

Monitoring of Mass Media Coverage of Campaign for General Local Elections

Report No. 4
17–27 May 2007ⁱ

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The opinions expressed in this publication do not necessarily reflect those of the funding
organizations.



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opinions expressed in this document belong to the authors and do not necessarily reflect
the opinion of USAID or American Government.

1. General data

1.1 Project goal: to monitor and inform the public opinion about the behavior of mass media during the campaign for general local elections in Moldova.

1.2 Monitoring period – 10 April 2007–17 June 2007 – covers the electoral campaign with two ballots.

1.3 Criteria for the selection of media outlets subject to the monitoring:

- type of ownership (public and private)
- audience/ impact
- broadcasting language

1.4 Monitored mass media:

TV

Moldova 1, PRO TV, NIT, Euro TV Chişinău, TV 7, N 4

Radio

Radio Moldova, Antena C, Vocea Basarabiei, Russkoe Radio

Print media

Moldova Suverană, Nezavisimaia Moldova, Săptămîna, Flux, Moldavskie vedomosti, Jurnal de Chişinău, Timpul de dimineaţă, Komsomolskaia pravda
Unghiul, Căuşenii, SP (Bălţi), Golos Bălţi, Vesti Gagauzii, Realitatea (Soroca), Observatorul de Nord (Soroca), Farul Nistean (Rezina)

1.5 Monitoring time schedule

TV

Monday-Friday

06:30 – 09:00 and 17:00 – 22:30

Saturday-Sunday

06:30 – 22:30

Radio

Monday-Sunday

06:00 – 24:00

1.6. Team

The project is implemented by the Association of Independent Press and Independent Journalism Center in partnership with the Institute of Marketing and Polls IMAS-INC Chisinau.

2. Methodological framework

The monitoring methodology has been developed by Oxford Media Research for the monitoring projects of the international organization Global Campaign for Free Expression “Article 19”. The methodology’s characteristics are as follows: 1) use of a broad spectrum of quantity indicators, including type, duration, topic of coverage, news sources, frequency and duration of appearance of certain persons in the newscasts. 2) the quality component is more developed than in other methodologies, which allows to establish the biasness of the monitored outlet during the coverage of events. Each news article or opinion is subject to a content and context assessment, to determine if it favors or disfavors one or another party / one or another political entity. A negative or positive content and/or context of the news does not necessarily indicate the biasness or partisanship of the station broadcasting the news. It is possible that a news article favor or disfavor one of the subjects and, nonetheless, be equidistant and professionally correct. Only if there is a tendency to favor or disfavor one of the subjects for a certain period of time can we say that we are dealing with an imbalance.

3. General conclusions

GENERAL CONCLUSIONS

During 17–27 May 2007, mass media showed an increase in the amount of news favoring the ruling party, broadcast by the public stations *TV Moldova 1* and *Radio Moldova*, and by the private stations *NIT* and *Antena C*. This is explained by the growing number of electoral actions and declarations on behalf of the governance, which were covered by the respective stations. The CCA (Coordinating Council of the Audiovisual) warning regarding the biasness and lack of pluralism on *Moldova 1* and *NIT* had a feeble positive impetus, which made possible the broadcasting by *TV Moldova 1* of the CEC decision on the use by Marian Lupu of his position to promote PCRM candidates. As in the previous periods, these stations did not cover the activity and declarations of opposition parties in their newscasts, and their form of organization of debates did not advance, impeding in fact the exchange of opinions and the polemic.

N4 asserted itself on the same position of presenting the reality in a way that would not damage the image of the ruling party and its electoral chances. *Euro TV* took the side of PPCD in the dispute with PCRM regarding the Great National Assembly Square, and covered the electoral actions of PPCD in the campaign to support the Romanian President Traian Băsescu.

Vocea Basarabiei, *PRO TV* and *TV 7* were the stations that offered access to the opposition entities and presented some news from critical angles. *Russkoe Radio* showed an attitude of non-involvement in the electoral campaign and slightly inclined towards favoring PCRM indirectly in the last days.

Nor did the print media show any major changes in their coverage of the electoral campaign; the ex-governmental and local public publications continued to cover broadly the electoral actions of the central and local public administration, and – some of them – to attack opposition candidates. As in the previous period, critical articles about the communist government and publicity in favor of the opposition parties prevailed in most private newspapers. *Flux* favored PPCD, *Moldavskie vedomosti*

– PPR, *Săptămîna* – AMN, and *Jurnal de Chişinău* published an article favoring Vladimir Filat, PD candidate. A few private publications – *Săptămîna*, *Observatorul de Nord* (Soroca), *Unghiul* (Ungheni) and *SP* (Bălţi) reduced the amount of critical materials about the state authorities but increased the space dedicated to electoral publicity.

4. Monitoring data

4.1 Radio and TV

4.1.1 Candidates and parties directly or indirectly favored or disfavored during newscasts and opinion programs and debates – frequency

As in the previous period, *Moldova 1*, *NIT*, *Radio Moldova* and *Antena C* presented various events with electoral implications, which were attended by the Moldovan top leadership: Voronin participates in the events on the occasion of Bălţi City Day and speaks about the positive events from the latest years, then in the re-opening of Orhei stadium, renovated with the Government's financial support, in the unveiling of the monument in the memory of the soldiers who died in Afghanistan, monument erected "thanks to President Voronin", in the opening of a museum in the village of Doroţcaia, again thanks to the "patronage" of V. Voronin. The construction of the Cahul – Giurgiuleşti railway was started with President Voronin's participation also in the same period (however, nothing was mentioned about what the ecologists think about this project), and a new trolleybus line was put into use in Chisinau also with the participation of President Voronin (but no mention was made that the works had not been finished yet). On 25 May, *NIT* informed its audience that, since Vladimir Voronin became President, things had changed into better and that he was at work even on his birthday... Prime Minister Tarlev, in his turn, promised to increase three times the salaries in the public sector by 2009, to extend the irrigated areas, to provide help to tobacco growers, and to fight corruption, within a meeting with the Anti-Corruption Alliance...

Moldova 1 broadcast the CCA warning regarding the biasness and lack of pluralism in the newscasts of *Moldova 1* and *NIT*, as well as about the fact that Speaker Marian Lupu was recommended by CEC decision not to use his position for the electoral purposes of PCRM. AMN was disfavored through the news that ex-deputy from AMN Vasile Colţa had been condemned to 5 years of prison, with suspension of punishment until 2009. PPCD was favored on *Moldova 1* through the news that the Supreme Court of Justice ruled in its favor in the dispute with PCRM on the Great National Assembly Square.

N4 broadcast more news favoring PCRM (such as about starting the renovation of kindergartens) as well as disfavoring news, such as about the use by Speaker Marian Lupu of his position for electoral purposes and about the poor state of recreational areas.

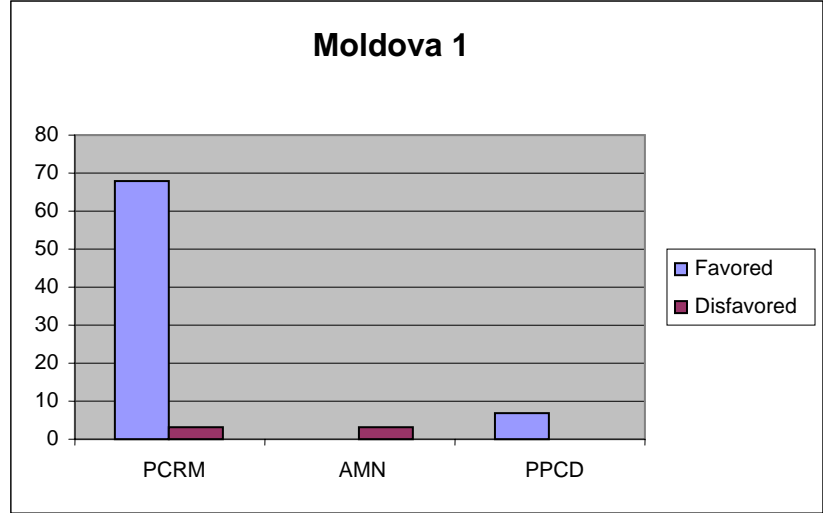
Euro TV favored PCRM and PPCD almost equally, but broadcast more disfavoring news about PCRM. This station showed a special attitude towards PPCD during the referendum for the suspension of the Romanian President Traian Băsescu, when the PPCD leader organized an electoral manifestation, and in the coverage of the dispute between PPCD and PCRM regarding the Great National Assembly Square.

Russkoe Radio broadcast more favorable, than unfavorable, news about PCRM, especially about the charity actions of the Communist Youth Union. Disfavored were PPCD (dispute with PCRM) and

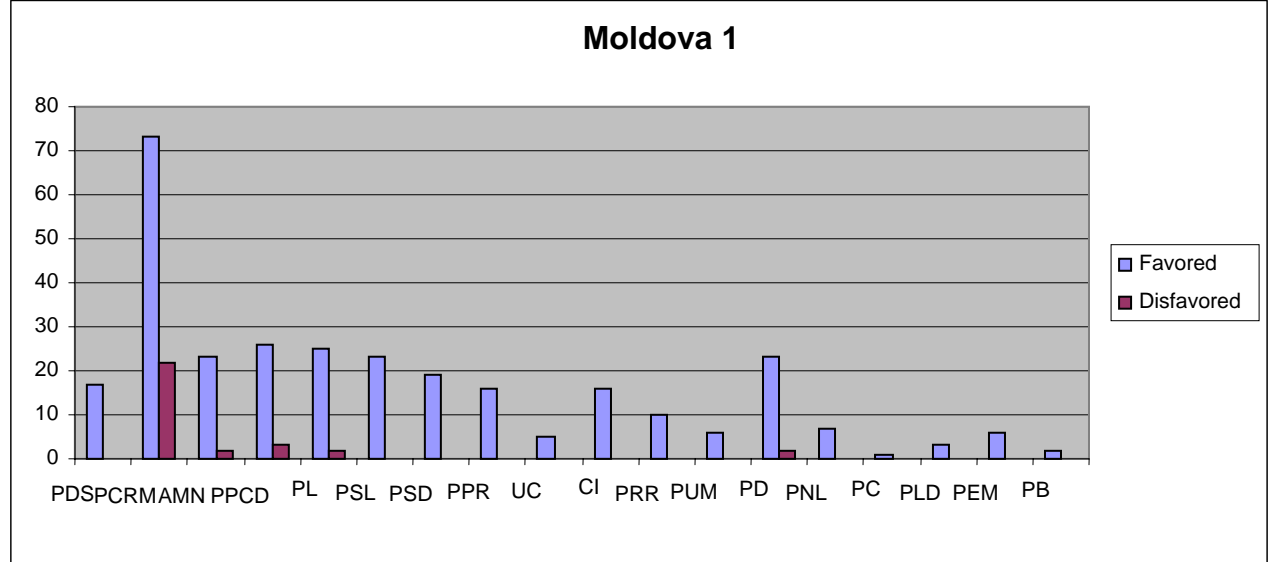
PSL (press release of the Parliament, which denies the statements of PSL leader about the use by Marian Lupu of Parliament’s administrative resources in the electoral campaign on the PCRM side).

News disfavoring PCRM prevailed on *Vocea Basarabiei*, *PRO TV* and *TV7*. *PRO TV* approached the dwelling issue, *TV 7* noted that the trolleybus line was being put into use before the works had been finished, *Vocea Basarabiei* broadcast the negative opinion of the ecologists regarding the construction of the Cahul – Giurgiulești railway. These stations further covered the protest of patent holders. *Vocea Basarabiei* broadcast news disfavoring AMN, PPCD, PSL and PD. *PRO TV* broadcast news disfavoring PPCD and PD, and *TV 7* – AMN and PPCD.

