



**"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"**

Final monitoring report on political/electoral actors' presence in programs of TV stations during the electoral campaign for the early parliamentary elections of July 29, 2009

Period: June 17 – July 29, 2009

Chișinău, 2009

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1. METHODOLOGICAL FRAME

Period: June 17 – July 29, 2009

Object of monitoring: news/current affairs and programs with the presence of political/electoral actors, electoral debates, electoral advertising (interval: 6.00 – 24.00).

Goal: determining the presence, in terms of quantity and quality, of the political/electoral actors in news/current affairs programs and in thematic programs, from the perspective of the legal and professional requirements established for broadcasters in the electoral campaign for the July 29 elections in 2009.

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 NEWSCASTS: STATISTICAL DATA

Monitoring period:		June 17 – July 29, 2009	
Monitored TV station:		EuTV	Monitored program:
Number of stories covering p.a.:		816	Number of conflict stories
Duration of news covering p.a. (sec):		92965	1 info source:
Duration of newscasts (sec):		184529	2 & > info sources
			News
			305
			146
			159

No. TV Pr.	ACTORS EuTV 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						
+	personalized	(times)	(sec.)	(times)	(sec.)	(times)	(sec.)	(times)	(times)	(times)	(times)	(times)	(times)
1	Rosca Iu.	234	7266	236	5807	470	13073	92	0	378	4	0	466
2	Voronin V.	49	1623	183	3624	232	5247	18	16	198	0	0	232
3	Filat V.	44	1005	82	1198	126	2203	3	16	107	0	3	123
4	Lupu M.	31	803	99	1349	130	2152	5	13	112	0	0	130
5	Dodon I.	42	1136	49	965	91	2101	2	0	89	0	0	91
6	Chirtoaca D.	26	652	92	1402	118	2054	0	52	66	0	1	117
7	Urechean S.	24	394	103	1303	127	1697	0	40	87	0	12	115
8	Greceanai Z.	32	1042	44	626	76	1668	3	3	70	0	0	76
9	Leanca Iu.	9	1590	3	51	12	1641	0	0	12	0	0	12
10	Ghimpu M.	39	738	70	734	109	1472	0	15	94	0	0	109
11	Grozavu N.	52	1007	27	194	79	1201	0	6	73	0	6	73
12	Petrenco G.	31	553	29	512	60	1065	0	5	55	0	0	60
13	Braghis D.	20	383	34	646	54	1029	0	5	49	0	0	54
14	Petrencu A.	22	511	27	515	49	1026	0	0	49	0	0	49
15	Tarlev V.	27	568	33	431	60	999	0	6	54	0	0	60
16	Ciobanu V.	40	836	12	121	52	957	0	0	52	0	0	52
17	Sarbu S.	23	456	25	301	48	757	0	0	48	0	0	48
18	Rabei S.	29	661	10	42	39	703	0	0	39	0	0	39
19	Ciuru I.	33	589	13	91	46	680	0	0	46	0	0	46
20	Diacov D.	16	332	23	342	39	674	0	3	36	0	0	39
21	Vaculovschi G.	32	513	17	106	49	619	2	0	47	2	0	47
22	Busila R.	13	385	13	220	26	605	0	0	26	0	0	26
23	Nirca N.	14	349	7	216	21	565	0	0	21	0	0	21
24	Railean N.	11	229	8	253	19	482	0	0	19	0	0	19
25	Gorodenco A.	6	318	8	152	14	470	3	0	11	0	0	14
26	Cernei O.	20	356	10	96	30	452	0	0	30	0	0	30
27	Catrinici L.	10	225	11	213	21	438	0	0	21	0	0	21
28	Petrache M.	9	159	15	264	24	423	0	3	21	0	0	24
29	Tkaciuk M.	14	282	10	135	24	417	0	0	24	0	0	24
30	Popov A.	8	220	5	185	13	405	0	0	13	0	0	13
31	Turcan V.	10	224	7	180	17	404	0	0	17	0	0	17
32	Pavlicenco V.	7	134	18	262	25	396	0	0	25	0	0	25
33	Parlog V.	15	259	12	135	27	394	0	0	27	0	0	27
34	Corduneanu A.	22	332	4	56	26	388	0	0	26	0	0	26
35	Cosarciuc V.	10	238	7	138	17	376	0	2	15	0	0	17
36	Musuc E.	10	192	12	176	22	368	0	5	17	0	0	22
37	Osipov V.	21	234	11	130	32	364	0	0	32	0	0	32
38	Untila V.	11	244	15	97	26	341	0	3	23	0	3	23
39	Lazar V.	11	193	11	138	22	331	0	0	22	0	0	22
40	Misin V.	8	180	10	122	18	302	4	0	14	0	0	18
41	Sova V.	6	216	3	84	9	300	0	0	9	0	0	9
42	Zubic V.	13	252	6	48	19	300	0	0	19	0	0	19
43	Tanase A.	9	180	11	115	20	295	0	5	15	0	3	17
44	Klimenko V.	11	158	4	116	15	274	0	0	15	0	0	15
45	Ciobanu I.	17	194	14	67	31	261	0	0	31	0	0	31
46	Nagacevski V.	11	165	6	90	17	255	0	2	15	0	0	17
47	Chetraru A.	2	8	10	242	12	250	0	6	6	0	0	12
48	Oniscenco O.	12	219	3	18	15	237	0	0	15	0	0	15
49	Baldovici V.	4	130	8	83	12	213	4	0	8	0	0	12
50	Chesari S.	8	170	4	40	12	210	0	0	12	0	0	12
51	Tureac A.	6	129	6	81	12	210	0	3	9	0	0	12
52	Turcanu D.	12	172	7	15	19	187	0	0	19	0	0	19
53	Pavlov V.	10	183	0	0	10	183	0	0	10	0	0	10
54	Formuzal M.	3	66	3	96	6	162	0	0	6	0	0	6
55	Popa S.	7	156	0	0	7	156	0	0	7	0	0	7
56	Mocanu M.	4	96	2	54	6	150	0	0	6	0	0	6
57	Pascovschi M.	2	56	2	90	4	146	0	0	4	0	0	4
58	Muravschi A.	4	92	4	52	8	144	0	0	8	0	0	8
59	Mocanu G.	7	128	2	12	9	140	0	0	9	0	0	9
60	Secareanu S.	8	138	0	0	8	138	0	0	8	0	0	8
61	Urutu S.	3	60	3	78	6	138	0	0	6	0	0	6
62	Fusu C.	3	102	6	27	9	129	0	3	6	0	3	6
63	Duca G.	3	90	3	30	6	120	0	0	6	0	0	6
64	Bolboceanu Iu.	3	84	3	30	6	114	0	0	6	0	0	6
65	Crudu V.	3	96	3	18	6	114	0	0	6	0	0	6

66	Godea M.	3	90	3	24	6	114	0	0	6	0	0	6
67	Rotaru O.	3	66	3	45	6	111	0	0	6	0	0	6
68	Braga. V	4	56	2	50	6	106	0	0	6	0	0	6
69	Stratan A.	0	0	5	105	5	105	0	0	5	0	0	5
70	Boico M.	5	42	7	62	12	104	2	0	10	0	0	12
71	Negruta V.	2	74	2	30	4	104	0	0	4	0	0	4
72	Caba P.	3	102	0	0	3	102	0	0	3	0	0	3
73	Roscovan E	2	58	2	38	4	96	0	0	4	0	0	4
74	Andries R.	3	72	3	21	6	93	0	0	6	0	0	6
75	Smirnov E.	4	84	2	8	6	92	0	0	6	0	0	6
76	Ceban I.	5	78	2	12	7	90	0	0	7	0	0	7
77	Godoroja D.	3	60	3	30	6	90	0	0	6	0	0	6
78	Cubreacov V.	3	87	0	0	3	87	0	0	3	0	0	3
79	Bolgar M.	3	81	0	0	3	81	0	0	3	0	0	3
80	Laguta M.	2	36	9	41	11	77	0	2	9	0	0	11
81	Durlesteanu M.	1	8	4	68	5	76	0	0	5	0	0	5
82	Volentir A.	2	36	5	40	7	76	0	0	7	0	0	7
83	Grosu D.	6	58	7	15	13	73	0	0	13	0	0	13
84	Supac I.	3	69	0	0	3	69	0	0	3	0	0	3
85	Cires S.	4	68	0	0	4	68	0	0	4	0	0	4
86	Reidman O.	0	0	2	68	2	68	0	0	2	0	0	2
87	Savga L.	0	0	9	67	9	67	0	4	5	0	0	9
88	Lupan N.	0	0	3	66	3	66	0	0	3	0	0	3
89	Munteanu I.	3	60	0	0	3	60	0	0	3	0	0	3
90	Cotet V.	0	0	7	57	7	57	0	5	2	0	0	7
91	Salaru A.	3	54	0	0	3	54	0	0	3	0	0	3
92	Severovan M.	3	54	0	0	3	54	0	0	3	0	0	3
93	Caruta R.	2	52	0	0	2	52	0	0	2	0	0	2
94	Gutium T.	3	36	3	15	6	51	0	0	6	0	0	6
95	Ivanciuc P.	2	26	2	24	4	50	0	0	4	0	0	4
96	Ciobanu G.	3	48	0	0	3	48	0	0	3	0	0	3
97	Creanga S.	2	40	2	4	4	44	0	0	4	0	0	4
98	Bostan G.	3	42	0	0	3	42	0	0	3	0	0	3
99	Spataru M.	2	36	0	0	2	36	0	0	2	0	0	2
100	Bolotnicov O.	0	0	9	33	9	33	0	2	7	0	0	9
101	Cotruta C.	4	16	7	15	11	31	0	0	11	0	0	11
102	Bujor L.	3	30	0	0	3	30	0	0	3	0	0	3
103	Malai I.	2	14	2	16	4	30	0	0	4	0	0	4
104	Papuc G.	3	24	0	0	3	24	0	0	3	0	0	3
105	Plesca I.	0	0	3	18	3	18	0	3	0	0	0	3
106	Turcanu I.	0	0	4	16	4	16	0	0	4	0	0	4
107	Colesnic Iu.	0	0	3	15	3	15	0	0	3	0	0	3
108	Corman I.	0	0	2	12	2	12	0	0	2	0	0	2
109	Tambalist T.	0	0	2	10	2	10	0	0	2	0	0	2
110	Muntean Iu.	0	0	2	6	2	6	0	0	2	0	0	2
+	Institutions												
1	Parties	814	18520	1780	22830	2594	41350	130	417	2047	14	24	2556
2	Government	317	9360	462	9210	779	18570	117	28	634	0	0	779
3	PLA	197	3689	366	5199	563	8888	8	145	410	0	29	534
4	Presidency	34	1071	140	2863	174	3934	10	9	155	0	0	174
5	Parliament	0	0	3	45	3	45	0	0	3	0	0	3
+	Parties												
1	PPCD	444	11215	459	8916	903	20131	145	4	754	14	0	889
2	PCRM	274	6921	564	8771	838	15692	39	98	701	0	0	838
3	PL	147	2891	333	3568	480	6459	12	122	346	0	14	466
4	PLDM	92	3356	221	2422	313	5778	12	59	242	0	6	307
5	AMN	108	1981	293	3293	401	5274	10	99	292	0	15	386
6	PDM	80	1813	202	2723	282	4536	9	33	240	0	0	282
7	PSD	41	855	68	1026	109	1881	0	5	104	0	0	109
8	MAE	22	511	38	551	60	1062	0	2	58	0	0	60
9	UCM	24	441	38	585	62	1026	0	9	53	0	0	62
10	PNL	10	188	28	331	38	519	0	0	38	0	0	38
11	PC	8	157	5	134	13	291	0	0	13	0	0	13
12	RAVN	11	158	4	116	15	274	0	0	15	0	0	15
13	PEMAVE	4	56	17	113	21	169	0	2	19	0	0	21
14	PSMPR	4	84	4	48	8	132	0	0	8	0	0	8
15	PUM	4	68	3	15	7	83	0	0	7	0	0	7
16	PPR	0	0	2	4	2	4	0	0	2	0	0	2

	INDEP ¹	2	36	20	84	22	120	0	4	18	0	0	22
	OL ²	0	0	52	661	52	661	0	28	24	0	0	52

Monitoring period:				June 17 – July 29, 2009			
Monitored TV station:		Moldova 1		Monitored program:		News	
Number of stories covering p.a.:		1212		Number of conflict stories		385	
Duration of news covering p.a. (sec):		138267		1 info source:		162	
Duration of newscasts (sec):		301620		2 & > info sources		223	

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.	59	2103	178	6824	237	8927	41	6	190	3	0	234
2	Rosca Iu.	71	1984	83	2408	154	4392	21	0	133	0	0	154
3	Filat V.	81	1973	74	1234	155	3207	0	25	130	0	3	152
4	Ghimpu M.	78	1303	82	1808	160	3111	0	38	122	0	10	150
5	Turcan V.	36	950	35	1112	71	2062	5	0	66	3	0	68
6	Urechean S.	47	1082	52	899	99	1981	0	16	83	0	0	99
7	Lupu M.	33	649	73	1197	106	1846	3	30	73	0	0	106
8	Greceanai Z.	25	647	57	1048	82	1695	17	0	65	0	0	82
9	Dodon I.	31	774	34	802	65	1576	14	3	48	0	0	65
10	Petrenco G.	35	1067	15	485	50	1552	0	0	50	0	0	50
11	Catrinici L.	28	833	31	637	59	1470	32	0	27	0	0	59
12	Chirtoaca D.	18	317	48	1072	66	1389	6	36	24	0	0	66
13	Braghis D.	30	739	36	623	66	1362	9	6	51	0	0	66
14	Tanase A.	29	633	27	532	56	1165	0	15	41	0	0	56
15	Savga L.	20	646	10	512	30	1158	0	0	30	0	0	30
16	Muntean Iu.	23	673	12	219	35	892	16	0	19	0	0	35
17	Gorodenco A.	7	339	16	425	23	764	4	0	19	0	0	23
18	Tarlev V.	20	415	24	324	44	739	3	4	37	0	0	44
19	Butmalai I.	20	425	5	250	25	675	0	25	0	0	0	25
20	Sarbu S.	15	348	14	275	29	623	0	0	29	0	0	29
21	Petrencu A.	18	386	9	203	27	589	0	0	27	0	0	27
22	Ciobanu V.	26	586	0	0	26	586	6	0	20	0	0	26
23	Diacov D.	10	299	22	275	32	574	0	6	26	0	0	32
24	Parlog V.	14	225	21	318	35	543	11	0	24	0	0	35
25	Klimenko V.	11	350	6	157	17	507	0	0	17	0	0	17
26	Bulat G.	15	360	9	108	24	468	3	0	21	0	0	24
27	Reidman O.	12	272	6	195	18	467	6	0	12	0	0	18
28	Smirnov E.	18	371	6	89	24	460	0	0	24	0	0	24
29	Platon V.	2	58	17	385	19	443	0	12	7	0	0	19
30	Baldovici V.	14	288	12	134	26	422	10	0	16	0	0	26
31	Vaculovschi G.	14	345	6	51	20	396	3	0	17	0	0	20
32	Durlesteanu M.	7	187	10	173	17	360	2	0	15	0	0	17
33	Ciuru I.	14	290	3	30	17	320	0	0	17	0	0	17
34	Andronic N.	6	150	4	160	10	310	0	0	10	0	0	10
35	Misin V.	8	226	3	75	11	301	3	0	8	0	0	11
36	Stratan A.	9	202	8	99	17	301	0	0	17	0	0	17
37	Sova V.	6	210	3	80	9	290	0	0	9	0	0	9
38	Tkaciuk M.	8	242	4	45	12	287	0	0	12	0	0	12
39	Vlah I.	6	189	4	82	10	271	0	0	10	0	0	10
40	Gutu A.	9	205	6	60	15	265	0	0	15	0	0	15
41	Nirca N.	6	168	6	90	12	258	0	0	12	0	0	12
42	Duca G.	11	195	4	60	15	255	0	0	15	0	0	15
43	Musuc E.	6	187	6	54	12	241	0	3	9	0	0	12
44	Negruta V.	6	241	0	0	6	241	3	0	3	0	0	6
45	Susarenco G.	6	102	6	135	12	237	0	0	12	0	0	12
46	Leanca Iu.	9	159	9	75	18	234	3	0	15	0	0	18
47	Untila V.	9	140	6	90	15	230	0	0	15	0	0	15
48	Pavlicenco V.	6	142	6	75	12	217	0	3	9	0	0	12
49	Muravschi A.	3	175	3	35	6	210	0	3	3	0	0	6
50	Chestraru A.	3	134	3	75	6	209	0	3	3	0	0	6
51	Ursu V.	7	183	2	20	9	203	0	0	9	0	0	9
52	Oniscenco O.	3	149	3	51	6	200	0	0	6	0	0	6
53	Turcanu D.	6	196	0	0	6	196	0	0	6	0	0	6
54	Formuzal M.	1	40	3	155	4	195	0	0	4	0	0	4
55	Esanu N.	3	132	3	60	6	192	0	0	6	0	0	6
56	Mocanu M.	3	144	3	45	6	189	0	0	6	0	0	6
57	Godea M.	6	127	6	56	12	183	0	0	12	0	0	12
58	Rabei S.	9	183	0	0	9	183	3	0	6	0	0	9
59	Munteanu I.(N)	0	0	3	180	3	180	0	3	0	0	3	0
60	Arhire A.	5	176	0	0	5	176	0	0	5	0	0	5

¹ The monitors identified as 'INDEP' the independent candidates /non-affiliated politicians, which do not represent a separate political entity.

² The observers identified as 'OL' the political actor referred to as 'Liberal opposition' and not as a separated political entity.

