themselves in both diagrams. Cumulative, the actors from the first two positions appeared in the news oftener and for a longer duration than others gathered together.

5 political parties – parties from previous parliament represent the most mediated customized actors in the news during August-December 2010.

*The 2<sup>nd</sup> Diagram*



*The 3<sup>rd</sup> Diagram*





Moldova 1 TV referred in the news to 24 political actors during 5 monitored months. Public television communicated in the news about 16 political parties during the two electoral campaigns. This index was lower (12) in December.

PCRM, PL, PLDM, PDM, AMN, MAE and PNL are the political parties it was referred to in the political news broadcasted every of the monitored period.

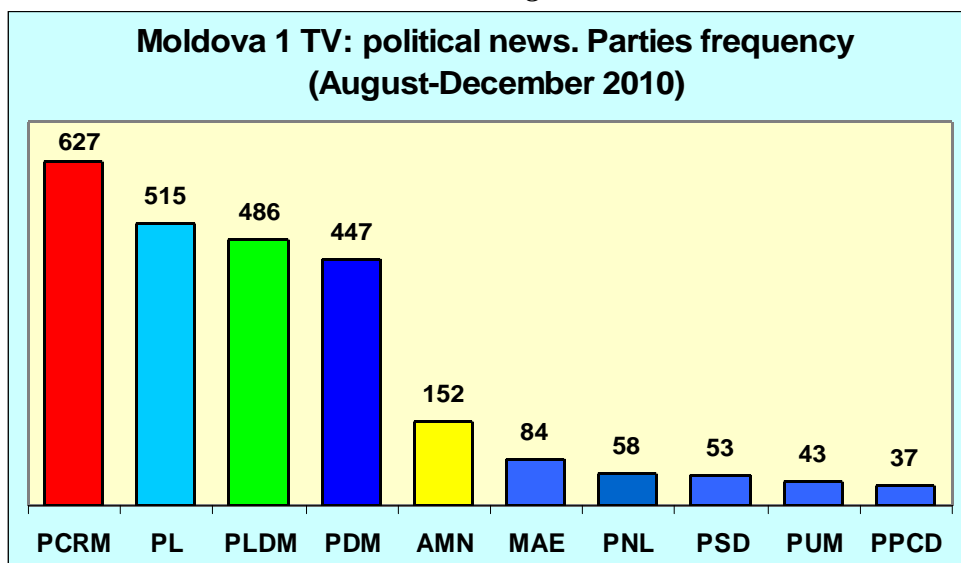
4 political parties were the most mediated both as frequency and duration. PCRM is on the 1<sup>st</sup> place (see the 4<sup>th</sup> and the 5<sup>th</sup> Diagrams).

Beside the above mentioned parties, PSD, PUM and PPCD were included in the top of the most mediated political parties in the news.

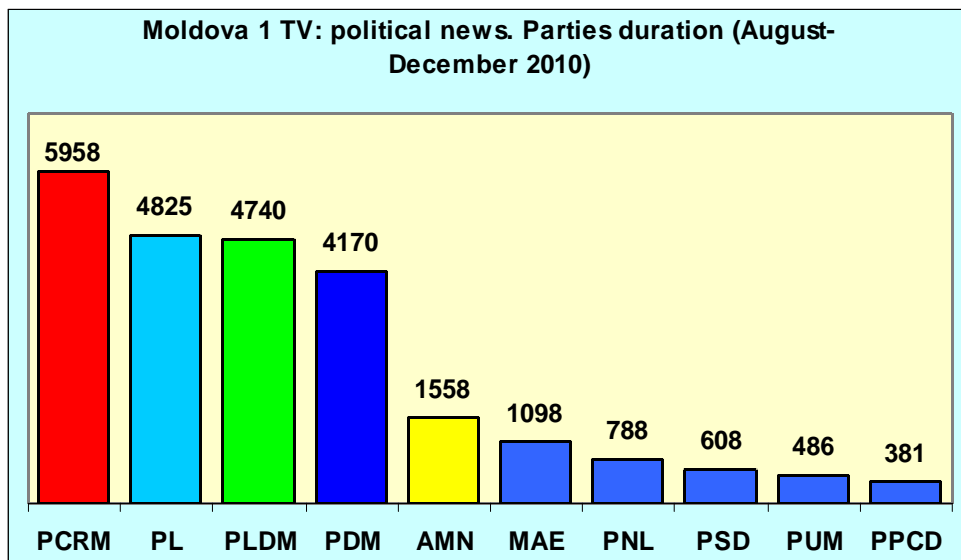
As number of appearances, PCRM, PL, PLDM and PDM, separately overcome the number of appearances of the rest of political parties from the top gathered together (427 times). As duration, PCRM overcomes the cumulated time of the last 6 parties from the top (4919 seconds).

Political parties from current Parliament had the highest visibility in the political news broadcasted by Moldova 1 TV during monitored period.