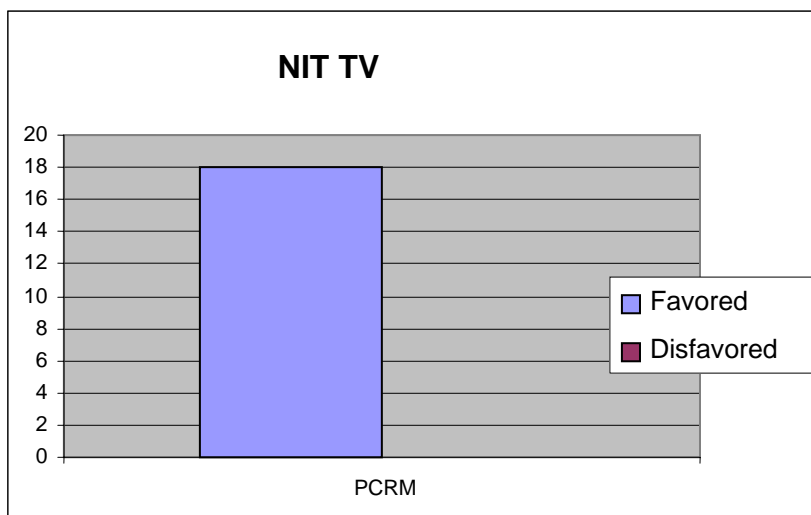
Favors and disfavors within newscasts on *Moldova 1*



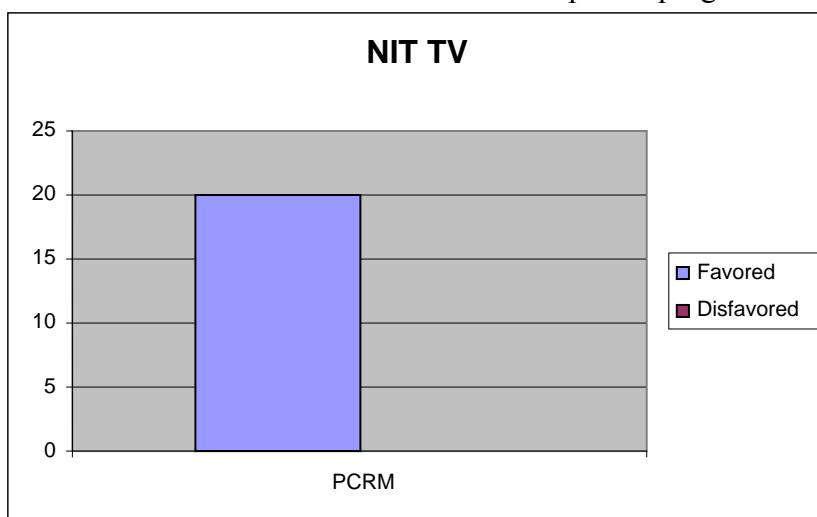
Favors and disfavors within newscasts, opinion and debate programs on *Moldova 1*



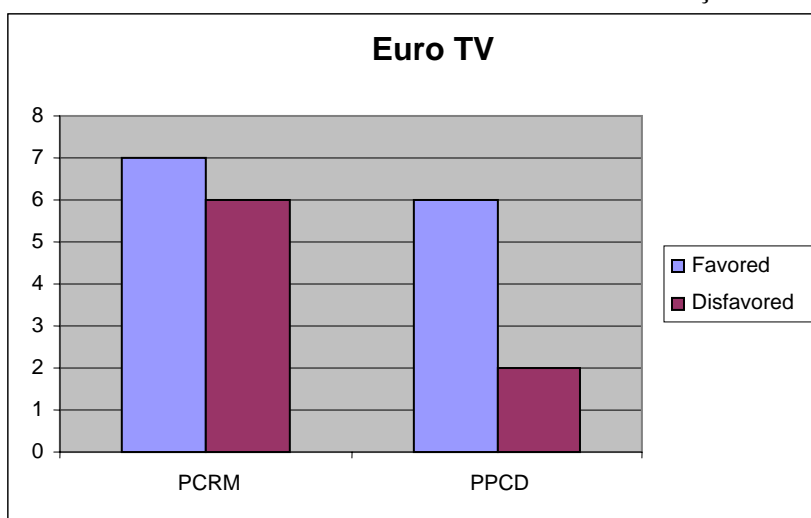
Favors and disfavors within newscasts on *NIT*



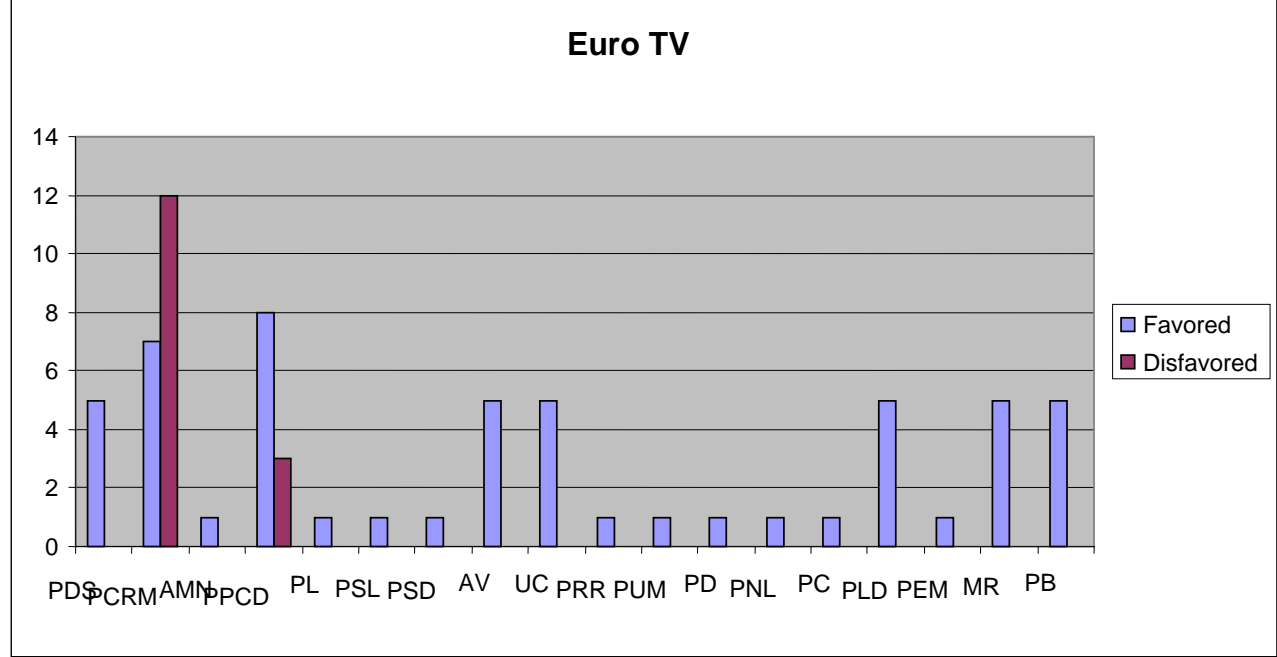
Favors and disfavors within newscasts and opinion programs on *NIT*



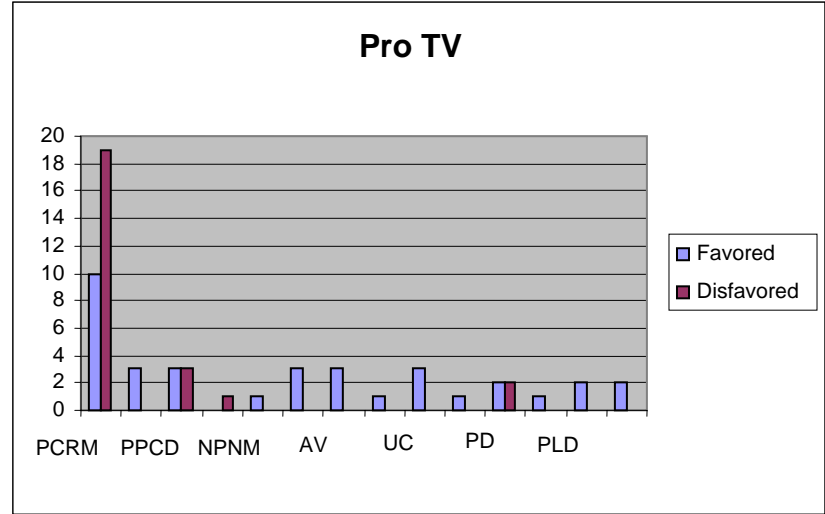
Favors and disfavors within newscasts on *Euro TV Chişinău*



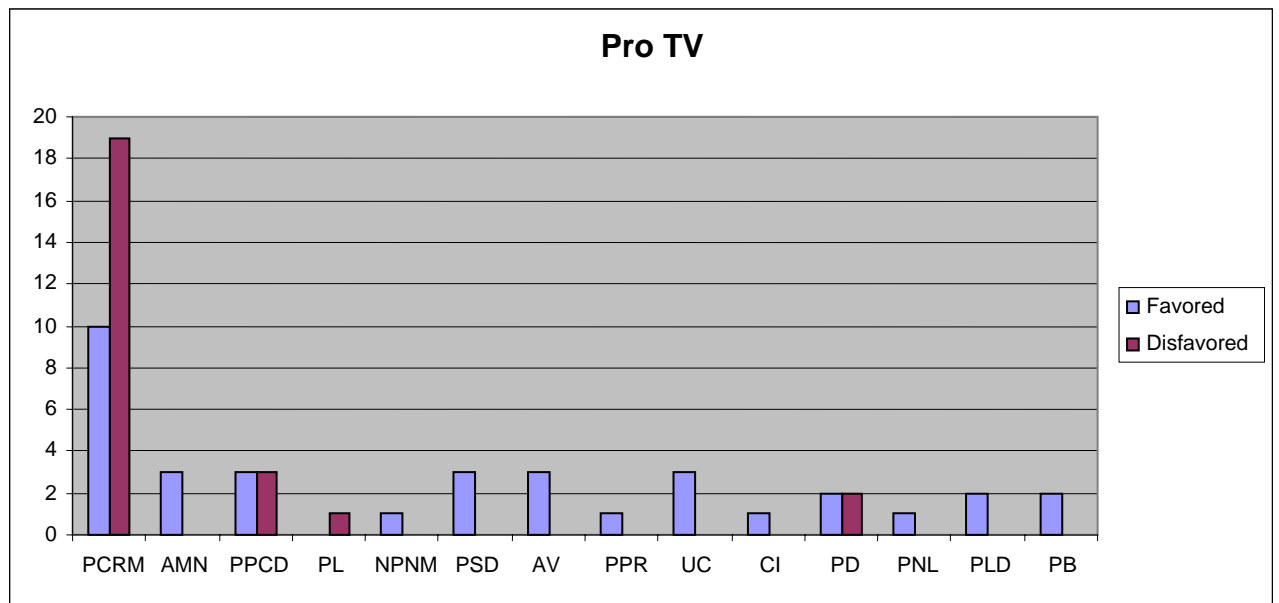
Favors and disfavours within newscasts, opinion and debate programs on *Euro TV Chişinău*