61	Popov A.	5	112	3	60	8	172	0	0	8	0	0	8
62	Roscovan E	5	142	2	30	7	172	0	0	7	0	0	7
63	Petrache M.	3	96	6	75	9	171	0	3	6	0	0	9
64	Spivacenco A.	0	0	6	165	6	165	6	0	0	0	0	6
65	Ghelici F.	3	102	3	60	6	162	0	0	6	0	0	6
66	Stratan E.	6	116	3	45	9	161	0	0	9	0	0	9
67	Nagacevski V.	12	130	3	30	15	160	0	6	9	0	0	15
68	Golovin B.	8	158	0	0	8	158	8	0	0	0	0	8
69	Tipa V.	0	0	3	150	3	150	0	3	0	0	0	3
70	Lupan N.	0	0	7	149	7	149	3	0	4	0	0	7
71	Zubic V.	4	56	6	90	10	146	0	0	10	0	0	10
72	Vrabie V.	7	144	0	0	7	144	2	0	5	0	0	7
73	Supac I.	3	94	3	45	6	139	0	0	6	0	0	6
74	Fusu C.	3	54	3	75	6	129	0	0	6	0	0	6
75	Moldovanu M.	5	77	6	50	11	127	0	3	8	0	0	11
76	Furtuna M.	0	0	3	123	3	123	0	0	3	0	0	3
77	Sainciuc S.	3	120	0	0	3	120	0	0	3	0	0	3
78	Uratu S.	3	45	3	75	6	120	0	3	3	0	0	6
79	Grosu D.	5	116	0	0	5	116	0	0	5	0	0	5
80	Mocanu G	3	112	0	0	3	112	0	0	3	0	0	3
81	Grozavu N.	4	20	9	90	13	110	0	13	0	0	0	13
82	Papuc G.	3	69	4	40	7	109	0	0	7	0	0	7
83	Apostol I.	4	78	4	20	8	98	4	0	4	0	0	8
84	Cernei O.	3	18	3	78	6	96	0	0	6	0	0	6
85	Boico M.	7	94	0	0	7	94	0	0	7	0	0	7
86	Sleahitchi M.	3	64	3	30	6	94	0	0	6	0	0	6
87	Osipov V.	4	56	3	35	7	91	0	0	7	0	0	7
88	Josan N.	4	88	0	0	4	88	0	0	4	0	0	4
89	Ciobanu I.	4	41	3	45	7	86	0	0	7	0	0	7
90	Ionita V.	3	59	4	26	7	85	3	0	4	0	0	7
91	Tcaci A.	0	0	3	85	3	85	0	0	3	0	0	3
92	Corduneanu A.	3	21	3	60	6	81	0	0	6	0	0	6
93	Gangan I.	3	78	0	0	3	78	0	0	3	0	0	3
94	Vieru B.	3	78	0	0	3	78	0	0	3	0	0	3
95	Lazar V	4	60	1	10	5	70	0	0	5	0	0	5
96	Ciubasenco D.	1	13	2	55	3	68	0	1	2	0	0	3
97	Barbulat M.	5	43	5	24	10	67	5	0	5	0	0	10
98	Doga V.	4	64	0	0	4	64	1	0	3	0	0	4
99	Braga. V	2	60	0	0	2	60	0	0	2	0	0	2
100	Rusu M.	3	60	0	0	3	60	3	0	0	0	0	3
101	Colesnic Iu.	4	58	0	0	4	58	0	0	4	0	0	4
102	Gutu E.	0	0	5	55	5	55	0	5	0	0	0	5
103	Starodub D.	0	0	7	49	7	49	0	7	0	0	0	7
104	Calaras V.	3	45	0	0	3	45	0	0	3	0	0	3
105	Cosovan Gh.	2	44	0	0	2	44	0	0	2	0	0	2
106	Robu N.	2	42	0	0	2	42	0	0	2	0	0	2
107	Andries R.	3	39	0	0	3	39	0	0	3	0	0	3
108	Stavila I.	0	0	1	35	1	35	0	0	1	0	0	1
109	Tambalist T.	0	0	4	35	4	35	0	0	4	0	0	4
110	Kralov V.	1	34	0	0	1	34	0	0	1	0	0	1
111	Popa S.	3	32	0	0	3	32	0	0	3	0	0	3
112	Gherman N.	0	0	3	30	3	30	0	0	3	0	0	3
113	Martaniuc M.	3	30	0	0	3	30	0	0	3	0	0	3
114	Bolotnicov O.	0	0	4	20	4	20	0	0	4	0	0	4
115	Laguta M.	0	0	4	20	4	20	0	0	4	0	0	4
116	Simion D.	2	20	0	0	2	20	0	0	2	0	0	2
117	Volentir A.	2	18	0	0	2	18	0	0	2	0	0	2
118	Botnari T.	1	17	0	0	1	17	0	0	1	0	0	1
119	Ciontolo I.	0	0	2	16	2	16	0	0	2	0	0	2
120	Munteanu V.	1	9	0	0	1	9	0	0	1	0	0	1
121	Gutium T.	1	7	0	0	1	7	0	0	1	0	0	1
+	Institutions												
1	Parties	863	20236	1679	28916	2542	49152	216	506	1820	8	22	2512
2	Government	282	7231	748	16315	1030	23546	335	42	653	0	0	1030
3	Presidency	48	1769	145	5775	193	7544	24	3	166	3	0	190
4	PLA	113	2046	210	4503	323	6549	63	124	136	0	9	314
5	Parliament	0	0	8	95	8	95	5	0	3	0	0	8
+	Parties												
1	PCRM	295	8396	557	14508	852	22904	185	50	617	6	0	846
2	PLDM	191	4377	260	4426	451	8803	17	112	322	0	9	442
3	PPCD	157	4044	168	4581	325	8625	57	0	268	5	0	320
4	PL	140	2449	272	4697	412	7146	8	141	263	0	10	402
5	AMN	96	1914	205	3778	301	5692	5	73	223	0	9	292
6	PDM	60	1447	179	2311	239	3758	6	45	188	0	0	239

7	PSD	41	907	104	1535	145	2442	15	28	102	0	0	145
8	MAE	18	386	31	392	49	778	0	3	46	0	0	49
9	UCM	12	343	27	354	39	697	3	6	30	0	0	39
10	PSMPR	19	405	12	194	31	599	0	0	31	0	0	31
11	RAVN	11	350	6	157	17	507	0	0	17	0	0	17
12	PNL	6	142	27	228	33	370	0	3	30	0	0	33
13	PC	6	168	12	174	18	342	0	0	18	0	0	18
14	PEMAVE	2	60	23	268	25	328	2	0	23	0	0	25
15	PPR	6	150	4	160	10	310	0	0	10	0	0	10
16	PDSMU	0	0	3	85	3	85	0	0	3	0	0	3
17	PRM	0	0	4	80	4	80	0	4	0	0	0	4
	INDEP	0	0	12	75	12	75	0	0	12	0	0	12
	OL	0	0	54	842	54	842	0	49	5	0	0	54

Monitoring period:				June 17 – July 29, 2009			
Monitored TV station:		N4		Monitored program:		News	
Number of stories covering p.a.:		745		Number of conflict stories		378	
Duration of news covering p.a. (sec):		100909		1 info source:		220	
Duration of newscasts (sec):		117588		2 & > info sources		158	

No. TV Pr.	ACTORS N4 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						
+	personalized	(times)	(sec.)	(times)	(sec.)	(times)	(sec.)	(times)	(times)	(times)	(times)	(times)	(times)
1	Voronin V.	123	4662	204	6035	327	10697	109	9	209	13	0	314
2	Filat V.	163	3299	260	2841	423	6140	0	225	198	0	101	322
3	Ghimpu M.	169	3160	216	2674	385	5834	0	203	182	0	110	275
4	Chirtoaca D.	44	609	145	2636	189	3245	0	124	65	0	56	133
5	Lupu M.	33	441	127	2453	160	2894	0	84	76	0	30	130
6	Rosca Iu.	54	1702	42	1078	96	2780	20	2	74	0	0	96
7	Urechean S.	66	903	212	1759	278	2662	0	202	76	0	94	184
8	Dodon I.	39	1029	31	955	70	1984	21	0	49	0	0	70
9	Greceanai Z.	40	1285	29	363	69	1648	18	0	51	0	0	69
10	Turcan V.	33	1197	21	377	54	1574	4	0	50	2	0	52
11	Nagacevski V.	18	624	33	678	51	1302	0	30	21	0	18	33
12	Petresco G.	24	891	15	210	39	1101	0	0	39	0	0	39
13	Smirnov E.	24	864	12	147	36	1011	0	0	36	0	0	36
14	Butmalai I.	21	637	13	270	34	907	0	11	23	0	3	31
15	Petrescu A.	27	743	13	117	40	860	3	0	37	0	0	40
16	Diacov D.	21	554	23	232	44	786	0	9	35	0	3	41
17	Sarbu S.	23	606	6	162	29	768	0	0	29	0	0	29
18	Tanase A.	33	330	33	417	66	747	0	27	39	0	12	54
19	Klimenko V.	9	573	3	93	12	666	0	0	12	0	0	12
20	Tarlev V.	15	332	22	270	37	602	0	0	37	0	0	37
21	Godea M.	27	459	18	114	45	573	0	18	27	0	6	39
22	Tkaciuk M.	14	406	10	154	24	560	0	0	24	0	0	24
23	Ghelici F.	12	318	15	231	27	549	0	9	18	0	3	24
24	Muntean Iu.	3	465	3	42	6	507	3	0	3	0	0	6
25	Misin V.	12	291	3	210	15	501	6	0	9	0	0	15
26	Vlah I.	5	425	5	75	10	500	0	0	10	0	0	10
27	Sava V.	3	417	6	72	9	489	0	0	9	0	0	9
28	Cosarciuc V.	8	455	3	27	11	482	0	3	8	0	3	8
29	Reidman O.	3	432	3	36	6	468	0	0	6	0	0	6
30	Gorodenco A.	11	256	8	196	19	452	14	0	5	0	0	19
31	Braghis D.	12	288	14	150	26	438	0	0	26	0	0	26
32	Musc E.	3	327	3	63	6	390	0	0	6	0	0	6
33	Cernei O.	6	153	12	120	18	273	0	9	9	0	3	15
34	Vaculovschi G.	9	198	6	63	15	261	3	0	12	0	0	15
35	Untila V.	9	138	9	120	18	258	0	3	15	0	0	18
36	Catrinici L.	7	131	5	119	12	250	0	0	12	0	0	12
37	Boghian S.	6	171	3	78	9	249	0	3	6	0	3	6
38	Ciuru I.	10	180	5	43	15	223	2	0	13	0	0	15
39	Petrache M.	3	84	6	120	9	204	0	0	9	0	0	9
40	Rabei S.	6	192	0	0	6	192	0	0	6	0	0	6
41	Fusu C.	3	66	15	123	18	189	0	9	9	0	3	15
42	Corduneanu A.	12	153	3	30	15	183	0	0	15	0	0	15
43	Ciobanu I.	9	63	12	114	21	177	0	6	15	0	0	21
44	Formuzal M.	3	96	3	72	6	168	0	0	6	0	0	6
45	Papuc G.	3	75	3	75	6	150	3	0	3	0	0	6
46	Durlesteanu M.	3	69	3	75	6	144	3	0	3	0	0	6
47	Gutu A.	6	84	6	51	12	135	0	3	9	0	0	12
48	Susarenco G.	6	81	9	54	15	135	0	3	12	0	3	12
49	Ceban I.	6	132	0	0	6	132	0	0	6	0	0	6
50	Pavlicenco V.	3	111	3	18	6	129	0	0	6	0	0	6

51	Negruta V.	3	111	3	15	6	126	0	3	3	0	3	3
52	Leanca Iu.	3	99	3	24	6	123	0	3	3	0	3	3
53	Grozavu N.	6	108	0	0	6	108	0	0	6	0	0	6
54	Andronic N.	3	84	3	6	6	90	0	0	6	0	0	6
55	Baldovici V.	5	39	8	51	13	90	3	0	10	0	0	13
56	Lupan N.	0	0	3	90	3	90	0	0	3	0	0	3
57	Onofreiciuc I.	3	90	0	0	3	90	0	0	3	0	0	3
58	Oniscenco O.	3	81	0	0	3	81	0	0	3	0	0	3
59	Lazar V	6	72	2	8	8	80	0	0	8	0	2	6
60	Ionita V.	3	75	0	0	3	75	0	0	3	0	3	0
61	Platon V.	0	0	9	75	9	75	0	6	3	0	0	9
62	Parlog V.	0	0	3	72	3	72	0	0	3	0	0	3
63	Tcaci A.	3	72	0	0	3	72	0	0	3	0	0	3
64	Salaru A.	3	45	3	24	6	69	0	3	3	0	0	6
65	Ciontoloi I.	0	0	6	66	6	66	0	3	3	0	3	3
66	Pavlov V.	3	66	0	0	3	66	0	0	3	0	0	3
67	Vieru C.	0	0	9	66	9	66	0	3	6	0	6	3
68	Supac I.	3	63	0	0	3	63	0	0	3	0	0	3
69	Ciobanu V.	2	60	0	0	2	60	0	0	2	0	0	2
70	Nirca N.	4	60	0	0	4	60	0	0	4	0	0	4
71	Bujor L.	5	59	0	0	5	59	0	0	5	0	0	5
72	Railean N.	3	21	3	36	6	57	0	3	3	0	0	6
73	Savga L.	2	40	2	14	4	54	0	0	4	0	0	4
74	Boico M.	6	48	0	0	6	48	0	0	6	0	0	6
75	Busila R	3	48	0	0	3	48	0	0	3	0	0	3
76	Nantoi O.	3	21	3	24	6	45	0	0	6	0	0	6
77	Mocanu G	0	0	3	36	3	36	0	3	0	0	0	3
78	Balan E.	4	32	0	0	4	32	0	0	4	0	0	4
79	Bolgar M.	3	30	0	0	3	30	0	0	3	0	0	3
80	Osipov V.	0	0	8	29	8	29	0	0	8	0	0	8
81	Popov A.	2	6	2	16	4	22	0	2	2	0	0	4
82	Balan V.	0	0	3	21	3	21	0	0	3	0	0	3
83	Bolotnicov O.	0	0	5	20	5	20	0	5	0	0	0	5
84	Laguta M.	0	0	5	20	5	20	0	5	0	0	0	5
85	Chifa S.	0	0	3	18	3	18	0	3	0	0	0	3
86	Tambalist T.	0	0	3	15	3	15	0	0	3	0	0	3
87	Uratu S.	0	0	6	15	6	15	0	6	0	0	6	0
88	Colesnic Iu.	3	12	0	0	3	12	0	0	3	0	0	3
89	Moldovanu M.	0	0	3	12	3	12	0	3	0	0	0	3
90	Starodub D.	0	0	3	12	3	12	0	3	0	0	0	3
91	Cubreacov V.	0	0	3	9	3	9	0	0	3	0	0	3
92	Plesca I.	0	0	3	9	3	9	0	0	3	0	0	3
93	Secareanu S.	0	0	3	9	3	9	0	0	3	0	0	3
94	Serebrian O.	0	0	3	9	3	9	0	3	0	0	0	3
+ Institutions													
1	Parties	1012	24423	2710	38462	3722	62885	207	1711	1804	47	779	2896
2	Government	146	3920	234	5605	380	9525	125	8	247	3	0	377
3	Presidency	83	3527	173	5164	256	8691	78	6	172	6	0	250
4	PLA	48	720	115	2493	163	3213	6	88	69	3	28	132
5	Parliament	0	0	14	187	14	187	0	0	14	0	0	14
+ Parties													
1	PCRM	344	12765	571	14140	915	26905	282	44	589	53	0	862
2	PLDM	283	5952	579	7165	862	13117	3	462	397	0	237	625
3	PL	246	4306	582	7879	828	12185	3	485	340	0	241	587
4	AMN	108	1828	403	3214	511	5042	3	324	184	0	156	355
5	PDM	72	1147	237	3478	309	4625	3	131	175	0	37	272
6	PPCD	96	2533	107	1876	203	4409	42	2	159	3	0	200
7	MAE	27	743	38	388	65	1131	6	3	56	0	0	65
8	PSMPR	24	864	24	207	48	1071	0	0	48	0	0	48
9	PSD	15	399	50	404	65	803	0	6	59	0	0	65
10	UCM	15	305	35	396	50	701	0	6	44	0	3	47
11	RAVN	9	573	6	105	15	678	0	0	15	0	0	15
12	PNL	3	111	8	23	11	134	0	0	11	0	0	11
13	PDSMU	3	72	3	57	6	129	0	0	6	0	0	6
14	PPR	3	84	6	27	9	111	0	0	9	0	0	9
15	PC	4	60	2	40	6	100	0	0	6	0	0	6
16	PEMAVE	0	0	11	35	11	35	0	0	11	0	0	11
	INDEP	0	0	13	55	13	55	0	10	3	0	0	13
	OL	0	0	307	7071	307	7071	0	274	33	0	116	191

Monitoring period: June 17 – July 29, 2009			
Monitored TV station:		Monitored program:	
NIT		News	
Number of stories covering p.a.:		Number of conflict stories	305
Duration of news covering p.a. (sec):		1 info source:	220
Duration of newscasts (sec):		2 & > info sources	85

No. TV Pr.	ACTORS NIT 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						
+	personalized	(times)	(sec.)	(times)	(sec.)	(times)	(sec.)	(times)	(times)	(times)	(times)	(times)	(times)
1	Voronin V.	308	11010	374	9850	682	20860	284	0	398	40	0	642
2	Dodon I.	155	4014	59	1116	214	5130	59	0	155	8	0	206
3	Greceanai Z.	98	2678	126	1772	224	4450	60	0	164	4	0	220
4	Chirtoaca D.	44	567	134	3616	178	4183	0	117	61	0	56	122
5	Rosca Iu.	95	2374	81	1301	176	3675	46	0	130	0	0	176
6	Turcan V.	64	3099	30	334	94	3433	29	5	60	4	0	90
7	Urechean S.	62	1059	151	2070	213	3129	0	121	92	0	69	144
8	Petrenco G.	73	2670	21	369	94	3039	21	0	73	0	0	94
9	Ghimpu M.	103	1331	111	1199	214	2530	0	82	132	0	35	179
10	Filat V.	74	796	141	1393	215	2189	4	106	105	0	54	161
11	Misin V.	28	1438	15	173	43	1611	16	0	27	4	0	39
12	Lupu M.	39	763	48	798	87	1561	0	34	53	0	8	79
13	Muntean Iu.	36	1096	0	0	36	1096	16	0	20	5	0	31
14	Tanase A.	43	522	31	401	74	923	0	18	56	0	24	50
15	Smirnov E.	35	799	15	109	50	908	7	0	43	4	0	46
16	Braghis D.	24	379	31	494	55	873	4	8	43	0	0	55
17	Tkaciuk M.	18	850	0	0	18	850	5	0	13	0	0	18
18	Sarbu S.	28	692	17	151	45	843	4	0	41	0	0	45
19	Vrabie V.	16	504	12	252	28	756	4	0	24	0	0	28
20	Diacov D.	14	499	25	219	39	718	0	7	32	0	0	39
21	Baldovici V.	18	387	9	301	27	688	9	0	18	0	0	27
22	Gordenco A.	21	450	21	219	42	669	15	0	27	0	0	42
23	Cernei O.	12	609	9	33	21	642	0	4	17	0	4	17
24	Nagacevski V.	14	134	31	435	45	569	0	16	29	0	4	41
25	Durlesteanu M.	18	308	18	210	36	518	0	0	36	0	0	36
26	Sova V.	22	354	12	132	34	486	12	0	22	6	0	28
27	Mocanu M.	16	456	0	0	16	456	0	0	16	0	0	16
28	Rosca N.	5	390	0	0	5	390	0	0	5	0	0	5
29	Supac I.	8	292	4	64	12	356	0	0	12	0	0	12
30	Pavlicenco V.	11	284	8	60	19	344	0	0	19	0	0	19
31	Butmalai I.	6	267	3	66	9	333	0	3	6	0	0	9
32	Urutu S.	12	261	3	54	15	315	0	3	12	0	3	12
33	Platon V.	0	0	21	313	21	313	0	19	2	0	0	21
34	Tarlev V.	8	191	12	116	20	307	4	1	15	0	0	20
35	Ghelici F.	9	244	5	60	14	304	0	9	5	0	0	14
36	Reidman O.	9	276	0	0	9	276	3	0	6	0	0	9
37	Formuzal M.	10	240	5	20	15	260	0	0	15	0	0	15
38	Vaculovschi G.	4	152	4	108	8	260	4	0	4	0	0	8
39	Cosarciuc V.	11	203	6	50	17	253	0	6	11	0	2	15
40	Pavlov V.	12	237	0	0	12	237	0	0	12	0	0	12
41	Leanca Iu.	8	184	4	48	12	232	4	4	4	0	0	12
42	Negruta V.	14	207	4	24	18	231	0	4	14	0	5	13
43	Roscovan E	4	68	8	152	12	220	0	4	8	0	0	12
44	Duca G.	5	100	8	116	13	216	5	0	8	0	0	13
45	Musuc E.	10	200	1	12	11	212	5	0	6	0	0	11
46	Ceban I.	4	88	4	104	8	192	0	4	4	0	0	8
47	Sainciuc S.	10	190	0	0	10	190	0	0	10	0	0	10
48	Starodub D.	4	56	16	129	20	185	0	14	6	0	0	20
49	Serebrian O.	6	111	4	68	10	179	0	4	6	0	0	10
50	Fusu C.	8	128	8	40	16	168	0	8	8	0	4	12
51	Catrinici L.	10	164	0	0	10	164	10	0	0	0	0	10
52	Susarenco G.	12	124	4	40	16	164	0	4	12	0	4	12
53	Ciubasenco D.	4	96	8	40	12	136	0	4	8	0	0	12
54	Babiuc V.	3	105	3	30	6	135	6	0	0	0	0	6
55	Grozavu N.	4	31	5	100	9	131	0	0	9	0	0	9
56	Untila V.	12	129	0	0	12	129	0	0	12	0	0	12
57	Godea M.	8	118	0	0	8	118	0	0	8	0	0	8
58	Vlah I.	9	72	3	45	12	117	3	0	9	0	0	12
59	Chesari S.	5	110	0	0	5	110	0	0	5	0	0	5
60	Volentir A.	4	108	0	0	4	108	0	0	4	0	0	4
61	Savga L.	6	106	0	0	6	106	0	0	6	0	0	6
62	Munteanu I.	5	105	0	0	5	105	4	0	1	0	0	5
63	Nantoi O.	6	102	0	0	6	102	0	0	6	0	0	6
64	Bujor L.	0	0	9	100	9	100	0	0	9	0	0	9
65	Gherman V.	0	0	4	100	4	100	0	4	0	0	4	0