*The 4<sup>th</sup> Diagram*



*The 5<sup>th</sup> Diagram*

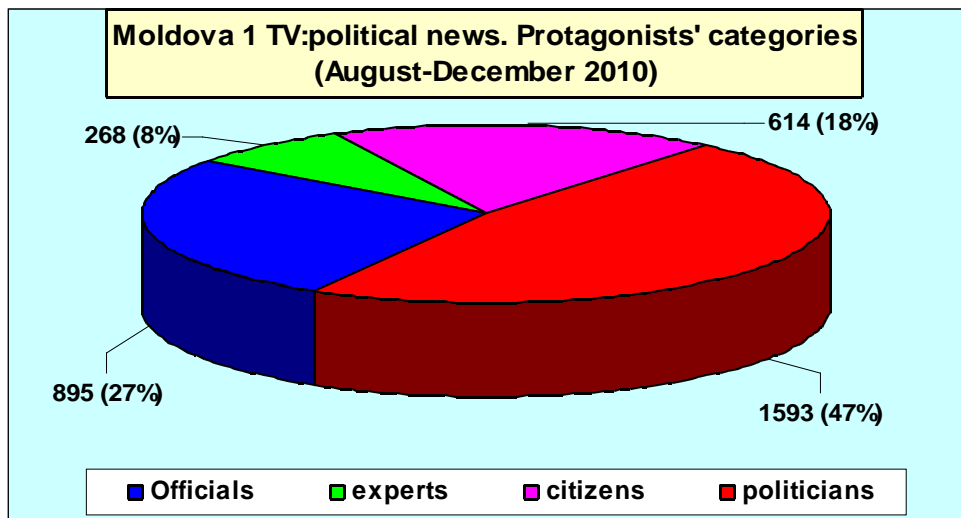


All categories of protagonists were present in the political news from every monitored period during 5 months. Politicians covered almost half of the total number of the political news (see the 6<sup>th</sup> diagram). State

or election officials were present in 27 percent of the cases; citizens and experts/specialists – in 18 and respectively 8 percent of the cases.

Every political news broadcasted during 5 monitored months had in average more than two protagonists and during electoral periods – more than 3. In August, authors of the political news called the oftenest for the category of protagonists “citizens”. But in September-October they called for this category the rarest. Officials and especially experts in none of the monitored periods held supremacy through the categories of protagonists of the political news.

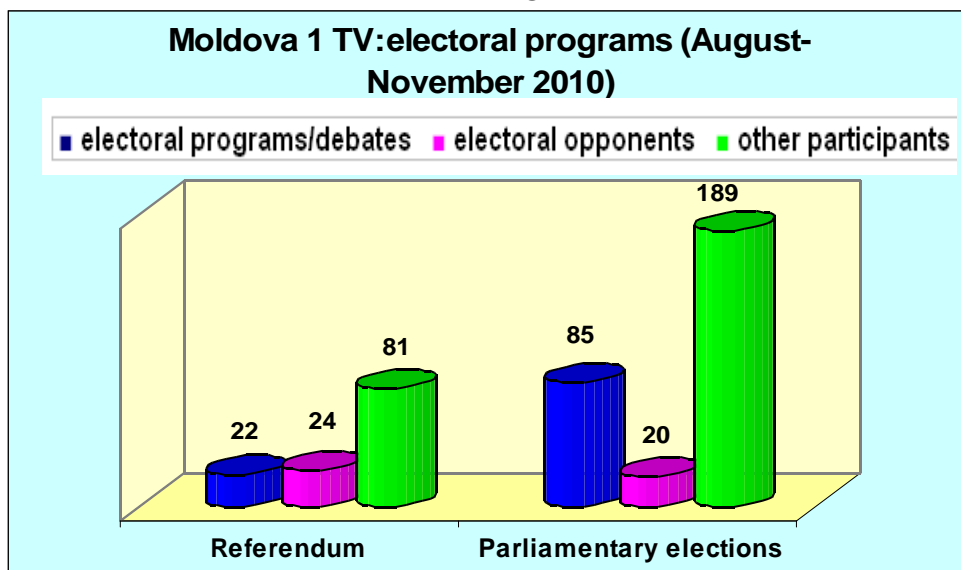
*The 6<sup>th</sup> Diagram*



Around constitutional referendum, Moldova 1 TV broadcasted 22 electoral programs, including debates where representatives of 24 electoral opponents and 81 representatives of other categories of protagonists participated: officials, experts, citizens. Around the anticipated parliamentary elections from the 28<sup>th</sup> of November, national public television realized 85 electoral programs, including debates with the presence of 20 electoral opponents and 189 officials, experts, citizens (see the 7<sup>th</sup> Diagram).

Approximately the same number of officials, experts and citizens participated in the educational electoral news at referendum. At anticipated parliamentary elections “experts” category prevailed in educational electoral programs, followed by “citizens” category.

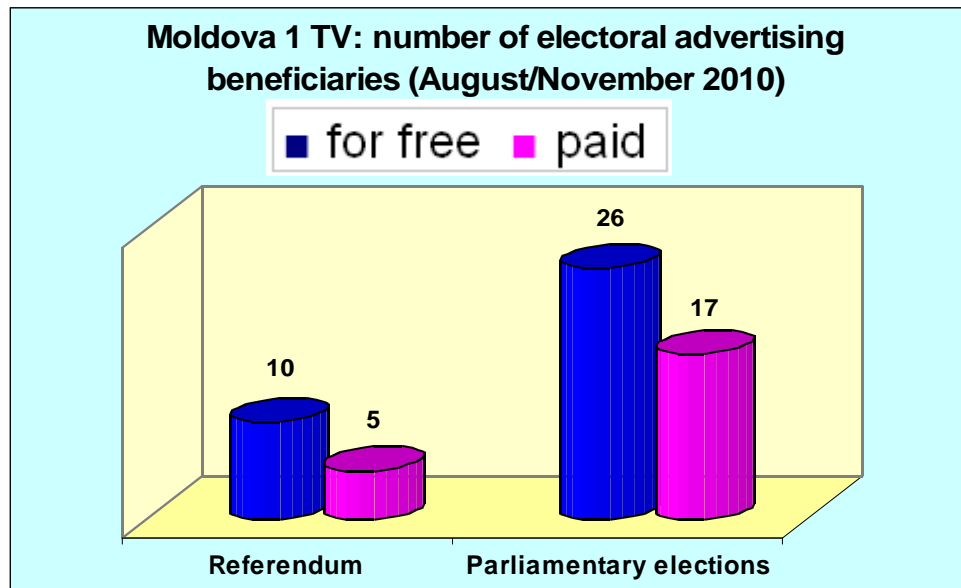
*The 7<sup>th</sup> Diagram*



In electoral campaign for constitutional referendum 10 political parties utilized airtime for electoral advertising for free at Moldova 1 TV and 5 political parties - for fee (see the 8<sup>th</sup> diagram). PPCD, PLDM, PDM and MAE utilized the largest volume of advertising for free. PLDM, PDM and MAE had most of the minutes contracted for paid advertising.