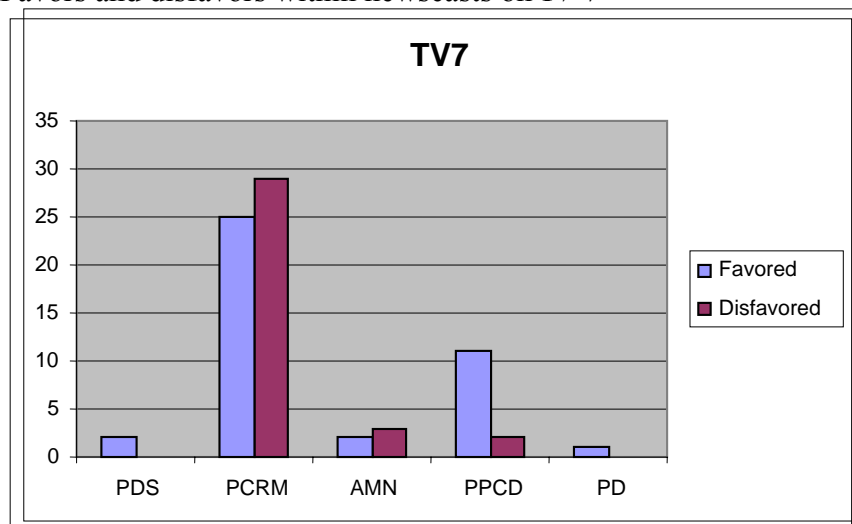
Favors and disfavours within newscasts on *PRO TV Chişinău*



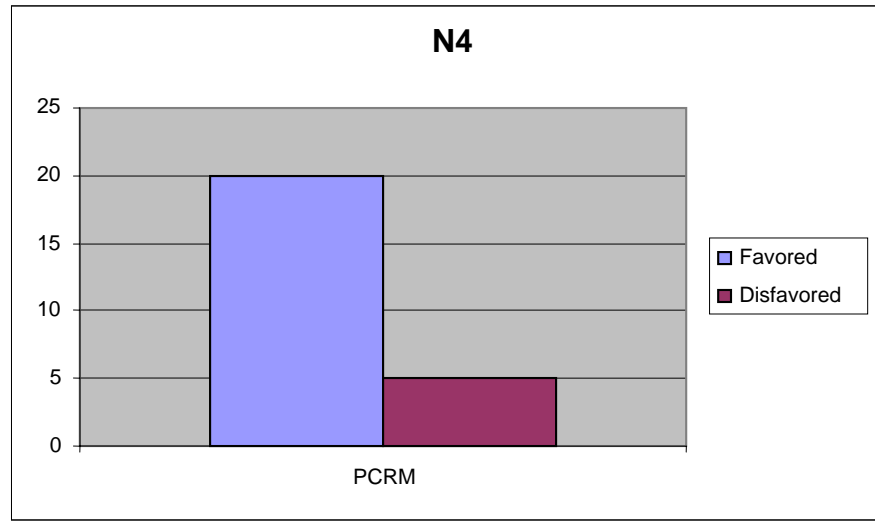
Favors and disfavours within newscasts, opinion and debate programs on *PRO TV Chişinău*



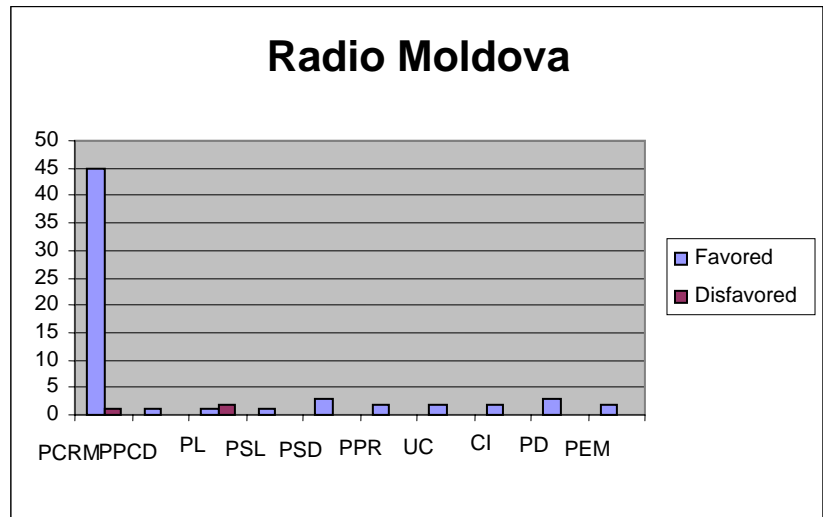
Favors and disfavors within newscasts on *TV 7*



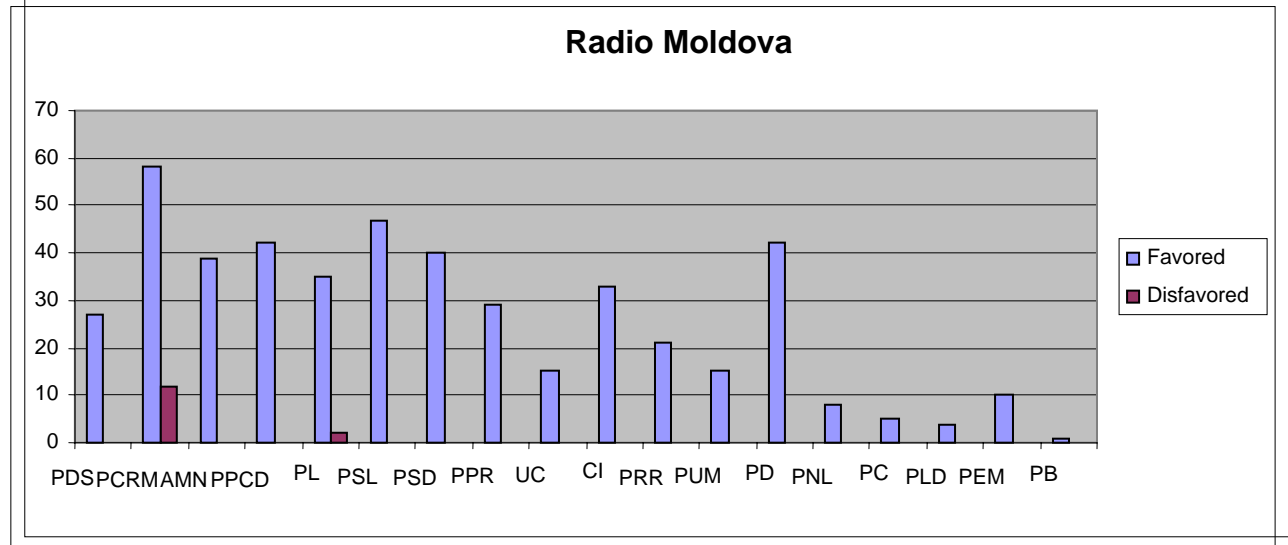
Favors and disavors within newscasts on *N4*



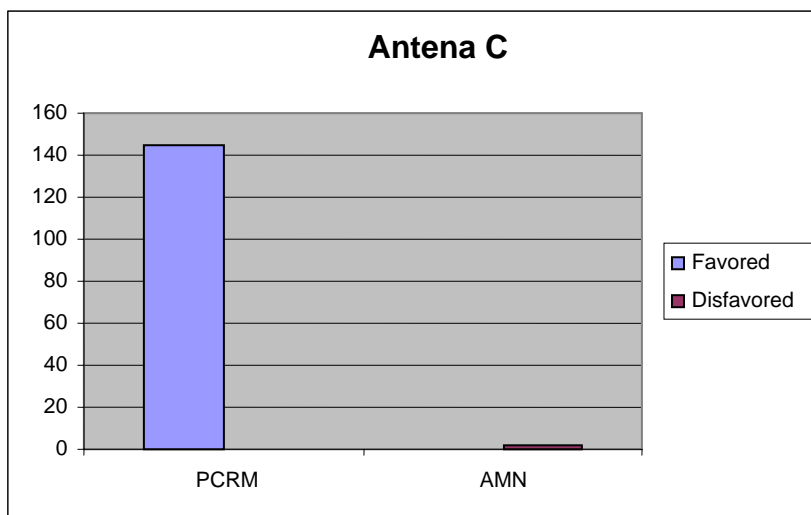
Favors and disavors within newscasts on *Radio Moldova*



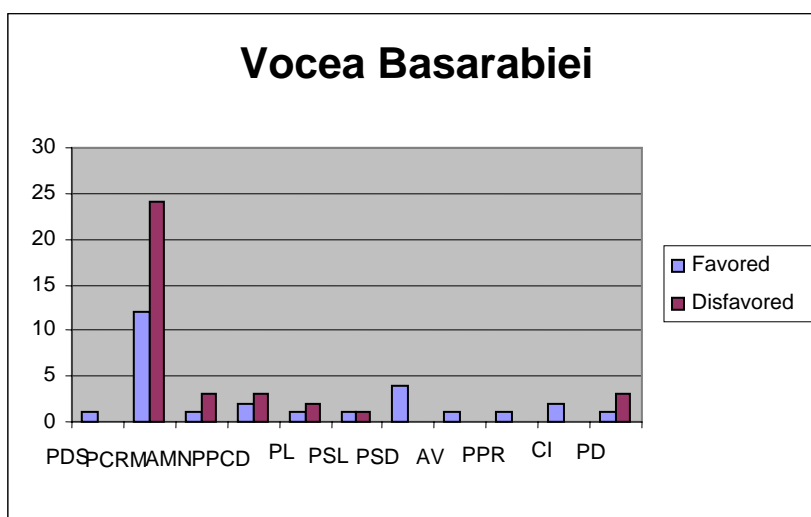
Favors and disavors within newscasts, opinion and debate programs on *Radio Moldova*



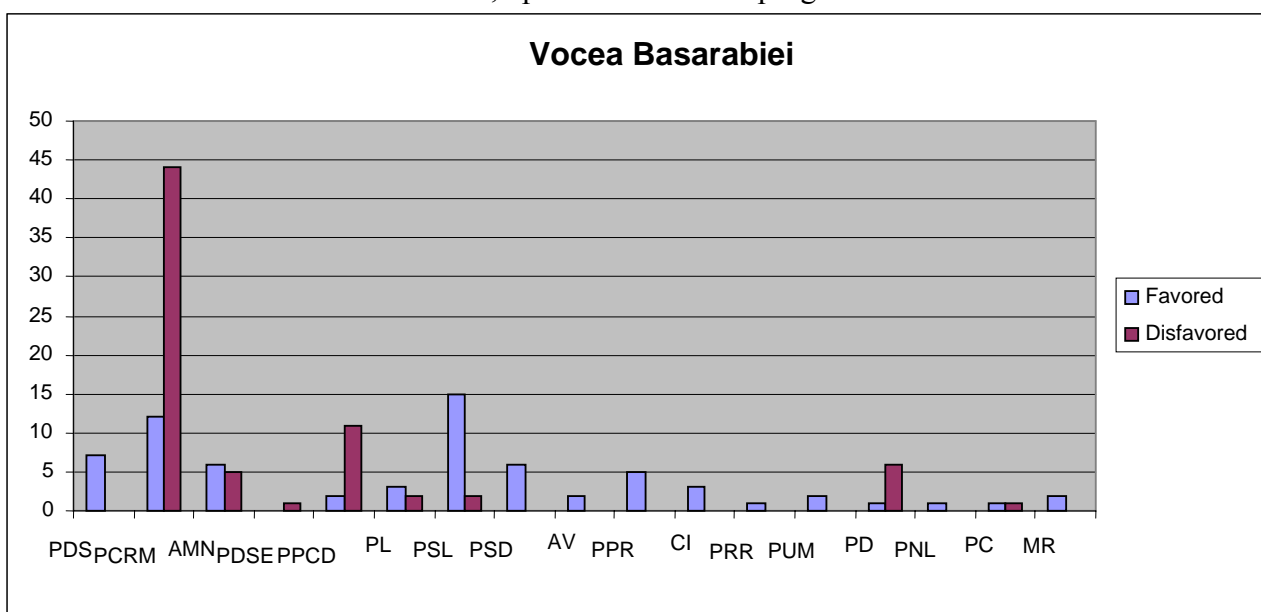
Favors and disavors within newscasts on *Antena C*