66	Oniscenco O.	4	72	5	25	9	97	0	0	9	0	0	9
67	Botnariuc T.	4	96	0	0	4	96	4	0	0	0	0	4
68	Andries R.	4	40	4	48	8	88	0	4	4	0	0	8
69	Ionita V.	5	52	5	35	10	87	0	5	5	0	5	5
70	Corduneanu A.	5	82	0	0	5	82	0	0	5	0	0	5
71	Osipov V.	0	0	9	70	9	70	0	0	9	0	0	9
72	Caba P.	4	60	0	0	4	60	0	0	4	0	0	4
73	Railean N.	0	0	4	60	4	60	0	4	0	0	0	4
74	Zagorodnai A.	0	0	6	60	6	60	0	0	6	0	0	6
75	Papuc G.	4	56	0	0	4	56	0	0	4	0	0	4
76	Zubic V.	4	48	0	0	4	48	0	0	4	0	0	4
77	Popa S.	2	36	0	0	2	36	0	0	2	0	0	2
78	Ciobanu I.	4	32	0	0	4	32	0	0	4	0	0	4
79	Hadarca I.	0	0	4	28	4	28	0	0	4	0	0	4
80	Ostalep V.	0	0	2	24	2	24	0	0	2	0	0	2
81	Colesnic Iu.	0	0	4	16	4	16	0	0	4	0	0	4
82	Stratan E.	0	0	3	15	3	15	0	0	3	0	0	3
83	Salaru A.	0	0	5	10	5	10	0	0	5	0	0	5
+	Institutions												
1	Parties	1070	25822	2206	40461	3276	66283	474	1067	1735	119	402	2755
2	Government	372	9159	870	23291	1242	32450	494	31	717	50	0	1192
3	Presidency	262	8444	357	9578	619	18022	259	0	360	36	0	583
4	PLA	79	1316	234	7487	313	8803	18	124	171	0	49	264
5	Parliament	18	1680	52	652	70	2332	6	24	40	0	18	52
+	Parties												
1	PCRM	905	29723	1018	24186	1923	53909	770	25	1128	155	0	1768
2	PL	181	2426	394	7220	575	9646	0	284	291	0	122	453
3	PLDM	185	2620	358	4726	543	7346	8	235	300	0	127	416
4	AMN	117	2252	332	4028	449	6280	0	207	242	0	90	359
5	PPCD	114	3108	117	1572	231	4680	50	0	181	0	0	231
6	PDM	69	1583	130	1440	199	3023	0	60	139	0	8	191
7	PSD	33	578	81	803	114	1381	13	23	78	0	0	114
8	PSMPR	35	799	18	175	53	974	7	0	46	4	0	49
9	PNL	8	179	25	144	33	323	0	0	33	0	0	33
10	MAE	3	105	13	86	16	191	0	8	8	0	0	16
11	UCM	3	48	11	87	14	135	5	0	9	0	0	14
12	PEMAVE	0	0	9	45	9	45	0	0	9	0	0	9
	OL	0	0	321	9741	321	9741	0	256	65	0	101	220

Monitoring period:			
Monitored TV station:		Prime	Monitored program:
Number of stories covering p.a.:		51	News
Duration of news covering p.a. (sec):		3802	Number of conflict stories
Duration of newscasts (sec):		14715	1 info source:
			2 & > info sources
			0

No.	ACTORS	APPEARANCES				Data synthesis		CONTENTS			ATTITUDE		
TV Pr.	Prime News	Direct interventions		Mentions/appearances		Dir. int. & ment./app.		positive	negative	neutral	favor.	disfavor.	impart.
+	personalized	frequ.	duration	frequ.	duration	frequ.	duration						
		(times)	(sec.)	(times)	(sec.)	(times)	(sec.)	(times)	(times)	(times)	(times)	(times)	(times)
1	Voronin V.	7	146	12	286	19	432	6	0	13	0	0	19
2	Greceanai Z.	0	0	7	150	7	150	0	0	7	0	0	7
3	Dodon I.	1	12	3	79	4	91	0	0	4	0	0	4
4	Baldovici V.	1	29	1	26	2	55	0	0	2	0	0	2
5	Onofreiciuc I.	1	22	1	20	2	42	0	0	2	0	0	2
6	Stratan A.	0	0	2	32	2	32	0	0	2	0	0	2
7	Vrabie V.	1	32	0	0	1	32	0	0	1	0	0	1
8	Catrinici L.	0	0	2	26	2	26	0	0	2	0	0	2
9	Papuc G.	1	22	0	0	1	22	0	0	1	0	0	1
10	Spivacenco A.	0	0	1	17	1	17	0	0	1	0	0	1
11	Rosca Iu.	0	0	1	10	1	10	0	0	1	0	0	1
12	Fusu C.	0	0	1	7	1	7	0	0	1	0	0	1
13	Solcan M.	0	0	1	7	1	7	0	0	1	0	0	1
14	Ciubasenco D.	0	0	1	4	1	4	0	0	1	0	0	1
15	Cubreacov V.	0	0	1	4	1	4	0	0	1	0	0	1
16	Filat V.	0	0	1	4	1	4	0	0	1	0	0	1
17	Ionita V.	0	0	1	4	1	4	0	0	1	0	0	1
18	Platon V.	0	0	1	3	1	3	0	0	1	0	0	1
19	Plesca I.	0	0	1	3	1	3	0	0	1	0	0	1
20	Turcan V.	0	0	1	3	1	3	0	0	1	0	0	1
21	Bolotnicov O.	0	0	1	2	1	2	0	0	1	0	0	1
22	Laguta M.	0	0	1	2	1	2	0	0	1	0	0	1
23	Secareanu S.	0	0	1	2	1	2	0	0	1	0	0	1

+	Institutions												
1	Government	4	95	39	773	43	868	9	1	33	0	0	43
2	Presidency	7	146	12	288	19	434	6	0	13	0	0	19
3	Parties	0	0	49	158	49	158	0	0	49	0	0	49
4	PLA	1	22	2	41	3	63	0	0	3	0	0	3
5	Parliament	0	0	1	4	1	4	0	0	1	0	0	1
+	Parties												
1	PCRM	9	180	29	559	38	739	6	0	32	0	0	38
2	PLDM	0	0	8	33	8	33	0	0	8	0	0	8
3	PPCD	0	0	7	26	7	26	0	0	7	0	0	7
4	PL	0	0	6	24	6	24	0	0	6	0	0	6
5	AMN	0	0	6	16	6	16	0	0	6	0	0	6
6	PNL	0	0	3	8	3	8	0	0	3	0	0	3
7	PSD	0	0	3	8	3	8	0	0	3	0	0	3
8	MAE	0	0	3	7	3	7	0	0	3	0	0	3
9	PDM	0	0	2	5	2	5	0	0	2	0	0	2
10	PEMAVE	0	0	2	5	2	5	0	0	2	0	0	2
	INDEP	0	0	2	4	2	4	0	0	2	0	0	2

Monitoring period: June 17 – July 29, 2009			
Monitored TV station:		ProTV	Monitored program: News
Number of stories covering p.a.:		841	Number of conflict stories 482
Duration of news covering p.a. (sec):		82177	1 info source: 11
Duration of newscasts (sec):		233325	2 & > info sources 471

No. TV Pr.	ACTORS ProTV News	APPEARANCES				Data synthesis		CONTENTS			ATTITUDE		
		Direct interventions		Mentions/appearances		Dir. int. & ment./app.		positive	negative	neutral	favor.	disfavor.	impart.
+	personalized	frequ.	duration	frequ.	duration	frequ.	duration						
		(times)	(sec.)	(times)	(sec.)	(times)	(sec.)	(times)	(times)	(times)	(times)	(times)	(times)
1	Voronin V.	61	1227	176	2705	237	3932	9	65	163	0	0	237
2	Lupu M.	59	1225	142	2063	201	3288	7	48	146	0	0	201
3	Filat V.	95	1888	84	818	179	2706	5	6	168	0	0	179
4	Urechean S.	66	1595	76	680	142	2275	4	16	122	0	0	142
5	Chirtoaca D.	51	889	90	1113	141	2002	3	29	109	0	0	141
6	Turcan V.	48	1085	58	703	106	1788	0	21	85	0	0	106
7	Ghimpu M.	63	1126	48	485	111	1611	0	7	104	0	0	111
8	Rosca Iu.	41	721	57	797	98	1518	5	0	93	0	0	98
9	Tarlev V.	39	636	38	734	77	1370	0	4	73	0	0	77
10	Savga L.	29	461	27	579	56	1040	0	10	46	0	0	56
11	Grozavu N.	38	907	11	81	49	988	4	0	45	0	0	49
12	Braghis D.	39	692	25	282	64	974	0	6	58	0	0	64
13	Diacov D.	28	561	31	277	59	838	0	3	56	0	0	59
14	Greceanai Z.	20	448	50	383	70	831	6	8	56	0	0	70
15	Dodon I.	33	516	29	295	62	811	0	3	59	0	0	62
16	Sarbu S.	28	503	26	190	54	693	0	0	54	0	0	54
17	Petrache M.	16	308	18	309	34	617	0	4	30	0	0	34
18	Nagacevski V.	16	313	13	280	29	593	0	3	26	0	0	29
19	Petrencu A.	27	455	18	133	45	588	0	3	42	0	0	45
20	Petrencu G.	23	437	14	133	37	570	3	6	28	0	0	37
21	Iordan V	0	0	27	496	27	496	0	18	9	0	0	27
22	Ciobanu V.	21	344	0	0	21	344	0	0	21	0	0	21
23	Mocanu G	9	202	3	114	12	316	0	0	12	0	0	12
24	Tkaciuk M.	10	218	15	97	25	315	0	7	18	0	0	25
25	Ciuru I.	18	310	0	0	18	310	0	0	18	0	0	18
26	Pavlicenco V.	8	171	11	128	19	299	0	0	19	0	0	19
27	Misin V.	10	140	15	140	25	280	0	3	22	0	0	25
28	Muntean Iu.	11	280	0	0	11	280	0	0	11	0	0	11
29	Lazar V	9	200	8	68	17	268	0	0	17	0	0	17
30	Ciubasenco D.	5	212	4	22	9	234	0	0	9	0	0	9
31	Musuc E.	3	36	20	194	23	230	0	10	13	0	0	23
32	Tanase A.	12	144	14	85	26	229	0	3	23	0	0	26
33	Corduneanu A.	14	220	0	0	14	220	0	0	14	0	0	14
34	Osipov V.	14	194	1	6	15	200	0	0	15	0	0	15
35	Platon V.	5	95	11	99	16	194	0	5	11	0	0	16
36	Reidman O.	9	144	5	27	14	171	0	0	14	0	0	14
37	Tureac A.	3	30	6	129	9	159	0	3	6	0	0	9
38	Fusu C.	8	154	0	0	8	154	4	0	4	0	0	8
39	Gangan I.	3	54	3	99	6	153	0	0	6	0	0	6
40	Godea M.	10	152	0	0	10	152	4	0	6	0	0	10
41	Boico M.	10	112	7	38	17	150	0	0	17	0	0	17
42	Ciobanu I.	7	136	4	12	11	148	0	0	11	0	0	11
43	Braga. V	10	147	0	0	10	147	0	0	10	0	0	10
44	Munteanu V.	7	142	0	0	7	142	0	0	7	0	0	7
45	Plesca V.	4	92	4	48	8	140	0	4	4	0	0	8

46	Bodrug O.	8	100	6	33	14	133	0	3	11	0	0	14
47	Gutu A.	12	132	0	0	12	132	0	0	12	0	0	12
48	Cojocaru V.	7	130	0	0	7	130	0	0	7	0	0	7
49	Bujor L.	9	129	0	0	9	129	0	0	9	0	0	9
50	Roscovan E.	10	84	4	45	14	129	0	0	14	0	0	14
51	Serebrian O.	9	96	10	32	19	128	0	3	16	0	0	19
52	Papuc G.	0	0	19	126	19	126	0	13	6	0	0	19
53	Supac I.	3	84	5	42	8	126	0	0	8	0	0	8
54	Vieru C.	4	70	4	56	8	126	2	0	6	0	0	8
55	Nirca N.	0	0	5	124	5	124	0	0	5	0	0	5
56	Guma V.	3	96	3	12	6	108	0	0	6	0	0	6
57	Salaru A.	7	104	0	0	7	104	0	0	7	0	0	7
58	Dumbraveanu A.	9	84	3	15	12	99	0	0	12	0	0	12
59	Zubic V.	3	18	3	75	6	93	0	3	3	0	0	6
60	Leanca Iu.	4	92	0	0	4	92	0	0	4	0	0	4
61	Negruta V.	2	56	2	36	4	92	0	0	4	0	0	4
62	Rabei S.	4	92	0	0	4	92	0	0	4	0	0	4
63	Parlog V.	3	54	8	36	11	90	0	4	7	0	0	11
64	Caba P.	4	84	0	0	4	84	0	0	4	0	0	4
65	Moldovanu M.	3	84	0	0	3	84	0	0	3	0	0	3
66	Baldovici V.	4	72	0	0	4	72	0	0	4	0	0	4
67	Cernei O.	1	32	2	40	3	72	0	0	3	0	0	3
68	Gorodenco A.	2	44	2	28	4	72	2	0	2	0	0	4
69	Sleahitichi M.	3	72	0	0	3	72	0	0	3	0	0	3
70	Apostol I. (L)	2	58	2	10	4	68	0	0	4	0	0	4
71	Cosarciuc V.	4	68	0	0	4	68	0	0	4	0	0	4
72	Baltaga S.	2	30	2	36	4	66	0	2	2	0	0	4
73	Bolboceanu Iu.	3	60	0	0	3	60	0	0	3	0	0	3
74	Mihaies R.	3	54	3	6	6	60	0	0	6	0	0	6
75	Salari V.	4	28	4	32	8	60	0	0	8	0	0	8
76	Vitiuc V.	0	0	4	60	4	60	0	0	4	0	0	4
77	Hadarca I.	3	57	0	0	3	57	0	0	3	0	0	3
78	Pascovschi M.	2	40	2	14	4	54	0	2	2	0	0	4
79	Starodub D.	3	39	3	15	6	54	0	3	3	0	0	6
80	Azizov N.	4	52	0	0	4	52	0	0	4	0	0	4
81	Vaculovschi G.	3	24	6	27	9	51	0	0	9	0	0	9
82	Godoroja D.	3	48	0	0	3	48	0	0	3	0	0	3
83	Hotineanu. V.	4	48	0	0	4	48	0	0	4	0	0	4
84	Stratan A.	0	0	4	47	4	47	0	0	4	0	0	4
85	Casian I.	2	46	0	0	2	46	0	0	2	0	0	2
86	Mereuta I.	0	0	3	45	3	45	0	0	3	0	0	3
87	Susarenco G.	2	18	1	27	3	45	0	0	3	0	0	3
88	Uratu S.	2	24	2	20	4	44	0	0	4	0	0	4
89	Crudu V.	3	42	0	0	3	42	0	0	3	0	0	3
90	Lupu L.	3	42	0	0	3	42	0	0	3	0	0	3
91	Vrabie V.	2	28	2	12	4	40	0	0	4	0	0	4
92	Barladeanu N.	0	0	6	39	6	39	0	3	3	0	0	6
93	Colesnic Iu.	3	18	3	15	6	33	0	0	6	0	0	6
94	Bargan I.	2	30	0	0	2	30	0	0	2	0	0	2
95	Ciontolo I.	2	28	0	0	2	28	0	0	2	0	0	2
96	Onofreiciuc I.	0	0	3	28	3	28	0	0	3	0	0	3
97	Smirnov E.	0	0	4	28	4	28	0	0	4	0	0	4
98	Untila V.	0	0	4	28	4	28	0	0	4	0	0	4
99	Andries R.	3	27	0	0	3	27	0	0	3	0	0	3
100	Plesca I.	0	0	4	26	4	26	0	0	4	0	0	4
101	Ghelici F.	0	0	3	24	3	24	0	0	3	0	0	3
102	Ionita V.	0	0	4	24	4	24	0	0	4	0	0	4
103	Nantoi O.	0	0	7	23	7	23	0	0	7	0	0	7
104	Andronic N.	4	20	0	0	4	20	0	0	4	0	0	4
105	Corman I.	0	0	4	20	4	20	0	0	4	0	0	4
106	Gherman N.	0	0	1	17	1	17	0	0	1	0	0	1
107	Cotet V.	0	0	3	15	3	15	0	0	3	0	0	3
108	Stepaniuc V.	0	0	3	14	3	14	0	2	1	0	0	3
109	Durlesteanu M.	0	0	4	12	4	12	0	0	4	0	0	4
110	Utica N.	0	0	3	12	3	12	0	0	3	0	0	3
111	Boldurescu V.	0	0	2	10	2	10	0	0	2	0	0	2
112	Cubreacov V.	0	0	3	9	3	9	0	0	3	0	0	3
113	Secareanu S.	0	0	3	9	3	9	0	0	3	0	0	3
114	Oniscenco O.	0	0	1	4	1	4	0	0	1	0	0	1
115	Severovan M.	0	0	3	3	3	3	0	0	3	0	0	3
+	Institutions												

1	Parties	1009	18600	2016	23663	3025	42263	72	550	2403	0	0	3025
2	Government	117	2063	510	8108	627	10171	20	236	371	0	0	627
3	PLA	77	1564	143	1615	220	3179	10	28	182	0	0	220
4	Presidency	26	519	147	2207	173	2726	9	54	110	0	0	173
5	Parliament	2	39	6	68	8	107	0	5	3	0	0	8
+	Parties												
1	PCRM	275	5302	765	10240	1040	15542	30	333	677	0	0	1040
2	PL	234	4264	316	3377	550	7641	17	57	476	0	0	550
3	PLDM	168	3301	260	2591	428	5892	19	33	376	0	0	428
4	PDM	115	2252	296	3230	411	5482	11	76	324	0	0	411
5	AMN	122	2387	219	2065	341	4452	11	40	290	0	0	341
6	PPCD	101	1711	138	1997	239	3708	9	9	221	0	0	239
7	PSD	70	1181	90	1011	160	2192	4	14	142	0	0	160
8	UCM	33	602	82	1036	115	1638	0	8	107	0	0	115
9	MAE	30	509	43	468	73	977	2	3	68	0	0	73
10	PNL	8	171	26	305	34	476	0	3	31	0	0	34
11	PEMAVE	19	231	23	214	42	445	0	0	42	0	0	42
12	MFN	4	92	8	88	12	180	0	4	8	0	0	12
13	PC	0	0	5	124	5	124	0	0	5	0	0	5
14	PSMPR	0	0	11	98	11	98	0	0	11	0	0	11
15	PPR	4	20	4	56	8	76	0	0	8	0	0	8
16	PPNT	0	0	6	57	6	57	0	0	6	0	0	6
	OL	0	0	55	806	55	806	0	45	10	0	0	55

Monitoring period: June 17 – July 29, 2009			
Monitored TV station:	TV7	Monitored program:	News
Number of stories covering p.a.:	1005	Number of conflict stories	268
Duration of news covering p.a. (sec):	100836	1 info source:	56
Duration of newscasts (sec):	188916	2 & > info sources	212