18 political parties and 8 independent candidates used the right to place free electoral advertising at Moldova 1 TV at anticipated parliamentary elections. 15 political parties and 2 independent candidates placed electoral advertising for fee. PLDM, PDM, AMN and MAE placed most of the paid and unpaid electoral advertising.

*The 8<sup>th</sup> Diagram*



**Conclusions:**

- National public broadcaster broadcasted a significant number of political/electoral news during August-December 2010. The share of conflict news is to be increased and their quality improved, from the number of informational resources point of view.
- National public broadcaster referred in the news to an extended number of politicians and political parties as both parliamentary and extra, assuring in such a way a political pluralism and an acceptable political equilibrium.
- All monitored protagonists' categories were present in the political news. But their visibility is to be balanced.
- National public broadcaster reflected electoral campaigns respecting in a great degree legal and ethical norms, especially within anticipated parliamentary elections from the 28<sup>th</sup> of November 2010, proving creativity and attention for all electoral actors and exploiting plenary the educative function that lies to in periods of major social importance.

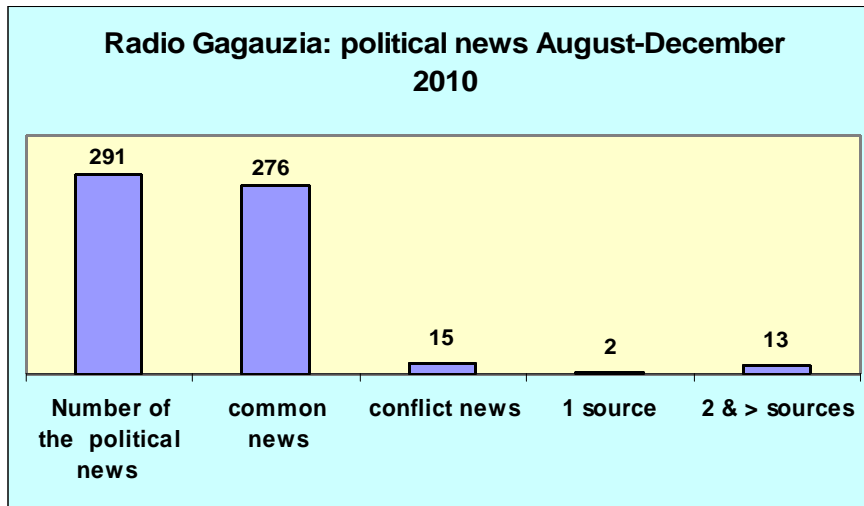
## II. RPBI Teleradio-Gagauzia Company

### 2.1. Radio Găgăuzia

In the period of August-December 2010, there were monitored 291 political news broadcasted by Radio Gagauzia. Most of the political news were broadcasted in December (126), during the time when in UTA Gagauz-Yeri took place elections in two rounds (on the 12th and 26<sup>th</sup> of December) for the function of governor. In August, around the constitutional Referendum and in November, around the Parliamentary voting, Radio Găgăuzia broadcasted 51 and respectively 53 political news.

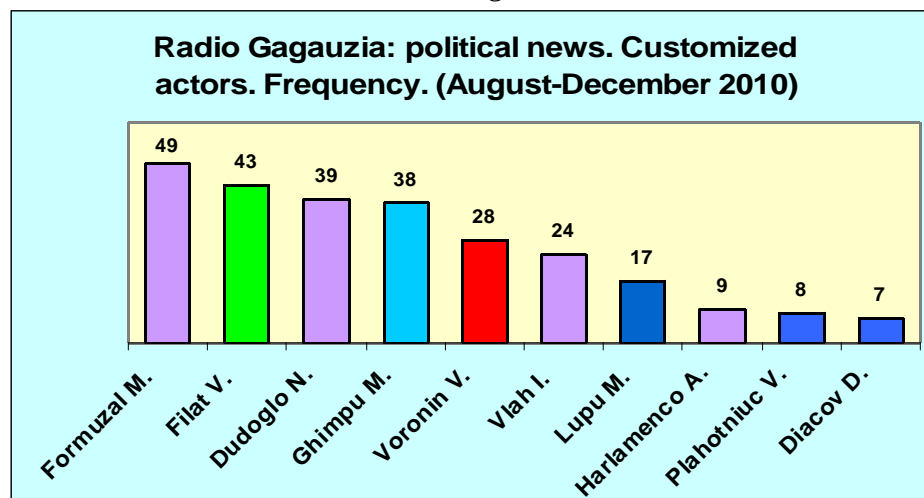
From 291 of the political news, only 15 had a conflict character, i.e. one news from 19. Most of them (13) were written under more sources of information (see the 1<sup>st</sup> Diagram).