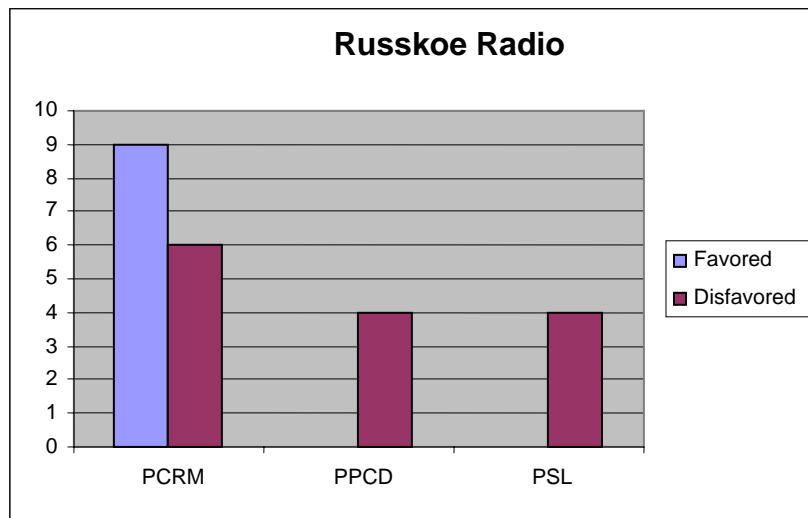
Favors and disfavours within newscasts on *Vocea Basarabiei*



Favors and disfavours within newscasts, opinion and debate programs on *Vocea Basarabiei*

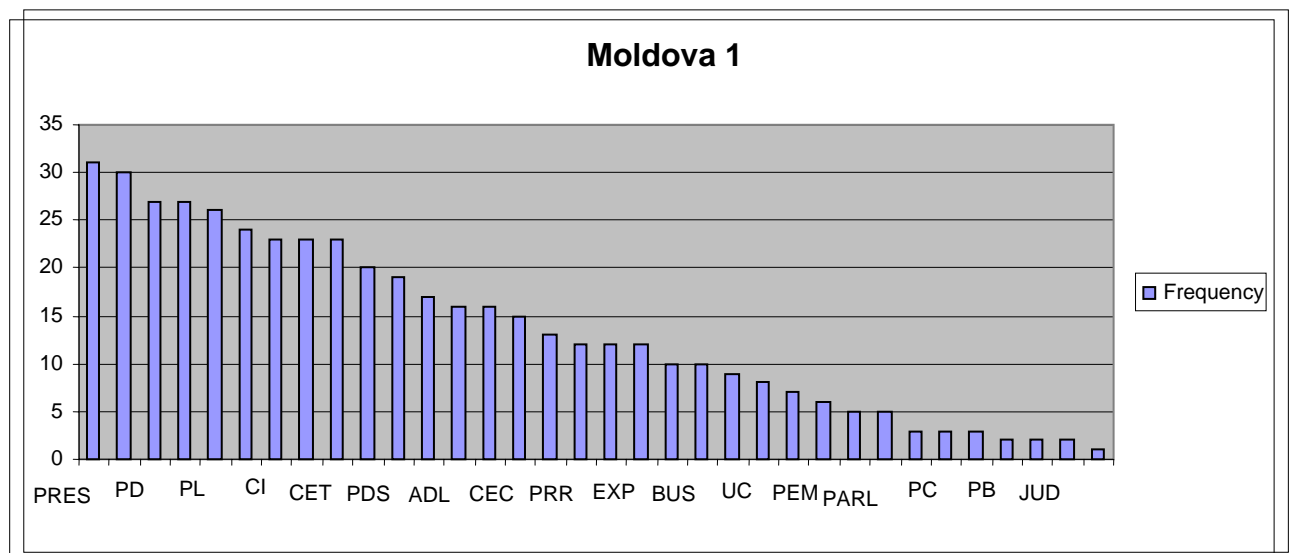


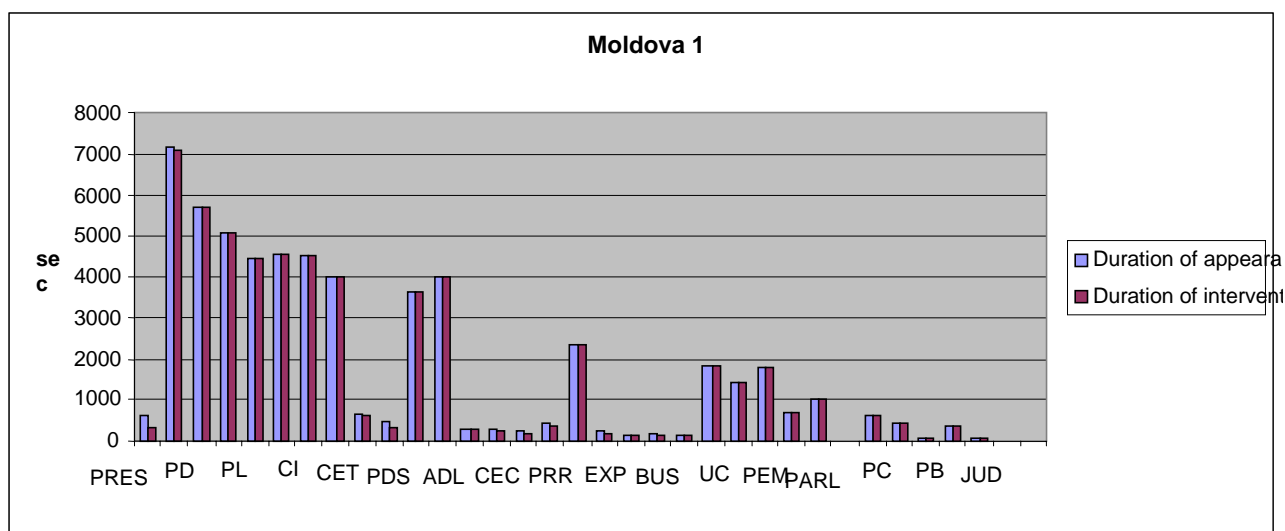
Favors and disfavor within newscasts on *Russkoe Radio*



4.1.2 Frequency of sources, appearances on TV, direct interventions in news with direct or indirect electoral implications

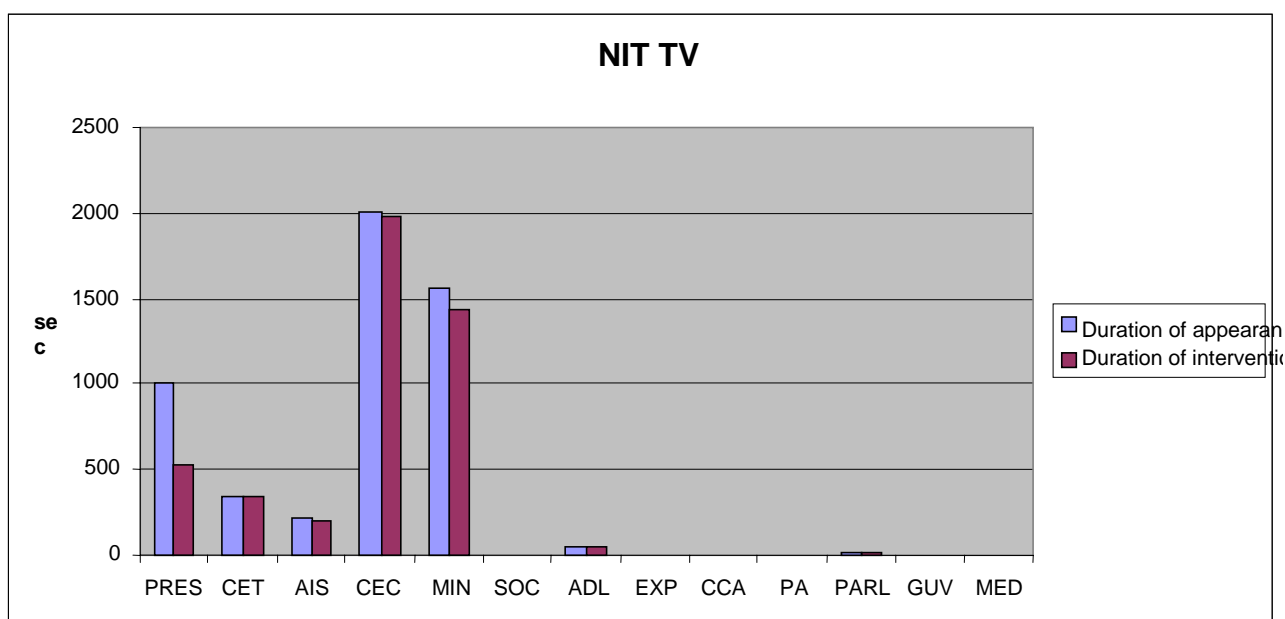
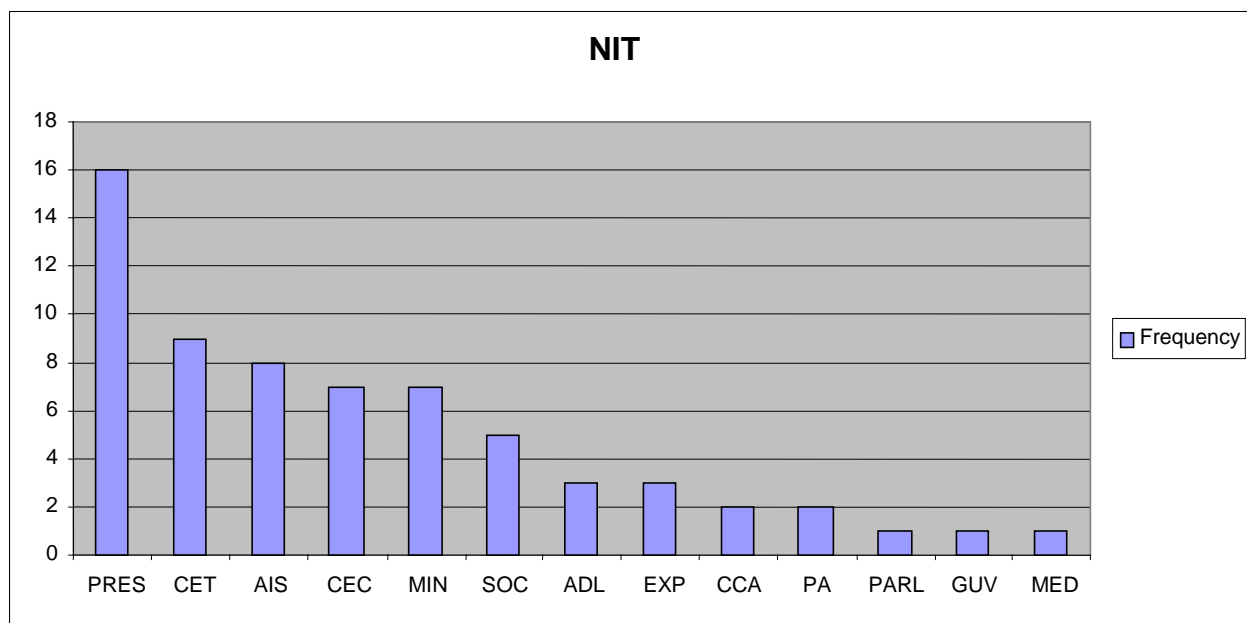
President's Office, citizens, the Government, CEC, NGOs and APL further remained the most frequent sources of news with electoral implications broadcast by *Moldova 1*. The representatives of the political parties – PDS, PSL, AMN, PPCD, PSDM, PCRM etc. – had the longest durations of appearance on this station, by participating in the debates organized thereby.