No.	ACTORS	APPEARANCES				Data synthesis		CONTENTS			ATTITUDE		
TV Pr.	TV7 News	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.	76	2210	154	2917	230	5127	0	60	170	0	0	230
2	Filat V.	107	2016	63	876	170	2892	15	10	145	0	0	170
3	Lupu M.	71	1037	110	1625	181	2662	25	30	126	0	0	181
4	Chirtoaca D.	80	1360	58	1037	138	2397	5	15	118	0	0	138
5	Urechean S.	57	998	60	873	117	1871	10	20	87	0	0	117
6	Rosca Iu.	42	884	62	979	104	1863	12	10	82	0	0	104
7	Dodon I.	56	1022	42	700	98	1722	11	0	87	0	0	98
8	Tarlev V.	61	985	25	460	86	1445	0	10	76	0	0	86
9	Ghimpu M.	82	1083	17	357	99	1440	0	0	99	0	0	99
10	Turcan V.	40	740	45	610	85	1350	0	5	80	0	0	85
11	Braghis D.	45	818	32	280	77	1098	0	10	67	0	0	77
12	Petrencu A.	38	754	10	140	48	894	0	0	48	0	0	48
13	Petrencu G.	35	490	20	340	55	830	0	5	50	0	0	55
14	Greceanai Z.	15	240	30	490	45	730	0	0	45	0	0	45
15	Petrache M.	15	320	15	210	30	530	0	5	25	0	0	30
16	Ionita V.	30	435	5	90	35	525	0	0	35	0	0	35
17	Reidman O.	20	370	10	150	30	520	0	0	30	0	0	30
18	Gorodenco A.	30	385	10	110	40	495	0	0	40	0	0	40
19	Ciubasenco D.	20	350	10	80	30	430	0	0	30	0	0	30
20	Cosarciuc V.	15	320	10	110	25	430	0	0	25	0	0	25
21	Tkaciuk M.	11	190	18	240	29	430	0	10	19	0	0	29
22	Grozavu N.	20	350	5	70	25	420	0	0	25	0	0	25
23	Tanase A.	23	348	5	60	28	408	0	0	28	0	0	28
24	Railean N.	25	320	5	80	30	400	0	0	30	0	0	30
25	Diacov D.	10	200	20	188	30	388	0	0	30	0	0	30
26	Parlog V.	20	320	3	54	23	374	0	0	23	0	0	23
27	Misin V.	10	170	10	170	20	340	0	0	20	0	0	20
28	Braga. V	20	290	3	30	23	320	0	0	23	0	0	23
29	Popov A.	13	268	5	50	18	318	0	0	18	0	0	18
30	Pascovschi M.	10	210	5	100	15	310	0	0	15	0	0	15
31	Fusu C.	15	225	5	80	20	305	0	0	20	0	0	20
32	Sova V.	15	230	5	50	20	280	0	0	20	0	0	20
33	Sarbu S.	10	225	5	50	15	275	0	0	15	0	0	15
34	Pavlicenco V.	10	190	5	80	15	270	0	0	15	0	0	15
35	Muntean Iu.	15	210	5	50	20	260	0	5	15	0	0	20
36	Stratan A.	0	0	10	260	10	260	0	0	10	0	0	10
37	Corduneanu A.	10	150	10	100	20	250	0	0	20	0	0	20

38	Vaculovschi G.	15	200	5	50	20	250	0	0	20	0	0	20
39	Klimenko V.	5	170	5	60	10	230	0	0	10	0	0	10
40	Roscovan E	10	190	5	25	15	215	0	0	15	0	0	15
41	Baltaga S.	10	200	0	0	10	200	0	0	10	0	0	10
42	Ghelici F.	10	145	5	50	15	195	0	0	15	0	0	15
43	Munteanu V.	10	140	5	50	15	190	0	0	15	0	0	15
44	Moldovanu M.	5	75	15	105	20	180	0	5	15	0	0	20
45	Musuc E.	0	0	10	180	10	180	0	5	5	0	0	10
46	Vrabie V.	5	110	5	70	10	180	0	0	10	0	0	10
47	Oniscenco O.	10	175	0	0	10	175	5	0	5	0	0	10
48	Duca G.	5	140	5	30	10	170	0	0	10	0	0	10
49	Savga L.	5	60	5	110	10	170	0	5	5	0	0	10
50	Untila V.	10	170	0	0	10	170	0	0	10	0	0	10
51	Bolboceanu Iu.	10	160	0	0	10	160	0	0	10	0	0	10
52	Nirca N.	0	0	5	160	5	160	0	0	5	0	0	5
53	Susarenco G.	10	160	0	0	10	160	0	0	10	0	0	10
54	Tipa V.	0	0	5	150	5	150	0	0	5	0	0	5
55	Andronic N.	5	120	0	0	5	120	0	0	5	0	0	5
56	Bujor L.	10	120	0	0	10	120	0	0	10	0	0	10
57	Ceban I.	5	120	0	0	5	120	0	0	5	0	0	5
58	Boico M.	5	40	5	60	10	100	0	0	10	0	0	10
59	Ciobanu V.	10	100	0	0	10	100	0	0	10	0	0	10
60	Lupu L.	5	100	0	0	5	100	0	0	5	0	0	5
61	Mocanu M.	10	100	0	0	10	100	0	0	10	0	0	10
62	Nagacevschi V.	10	100	0	0	10	100	0	0	10	0	0	10
63	Plesca I.	0	0	5	100	5	100	0	0	5	0	0	5
64	Stratan E.	5	100	0	0	5	100	0	0	5	0	0	5
65	Serebrian O.	0	0	12	90	12	90	0	5	7	0	0	12
66	Carlig M	5	80	0	0	5	80	0	0	5	0	0	5
67	Godea M.	5	75	0	0	5	75	0	0	5	0	0	5
68	Boghian S.	5	65	0	0	5	65	0	0	5	0	0	5
69	Ambros M.	5	60	0	0	5	60	0	0	5	0	0	5
70	Ciobanu I.	5	60	0	0	5	60	0	0	5	0	0	5
71	Godoroja D.	5	60	0	0	5	60	0	0	5	0	0	5
72	Ivanov A.	5	60	0	0	5	60	0	0	5	0	0	5
73	Pavaloi A.	3	60	0	0	3	60	0	0	3	0	0	3
74	Gutium T.	5	55	0	0	5	55	0	0	5	0	0	5
75	Durlesteanu M.	2	34	2	20	4	54	0	0	4	0	0	4
76	Lazar V	3	54	0	0	3	54	0	0	3	0	0	3
77	Baldovici V.	0	0	5	50	5	50	0	0	5	0	0	5
78	Carp L.	5	50	0	0	5	50	0	0	5	0	0	5
79	Ciuru I.	5	50	0	0	5	50	0	0	5	0	0	5
80	Nemerenco V.	5	50	0	0	5	50	0	0	5	0	0	5
81	Osipov V.	0	0	5	50	5	50	0	0	5	0	0	5
82	Papuc G.	0	0	5	50	5	50	0	0	5	0	0	5
83	Padurean R.	5	45	0	0	5	45	0	0	5	0	0	5
84	Ursu A.	0	0	5	40	5	40	0	0	5	0	0	5
85	Leanca Iu.	0	0	5	30	5	30	0	0	5	0	0	5
86	Hadarca I.	0	0	5	25	5	25	0	0	5	0	0	5
87	Cubreacov V.	0	0	5	20	5	20	0	0	5	0	0	5
88	Guma V.	0	0	5	20	5	20	0	0	5	0	0	5
89	Nantoi O.	0	0	5	20	5	20	0	0	5	0	0	5
90	Secareanu S.	0	0	5	20	5	20	0	0	5	0	0	5
+	Institutions												
1	Parties	1154	19241	1613	24502	2767	43743	190	394	2183	0	0	2767
2	Government	145	2570	331	5416	476	7986	30	65	381	0	0	476
3	PLA	75	1155	138	2965	213	4120	5	40	168	0	0	213
4	Presidency	51	1600	116	2208	167	3808	0	45	122	0	0	167
5	Parliament	5	70	27	330	32	400	0	0	32	0	0	32
+	Parties												
1	PCRM	323	6357	673	10467	996	16824	36	264	696	0	0	996
2	PL	257	3848	200	3514	457	7362	15	25	417	0	0	457
3	PLDM	210	3529	203	3401	413	6930	35	15	363	0	0	413
4	AMN	162	2738	177	2868	339	5606	30	20	289	0	0	339
5	PDM	97	1559	207	2634	304	4193	25	35	244	0	0	304
6	PPCD	82	1384	107	1449	189	2833	22	15	152	0	0	189
7	PSD	76	1353	70	1000	146	2353	15	15	116	0	0	146
8	UCM	60	990	55	800	115	1790	15	15	85	0	0	115
9	MAE	41	814	15	260	56	1074	0	0	56	0	0	56
10	PEMAVE	20	290	16	360	36	650	0	0	36	0	0	36
11	PNL	10	190	10	130	20	320	0	0	20	0	0	20

12	RAVN	5	170	5	60	10	230	0	0	10	0	0	10
13	PC	0	0	5	160	5	160	0	0	5	0	0	5
14	PPR	5	120	0	0	5	120	0	0	5	0	0	5
15	PRM	0	0	5	60	5	60	0	0	5	0	0	5
	OL	0	0	68	1058	68	1058	5	35	28	0	0	68

Monitoring period: June 17 – July 29, 2009			
Monitored TV station:		TVC21	Monitored program:
Number of stories covering p.a.:		9	Number of conflict stories
Duration of news covering p.a. (sec):		952	1 info source:
Duration of newscasts (sec):		2460	2 & > info sources
			3

No.	ACTORS	APPEARANCES				Data synthesis		CONTENTS			ATTITUDE		
TV Pr.	TVC21 News	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	Petrencu A.	5	75	1	24	6	99	0	0	6	0	0	6
2	Filat V.	2	68	1	28	3	96	0	0	3	0	0	3
3	Diacov D.	2	46	0	0	2	46	0	0	2	0	0	2
4	Musuc E.	2	34	1	10	3	44	0	0	3	0	0	3
5	Ionita V.	1	32	1	8	2	40	0	0	2	0	0	2
6	Petrache M.	1	20	1	16	2	36	0	0	2	0	0	2
7	Negruta V.	1	20	0	0	1	20	0	0	1	0	0	1
8	Susarenco G.	1	20	0	0	1	20	0	0	1	0	0	1
9	Osipov V.	1	18	0	0	1	18	0	0	1	0	0	1
10	Tarlev V.	0	0	1	18	1	18	0	1	0	0	0	1
11	Tkaciuk M.	1	18	0	0	1	18	0	0	1	0	0	1
12	Braghis D.	0	0	1	10	1	10	0	1	0	0	0	1
13	Lupu M.	0	0	1	10	1	10	0	0	1	0	0	1
14	Sarbu S.	0	0	1	10	1	10	0	0	1	0	0	1
+	Institutions												
1	Parties	17	351	19	306	36	657	3	6	27	0	0	36
2	Government	0	0	3	24	3	24	0	1	2	0	0	3
+	Parties												
1	PLDM	4	120	5	104	9	224	1	0	8	0	0	9
2	MAE	5	75	2	54	7	129	1	0	6	0	0	7
3	PCRM	3	52	4	32	7	84	0	2	5	0	0	7
4	AMN	2	38	1	24	3	62	1	0	2	0	0	3
5	PDM	2	46	1	10	3	56	0	0	3	0	0	3
6	UCM	1	20	2	34	3	54	0	1	2	0	0	3
7	PSD	0	0	1	10	1	10	0	1	0	0	0	1
	OL	0	0	3	38	3	38	0	2	1	0	0	3

Monitoring period: June 17 – July 29, 2009			
Monitored TV station:		TV synthesis	Monitored program:
Number of stories covering p.a.:		5979	Number of conflict stories
Duration of news covering p.a. (sec):		706735	1 info source:
Duration of newscasts (sec):		1316827	2 & > info sources
			1311

No.	ACTORS	APPEARANCES				Data synthesis		CONTENTS			ATTITUDE		
TV Pr.	TV synthesis News	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.	683	22981	1281	32241	1964	55222	467	156	1341	56	0	1908
2	Rosca Iu.	537	14931	562	12380	1099	27311	196	12	891	4	0	1095
3	Filat V.	566	11045	706	8392	1272	19437	27	388	857	0	161	1111
4	Ghimpu M.	534	8741	544	7257	1078	15998	0	345	733	0	155	923
5	Chirtoaca D.	263	4394	567	10876	830	15270	14	373	443	0	113	717
6	Lupu M.	266	4918	600	9495	866	14413	40	239	587	0	38	828
7	Urechean S.	322	6031	654	7584	976	13615	14	415	547	0	175	801
8	Dodon I.	357	8503	247	4912	604	13415	107	6	491	8	0	596
9	Greceanai Z.	230	6340	343	4832	573	11172	104	11	458	4	0	569
10	Turcan V.	231	7295	197	3319	428	10614	38	31	359	9	0	419
11	Petrencu G.	221	6108	114	2049	335	8157	24	16	295	0	0	335
12	Braghis D.	170	3299	173	2485	343	5784	13	36	294	0	0	343
13	Tarlev V.	170	3127	155	2353	325	5480	7	26	292	0	0	325
14	Petrencu A.	137	2924	78	1132	215	4056	3	3	209	0	0	215
15	Diacov D.	101	2491	144	1533	245	4024	0	28	217	0	3	242
16	Sarbu S.	127	2830	94	1139	221	3969	4	0	217	0	0	221
17	Tanase A.	149	2157	121	1610	270	3767	0	68	202	0	39	231
18	Misin V.	76	2445	56	890	132	3335	29	3	100	4	0	128
19	Muntean Iu.	88	2724	22	317	110	3041	35	5	70	5	0	105
20	Nagacevchi V.	81	1466	86	1513	167	2979	0	57	110	0	22	145

21	Grozavu N.	124	2423	57	535	181	2958	4	19	158	0	6	175
22	Gorodenco A.	77	1792	65	1130	142	2922	38	0	104	0	0	142
23	Tkaciuk M.	76	2206	57	671	133	2877	5	17	111	0	0	133
24	Savga L.	62	1313	53	1282	115	2595	0	19	96	0	0	115
25	Smirnov E.	81	2118	39	381	120	2499	7	0	113	4	0	116
26	Leanca Iu.	33	2124	24	228	57	2352	7	7	43	0	3	54
27	Catrinici L.	55	1353	49	995	104	2348	42	0	62	0	0	104
28	Ciobanu V.	99	1926	12	121	111	2047	6	0	105	0	0	111
29	Petrache M.	47	987	61	994	108	1981	0	15	93	0	0	108
30	Reidman O.	53	1494	26	476	79	1970	9	0	70	0	0	79
31	Butmalai I.	47	1329	21	586	68	1915	0	39	29	0	3	65
32	Vaculovschi G.	77	1432	44	405	121	1837	12	0	109	2	0	119
33	Klimenko V.	36	1251	18	426	54	1677	0	0	54	0	0	54
34	Musuc E.	34	976	53	689	87	1665	5	23	59	0	0	87
35	Pavlicenco V.	45	1032	51	623	96	1655	0	3	93	0	0	96
36	Cosarciuc V.	48	1284	26	325	74	1609	0	11	63	0	5	69
37	Baldovici V.	46	945	43	645	89	1590	26	0	63	0	0	89
38	Ciuru I.	80	1419	21	164	101	1583	2	0	99	0	0	101
39	Cernei O.	42	1168	36	367	78	1535	0	13	65	0	7	71
40	Parlog V.	52	858	47	615	99	1473	11	4	84	0	0	99
41	Sova V.	49	1010	23	346	72	1356	12	0	60	6	0	66
42	Ghelici F.	34	809	31	425	65	1234	0	18	47	0	3	62
43	Godea M.	59	1021	27	194	86	1215	4	18	64	0	6	80
44	Corduneanu A.	66	958	20	246	86	1204	0	0	86	0	0	86
45	Rabei S.	48	1128	10	42	58	1170	3	0	55	0	0	58
46	Nirca N.	24	577	23	590	47	1167	0	0	47	0	0	47
47	Durlesteanu M.	31	606	41	558	72	1164	5	0	67	0	0	72
48	Untila V.	51	821	34	335	85	1156	0	6	79	0	3	82
49	Vrabie V.	31	818	19	334	50	1152	6	0	44	0	0	50
50	Fusu C.	40	729	38	352	78	1081	4	20	54	0	10	68
51	Platon V.	7	153	59	875	66	1028	0	42	24	0	0	66
52	Railean N.	39	570	20	429	59	999	0	7	52	0	0	59
53	Popov A.	28	606	15	311	43	917	0	2	41	0	0	43
54	Mocanu M.	33	796	5	99	38	895	0	0	38	0	0	38
55	Vlah I.	20	686	12	202	32	888	3	0	29	0	0	32
56	Ciubasenco D.	30	671	25	201	55	872	0	5	50	0	0	55
57	Ionita V.	42	653	20	187	62	840	3	5	54	0	8	54
58	Roscovan E.	31	542	21	290	52	832	0	4	48	0	0	52
59	Osipov V.	40	502	37	320	77	822	0	0	77	0	0	77
60	Negruta V.	28	709	11	105	39	814	3	7	29	0	8	31
61	Lazar V	33	579	22	224	55	803	0	0	55	0	2	53
62	Oniscenco O.	32	696	12	98	44	794	5	0	39	0	0	44
63	Formuzal M.	17	442	14	343	31	785	0	0	31	0	0	31
64	Ciobanu I.	46	526	33	238	79	764	0	6	73	0	0	79
65	Duca G.	24	525	20	236	44	761	5	0	39	0	0	44
66	Susarenco G.	37	505	20	256	57	761	0	7	50	0	7	50
67	Supac I.	20	602	12	151	32	753	0	0	32	0	0	32
68	Stratan A.	9	202	29	543	38	745	0	0	38	0	0	38
69	Busila R	16	433	13	220	29	653	0	0	29	0	0	29
70	Braga. V	36	553	5	80	41	633	0	0	41	0	0	41
71	Uratu S.	20	390	17	242	37	632	0	12	25	0	9	28
72	Mocanu G	19	442	8	162	27	604	0	3	24	0	0	27
73	Zubic V.	24	374	15	213	39	587	0	3	36	0	0	39
74	Andronic N.	18	374	7	166	25	540	0	0	25	0	0	25
75	Papuc G.	14	246	31	291	45	537	3	13	29	0	0	45
76	Ceban I.	20	418	6	116	26	534	0	4	22	0	0	26
77	Gutu A.	27	421	12	111	39	532	0	3	36	0	0	39
78	Pascovschi M.	14	306	9	204	23	510	0	2	21	0	0	23
79	Boico M.	33	336	19	160	52	496	2	0	50	0	0	52
80	Iordan V	0	0	27	496	27	496	0	18	9	0	0	27
81	Sava V.	3	417	6	72	9	489	0	0	9	0	0	9
82	Pavlov V.	25	486	0	0	25	486	0	0	25	0	0	25
83	Bulat G.	15	360	9	108	24	468	3	0	21	0	0	24
84	Chetragu A.	5	142	13	317	18	459	0	9	9	0	0	18
85	Bujor L.	27	338	9	100	36	438	0	0	36	0	0	36
86	Serebrian O.	15	207	29	199	44	406	0	15	29	0	0	44
87	Moldovanu M.	13	236	24	167	37	403	0	11	26	0	0	37
88	Rosca N.	5	390	0	0	5	390	0	0	5	0	0	5
89	Turcanu D.	18	368	7	15	25	383	0	0	25	0	0	25
90	Tureac A.	9	159	12	210	21	369	0	6	15	0	0	21
91	Muravschi A.	7	267	7	87	14	354	0	3	11	0	0	14