*The 1<sup>st</sup> Diagram*

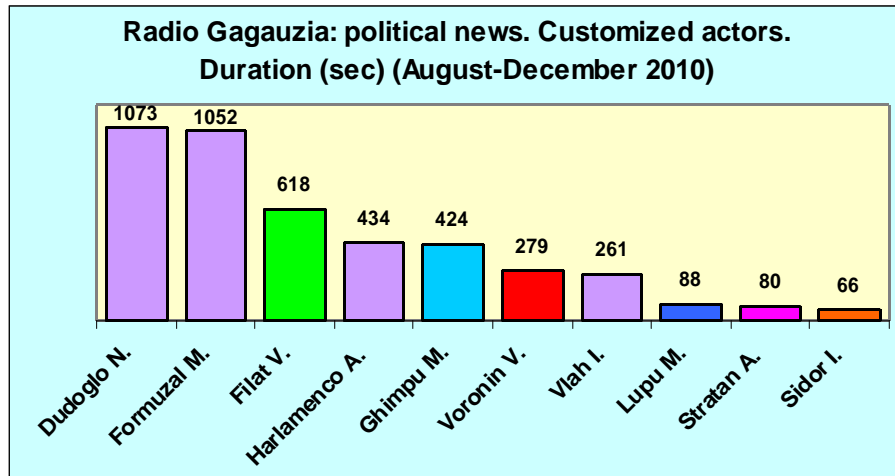


Radio Gagauzia referred to 30 politicians in the news broadcasted during August – December 2010. And if in August it was communicated about 7 politicians in the news, than in December – about 29. There were customized only 2 political actors - M.Formuzal și V.Filat. They were present in all the news during the monitored months. About 9 politicians it was communicated in the news one time and about 6 politicians – twice, during the monitored period. As frequency, M. Formuzal, V.Filat, N.Dudoglo and M.Ghimpu were mediated most of all (see the 2<sup>nd</sup> Diagram) and as duration - N.Dudoglo and M.Formuzal (see the 3<sup>rd</sup> Diagram)

*The 2<sup>nd</sup> Diagram*

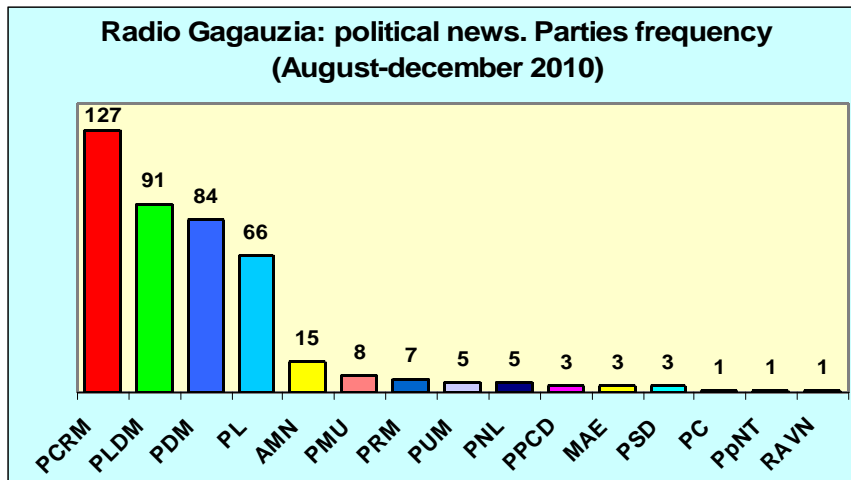


*the 3<sup>rd</sup> Diagram*

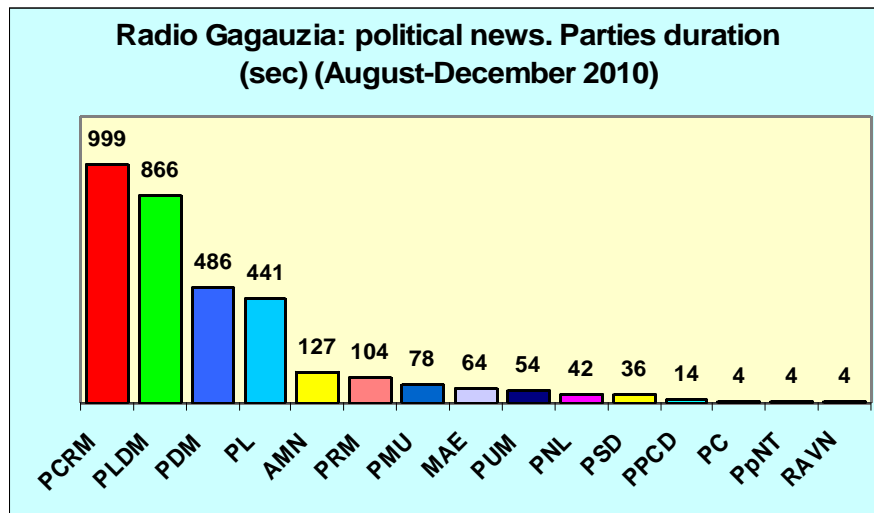


Radio Gagauzia referred to 15 political parties during 5 months of the monitored news. During this time two political parties – PCRM and PLDM did not missed. PCRM was the most mediated political party from both frequency and duration point of view (see the 4<sup>th</sup> and the 5<sup>th</sup> Diagrams). Radio Gagauzia reflected in the news the biggest number of political parties in November (14), and the smallest – in August (4).