Source of information	Code	Frequency	Duration of appearance, sec	Duration of intervention, sec
President, President's Office	PRES	31	585	344
Christian Democratic People's Party	PPCD	30	7190	7064
Democratic Party of Moldova	PD	27	5712	5712
Social Liberal Party	PSL	27	5037	5037
Liberal Party	PL	26	4455	4455
Social-Democratic Party of Moldova	PSD	24	4567	4567
Independent Candidate	CI	23	4495	4495
" 'Our Moldova' Alliance" Party	AMN	23	3997	3997
Citizens	CET	23	631	603
Prime Minister, governmental officials	GUV	20	477	334
Social Justice Party	PDS	19	3654	3654
Republican People's Party of Moldova	PPR	17	4007	4007
Local Public Administration	APL	16	274	262
Civil Society – NGOs	SOC	16	257	212
Central and Local Electoral Commission	CEC	15	225	182
Ministers	MIN	13	406	362
PRR	PRR	12	2334	2334
Other state institutions	AIS	12	215	177
Experts (foreign and local)	EXP	12	142	142
Coordinating Council of the Audiovisual	CCA	10	174	130
Businesses, businesspersons, employers	BUS	10	127	127
Humanist Party	PUM	9	1840	1840
Centrist Union of Moldova	UC	8	1443	1443
National Liberal Party	PNL	7	1800	1800
European Party	PEM	6	668	668
Communist Party of the Republic of Moldova	PCRM	5	1000	995
Parliament, Speaker of the Parliament	PARL	5	0	0
Party of Law and Justice	PLD	3	607	607
Conservative Party	PC	3	417	417
Diplomats, foreign officials, other external subjects	DIP	3	58	50
Petru Bodarev	PB	2	353	353
Mass Media	MED	2	52	46
Justice, Constitutional Court, judges, attorneys	JUD	2	5	5
Police/army, security, financial guard, economic police	PA	1	0	0

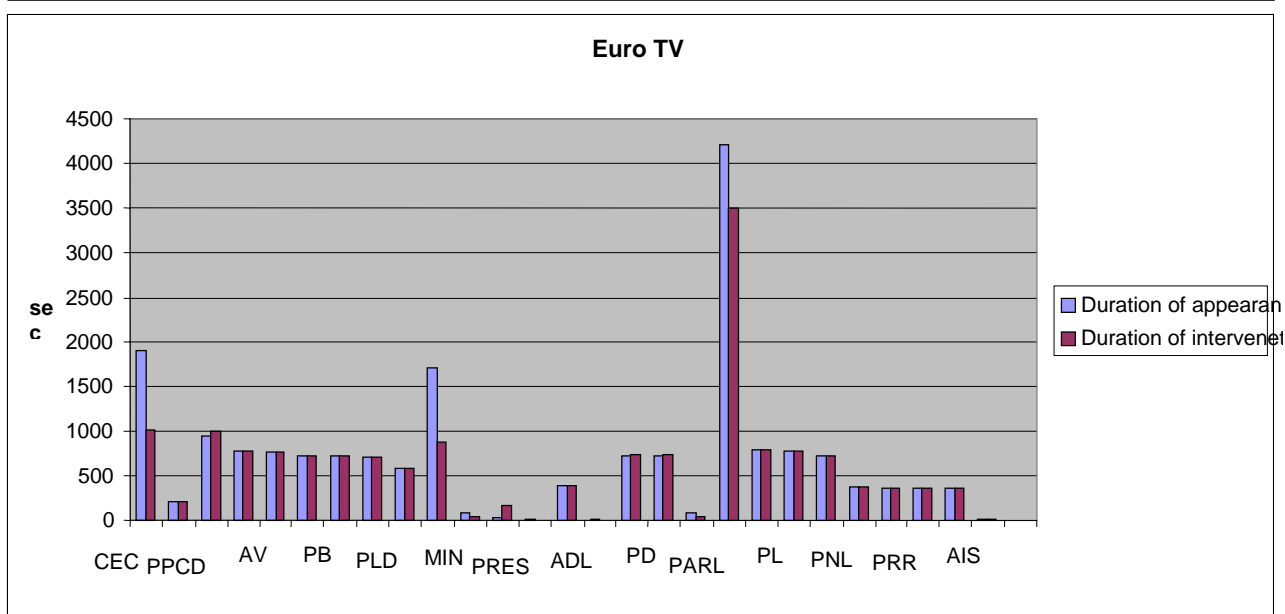
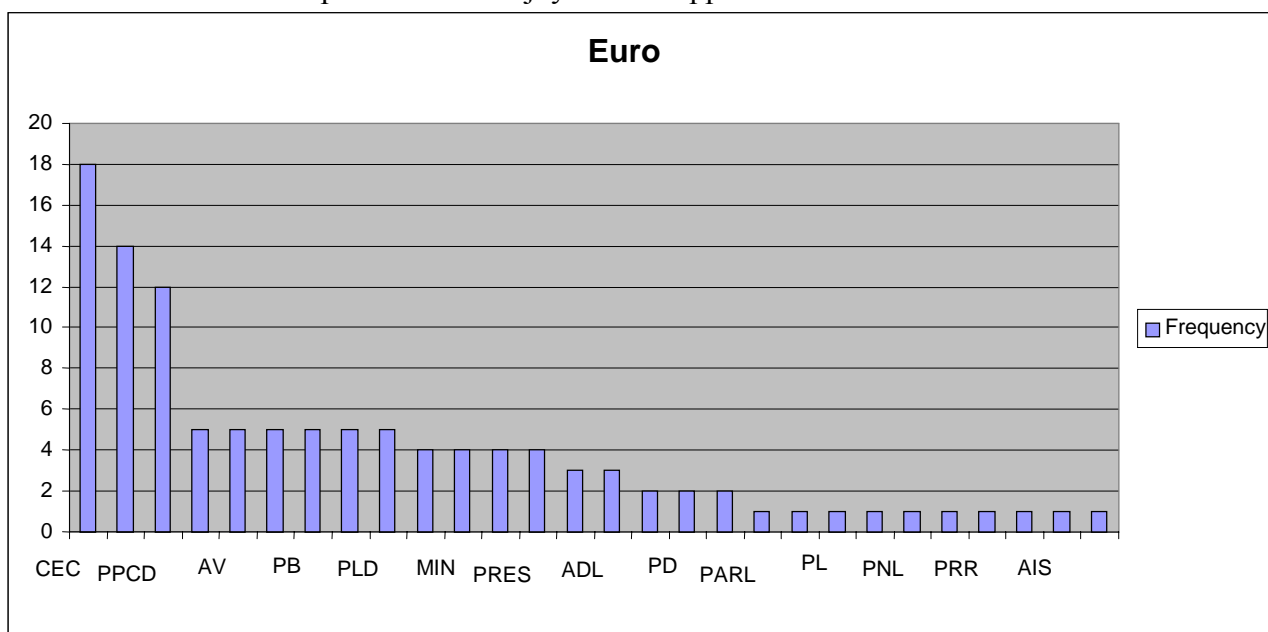
NIT further avoided to get its information from political parties, and in most cases used the President's Office, citizens, various state institutions and CEC as sources of news with electoral implications. By the duration of appearances, the President was on the third place, being outrun by CEC representatives (taken as a whole) and ministers (taken as a whole).



Source of information	Code	Frequency	Duration of appearance, sec	Duration of intervention, sec
President, President's Office	PRES	16	1003	535
Citizens	CET	9	340	340
Other state institutions	AIS	8	217	197
Central and Local Electoral Commission	CEC	7	2010	1978
Ministers	MIN	7	1556	1430
Civil society – NGOs	SOC	5	0	0
Local Public Administration	APL	3	53	53

Experts (foreign and local)	EXP	3	0	0
Coordinating Council of the Audiovisual	CCA	2	0	0
Police/army, security, financial guard, economic police	PA	2	0	0
Parliament, Speaker of the Parliament	PARL	1	20	20
Prime Minister, governmental officials	GUV	1	0	0
Mass Media	MED	1	0	0

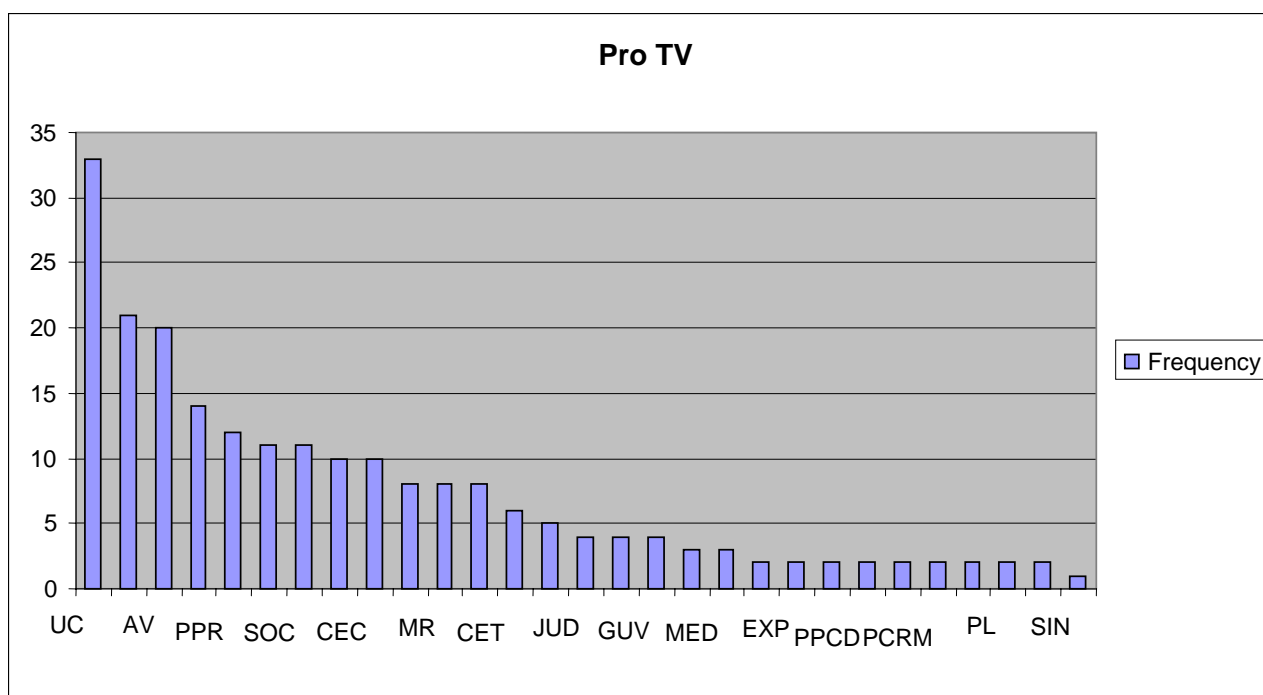
As in the previous period, *Euro TV* used CEC as source of news with electoral implications in most cases. CEC and PPCD representatives enjoyed most appearances on this station.