92	Munteanu V.	18	291	5	50	23	341	0	0	23	0	0	23
93	Bolboceanu Iu.	16	304	3	30	19	334	0	0	19	0	0	19
94	Chesari S.	13	280	4	40	17	320	0	0	17	0	0	17
95	Boghian S.	11	236	3	78	14	314	0	3	11	0	3	11
96	Sainciuc S.	13	310	0	0	13	310	0	0	13	0	0	13
97	Lupan N.	0	0	13	305	13	305	3	0	10	0	0	13
98	Starodub D.	7	95	29	205	36	300	0	27	9	0	0	36
99	Tipa V.	0	0	8	300	8	300	0	3	5	0	0	8
100	Stratan E.	11	216	6	60	17	276	0	0	17	0	0	17
101	Baltaga S.	12	230	2	36	14	266	0	2	12	0	0	14
102	Andries R.	13	178	7	69	20	247	0	4	16	0	0	20
103	Caba P.	11	246	0	0	11	246	0	0	11	0	0	11
104	Salaru A.	13	203	8	34	21	237	0	3	18	0	0	21
105	Gangan I.	6	132	3	99	9	231	0	0	9	0	0	9
106	Popa S.	12	224	0	0	12	224	0	0	12	0	0	12
107	Ursu V.	7	183	2	20	9	203	0	0	9	0	0	9
108	Volentir A.	8	162	5	40	13	202	0	0	13	0	0	13
109	Godoroja D.	11	168	3	30	14	198	0	0	14	0	0	14
110	Esanu N.	3	132	3	60	6	192	0	0	6	0	0	6
111	Vieru C.	4	70	13	122	17	192	2	3	12	0	6	11
112	Nantoi O.	9	123	15	67	24	190	0	0	24	0	0	24
113	Grosu D.	11	174	7	15	18	189	0	0	18	0	0	18
114	Spivacenco A.	0	0	7	182	7	182	6	0	1	0	0	7
115	Munteanu I.(N)	0	0	3	180	3	180	0	3	0	0	3	0
116	Secareanu S.	8	138	12	40	20	178	0	0	20	0	0	20
117	Arhire A.	5	176	0	0	5	176	0	0	5	0	0	5
118	Sleahtitchi M.	6	136	3	30	9	166	0	0	9	0	0	9
119	Munteanu I.	8	165	0	0	8	165	4	0	4	0	0	8
120	Onofreiciuc I.	4	112	4	48	8	160	0	0	8	0	0	8
121	Golovin B.	8	158	0	0	8	158	8	0	0	0	0	8
122	Tcaci A.	3	72	3	85	6	157	0	0	6	0	0	6
123	Crudu V.	6	138	3	18	9	156	0	0	9	0	0	9
124	Plesca I.	0	0	16	156	16	156	0	3	13	0	0	16
125	Lupu L.	8	142	0	0	8	142	0	0	8	0	0	8
126	Plesca V.	4	92	4	48	8	140	0	4	4	0	0	8
127	Babiu V.	3	105	3	30	6	135	6	0	0	0	0	6
128	Colesnic Iu.	10	88	10	46	20	134	0	0	20	0	0	20
129	Bodrug O.	8	100	6	33	14	133	0	3	11	0	0	14
130	Cojocaru V.	7	130	0	0	7	130	0	0	7	0	0	7
131	Cubreacov V.	3	87	12	42	15	129	0	0	15	0	0	15
132	Guma V.	3	96	8	32	11	128	0	0	11	0	0	11
133	Furtuna M.	0	0	3	123	3	123	0	0	3	0	0	3
134	Laguta M.	2	36	19	83	21	119	0	7	14	0	0	21
135	Gutium T.	9	98	3	15	12	113	0	0	12	0	0	12
136	Bolgar M.	6	111	0	0	6	111	0	0	6	0	0	6
137	Rotaru O.	3	66	3	45	6	111	0	0	6	0	0	6
138	Ciontolo I.	2	28	8	82	10	110	0	3	7	0	3	7
139	Hadarca I.	3	57	9	53	12	110	0	0	12	0	0	12
140	Gherman V.	0	0	4	100	4	100	0	4	0	0	4	0
141	Dumbraveanu A.	9	84	3	15	12	99	0	0	12	0	0	12
142	Apostol I.	4	78	4	20	8	98	4	0	4	0	0	8
143	Botnariuc T.	4	96	0	0	4	96	4	0	0	0	0	4
144	Josan N.	4	88	0	0	4	88	0	0	4	0	0	4
145	Carlig M	5	80	0	0	5	80	0	0	5	0	0	5
146	Vieru B.	3	78	0	0	3	78	0	0	3	0	0	3
147	Bolotnicov O.	0	0	19	75	19	75	0	7	12	0	0	19
148	Cotet V.	0	0	10	72	10	72	0	5	5	0	0	10
149	Apostol I. (L)	2	58	2	10	4	68	0	0	4	0	0	4
150	Cires S.	4	68	0	0	4	68	0	0	4	0	0	4
151	Barbulat M.	5	43	5	24	10	67	5	0	5	0	0	10
152	Doga V.	4	64	0	0	4	64	1	0	3	0	0	4
153	Ambros M.	5	60	0	0	5	60	0	0	5	0	0	5
154	Ivanov A.	5	60	0	0	5	60	0	0	5	0	0	5
155	Mihaies R.	3	54	3	6	6	60	0	0	6	0	0	6
156	Pavaloi A.	3	60	0	0	3	60	0	0	3	0	0	3
157	Rusu M.	3	60	0	0	3	60	3	0	0	0	0	3
158	Salari V.	4	28	4	32	8	60	0	0	8	0	0	8
159	Tambalist T.	0	0	9	60	9	60	0	0	9	0	0	9
160	Vitiuc V.	0	0	4	60	4	60	0	0	4	0	0	4
161	Zagorodnai A.	0	0	6	60	6	60	0	0	6	0	0	6
162	Severovan M.	3	54	3	3	6	57	0	0	6	0	0	6

163	Gutu E.	0	0	5	55	5	55	0	5	0	0	0	5
164	Azizov N.	4	52	0	0	4	52	0	0	4	0	0	4
165	Caruta R.	2	52	0	0	2	52	0	0	2	0	0	2
166	Carp L.	5	50	0	0	5	50	0	0	5	0	0	5
167	Ivanciuc P.	2	26	2	24	4	50	0	0	4	0	0	4
168	Nemerenco V.	5	50	0	0	5	50	0	0	5	0	0	5
169	Ciobanu G.	3	48	0	0	3	48	0	0	3	0	0	3
170	Hotineanu. V.	4	48	0	0	4	48	0	0	4	0	0	4
171	Gherman N.	0	0	4	47	4	47	0	0	4	0	0	4
172	Casian I.	2	46	0	0	2	46	0	0	2	0	0	2
173	Calaras V.	3	45	0	0	3	45	0	0	3	0	0	3
174	Mereuta I.	0	0	3	45	3	45	0	0	3	0	0	3
175	Padurean R.	5	45	0	0	5	45	0	0	5	0	0	5
176	Cosovan Gh.	2	44	0	0	2	44	0	0	2	0	0	2
177	Creanga S.	2	40	2	4	4	44	0	0	4	0	0	4
178	Bostan G.	3	42	0	0	3	42	0	0	3	0	0	3
179	Robu N.	2	42	0	0	2	42	0	0	2	0	0	2
180	Ursu A.	0	0	5	40	5	40	0	0	5	0	0	5
181	Barladeanu N.	0	0	6	39	6	39	0	3	3	0	0	6
182	Spataru M.	2	36	0	0	2	36	0	0	2	0	0	2
183	Stavila I.	0	0	1	35	1	35	0	0	1	0	0	1
184	Kralov V.	1	34	0	0	1	34	0	0	1	0	0	1
185	Balan E.	4	32	0	0	4	32	0	0	4	0	0	4
186	Corman I.	0	0	6	32	6	32	0	0	6	0	0	6
187	Cotruta C.	4	16	7	15	11	31	0	0	11	0	0	11
188	Bargan I.	2	30	0	0	2	30	0	0	2	0	0	2
189	Malai I.	2	14	2	16	4	30	0	0	4	0	0	4
190	Martaniuc M.	3	30	0	0	3	30	0	0	3	0	0	3
191	Ostalep V.	0	0	2	24	2	24	0	0	2	0	0	2
192	Balan V.	0	0	3	21	3	21	0	0	3	0	0	3
193	Simion D.	2	20	0	0	2	20	0	0	2	0	0	2
194	Chifa S.	0	0	3	18	3	18	0	3	0	0	0	3
195	Botnari T.	1	17	0	0	1	17	0	0	1	0	0	1
196	Turcanu I.	0	0	4	16	4	16	0	0	4	0	0	4
197	Stepaniuc V.	0	0	3	14	3	14	0	2	1	0	0	3
198	Utica N.	0	0	3	12	3	12	0	0	3	0	0	3
199	Boldurescu V.	0	0	2	10	2	10	0	0	2	0	0	2
200	Solcan M.	0	0	1	7	1	7	0	0	1	0	0	1
+	Institutions												
1	Parties	5939	127193	12072	179298	18011	306491	1292	4651	12068	188	1227	16596
2	Government	1383	34398	3197	68742	4580	103140	1130	412	3038	53	0	4527
3	Presidency	511	17076	1090	28083	1601	45159	386	117	1098	45	0	1556
4	PLA	590	10512	1208	24303	1798	34815	110	549	1139	3	115	1680
5	Parliament	25	1789	111	1381	136	3170	11	29	96	0	18	118
+	Parties												
1	PCRM	2428	69696	4181	82903	6609	152599	1348	816	4445	214	0	6395
2	PL	1205	20184	2103	30279	3308	50463	55	1114	2139	0	387	2921
3	PLDM	1133	23255	1894	24868	3027	48123	95	916	2016	0	379	2648
4	PPCD	994	23995	1103	20417	2097	44412	325	30	1742	22	0	2075
5	AMN	715	13138	1636	19286	2351	32424	60	763	1528	0	270	2081
6	PDM	495	9847	1254	15831	1749	25678	54	380	1315	0	45	1704
7	PSD	276	5273	467	5797	743	11070	47	92	604	0	0	743
8	UCM	148	2749	250	3292	398	6041	23	45	330	0	3	395
9	MAE	146	3143	183	2206	329	5349	9	19	301	0	0	329
10	PSMPR	82	2152	69	722	151	2874	7	0	144	4	0	147
11	PNL	45	981	127	1169	172	2150	0	6	166	0	0	172
12	RAVN	36	1251	21	438	57	1689	0	0	57	0	0	57
13	PEMAVE	45	637	101	1040	146	1677	2	2	142	0	0	146
14	PC	18	385	29	632	47	1017	0	0	47	0	0	47
15	PPR	18	374	16	247	34	621	0	0	34	0	0	34
16	PDSMU	3	72	6	142	9	214	0	0	9	0	0	9
17	MFN	4	92	8	88	12	180	0	4	8	0	0	12
18	PRM	0	0	9	140	9	140	0	4	5	0	0	9
19	PUM	4	68	3	15	7	83	0	0	7	0	0	7
20	PPNT	0	0	6	57	6	57	0	0	6	0	0	6
	INDEP	2	36	47	218	49	254	0	14	35	0	0	49
	OL	0	0	860	20217	860	20217	5	689	166	0	217	643

3. QUANTITY DIMENSION OF POLITICAL ACTORS' PRESENCE IN NEWSCASTS

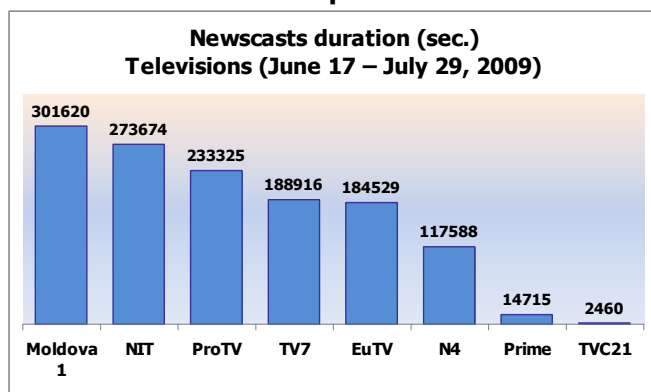
3.1 General quantitative data

During the electoral race for the early parliamentary elections of July 29, 2009, seven of those nine monitored TV stations had a constant presence on the news programs segment (2 Plus had no such programs, and aired news only from July 1 and 14.) Analyzing the quantitative dimension of the political actors' presence during the reference period thus comprises the stations EuTV, Moldova 1, N4, NIT, ProTV, Prime and TV7 (in this analysis, Prime and TVC21 won't benefit from direct references, but will be considered jointly with other stations, since these operators had an insignificant performance, or an episodic one, which had already been evaluated in one of the previous reports.)

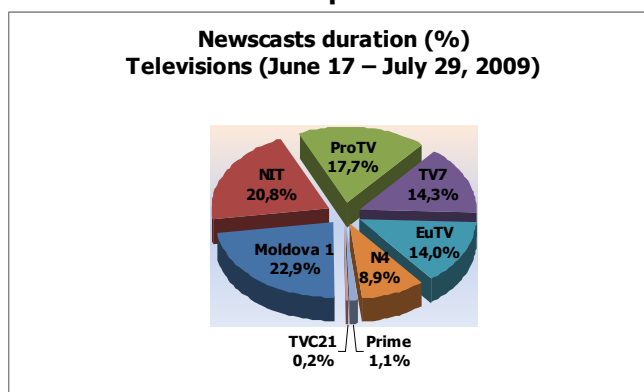
The TV services observed during the electoral race aired news with the total duration of 1,316,827 sec. (366.18 h.) They contained 5,970 stories covering political actors, their total duration being 706,735 sec. (196.31 h.). *Comparing these data to the data of the April 5 race, we will find that during the campaign for the snap elections of July 29, the monitored TV stations worked more intensely on this segment.* If the average daily duration of the broadcast newscasts in both campaigns is almost symmetrical (31,831 sec. cf. 31,353 sec.), then the number of stories covering political actors aired by these stations on a daily average in the summer race was by about 15 % bigger compared to the spring race (142.35 and, respectively, 124.4 stories a day), and their duration rose by about 34 % (16,827 sec. in the summer and 12,589 sec. in the spring.) During the snap race, the duration of this type of stories in newscasts also increased: from 39.61 to about 54 %.

The monitored TV stations reserved different airtime for their newscasts. The statistical data in this regard are broken down in graph 1, while graph 2 presents the quota of every monitored TV station in the total duration of newscasts.

Graph 1

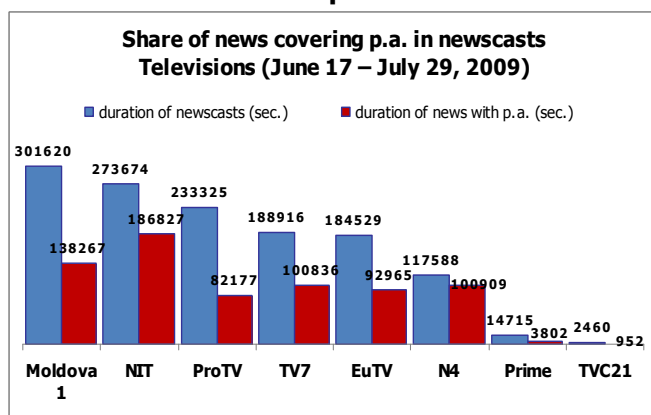


Graph 2

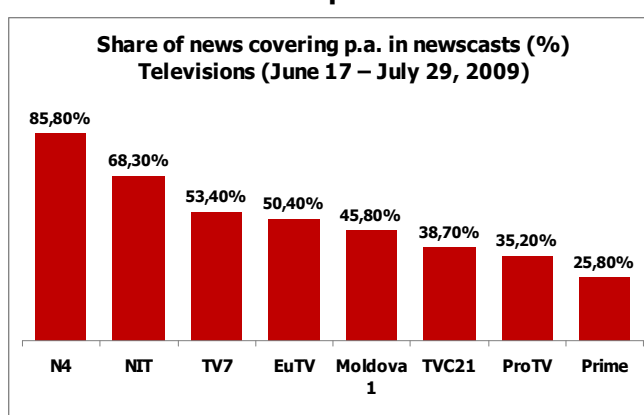


The observed TV stations granted different weights to the news covering political actors in the total duration of newscasts. Thus, N4 granted about 86 % of its news airtime to this category of news, NIT – over 68 %, TV7 – slightly more than 53%, EuTV – over 50 %, Moldova 1 – about 46 %, TVC21 – about 39 %, ProTV – slightly more than 35% and Prime – about 26 % (see Graphs 3 and 4).

Graph 3



Graph 4



NIT had the largest number of stories with political actors (1,300), being decreasingly followed by Moldova 1 (1,212), TV7 (1,005), ProTV (841), EuTV (816), N4 (745), Prime (51) and TVC21 (9). By the duration of this category of news, NIT is also on position 1 (186,827 sec.). Moldova 1 comes the second (138,267 sec.), N4 – the third (100,909 sec.), TV7 – the fourth (100,836 sec.), EuTV – the fifth (92,965 sec.), ProTV – the sixth (82,177 sec.), Prime – the seventh (3,802 sec.) and TVC21 the last (952 sec.).

3.2 Political actors

During the reference period, the observed TV stations covered 200 personalized political actors in their newscasts and 25 institutionalized actors, including 20 parties.

▪ Personalized actors

During the electoral campaign, 121 personalized political actors were covered by Moldova 1, 115 – by ProTV, 110 – by EuTV, 94 – by N4, 90 – by TV7, 83 – by NIT and 23 – by Prime.

In the top 10 list of the mostly covered personalized political actors by all the monitored TV services, there were four PCRM representatives (V.Voronin, I.Dodon, Z.Greceanăi, V.Țurcan), two PI representatives (M.Ghimpu and D.Chirtoacă), by a representative of the PLDM (V.Filat), PPCD (Iu.Roșca), AMN (S.Urechean) and PDM (M.Lupu). By the way, we'll point out that, during weeks 3 and 4 of the race, the monitored TV stations, except for NIT and Prime, for the first time stopped granting absolute priority to Vladimir Voronin in terms of mirroring personalized actors. V.Voronin, by the number of direct and indirect interventions on all the monitored services, was the fourth during this period (318 appearances), and by the duration of those appearances – position 3 (6,858 sec.). This trend was abandoned during the last two weeks of the summer campaign.

The coverage of personalized political actors in newscasts on all the monitored TV stations was disproportionate. Thus, the personalized political actors of the PCRM entering top 10 benefited from 3,569 appearances, from the PL – by 1,908, from the PLDM – by 1,272, from the PPCD – by 1,099, from the AMN – 976, from the PDM – 866. In other words, the presence of the PCRM representatives in the top list was 1.9 bigger than the presence of the PL representatives, by 2.8 times bigger than the one of the PLDM, by about 3.2 times bigger than the one of the PPCD representatives, by about 3.7 times bigger than the one of the AMN and by about 4 times bigger than the coverage granted to the PDM representatives.

Mirroring the personalized political actors from top 10 had an imbalanced character in terms of duration of appearances in newscasts. In this context, we'll mention that the aggregated appearances on the monitored stations of V.Voronin, I.Dodon, Z.Greceanăi, V.Țurcan as PCRM representatives lasted 90,423 sec. This index was about 2.9 times bigger than the presence of M.Ghimpu and D.Chirtoacă, PL (31,268 sec.), by 3.3 times bigger than the appearances of Iu.Roșca, PPCD (27,311 sec), about 4.7 times bigger than the ones of V.Filat, PLDM (19,437 sec.), by 6.3 times more than the ones of M.Lupu, PDM (14,413 sec.) and about 6.6 times more than the appearances of S.Urechean, AMN (13,615 sec.)

The noticed disproportions were largely caused by the imbalanced coverage of the top 10 personalized political actors by three TV stations – NIT, N4 and Moldova 1. Thus, V.Voronin, I.Dodon, Z.Greceanăi, V.Țurcan benefited, on these stations, from 61.3 % of the appearances (2,189 of the total of 3,569) and from 70.8% of the airtime (64,036 sec. of the total of 90,423 sec.) jointly granted to the top 10 personalized political actors. Respectively, the other 6 actors from top 10 had, on these three stations, 38.7% of the frequency and 29.2% of the duration of the aggregated appearances of all the top actors.

Unlike these stations, EuTV, ProTV and TV7, jointly, treated, with relative balance, the top 10 personalized actors, calculated for all the monitored stations. Thus, V.Voronin, I.Dodon, Z.Greceanăi, V.Țurcan enjoyed 1,765 appearances (49.5%) during 25,711 sec. (28.4 %). Respectively, the other 6 personalized actors had 50.5% of the appearances on these stations and 71.6% of the airtime granted to the top 10 political actors.