*The 4<sup>th</sup> Diagram*

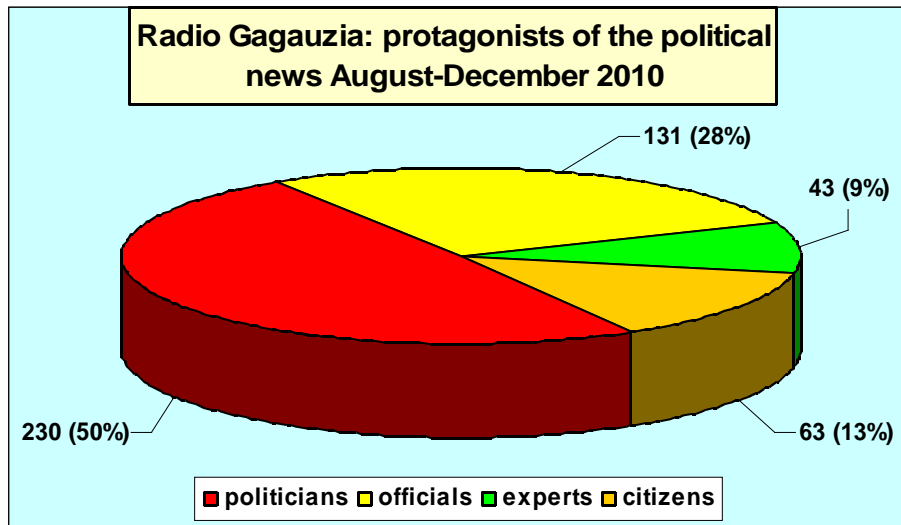


*the 5<sup>th</sup> Diagram*



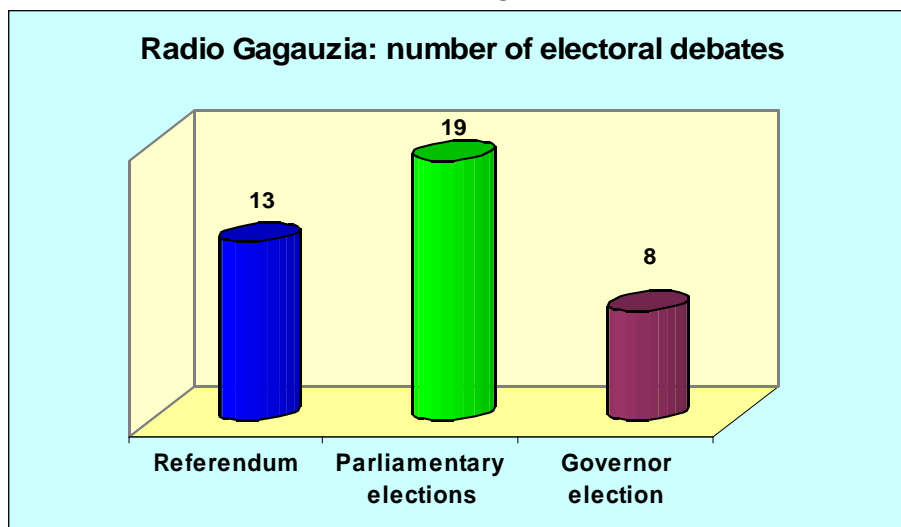
Politicians were the protagonists of the half of the political news broadcasted during 5 months by Radio Gagauzia. “State officials” were the second category of protagonists. The experts were the least called category in the political news (see the 6<sup>th</sup> Diagram). It must be mentioned that the experts were absent in the political news from August and the citizens – from September-October.

*The 6<sup>th</sup> Diagram*



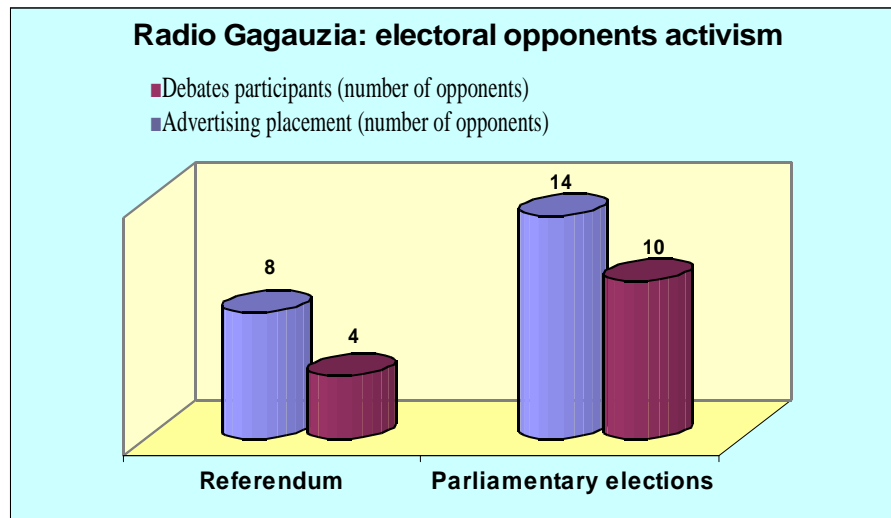
Radio Găgăuzia organized 13 debates around the Referendum from the 5<sup>th</sup> of September, 19 debates around the parliamentary election from the 28<sup>th</sup> of November and 8 debates around the election of the governor of the Gagauzia Autonomy (see the 7<sup>th</sup> Diagram).

*The 7<sup>th</sup> Diagram*



There participated 8 opponents at the debates made by Radio Gagauzia in the electoral campaign for constitutional referendum and 14 opponents – in the electoral campaign for anticipated parliamentary elections. Radio Gagauzia offered free and paid advertising space to 4 opponents at Referendum and to 10 opponents at parliamentary elections (see the 8<sup>th</sup> Diagram). During 3 electoral campaigns from the monitored period, Radio Gagauzia realized a single educational electoral program in December.