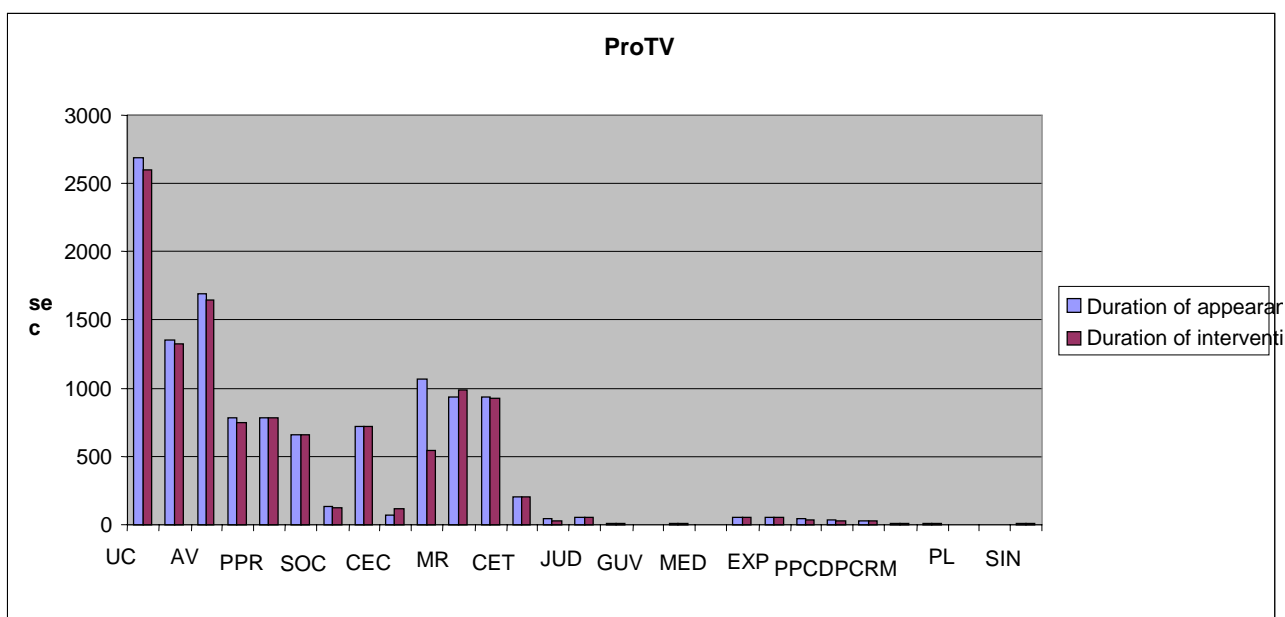


Source of information	Code	Frequency	Duration of appearance, sec	Duration of intervention, sec
Central and Local Electoral Commission	CEC	18	1906	1020
Civil society – NGOs	SOC	14	215	215
Christian Democratic People's Party	PPCD	12	955	1000

Centrist Union of Moldova	UC	5	786	786
Ecological Party "Green Alliance" of Moldova	AV	5	760	760
Social Justice Party	PDS	5	726	726
Petru Bodarev	PB	5	722	731
Mihai Roscovan	MR	5	711	711
Party of Law and Justice	PLD	5	590	590
Coordinating Council of the Audiovisual	CCA	4	1717	878
Ministers	MIN	4	79	46
Citizens	CET	4	28	181
President, President's Office	PRES	4	25	0
Social Liberal Party	PSL	3	400	400
Local Public Administration	APL	3	20	8
“ ‘Our Moldova’ Alliance” Party	AMN	2	720	740
Democratic Party of Moldova	PD	2	720	740
Communist Party of the Republic of Moldova	PCRM	2	78	52
Parliament, Speaker of the Parliament	PARL	1	4200	3500
Conservative Party	PC	1	790	790
Liberal Party	PL	1	785	785
Humanist Party	PUM	1	720	720
National Liberal Party	PNL	1	380	380
Social-Democratic Party of Moldova	PSD	1	370	370
PRR	PRR	1	370	370
European Party	PEM	1	360	360
Other state institutions	AIS	1	15	15
Police/army, security, financial guard, economic police	PA	1	0	0

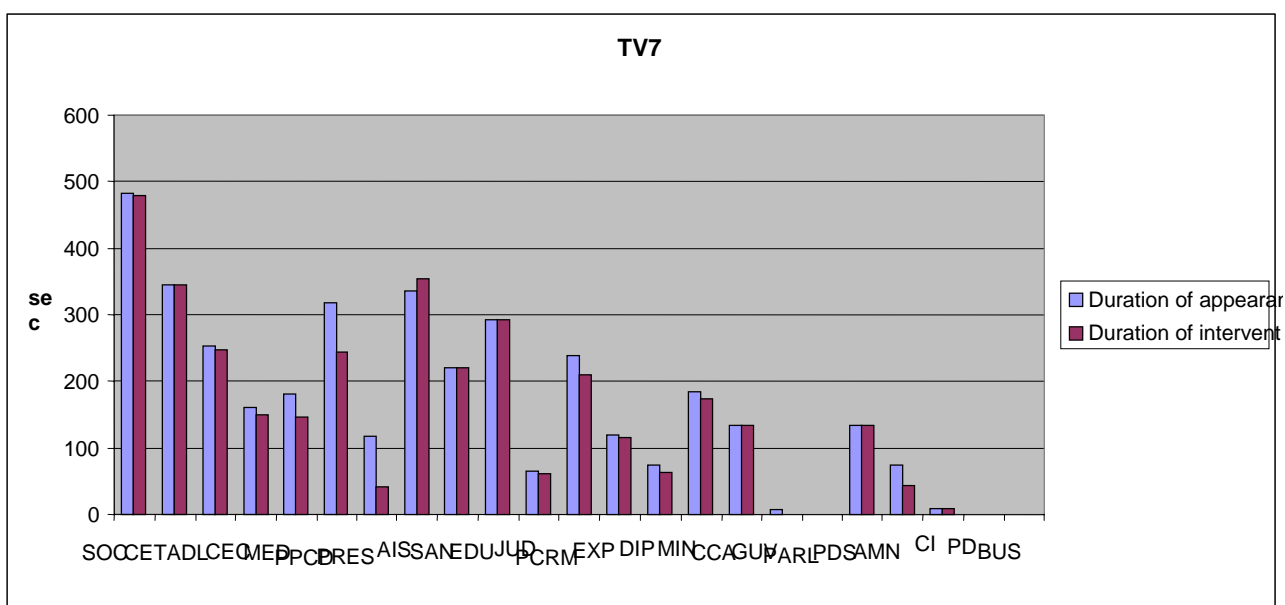
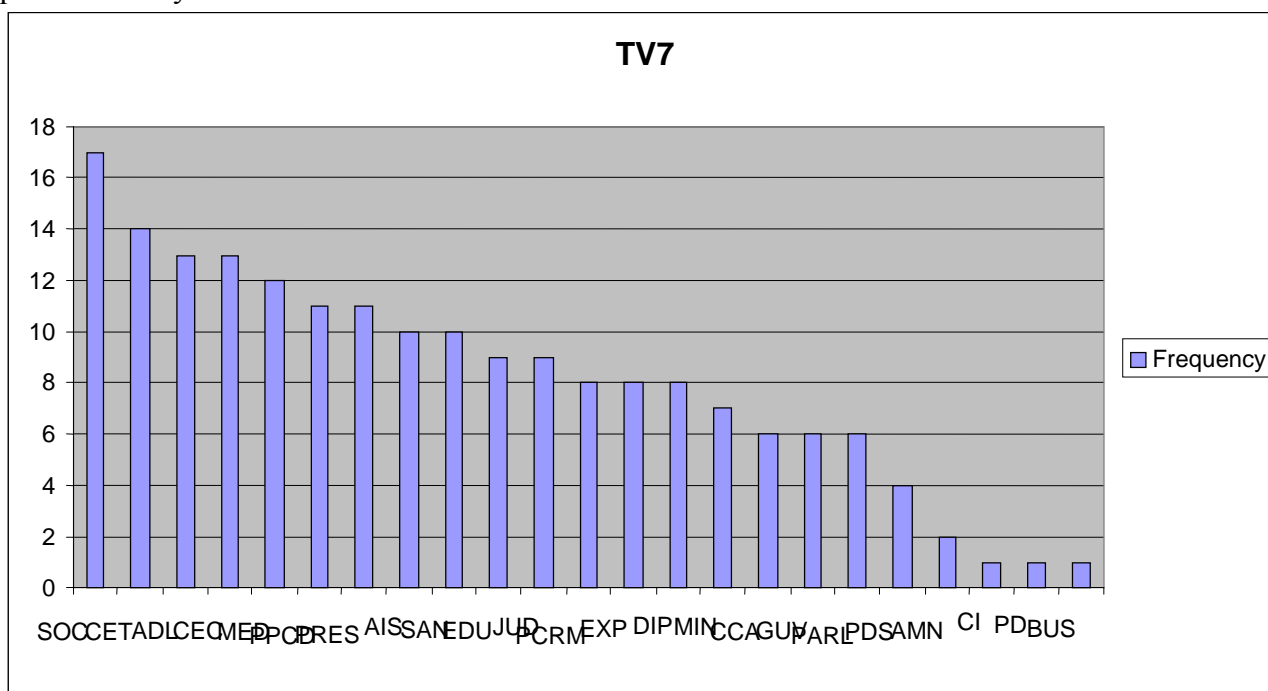
PRO TV took its information most frequently from the political parties involved in the electoral campaign – PPCD, PPR, AMN, PDS, PCRM etc. Longer appearances on this station were enjoyed by the party representatives who participated in debates.





Source of information	Code	Frequency	Duration of appearance, sec	Duration of intervention, sec
Centrist Union of Moldova	UC	33	2685	2602
Democratic Party of Moldova	PD	21	1358	1322
Ecological Party "Green Alliance" of Moldova	AV	20	1686	1639
Petru Bodarev	PB	14	783	740
Republican People's Party of Moldova	PPR	12	780	780
Social-Democratic Party of Moldova	PSD	11	660	660
Civil society – NGOs	SOC	11	134	127
Independent Candidate	CI	10	720	720
Central and Local Electoral Commission	CEC	10	67	112
National Liberal Party	PNL	8	1070	540
Mihai Roscovan	MR	8	930	990
Party of Law and Justice	PLD	8	930	925
Citizens	CET	6	198	198
Ministers	MIN	5	50	27
Justice, Constitutional Court, judges, attorneys	JUD	4	55	51
Parliament, Speaker of the Parliament	PARL	4	9	9
Prime Minister, governmental officials	GUV	4	0	0
Local Public Administration	APL	3	11	11
Mass Media	MED	3	0	0
Other state institutions	AIS	2	52	52
Experts (foreign and local)	EXP	2	51	51
“ ‘Our Moldova’ Alliance” Party	AMN	2	44	36
Christian-Democratic People's Party	PPCD	2	36	27
Social Liberal Party	PSL	2	18	18
Communist Party of the Republic of Moldova	PCRM	2	15	15
Businesses, businesspersons, employers	BUS	2	13	13
Liberal Party	PL	2	0	0
Police/army, security, financial guard, economic police	PA	2	0	0
Trade Unions	SIN	1	16	16