The conduct displayed by NIT, N4 and Moldova 1 towards the personalized political actors, on the one hand, and the conduct of EuTV, ProTV and TV7, on the other hand, noticed during the summer race for the parliament, is comparable with the conduct adopted by these stations during the spring campaign. The same similarities were largely re-found in terms of the gradual coverage of the top 10 personalized political actors on each of the observed stations. The noticed fact is mirrored in the discrepancy between the coverage of the first actor, on the one hand, and of the second and the last actors from the top list, on the other.

NIT spoke about V.Voronin (the first in its top 10 list) 682 times, 3 times more often than about the actor on position 2 (Z.Greceanăi, 224 appearances) and about more than 7 times more often than about the last actor from the top (V.Țurcan, 94 appearances). V.Voronin's appearances on NIT lasted during 20,860 sec. that is 4 times more than the presence of the actor on position 2 (I.Dodon, 5,130 sec.) and about 9.5 times more than the presence of the last top actor (V.Filat, 2,189 sec.)

Prime acted in a similar way, although with much lower intensity. This station covered V.Voronin (the first in its top 10 list) 19 times, i.e. 2.7 times more often than the actor on position 2 (Z.Greceanăi, 7 appearances) and 19 times more often than the last actor in the top 10 list (A.Spivacenco, 1 appearance.) The duration of V.Voronin's appearances on Prime was 286 sec. i.e. 1.9 times longer than the appearances of the position 2 actor (Z.Greceanăi, 150 sec.) and about 16 times more than the appearances of the last top actor (A.Spivacenco, 17 sec.)

During the entire summer campaign, Moldova 1 spoke, most often, about V.Voronin, although from July 1 to 14 there was seen a visible decline in covering this personalized political actor (he was on position 32 then, by number of appearances and on position 38 – as duration of appearances.) V.Voronin had 237 appearances on Moldova 1 (the first in top 10 list), that is almost 1.5 times more than the actor on position 2 (M.Ghimpu, 160 appearances) and 3.6 times more than the last actor in top 10 (D.Braghiș, 66 appearances). The duration of V.Voronin's appearances on Moldova 1 was 8,927 sec. i.e. 2 times more than the presence of the actor on position 2 (Iu.Roșca, 4,392 sec.) and about 5.8 times more than the presence of the last top actor (G.Petrenco, 1,552 sec.).

N4 acted in its particular way. The first in its top 10 list, as frequency, was V.Filat, who enjoyed 423 appearances, i.e. 1.09 times more than the actor on position 2 (M.Ghimpu, 385 appearances) and about 6 times more than the last top actor (A.Tănase, 66 appearances.) V.Voronin led the top list as duration of appearances. He enjoyed 10,697 sec. i.e. over 1.7 times more than the presence of the actor on position 2 (V.Filat, 6,140 sec.) and 6.8 times more than the presence of the last top actor (V.Țurcan, 1,574 sec.).

ProTV and TV7 spoke about V.Voronin most often (the first in their top 10 lists – 237 and, respectively, 230 appearances.) The discrepancy between the number of appearances of this political actor and the number of appearances of the second actor in ProTV's top list was 1.2, and on TV7 – 1.3 times (M.Lupu with 201 appearances on ProTV and with 180 – in TV7) and about 3.4 times related to the last two actors from the same top lists (Z. Greceanăi on ProTV with 70 appearances and V.Țurcan with 85 appearances on TV7.) The duration of V.Voronin's appearances on ProTV was 3,932 sec., and on TV7 – 5,127 sec., i.e. 1.2, and, respectively, 1.8 times more than the presence of the actors on position 2 (M.Lupu on ProTV with 3,288 sec. and V.Filat on TV7 with 2,892 sec.) and by 3.8 times more than the presence of the last actors from the top lists (L.Șavga on ProTV with 1,040 sec. and V.Țurcan on TV7 with 1,350 sec.)

The first in EuTV's top 10 list, as has been in the spring race, was Iu.Roșca. He was mirrored 470 times, twice more often than the actor on position 2 (V.Voronin, 232 appearances) and over 6 times more than the last top actor (Z.Greceanăi, 76 appearances.) The duration Iu.Roșca's appearances was 13,073 sec., i.e. 2.5 times more often than the presence of the actor on position 2 (V.Voronin, 5,247 sec.) and 8.9 times more than the presence of the last top actor (M.Ghimpu, 1,472 sec.)

Comparing the indices from the spring and summer races, one will find that, generally, the discrepancy parameters declined at many monitored TV stations. As frequency, the discrepancies between the coverage of the first and the second personalized political actors reduced, for instance, on NIT from 5 to 3 times, on Moldova 1 – from 3 to 1.5 times, on N4 – from 3 to 1.09 times, on ProTV – from 1.6 to 1.2 times. TV7 actually kept its index (1.25 compared to 1.3.) A slight increase was noticed at EuTV (from 1.16 to 2) and at Prime (from 1.16 to 2.7.)

The discrepancies in the coverage between the first and the last top 10 actors declined at NIT from 9.6 to 7, at Moldova 1 – from 12 to 3.6, at N4 – from 8 to 6, at ProTV – from 3.6 to 3.4, and on EUTV, Prime and TV7 – they rose (respectively from 4 to 6, from 14 to 19 and from 2.6 to 3.4.)

The discrepancies in the duration of appearance of the personalized political actors, generally, obvious trends were noticed in terms of frequencies of appearances. Thus, the discrepancies between the duration of covering the first and the second actors from the top 10 list on NIT dropped from 15 to 4 times, on Moldova 1 – from 4.5 to 2 times, on N4 – from 5 to 1.7 times, and on Prime they rose from 1.2 to 1.9 times, on ProTV – from 1.1 to 1.2, on TV7 – 0.8 times and on EuTV – from 1.03 to 2.5 times.

The discrepancies in covering the first and the last actors from the top 10 list on NIT dropped from 42 to 9.5 times, on Moldova – from 18 to 5.8 times, on N4 – from 10 to 6.8 times, on Prime – from 24 to 16 times, as growths were recorded on EuTV – from 3.7 – to 8.9 times, on ProTV – from 2.9 to 3.8 times and on TV7 – from 2.6 to 3.8 times.

Beyond this progress made in the trends of covering the personalized political actors, it's worth remarking that in the summer race the disproportions in treating this category of actors went on being significant especially on NIT, Moldova 1, N4, Prime and, later, on EuTV, and this fact unavoidably jeopardized the free formation of electoral options of the citizens.

▪ Institutionalized actors. Institutions

During the summer race, the observed TV channels mirrored 5 institutionalized political actors – the political parties, government, the parliament, the presidency and the local public administrations (LPA). The political parties enjoyed the widest media coverage. Aggregated, they had 18,011 appearances in newscasts (+ 20 % than during the spring race,) their aggregated duration being 306,491 sec. (by 35% more than in the spring race.) The government was on position two as frequency and duration of appearances. This institutionalized political actor got 4,580 appearances (with 738 more than during the previous race) with the general duration of 103,140 sec. (more with about 8 thousand seconds than in the spring race.) The third position in the ranking, as frequency, was occupied by the LPA among the institutionalized political actors (1,748 appearances, with 999 fewer than in the spring race), and as duration – the presidency (45,159 sec., dropping 15,000 seconds compared to the spring race.) Position four, as frequency, went to the presidency (1,601 times, with 500 more than in the previous campaign), and as duration – the LPA (34,815 sec., dropping about 50 % compared to the spring race.) As was during the previous campaign, during the summer race, the monitored TV stations displayed the lowest interest for the parliament -- 136 appearances (2.5 times less) with the duration of 3,170 sec. (1.85 times less.)

The watched TV stations, as did they in the previous race, differently covered the institutionalized political actors. The table below quantifies the frequency and duration of covering the government, parliament, presidency, the LPA and the political parties in the news of the monitored stations during the race for the early parliamentary elections of July 29, 2009 (the position held in the spring race is in brackets.)

Table 1

TV STATION		Government		Parliament		Presidency		LPA		Parties	
			position		position		position		position		position
EuTV	Frequency	779	3(6)	3	5(7)	174	4(6)	563	1(3)	2594	5(6)
	Duration	18570	3(6)	45	5(7)	3934	4(7)	8888	1(4)	41350	6(6)
Moldova 1	Frequency	1030	2(3)	8	4(2)	193	5(2)	323	2(7)	2542	6(4)
	Duration	23546	2(4)	95	5(2)	7544	3(3)	6549	3(7)	49152	3(5)
N4	Frequency	380	6(5)	14	3(6)	256	2(3)	163	6(4)	3722	1(5)
	Duration	9525	5(3)	187	3(5)	8691	2(2)	3213	5(3)	62885	2(4)
NIT	Frequency	1242	1(2)	70	1(4)	619	1(1)	313	3(2)	3276	2(7)
	Duration	32450	1(2)	2332	1(4)	18022	1(1)	8803	2(1)	66283	1(7)
Prime	Frequency	43	7(8)	1	6(8)	19	7(8)	3	7(8)	49	7(8)
	Duration	868	7(8)	4	7(8)	434	7(8)	63	7(8)	158	8(8)
ProTV	Frequency	627	4(4)	8	4(3)	173	5(5)	220	4(5)	3025	3(2)
	Duration	10171	4(5)	107	4(3)	2726	6(6)	3179	6(6)	42263	4(3)
TV7	Frequency	476	5(1)	32	2(1)	167	6(4)	213	5(1)	2767	4(1)
	Duration	7986	6(1)	400	2(1)	3808	5(4)	4120	4(2)	43743	5(1)
TVC21	Frequency	3	8(7)	0	7(5)	0	8(7)	0	8(6)	36	8(3)
	Duration	24	8(7)	0	8(6)	0	8(5)	0	8(5)	657	7(2)

Judging by the data from the Table above, EuTV increased its interest for the LPA, government, presidency, parliament during the summer campaign as compared to the spring campaign and kept its reluctant attitude towards political parties.

During the last electoral campaign, Moldova 1 covered the government and the LPA more intensely, reduced its previous interest for the government and the presidency and kept its reserved attitude towards political parties.

N4 displayed growing interest for the political parties, presidency and parliament, and decreased the coverage of the government and the PLA.

NIT went on granting priority to the presidency, increased its interest towards the government, parliament and political parties. This station reduced the intensity of mirroring the PLA.

During the summer race, as compared to the spring race, the ProTV mirrored almost symmetrically the institutionalized political actors, treating them all in a balanced, moderate/reduced way.

TV7 displayed decreasing interest practically for all the institutionalized political actors, but especially for the political parties, government, the LPA and the presidency.

TVC21 contracted its news broadcasting, so that in its few and episodic news bulletins, the institutionalized political actors enjoyed insignificant treatment. Although constantly broadcasting during the summer race, Prime paid little attention to political actors in terms of quantity.

On the basis of these data, one finds that the monitored TV services in the second electoral campaign of 2009 reviewed their priorities in covering the institutionalized political actors. Remarkable was in this respect the growing interest of EuTV, Moldova 1, NIT for the government, of EuTV, N4 – for the presidency, of EuTV and Moldova 1 – for the PLA, and of N4 and NIT – for the political parties, and, on the other hand, – the declining coverage of the government on N4 and TV7, of the presidency – on Moldova 1 and TV7, of the PLA and political parties – on TV7. ProTV displayed a constant interest, if moderately reduced, for the institutionalized political actors.

▪ Institutionalized actors. Political parties

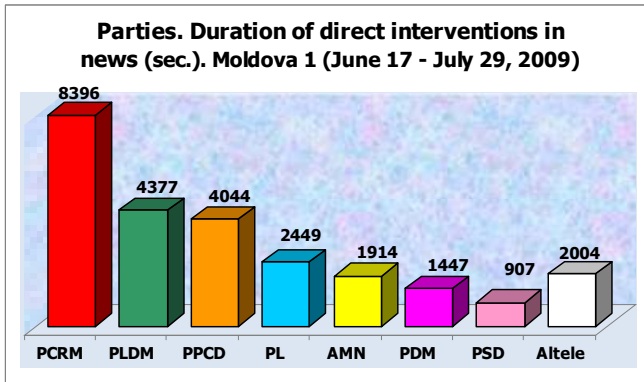
The televisions watched during the spring race covered the work of 20 political parties.

Moldova 1 mirrored the largest number of parties (17), and TVC21 – the smallest (8). The other TV stations referred to different numbers of parties: EuTV, N4, ProTV – to by 16 parties, TV7 – to 15, NIT – to 10, Prime – to 8.

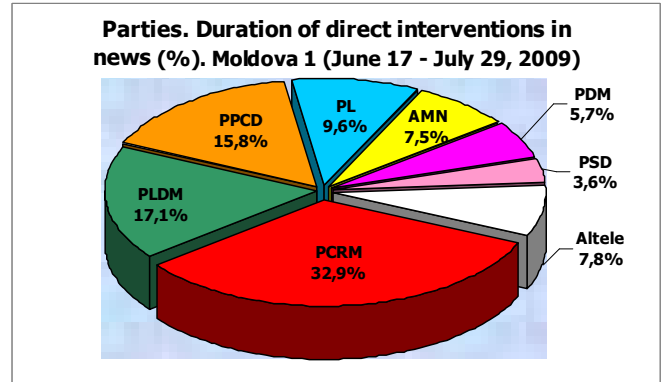
During the recent campaign, as during the previous one, 6 of 8 monitored stations granted priority to the PCRM among other parties (Moldova 1, N4, NIT, Prime, ProTV, TV7). Other two stations – TVC21 and EuTV – put on the first position the PLDM and the PPCD, respectively. The monitored TV stations granted different doses, especially in terms of frequency and duration, to the interventions of parties in their newscasts. Consequently, there emerged a clear discrepancy between their coverage rates.

Thus, on Moldova 1, 1,060 direct inventions of 15 political parties were noticed, out of 17 covered, their aggregated duration being 25,538 sec. (see Graph 5.) The distribution of the airtime for the direct appearances of the political parties is broken down in Graph 6. Thus, the PCRM's quota of direct interventions was 32.9 %, i.e. almost twice more than the PLDM's quota (17.1%) and the PPCD's one (15.8%), by 3.4 times more than the PL's quota (9.6%), about 4.4 times more than the AMN's quota (7.5%), about 5.8 times more than the PDM's share (7%) and 9 times more than the PSD's quota (3.6%).

Graph 5

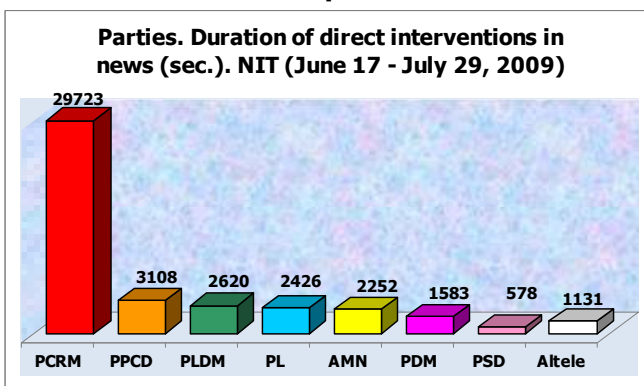


Graph 6

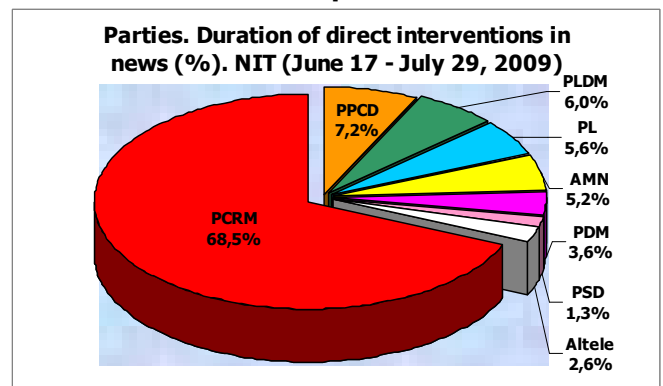


11 of those 12 parties covered by NIT had direct interventions. They enjoyed 1,653 appearances of this type with a total duration of 43,421 sec. (see Graph 7.) NIT spoke about the PCRM the most. The duration of this party's appearance was 68.5% of the total airtime granted to parties for direct interventions, i.e. 9.5 times more than the time granted to the PPCD (7.2%), 11.4 times more than the time granted to the PLDM (6%), 12.2 times more than the time granted to the PL (5.6%), 13 times more than to the AMN (5.2%), 19 times more than to the PDM (3.9%) and about 53 times more than the time granted to the PSD (1.3%) (see Graph 8).

Graph 7

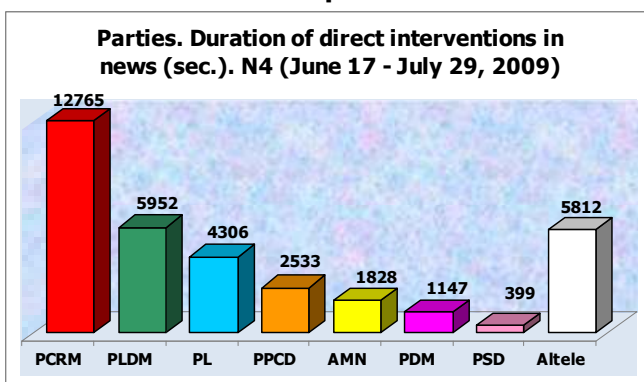


Graph 8

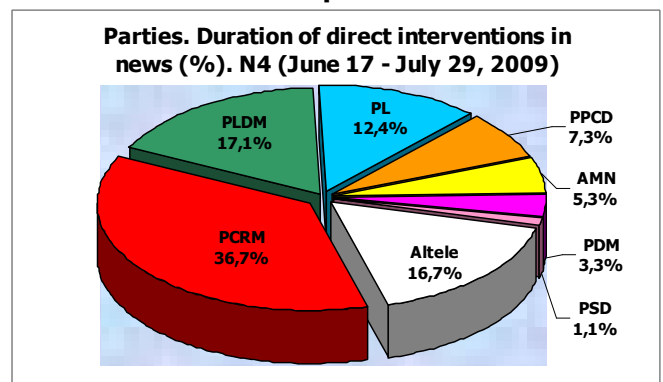


15 of those 16 parties had 1,232 direct interventions on N4. Their total duration was 31,742 sec. (see Graph 9.) The largest share of this airtime went to the PCRM (36.7 %), i.e. twice more than the time granted to the PLDM (17.1%), 3 times more than the time granted to the PL (12.4%), 5 times more than to the PPCD (7.3%), about 7 times more than to the AMN (5.3%), 11 times more than to the PDM (3.3%) and 33 times more than the time granted to the PSD (1.1%) (see Graph 10).

Graph 9



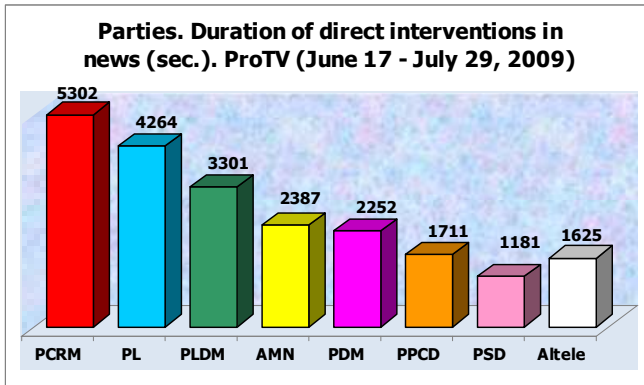
Graph 10



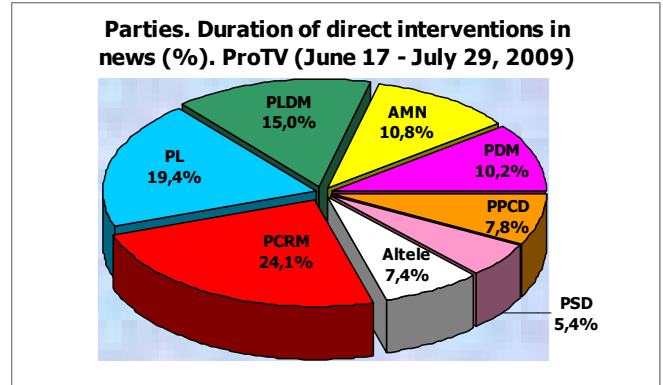
Unlike those three stations, other two ones (ProTV and TV7), with the same leader on the list of political parties (PCRM), covered the parties with less biasness.