### The 8<sup>th</sup> Diagram

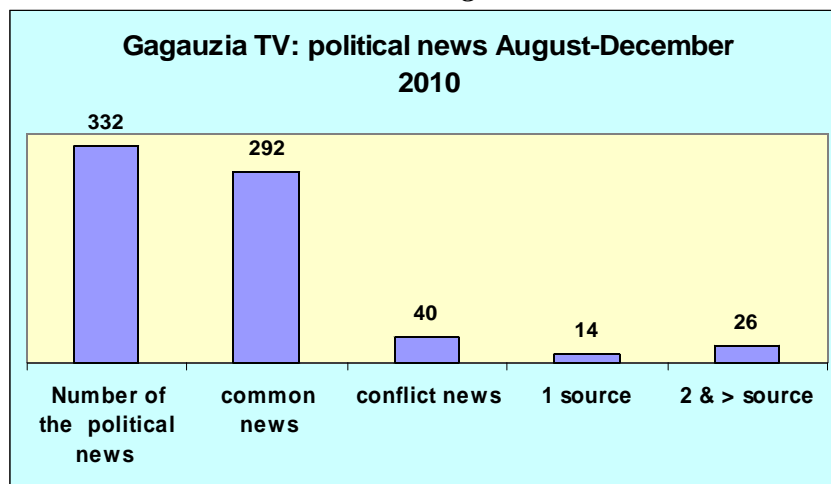


## 2.2. Gagauzia TV

In the period of August-December 2010 there were monitored 332 political news broadcasted by Gagauzia TV. Most of the political news (143) were broadcasted in December, when in UTA Gagauz-Yeri the 2 rounds of elections for governor function took place (on the 12<sup>th</sup> and 26<sup>th</sup> of December). The least of the political news (29) were broadcasted in August, around the constitutional Referendum. Gagauzia TV broadcasted 63 political news in November, around the Parliamentary elections.

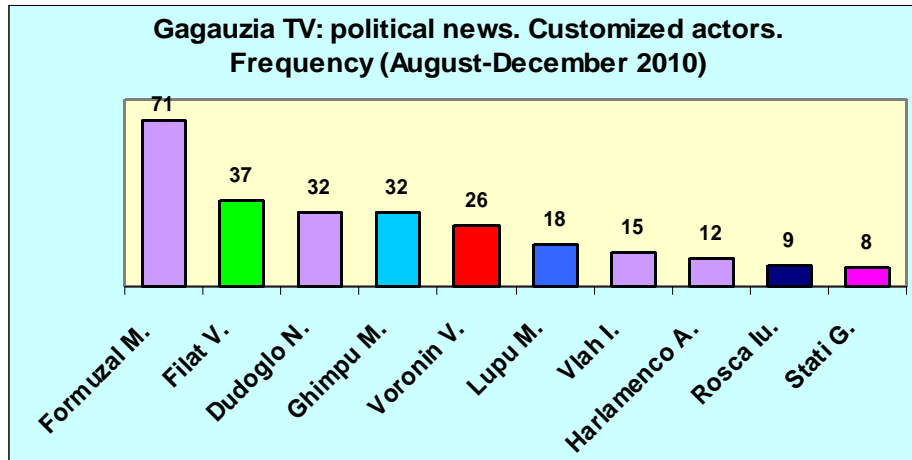
From 332 of the political news, 40 of them had a conflict character (every 8<sup>th</sup> news). 26 of the conflict news were written under more sources of information (see the 1<sup>st</sup> Diagram).

### The 1<sup>st</sup> Diagram

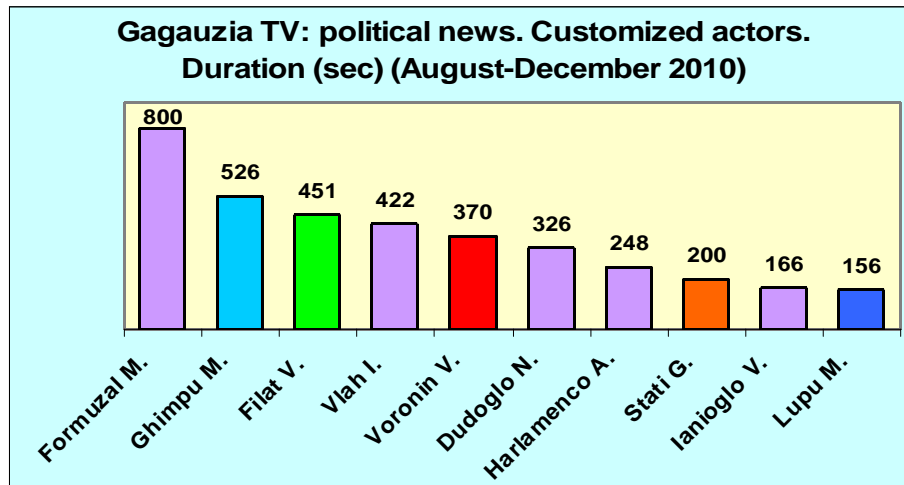


In the news broadcasted during the period of August-December 2010, TV Gagauzia referred to 26 politicians. In August it communicated about 7 politicians, in November – about 10 politicians and in December – about 13 politicians. No one of the 26 customized political actors is found in the political news from every monitored month. It was reported one time about one politician and twice – about 5 politicians during the entire period. M. Formuzal was the most mediated both as frequency and duration, followed distantly by V. Filat or M. Ghimpu (see the 2<sup>nd</sup> and 3<sup>rd</sup> Diagrams).