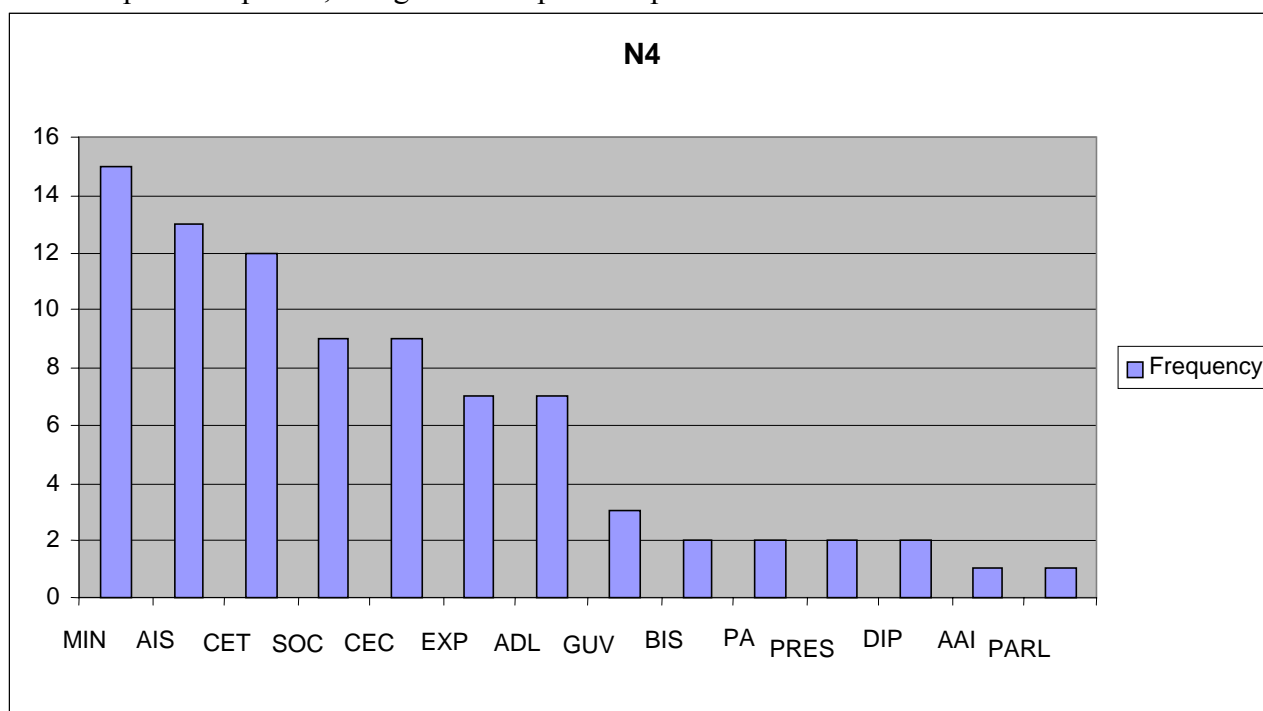
TV7 used various sources for the news with electoral implications, including the political parties. And screen appearances proved this station's tendency to reflect the electoral campaign in a pluralistic way.

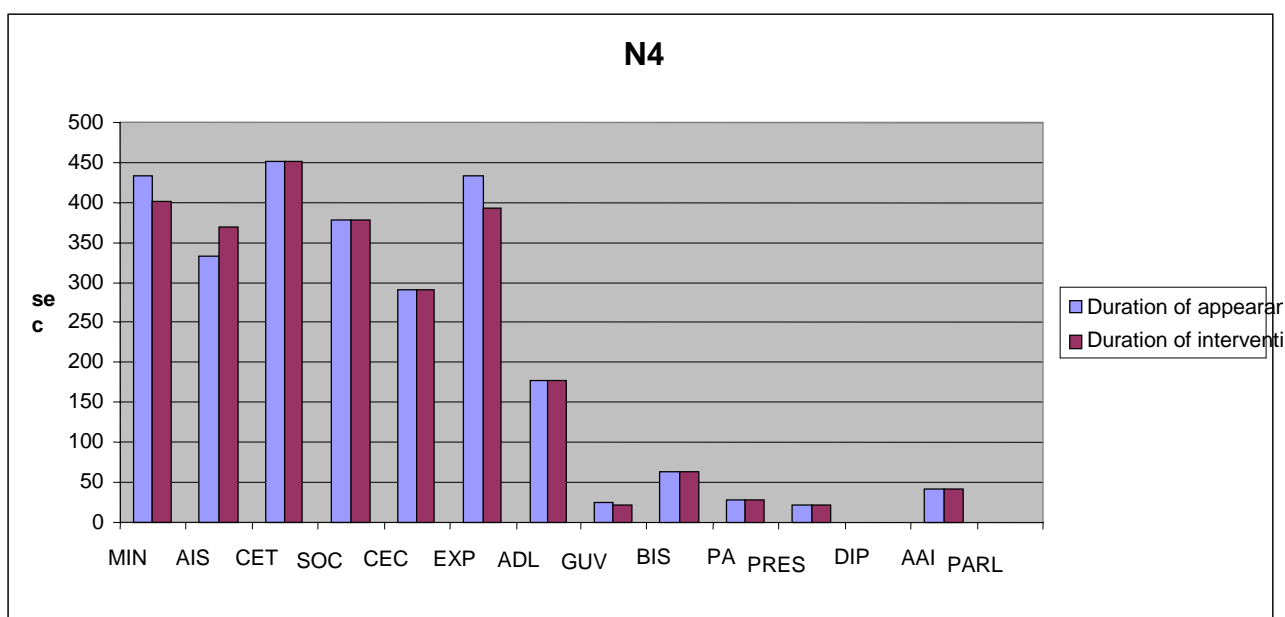


Source of information	Code	Frequency	Duration of appearance, sec	Duration of intervention, sec
Civil society – NGOs	SOC	17	482	479
Citizens	CET	14	346	346
Local Public Administration	APL	13	253	247
Central and Local Electoral Commission	CEC	13	160	149
Mass Media	MED	12	180	146
Christian-Democratic People's Party	PPCD	11	318	244
President, President's Office	PRES	11	118	41

Other state institutions	AIS	10	336	354
Medical institutions	SAN	10	221	221
Educational-scientific institutions	EDU	9	294	294
Justice, Constitutional Court, judges, attorneys	JUD	9	66	62
Communist Party of the Republic of Moldova	PCRM	8	238	209
Experts (foreign and local)	EXP	8	120	114
Diplomats, foreign officials, other external subjects	DIP	8	74	63
Ministers	MIN	7	184	174
Coordinating Council of the Audiovisual	CCA	6	134	134
Prime Minister, governmental officials	GUV	6	6	0
Parliament, Speaker of the Parliament	PARL	6	0	0
Social Justice Party	PDS	4	134	134
“ ‘Our Moldova’ Alliance” Party	AMN	2	74	42
Independent Candidate	CI	1	10	8
Democratic Party of Moldova	PD	1	0	0
Businesses, businesspersons, employers	BUS	1	0	0

As in the previous period, *N4* ignored the political parties.

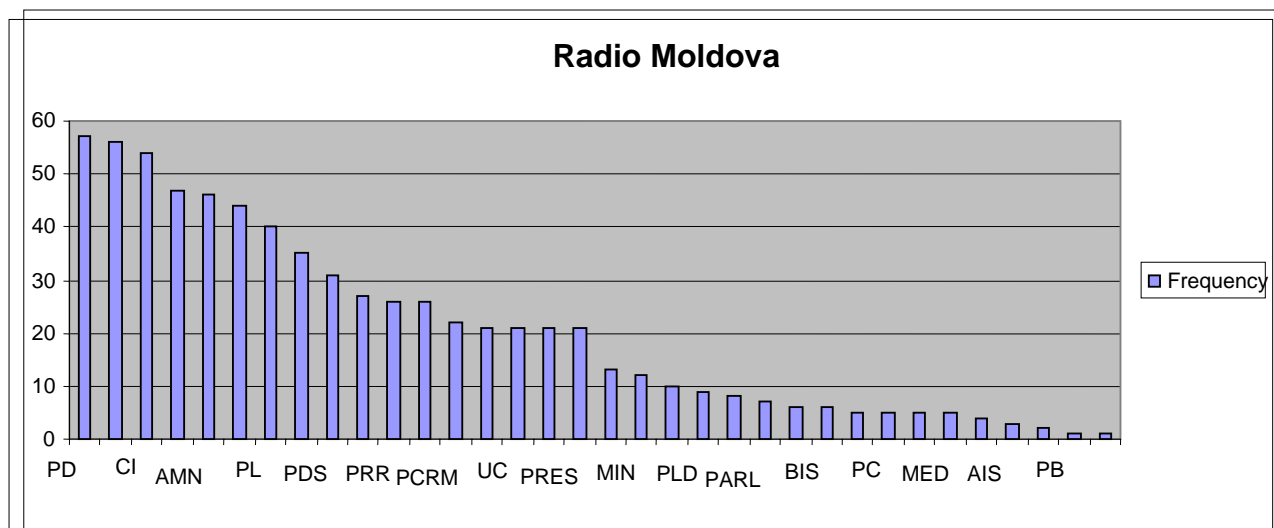




Source of information	Code	Frequency	Duration of appearance, sec	Duration of intervention, sec
Ministers	MIN	15	434	401
Other state institutions	AIS	13	332	371
Citizens	CET	12	451	451
Civil society – NGOs	SOC	9	378	378
Central Electoral Commission	CEC	9	291	291
Experts (foreign and local)	EXP	7	433	393
Local Public Administration	APL	7	178	178
Prime Minister, governmental officials	GUV	3	26	21
Church	BIS	2	62	62
Police/army, security, financial guard, economic police	PA	2	28	28
President, President's Office	PRES	2	20	20
Diplomats, foreign officials, other external subjects	DIP	2	0	0
Other internal agents	AAI	1	42	42
Parliament, Speaker of the Parliament	PARL	1	0	0

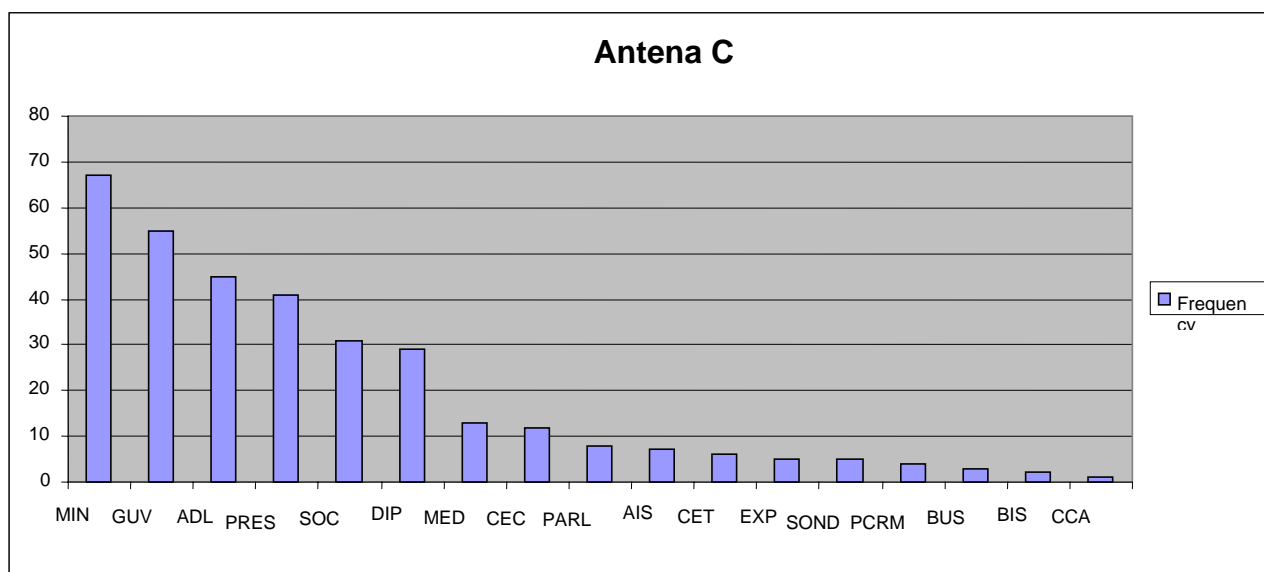
4.1.3. Frequency of sources on radio stations. Direct interventions.