13 of those 16 covered parties had direct interventions on ProTV. They enjoyed 1,183 appearances of this kind with the total duration of 22,023 sec. (see Graph 11). ProTV granted the PCRM 275 direct interventions during 5,302 sec. i.e. 24.1% of the total airtime granted to the parties for their direct interventions. This share is 1.2 times bigger than the one of the PL (19.4%), 1.6 times more than the one of the PLDM (15%), slightly 2 times more than the share for the AMN (10.8%) and the PDM (10,2%), 3.3 times more than the share of the PPCD (7.8%) and 4.5 times more than the PSD's share (5.4%) (see Graph 12.)

Graph 11

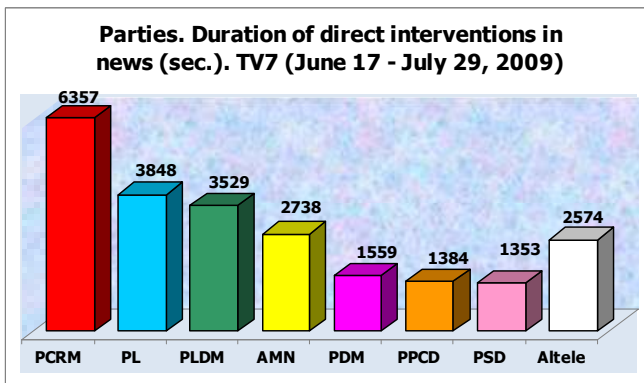


Graph 12

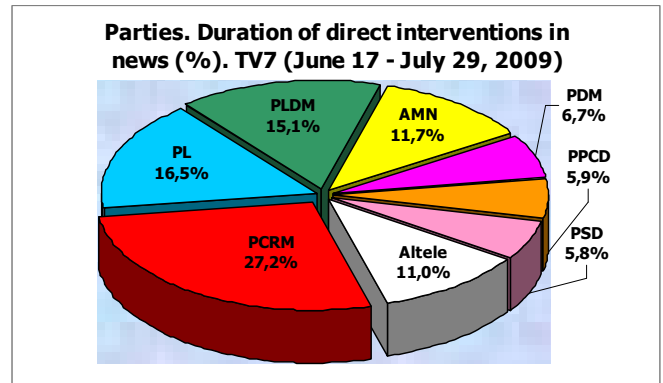


TV7 granted 1,348 direct interventions to 13 parties of 15 covered, their aggregated duration being 23,342 sec. (see Graph 13.) The distribution of the airtime granted for the direct appearances of parties is broken down in Graph 14. Thus, the share of the PCRPM's direct interventions, the first on the parties coverage list, was 27.2 %, that is 1.6 times more than the one of the PL (16.5%), 1.8 times more than the one of the PLDM (15.1%), 2.3 times more than the one of the AMN (11.7%), 4 times more than the share of the PDM (6.7%) and 4.6 times more than the share of the PPCD (5.9%) and of the PSD (5.8%)

Graph 13

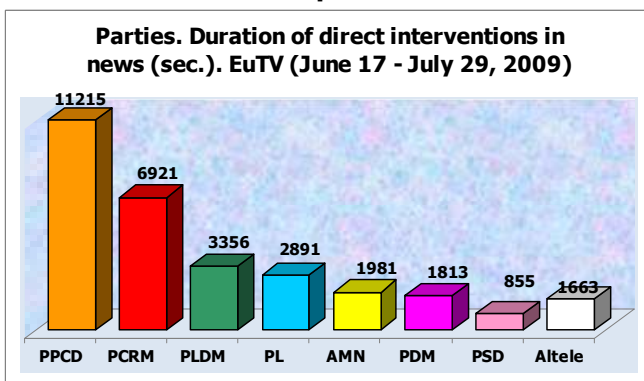


Graph 14

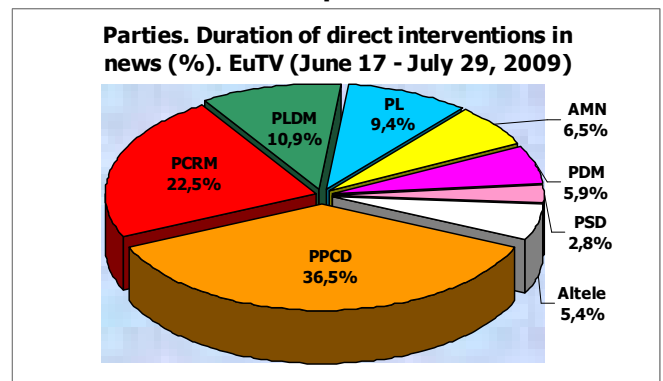


EuTV occupied an intermediary position in terms of intensity and coverage way through the direct interventions of the political parties, in other words, between NIT, N4 and Moldova 1, on the one hand, and ProTV and TV7, on the other. 13 of those 16 covered political parties enjoyed direct interventions on EUTV (1,275 direct interventions during 30,731 sec.) This TV station granted priority to the promotion of the PPCD in its newscasts (444 direct appearances during 11,215 sec.), thus gathering 36.5 % of the airtime granted to all the mirrored parties (see Graph 15). The PPCD's share was thus 1.6 times bigger than the one of the PCRPM (22.5%), 3.3 times more than the PLDM (10.9%), 3.9 times more than the PL (9.4%), 5.6 times more than the AMN (6.5%), 6 times more than the PDM (5.9%) and 13 times more than the PSD (2.8%) (see Graph 16).

Graph 15



Graph 16



On Prime and TVC21, such analysis cannot be performed, since those stations had an insignificant number of newscasts presenting political actors.

The imbalance in covering the political parties could have been significantly declining, if the monitored stations had consistently developed the trend, shaping from July 1 and 14, regarding the decrease of the disproportions. In this context, we shall remind that on Moldova 1 and NIT, the discrepancies in covering the parties during the reference period were dropping 2-3 times as related to the first two weeks of the summer race and, from that

perspective, they were close to ProTV and TV7, securing even better results on certain segments. But this trend was not defining to determine the editorial policies, especially during the last two weeks of the race.

The quantity coverage of the political parties during the summer campaign, although having recorded some progress, on most of the TV stations (NIT, N4, Moldova 1, EuTV), was more likely to reduce the political pluralism and to promote political partisanship in news.

Conclusions

The quantitative data on monitoring the political actors' presence in the newscasts during the early elections campaign, considered in the context of the data from the spring campaign, tell of a relevant boost of the involvement of the monitored stations into the electoral process.

That involvement was generally marked by the differentiated approach, and partisan in many cases, of the personalized and institutionalized political actors. The progress recorded in this respect during the race (July 1-14), especially expressed in the decrease of the discrepancies in covering political actors bore a temporary character and did not change the vectors of the editorial policies on most of the televisions.

Thus, NIT, N4, Moldova 1, and EuTV on some segments, partially and preferentially treated the personalized political actors, representatives of the PCRM and PPCD, as well as the institutionalized actors (the institutions of the central government, PCRM, PPCD), neglecting or disfavoring the other electoral competitors.

Other stations (ProTV, TV7) displayed a trend of balance and impartial coverage of the personalized and institutionalized political actors. But, mention must be made in this context, that these stations also displayed certain deviations from this general vector of their editorial policies.

We shall also find that a series of TV stations, put on the observation list (2 Plus, Prime and TVC21), either did not broadcast news, or had symbolical or episodic performances.

4. QUALITY DIMENSION OF POLITICAL ACTORS' PRESENCE IN NEWSCASTS

4.1. Political actors in newscasts. Positive context

From June 17 through July 29, 2009, eight televisions aired news with the political actors in a positive context. Aggregated, those 8 televisions put 54 personalized actors, 5 institutions-actors and 11 parties-actors in a positive context in their news (see Table 1).

Table 1

TV	POLITICAL ACTORS IN NEWS. POSITIVE CONTEXT						
	No.	PERSONALIZED	times	INSTITUTIONS	times	PARTIES	times
EuTV		11	138	4	265	6	227
	1	Rosca Iu.	92	Parties	130	PPCD	145
	2	Voronin V.	18	Government	117	PCRM	39
	3	Lupu M.	5	Presidency	10	PL	12
	4	Misin V.	4	PLA	8	PLDM	12
	5	Baldovici V.	4			AMN	10
	6	Filat V.	3			PDM	9
	7	Greceanai Z.	3				
	8	Gorodenco A.	3				
	9	Dodon I.	2				
	10	Vaculovschi G.	2				
Moldova 1		32	259	5	643	9	298
	1	Voronin V.	41	Government	335	PCRM	185
	2	Catrinici L.	32	PARTIES	216	PPCD	57
	3	Rosca Iu.	21	PLA	63	PLDM	17
	4	Greceanai Z.	17	Presidency	24	PSD	15
	5	Muntean Iu.	16	Parliament	5	PL	8
	6	Dodon I.	14			PDM	6
	7	Parlog V.	11			AMN	5
	8	Baldovici V.	10			UCM	3
	9	Braghis D.	9			PEMAVE	2
	10	Golovin B.	8				
N4		14	212	4	416	7	342
	1	Voronin V.	109	Parties	207	PCRM	282
	2	Dodon I.	21	Government	125	PPCD	42
	3	Rosca Iu.	20	Presidency	78	MAE	6
	4	Greceanai Z.	18	PLA	6	PLDM	3
	5	Gorodenco A.	14			PL	3
	6	Misin V.	6			AMN	3
	7	Turcan V.	4			PDM	3
	8	Baldovici V.	3				
	9	Durlesteanu M.	3				
	10	Muntean Iu.	3				
NIT		28	647	5	1251	6	853
	1	Voronin V.	284	Government	494	PCRM	770
	2	Greceanai Z.	60	Parties	474	PPCD	50
	3	Dodon I.	59	Presidency	259	PSD	13
	4	Rosca Iu.	46	PLA	18	PLDM	8
	5	Turcan V.	29	Parliament	6	PSMPR	7
	6	Petrenco G.	21			UCM	5
	7	Misin V.	16				
	8	Muntean Iu.	16				
	9	Gorodenco A.	15				
	10	Sova V.	12				
Prime		1	6	2	15	1	6
	1	Voronin V.	6	Government	9	PCRM	6
	2			Presidency	6		
ProTV		13	58	4	111	8	103
	1	Voronin V.	9	Parties	72	PCRM	30
	2	Lupu M.	7	Government	20	PLDM	19
	3	Greceanai Z.	6	PLA	10	PL	17
	4	Filat V.	5	Presidency	9	AMN	11
	5	Rosca Iu.	5			PDM	11
	6	Fusu C.	4			PPCD	9
	7	Godea M.	4			PSD	4
	8	Grozavu N.	4			MAE	2
	9	Urechean S.	4				
	10	Chirtoaca D.	3				
TV7		7	83	3	225	8	198
	1	Lupu M.	25	Parties	190	PCRM	36
	2	Filat V.	15	Government	30	PLDM	35
	3	Rosca Iu.	12	PLA	5	AMN	30
	4	Dodon I.	11			PDM	25
	5	Urechean S.	10			PPCD	22
	6	Chirtoaca D.	5			PL	15
	7	Oniscenco O.	5			PSD	15
	8					UCM	15

					OL ³	5	
TVC21				1	3	3	3
	1			Parties	3	PLDM	1
	2					MAE	1
	3					AMN	1
TV Synthesis		54	1403	5	2929	11	2030
	1	Voronin V.	467	Parties	1292	PCRPM	1348
	2	Rosca Iu.	196	Government	1130	PPCD	325
	3	Dodon I.	107	Presidency	386	PLDM	95
	4	Greceanai Z.	104	PLA	110	AMN	60
	5	Catrinici L.	42	Parliament	11	PL	55
	6	Lupu M.	40			PDM	54
	7	Gorodenco A.	38			PSD	47
	8	Turcan V.	38			UCM	23
	9	Muntean Iu.	35			MAE	9
	10	Misin V.	29			PSMPR	7
	11					PEMAVE	2
						OL	5

▪ Personalized actors

During the monitored period, 7 televisions aired news with personalized political actors in a positive context.

EuTV put in its news 11 personalized actors. 7 of the first 10 represent the government. The first two positions in the top list are held by Iu.Rosca and V.Voronin. Iu.Rosca appeared in positive context news 5 times more often than V.Voronin and 46 times more often than the holders of the last two positions in top 10.

Moldova 1 put in positive context news 32 personalized actors, 9 of the first 10 representing the government. The first position in the top list is held by V.Voronin. By number of appearances in news in a positive context, the relation between the holders of the first and last positions in top 10 is 5 to 1.

N4 and NIT put 14 and respectively 28 personalized actors in news in a positive context. Exclusively the representatives of the government are in the top 10 lists of both channels. The first on N4, as well as on NIT, is V.Voronin with 109 and, respectively, 284 appearances in a positive context, staying blatantly out in comparison with the holders of the other positions, the relation between the holders of the first and last positions on N4 being 36 to 1, and on NIT –23 to 1.

ProTV put 13 personalized actors in positive context news, 3 of the first 10 representing the government. By number of appearances in news in a positive context, the relation between the holders of the first and the last positions in top 10 is 3 to 1.

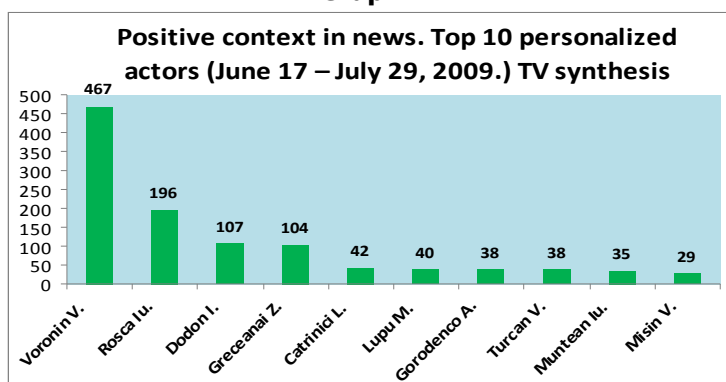
TV7 put 7 personalized actors in positive context news, two of them representing the power. By number of appearances in positive context news, the relation between the holders of the first and the last positions is 5 to 1.

TV Prime put in a positive context in its news a single personalized actor– V.Voronin, 6 times.

TVC21 put no personalized political actor in positive context news.

9 of those 10 mostly covered personalized actors in news, in a positive context, in those 7 televisions, represent the government (see Graph 1).

Graph 1



▪ Institutionalized actors. Institutions

The mostly covered institutions-actors in news, in a positive context, were the *Parties* and *the Government*.

The *Parties*-actor is on position 1 of 5 of 8 televisions: EuTV, N4, ProTV, TV7 and TVC21. TV Prime ignored this institutionalized actor.

The actor *the Government* is on position 1 on Moldova 1, NIT and Prime.

Aggregated, the actor *Parties* was the mostly covered in a positive context in the news of those 8 televisions, while the *Parliament* was the least covered.

▪ Institutionalized actors. Political parties

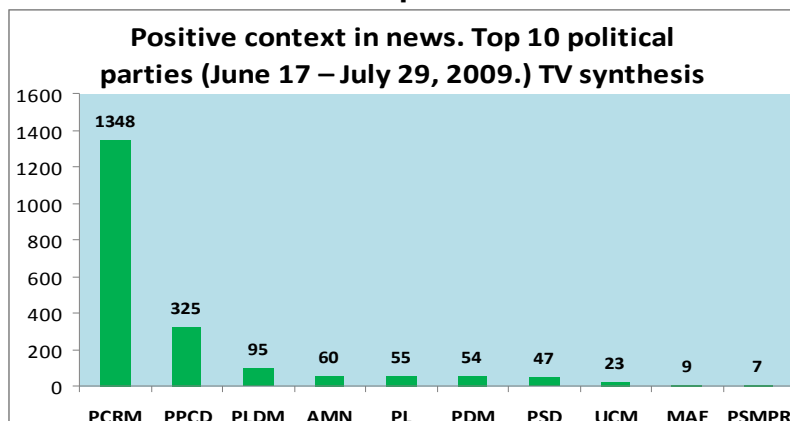
ProTV and TV7 put in a positive context in their news the largest number of political parties as actors – 8, and Prime – the smallest number – 1.

³ The monitors identified by "OL" the political actor referred to as "Liberal opposition" and not a separate political entity.

The party most often put in a positive context in news was the PCRM, blatantly more than the other political parties. The PCRM was put in a positive context most often by NIT, 770 times; by N4 – 282 times and by Moldova 1 – 185 times. The second position by appearance in news, in a positive context, was occupied by the PPCD. This political party as an actor appeared 145 times on EuTV, on Moldova 1 – 57 times, on NIT – 50 times and on N4 – 42 times.

Aggregated, on the monitored televisions, the PCRM appeared in news in a positive context two times more often than all the other political parties from top 10, aggregated, over 6 times more often than the opposition Liberal parties together, and 192 times more often than the holder of the last position from the top list (see Graph 2).

Graph 2



4.2. Political actors in newscasts. Negative context

During the reference period, eight televisions aired news with political actors put in a negative context. Jointly, those 8 televisions put in negative context news 76 personalized actors, 5 institutions as actors and 13 parties as actors (see Table 2).

Table 2

TV	POLITICAL ACTORS IN NEWS. NEGATIVE CONTEXT						
	No.	PERSONALIZED	Times	INSTITUTIONS	times	PARTIES	times
EuTV		26	228	4	599	10	465
	1	Chirtoaca D.	52	Parties	417	PL	122
	2	Urechean S.	40	PLA	145	AMN	99
	3	Voronin V.	16	Government	28	PCRM	98
	4	Filat V.	16	Presidency	9	PLDM	59
	5	Ghimpu M.	15			PDM	33
	6	Lupu M.	13			UCM	9
	7	Grozavu N.	6			PSD	5
	8	Tarlev V.	6			PPCD	4
	9	Chetraru A.	6			MAE	2
	10	Petrenco G.	5			PEMAVE	2
						INDEP ⁴	4
						OL	28
Moldova 1		27	281	4	675	10	514
	1	Ghimpu M.	38	Parties	506	PL	141
	2	Chirtoaca D.	36	PLA	124	PLDM	112
	3	Lupu M.	30	Government	42	AMN	73
	4	Filat V.	25	Presidency	3	PCRM	50
	5	Butmalai I.	25			PDM	45
	6	Urechean S.	16			PSD	28
	7	Tanase A.	15			UCM	6
	8	Grozavu N.	13			PRM	4
	9	Platon V.	12			MAE	3
	10	Starodub D.	7			PNL	3
						OL	49
N4		37	1049	4	1813	9	1747
	1	Filat V.	225	Parties	1711	PL	485
	2	Ghimpu M.	203	PLA	88	PLDM	462
	3	Urechean S.	202	Government	8	AMN	324
	4	Chirtoaca D.	124	Presidency	6	PDM	131
	5	Lupu M.	84			PCRM	44
	6	Nagacevschi V.	30			PSD	6
	7	Tanase A.	27			UCM	6
	8	Godea M.	18			MAE	3
	9	Butmalai I.	11			PPCD	2
	10	Cernei O.	9			INDEP	10
						OL	274

⁴ The observers identified as „INDEP” the independent candidates/non-affiliated politicians, which are not a separate political entity.