*The 2<sup>nd</sup> Diagram*

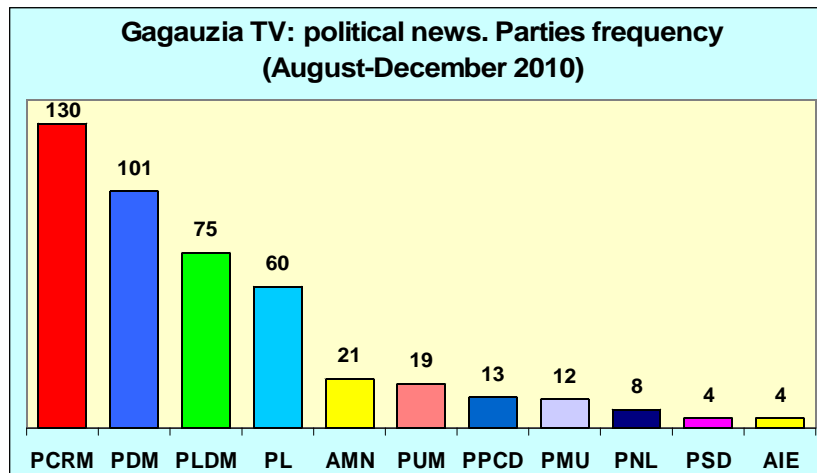


*The 3<sup>rd</sup> Diagram*



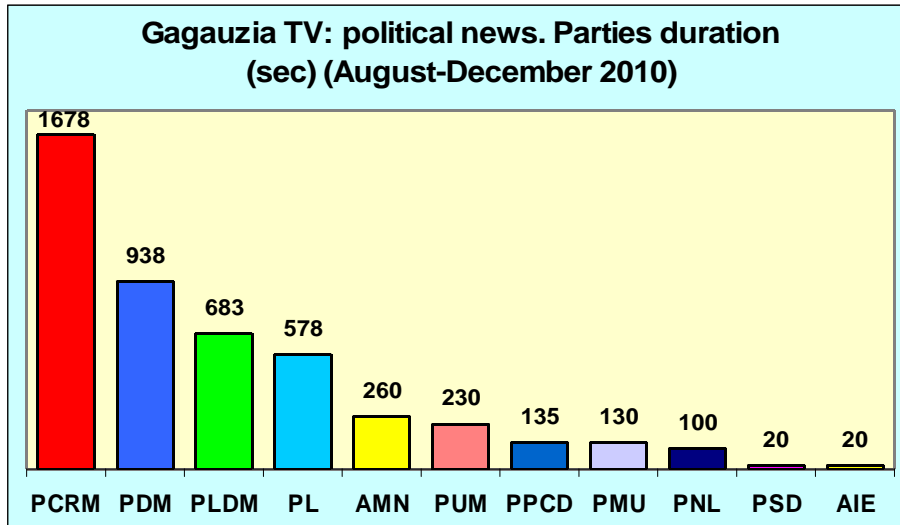
Gagauzia TV referred to 11 political parties in the monitored news during 5 months. PLDM was present in the political news every of the 5 months. Yet, PCRM was the most mediated political party, followed by PDM, PLDM and PL. The rest of the parties had a low visibility (see the 4<sup>th</sup> and the 5<sup>th</sup> Diagrams). In August, around the constitutional Referendum Gagauzia TV referred to 2 political parties in the political news; in November, around the parliamentary elections – to 6 and in December, when the elections for the UTA governor took place – to 8.