The more frequent references to political parties on Radio Moldova were due to the electoral debates. CEC, governmental authorities and civil society further remained the main sources of news with electoral implications.



Source of information	Cod	Frequency	Duration of intervention sec
Democratic Party of Moldova	PD	57	5494
Social Liberal Party	PSL	56	5392
Independent Candidate	CI	54	5331
Social-Democratic Party of Moldova	PSD	47	4495
“ ‘Our Moldova’ Alliance” Party	AMN	46	4264
Christian Democratic People’s Party	PPCD	44	4585
Liberal Party	PL	40	4165
Republican People’s Party of Moldova	PPR	35	3590
Social Justice Party	PDS	31	3285
Civil society – NGOs	SOC	27	604
PRR	PRR	26	2275
Central and Local Electoral Commission	CEC	26	2244
Communist Party of the Republic of Moldova	PCRM	22	1733
Humanist Party	PUM	21	1826
Centrist Party of Moldova	UC	21	1770
Prime Minister, governmental officials	GUV	21	496
President, President’s Office	PRES	21	65
Citizens	CET	13	865
Ministers	MIN	12	54
European Party	PEM	10	815
Party of Law and Justice	PLD	9	740
National Liberal Party	PNL	8	820
Parliament, Speaker of the Parliament	PARL	7	120
Local Public Administration	APL	6	150
Church	BIS	6	0
Experts (foreign and local)	EXP	5	1330
Conservative Party	PC	5	400
Coordinating Council of the Audiovisual	CCA	5	149
Mass Media	MED	5	62
Diplomats, foreign officials, other external subjects	DIP	4	75
Other state institutions	AIS	3	970
Police/army, security, financial guard, economic police	PA	2	0
Petru Bodarev	PB	1	60

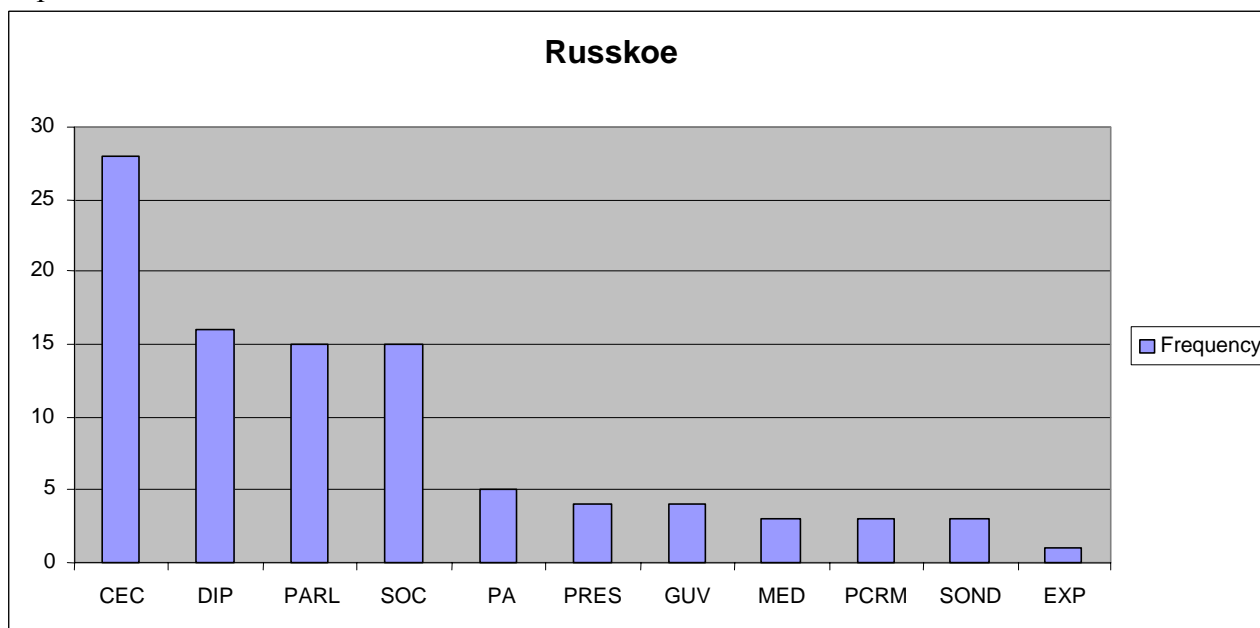
Most of the news with electoral character broadcast by *Antena C* had the Government, LPA and President's Office as their source. As in the previous period, only PCRM representatives enjoyed direct interventions.



Source of information	Code	Frequency	Duration of intervention sec
Ministers	MIN	67	422
Prime Minister, governmental officials	GUV	55	0
Local Public Administration	ADL	45	730
President, President's Office	PRES	41	360
Civil society – NGOs	SOC	31	770
Diplomats, foreign officials, other external subjects	DIP	29	440
Mass Media	MED	13	0
Central Electoral Commission	CEC	12	165
Parliament, Speaker of the Parliament	PARL	8	0
Other state institutions	AIS	7	0
Citizens	CET	6	0
Experts (foreign and local)	EXP	5	1435
Communist Party of the Republic of Moldova	PCRM	4	0
Businesses, businesspersons, employers	BUS	3	0
Church	BIS	2	0
Coordinating Council of the Audiovisual	CCA	1	0

As in the previous period, *Vocea Basarabiei* remained the radio station with the highest frequency of coverage of political parties in newscasts. The less formalized debates, than on other stations, should also be mentioned. PCRM refused the coverage offers of *Vocea Basarabiei*.

As in the previous period, the small amount of news with electoral implications broadcast by *Russkoe Radio* had CEC as their source. None of them enjoyed direct interventions on the respective station.



Source of information	Code	Frequency	Duration of intervention, sec
Central and Local Electoral Commission	CEC	28	0
Diplomats, foreign officials, other external subjects	DIP	16	0
Parliament, Speaker of the Parliament	PARL	15	0
Civil society – NGOs	SOC	15	0
Police/army, security, financial guard, economic police	PA	5	0
President, President's Office	PRES	4	0
Prime Minister, governmental officials	GUV	4	0
Mass Media	MED	3	0
Communist Party of the Republic of Moldova	PCRM	3	0
Poll	SOND	3	0
Experts (foreign and local)	EXP	1	0

4.2 Print media

During 17–27 May 2007, “*Moldova Suverană*” and “*Nezavisimaia Moldova*” continued to favor indirectly the Communist Party of the Republic of Moldova. The ex-governmental publications continued to cover broadly the electoral actions of the central and local public administration and published news about the increase in the salaries in public sector, development of agriculture through governmental allocations etc. “*Moldova Suverană*” published articles disfavoring Dumitru Braghiș and Vitalia Pavlicenco, candidates for the office of general mayor of Chișinău. Braghiș was reproached with having participated, along with the heads of the underworld, in the first congress of the organization “Patria-Rodina”, and Pavlicenco was criticized for having proposed the project “Interstate Union Romania – Republic of Moldova”.

Besides the articles favoring the state authorities, “*Nezavisimaia Moldova*” published two interviews with the independent candidate for the office of Chisinau mayor, Petru Bodarev, without specifying whether they had been paid for “from the candidate’s electoral fund”.

As in the previous period, “*Komsomolskaia Pravda*” rarely published electoral news and continued to favor directly or indirectly the ruling party and PCR candidate for the office of capital’s general mayor, Veaceslav Iordan. In its issue of 24 May 2007, in the rubric “Elections 2007”, the newspaper published V. Iordan’s answers to the questions of Chisinau inhabitants.

“*Săptămîna*” reduced the number of negative articles about the ruling party and further presented in a positive context ‘Our Moldova’ Alliance, the Party’s President Serafim Urechean and AMN candidate for the office of Chisinau general mayor.

The daily “*Flux*” favorably covered the actions of the Christian Democratic People’s Party, especially PPCD candidate for the office of Chisinau general mayor, Alexandru Corduneanu (characterized as a “well-educated and intelligent person”, and frequently disfavored the Communist Party and other candidates. PPCD leader, Iurie Roșca, increasingly appeared on the newspaper’s pages, in its electoral articles. Also, the newspaper continued to publish interviews with the PPCD candidates for the office of municipal councilors and with the PPCD candidates for mayors in the provinces.

The independent newspapers “*Jurnal de Chișinău*” and “*Timpul de dimineață*” were the ones to disfavor most often, directly or indirectly, the Communist Party. These publications continued to provide an increasing amount of space for electoral education articles. Unlike the previous period, when it did not show preferences for any candidates, “*Jurnal de Chișinău*” presented Vladimir Filat, the PDM candidate for the office of Chisinau mayor, in a positive light. “*Jurnal de Chișinău*” published articles about the donations made by Vladimir Filat for the surgery of a young journalist. “*Timpul de dimineață*” indirectly favored equally several parties of democratic orientation.

“*Moldavskie vedomosti*” disfavored the Communist Party and, less, the Christian Democratic People’s Party. It presented more frequently in a negative context the communist candidates for the office of town mayor in the provinces. This publication published more frequently positive articles about PPR.

The local newspapers founded by district councils and funded from the public funds favored, directly or indirectly, the district authorities, which, as a rule, were represented by the Communist Party. As compared to the previous period, “*Vesti Gagauzii*” published an increasing number of electoral articles and presented in positive light several candidates for the office of Comrat mayor. On the other hand, the local publications of local councils avoided presenting in negative light other electoral candidates. Exception was “*Golos Bălți*”, which not only favored the communist party, but also published articles disfavoring some opposition parties.

The local independent newspapers “*Observatorul de Nord*” (Soroca), “*Unghiul*” (Ungheni) and “*SP*” (Bălți) presented more rarely the Communist Party in a negative light, but published an increasing amount of electoral publicity. In some issues, electoral editorials were very few, or missing altogether.

Electoral publicity in the monitored newspapers

According to CEC regulations on the coverage by the Moldovan mass media of the electoral campaign for general local elections of 3 June 2007, “each material of the electoral candidates in

the print media shall be included in the rubric “Elections 2007” and shall be accompanied by the note ‘paid for from the electoral fund’ of the respective candidate”.

In general, “*Timpul de dimineață*” and “*SP*” followed the provisions of CEC regulations. During 17-27 May 2007, “*Timpul de dimineață*” published an interview with an independent candidate for the office of municipal councilor without specifying that the article had been paid from the candidate’s electoral fund. The newspaper “*Golos Bălți*” also observed the CEC regulations lately.

“*Jurnal de Chișinău*” and “*Komsomolskaia Pravda*” published publicity articles of electoral actors in the rubric “Elections 2007”, but did not specify each time that the materials had been paid from the candidate’s electoral fund. The local newspapers “*Unghiul*”, “*Observatorul de Nord*”, “*Căușenii*” and “*Realitatea*” as a rule only marked the electoral articles with the letter **P** (Publicity) or **PE** (Electoral Publicity).

“*Moldavskie Vedomosti*” published, as a rule, electoral materials without specifying whether that was electoral publicity. Lately, the newspaper partially observed the CEC regulations in this regard.

In “*Săptămîna*”, electoral materials were placed in the rubric “Don’t walk on the street looking down” or “A mayor like a flower”.

Electoral publicity was practically missing from the newspapers “*Moldova Suverană*”, “*Nezavisimaia Moldova*” and “*Farul Nistorean*”. The electoral articles inserted in these newspapers were not, as a rule, published in the rubric “Elections 2007” and were not accompanied by the note “paid for from the electoral fund” of the candidate.

ⁱ The reports will be posted on the web page designed for the general local elections www.alegeri.md/2007, created within Coalition 2007 by ADEPT, as well as on the websites of API (www.api.md) and IJC (www.ijc.md).