*The 4<sup>th</sup> Diagram*



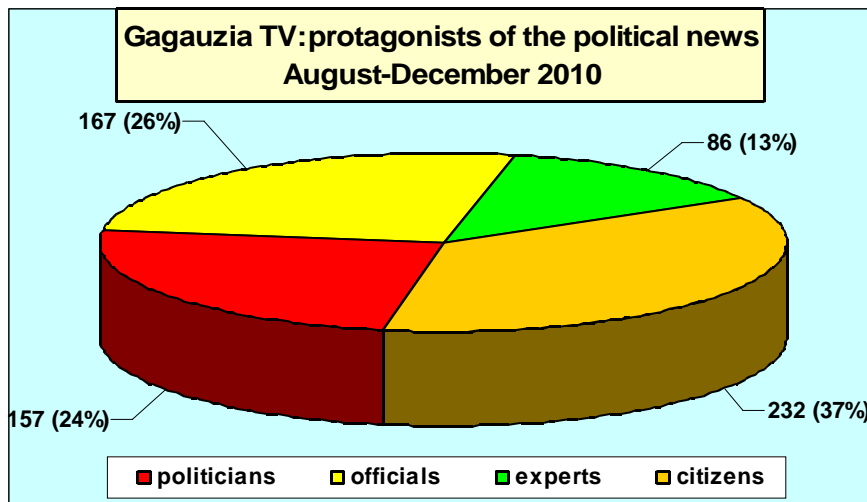


*The 5<sup>th</sup> Diagram*



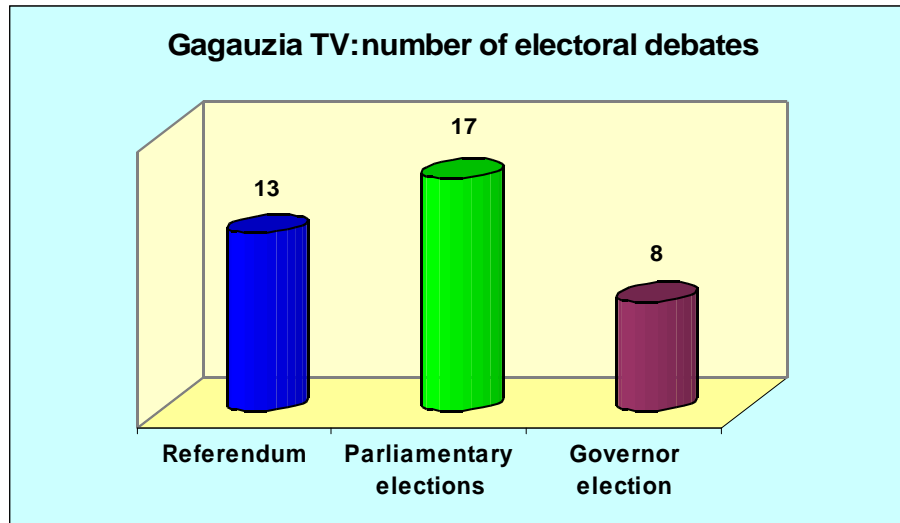
Cumulative, in the most of the cases the protagonists of the political news from Gagauzia TV during 5 months were citizens and in the least of the cases – experts. Both politicians and officials appeared equally frequently in the news (see the 6<sup>th</sup> Diagram). Yet, during separate monitoring periods the protagonists categories raise big questions. For example, politicians are absent in the political news in August. Experts were absent in the political news in September and October. In December Gagauzia TV called 129 times for “citizens” and during previous 4 months it called for them 114 times.

*The 6<sup>th</sup> Diagram*



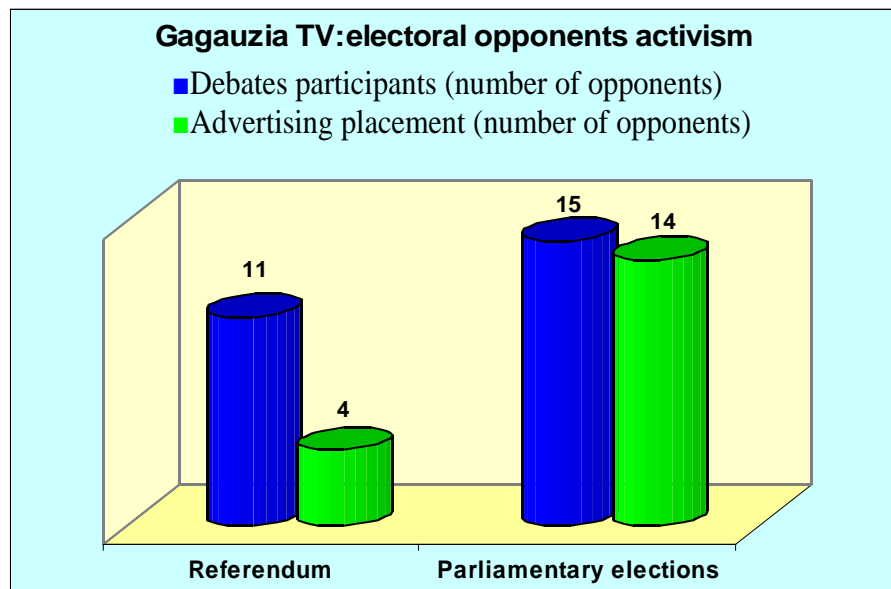
Gagauzia TV organized 13 electoral debates around the Referendum from the 5<sup>th</sup> of September, 17 debates around the anticipated parliamentary elections from the 28<sup>th</sup> of November and 8 debates around the election of the Gagauzia Autonomy governor (see the 7<sup>th</sup> Diagram).

*The 7<sup>th</sup> Diagram*



During the electoral campaign for the constitutional Referendum at the debates organized by Gagauzia TV there participated 11 opponents, in the electoral campaign for anticipated parliamentary elections – 15 opponents. Gagauzia TV offered free and paid electoral advertising space to 4 opponents at referendum and to 14 opponents – at parliamentary elections (see the 8<sup>th</sup> Diagram). Gagauzia TV made 4 electoral educative programs during the 3 electoral campaigns of the monitored period: one in August, another in November and two in December.

*The 8<sup>th</sup> Diagram*



The results of monitoring news programs made by RPBI Teleradio-Gagauzia Company during the period of August-December 2010, when three electoral campaigns took place let us conclude the following:

**Conclusions:**

- Public regional broadcaster broadcasted a relatively small number of the political/electoral news. Conflict news had an absolutely insignificant share. It denotes that the objective reality from the region was not reflected through the political/electoral news.

- Public regional broadcaster referred to a small number of politicians and political parties in the news. The frequency and duration of political actors and parties references in the news reveals an obvious disproportion. Thus, both political pluralism and equilibrium in monitored programs were not assured.
- The appearance of categories of protagonists in the political news was by chance not a judiciously planned one. That is why several categories of protagonists or have abounded or were absent during certain monitored periods.
- Public regional broadcaster reflected the electoral campaigns with derogations from the national legislation. There were certified deviations as: broadcasting electoral advertising one day before the elections; electoral debates out of the prime airtime; ignoring the principle of equal and non-discriminatory treatment of the electoral opponents; exceeding the 2 minutes daily volume for each opponent for electoral advertising; placing the electoral advertising within the electoral debates, etc.
- RPBI Teleradio- Gagauzia Company ignored the educative function that a public broadcaster must fulfill, especially in a period of a major social importance as elections.

### **Final conclusions:**

- During August-December 2010, NPBI „Teleradio-Moldova” Company assured through the news and newsreel programs a political pluralism and an acceptable political-social equilibrium, respecting juridical and professional standards. In this respect, RPBI „Teleradio-Găgăuzia” Company failed in a great degree. Its activity is to be essentially improved.
- During the electoral campaigns from the monitored period public national broadcaster respected the legislation and the regional one - admitted derogations. It is absolutely necessary an harmonization between national and gagauzian electoral legislation in order to assure an unique legal environment for the activity of broadcasters during electoral periods.