NIT		30	626	4	1246	7	1098
	1	Urechean S.	121	Parties	1067	PL	284
	2	Chirtoaca D.	117	PLA	124	PLDM	235
	3	Filat V.	106	Government	31	AMN	207
	4	Ghimpu M.	82	Parliament	24	PDM	60
	5	Lupu M.	34			PCRM	25
	6	Platon V.	19			PSD	23
	7	Tanase A.	18			MAE	8
	8	Nagacevski V.	16			OL	256
	9	Starodub D.	14				
	10	Ghelici F.	9				
Prime		0		1	1	0	
	1			Government	1		
ProTV		35	333	5	873	11	625
	1	Voronin V.	65	Parties	550	PCRM	333
	2	Lupu M.	48	Government	236	PDM	76
	3	Chirtoaca D.	29	Presidency	54	PL	57
	4	Turcan V.	21	PLA	28	AMN	40
	5	Iordan V.	18	Parliament	5	PLDM	33
	6	Urechean S.	16			PSD	14
	7	Papuc G.	13			PPCD	9
	8	Musuc E.	10			UCM	8
	9	Savga L.	10			MFN	4
	10	Greceanai Z.	8			MAE	3
						PNL	3
						OL	45
TV7		17	215	4	544	8	439
	1	Voronin V.	60	Parties	394	PCRM	264
	2	Lupu M.	30	Government	65	PL	25
	3	Urechean S.	20	PLA	40	PLDM	15
	4	Chirtoaca D.	15	Presidency	45	AMN	20
	5	Braghis D.	10			PDM	35
	6	Filat V.	10			PPCD	15
	7	Rosca Iu.	10			PSD	15
	8	Tarlev V.	10			UCM	15
	9	Tkaciuk M.	10			OL	35
	10	Moldovanu M.	5				
TVC21		2	2	3	7	3	6
	1	Tarlev V.	1	Parties	6	PCRM	2
	2	Braghis D.	1	Government	1	UCM	1
	3					PSD	1
						OL	2
TV Synthesis		76	2734		5758	13	4894
	1	Urechean S.	415	Parties	4651	PL	1114
	2	Filat V.	388	PLA	549	PLDM	916
	3	Chirtoaca D.	373	Government	412	PCRM	816
	4	Ghimpu M.	345	Presidency	117	AMN	763
	5	Lupu M.	239	Parliament	29	PDM	380
	6	Voronin V.	156			PSD	92
	7	Tanase A.	68			UCM	45
	8	Nagacevski V.	57			PPCD	30
	9	Platon V.	42			MAE	19
	10	Butmalai I.	39			PNL	6
	11					MFN	4
	12					PRM	4
	13					PEMAVE	2
						INDEP	14
						OL	689

▪ Personalized actors

7 of those 8 televisions (save for Prime) put personalized political actors in a negative context in news.

EuTV put in negative context news 26 personalized actors. 7 of 10 most covered actors in a negative context are representatives of the political opposition.

Moldova 1 put 27 personalized political actors in a negative context in news. 10 of the mostly mirrored actors in a negative context are representatives of the political opposition.

N4 put 37 (the most) personalized actors in negative context news. 10 of the most covered actors in a negative context represent the political opposition.

NIT put in negative context news 30 personalized actors. 10 mostly covered actors in a negative context represent the political opposition.

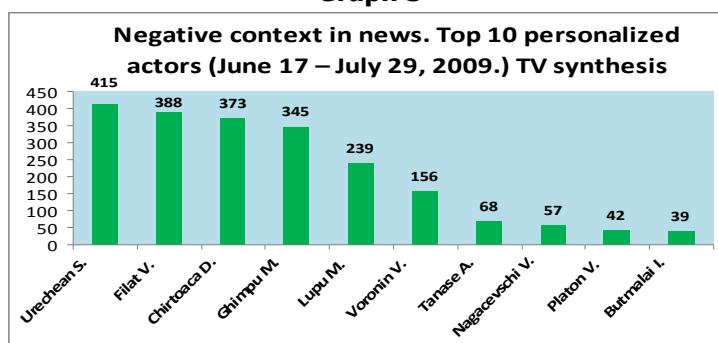
ProTV put 35 personalized actors in a negative context in news. 3 of 10 mostly covered in a negative context represent the political opposition.

TV7 placed 17 personalized actors in a negative context in news. 7 of 10 mostly covered actors in a negative context represent the political opposition.

TVC21 put 2 personalized actors in a negative context in news, by one time, both representing the political opposition.

Aggregated, the watched televisions put 76 personalized actors in a negative context in news. In top 10 of the mostly covered personalized actors in a negative context in news, 9 represent the political opposition. The first 4 position from the top are held by the leaders of the opposition Liberal parties (see Graph 3).

Graph 3



▪ Institutionalized actors. Institutions

All those 5 categories of institutions as actors were placed in negative context stories, differently as frequency, only on ProTV. Most of the televisions tackled in this context 4 categories of institutions as actors.

The actor-institution most often put in a negative context in the news was the *Parties*, while the institution as actor the rarest placed in a negative context in news was the *Parliament* (see Table 2).

▪ Institutionalized actors. Political parties

7 of the watched televisions (except for Prime) put political parties-actors in negative context in news.

ProTV placed the largest number of parties – 11 – in negative context news, and most often than all the other parties -- PCRM.

EuTV and Moldova 1 placed 10 parties in negative context in the news, most often – the same party – the PL.

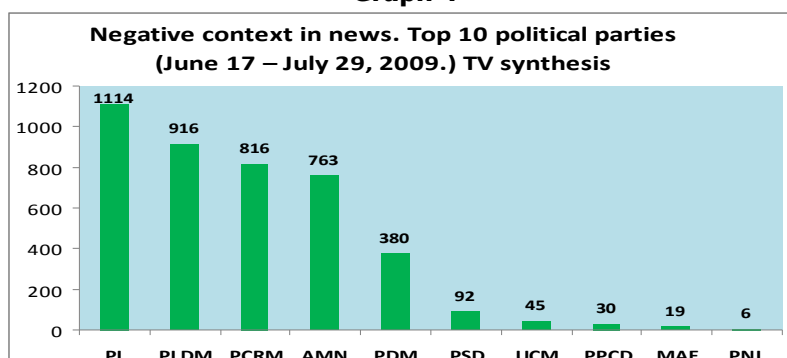
N4 and NIT placed 9 and respectively 7 parties in negative context news, and most often – the same PL.

TV7 placed 8 parties in a negative context in its news, and most often than all the other aggregated – the PCRM.

TVC21 placed 3 parties in negative context in its news (see Table 2.)

Aggregated on the monitored televisions, the top list of the parties most often appearing in negative context in the news is broken down in Graph 4.

Graph 4



4.3 Political actors in newscasts. Favoring attitude

During the reference period, 4 televisions displayed favoring attitudes towards political actors. All in all, those 4 televisions displayed favoring attitude in their news towards 10 personalized actors, 4 institutions as actors and 3 parties as actors (see Table 3).

Table 3

TV	POLITICAL ACTORS IN NEWS. FAVORING ATTITUDE						
	No.	PERSONALIZED	times	INSTITUTIONS	times	PARTIES	times
EuTV		2	6	1	14	1	14
	1	Rosca Iu.	4	Parties	14	PPCD	14
	2	Vaculovschi G.	2				
Moldova 1		2	6	2	11	2	11
	1	Voronin V.	3	Parties	8	PCRM	6
	2	Turcan V.	3	Presidency	3	PPCD	5
N4		2	15	4	59	2	56
	1	Voronin V.	13	Parties	47	PCRM	53
	2	Turcan V.	2	Presidency	6	PPCD	3
	3			PLA	3		
	4			Government	3		

NIT		8	75	3	205	2	159
	1	Voronin V.	40	Parties	119	PCRM	155
	2	Dodon I.	8	Government	50	PSMPR	4
	3	Sova V.	6	Presidency	36		
	4	Muntean Iu.	5				
	5	Greceanai Z.	4				
	6	Misin V.	4				
	7	Smirnov E.	4				
	8	Turcan V.	4				
TV Synthesis		10	102	4	289	3	240
	1	Voronin V.	56	Parties	188	PCRM	214
	2	Turcan V.	9	Government	53	PPCD	22
	3	Dodon I.	8	Presidency	45	PSMPR	4
	4	Sova V.	6	PLA	3		
	5	Muntean Iu.	5				
	6	Greceanai Z.	4				
	7	Misin V.	4				
	8	Rosca Iu.	4				
	9	Smirnov E.	4				
	10	Vaculovschi G.	2				

Four televisions – EuTV, Moldova 1, N4 and NIT – displayed favoring attitude in news towards the personalized actors. NIT favored the largest number of personalized actors - 8, the other televisions favored by two personalized actors: Moldova 1 and N4 – the same – V.Voronin and V.Turcan, and EuTV – two PPCD representatives: Iu.Rosca and G.Vaculovschi.

Aggregated, in those 4 televisions, favoring attitude was displayed, in the news, most often towards a single personalized actor – V.Voronin. He is favored more often than the other 9 personalized actors together (see Graph 5). 9 of 10 personalized actors are representatives of the government.

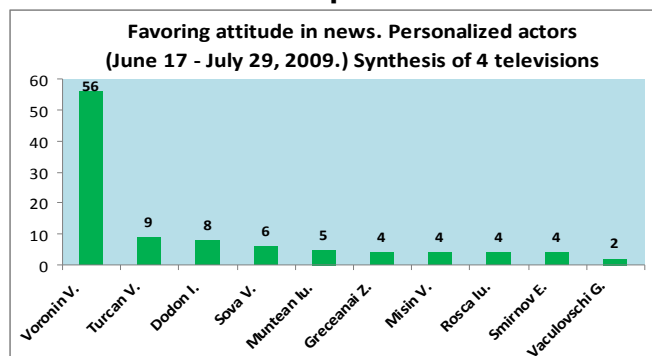
Three of four televisions – Moldova 1, N4 and NIT – displayed, in news, favoring attitude towards by two parties. Moldova 1 and N4 – towards the same PCRM and PPCD. NIT – towards the PCRM and PSMPR.

EuTV displayed in its news a favoring attitude towards a single party – the PPCD.

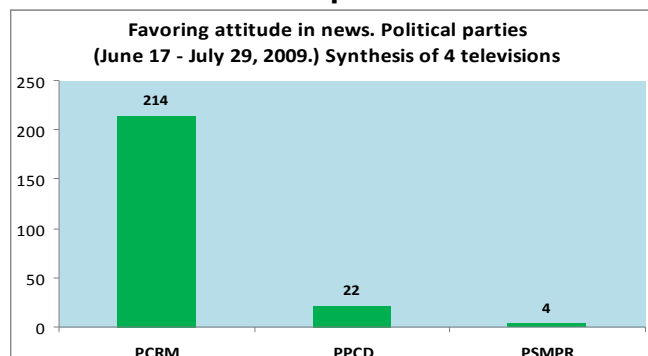
Favoring attitude towards the same party – the PCRM – was displayed more often by NIT and N4: 155 times and, respectively, 53 times.

Aggregated, on those 4 televisions, the favoring attitude towards parties as actors is presented in Graph 6. During the reference period, the PCRM was favored in news by over 8 times more often than the other two parties together.

Graph 5



Graph 6



4.4. Political actors in newscasts. Disfavoring attitude

During the reference period, 4 televisions displayed disfavoring attitude towards political actors in news. Aggregated, those 4 televisions showed disfavoring attitude towards 27 personalized actors, 3 institutions as actors and 5 parties as actors (see Table 4).

Table 4

TV	POLITICAL ACTORS IN NEWS. DISFAVORING ATTITUDE						
	No.	PERSONALIZED	times	INSTITUTIONS	times	PARTIES	times
EuTV		7	31	2	53	3	35
	1	Urechean S.	12	PLA	29	AMN	15
	2	Grozavu N.	6	Parties	24	PL	14
	3	Filat V.	3			PLDM	6
	4	Untila V.	3				
	5	Tanase A.	3				
	6	Fusu C.	3				
	7	Chirtoaca D.	1				
Moldova 1		3	16	2	31	3	28
	1	Ghimpu M.	10	Parties	22	PL	10
	2	Filat V.	3	PLA	9	PLDM	9
	3	Munteanu I. (N)	3			AMN	9

N4		23	477	2	807	5	790
	1	Ghimpu M.	110	Parties	779	PL	241
	2	Filat V.	101	PLA	28	PLDM	237
	3	Urechean S.	94			AMN	156
	4	Chirtoaca D.	56			PDM	37
	5	Lupu M.	30			UCM	3
	6	Nagacevski V.	18			OL	116
	7	Tanase A.	12				
	8	Godea M.	6				
	9	Uratu S.	6				
	10	Vieru C.	6				
NIT		15	281	3	469	4	448
	1	Urechean S.	69	Parties	402	PLDM	127
	2	Chirtoaca D.	56	PLA	49	PL	122
	3	Filat V.	54	Parliament	18	AMN	90
	4	Ghimpu M.	35			PDM	8
	5	Tanase A.	24			OL	101
	6	Lupu M.	8				
	7	Ionita V.	5				
	8	Negruta V.	5				
	9	Cernei O.	4				
	10	Fusu C.	4				
TV Synthesis		27	805	3	1360	5	1301
	1	Urechean S.	175	Parties	1227	PL	387
	2	Filat V.	161	PLA	115	PLDM	379
	3	Ghimpu M.	155	Parliament	18	AMN	270
	4	Chirtoaca D.	113			PDM	45
	5	Tanase A.	39			UCM	3
	6	Lupu M.	38			OL	217
	7	Nagacevski V.	22				
	8	Fusu C.	10				
	9	Uratu S.	9				
	10	Ionita V.	8				

4 televisions, the same, displayed, in news, disfavoring attitude towards personalized political actors. The personalized actors towards whom disfavoring attitude was shown come exclusively from the political opposition (see Table 4).

EuTV disfavored 7 personalized actors, and most often – S.Urechean, 12 times.

Moldova 1 disfavored 3 personalized actors in its news, and most often –M.Ghimpu, 10 times.

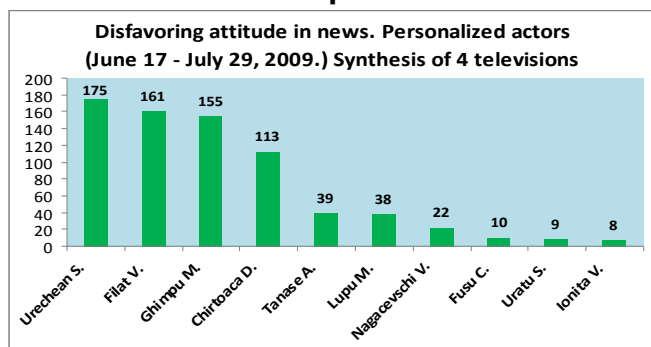
N4 disfavored, in its news, most of the personalized actors – 23, and most often – V.Filat, 101 times.

NIT disfavored, in its news, 15 personalized actors, and most often – S.Urechean, 69 times.

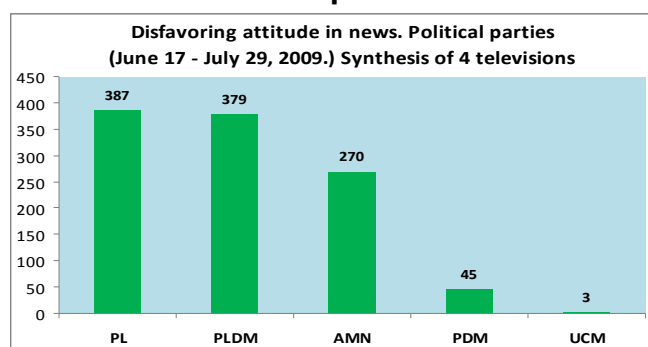
The personalized actors, towards the televisions displayed disfavoring attitude most often are S.Urechean, V.Filat, M.Ghimpu and D.Chirtoacă (see Graph 7.)

Those 4 televisions showed disfavoring attitude towards 5 actors-parties, which exclusively come from the opposition. The PL, PLDM and AMN were disfavored most often in the news of N4 and NIT (see Graph 8.)

Graph 7



Graph 8



Conclusions:

- During the electoral race for the July 29 early elections, the monitored televisions guided themselves by different policies in editing the news mirroring the actors involved in the poll;
- N4 and NIT openly made political propaganda and electioneering in the government's favor, in the ruling party's favor and in its electoral contests' favor. Jointly with Moldova 1 and EuTV, those televisions polished the authorities' images and massively denigrated the opposition parties and, systematically, the ones entering the parliament on April 5, 2009;
- During the reference period, Moldova 1 and EuTV, in a more veiled manner, and N4 and NIT – openly – pursued political goals, allowing derogations from the law and the professional norms;
- ProTV and TV7 are the only televisions which actually tried to inform the public, through their news, about the electoral process.

5. QUALITY OF NEWS COVERING POLITICAL ACTORS

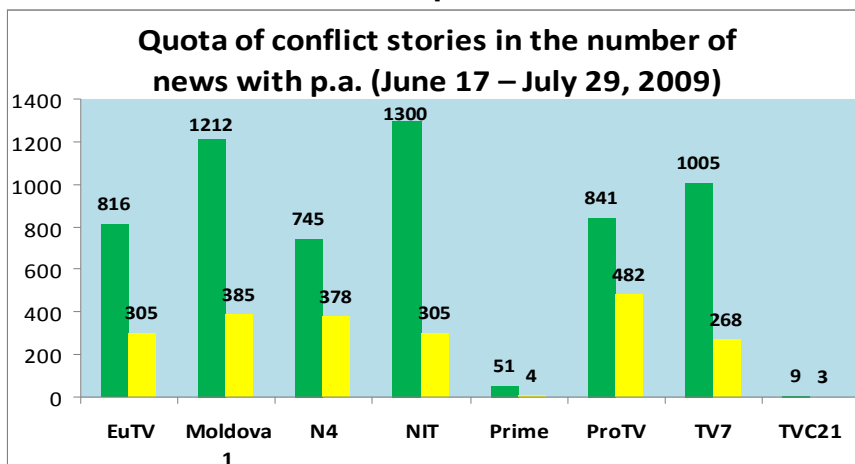
Eight televisions aired conflict-related stories with political actors during the reference period. The largest quota of conflict-related stories in the total number of news stories mirroring political actors was recorded by ProTV and N4 – almost one story in two, and the lowest – by Prime – one in 13.

On EuTV every second-third story was related to some political conflict.

On Moldova 1 and TVC21 – every third story.

On NIT and TV7 – almost every 4th story was related to some conflict; on NIT – almost every fourth story, and on Prime – every 13th story (see Graph 1).

Graph 1



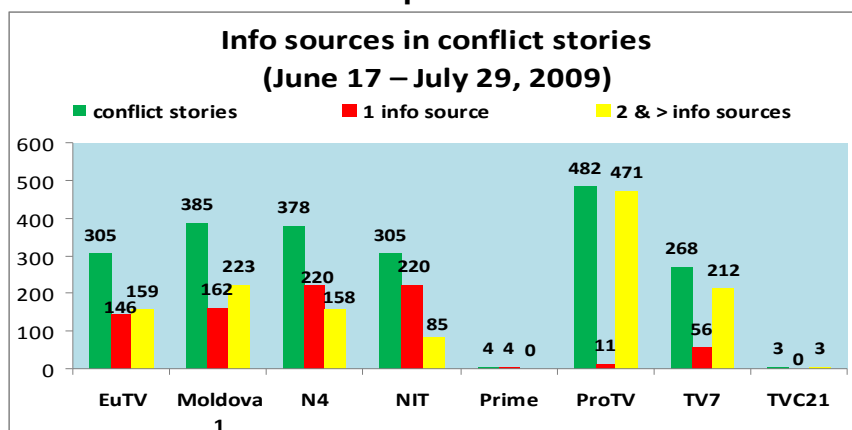
During the reference period, Prime produced all the conflict-related stories on a single information source, and TVC21 – on the basis of several sources, although both had an insignificant number of conflict-related stories.

EuTV and Moldova 1 produced more than a half of the number of conflict stories on the basis of several info sources.

ProTV and TV7 produced most of their conflict-related stories on the basis of several information sources and are the closest to the professional standards of writing news.

N4 and NIT are the only televisions having ignored the legal and professional norms of producing the conflict-related stories (see Graph 2.) Neither during the earlier monitoring periods, these televisions managed to overcome their handicap of writing stories on the basis of a single info source.

Graph 2



Conclusions:

During the reference period, ProTV, TV7 and TVC21 actually displayed their previously noticed loyalty to the professional standards in writing conflict-related stories. EuTV kept almost the same numerical relation between the conflict stories written on the basis of a single source and several info sources, and Moldova 1 improved this relation in comparison with the one recorded during the earlier monitoring sessions. N4 and especially NIT remained the prisoners of the outdated practices of producing conflict-related stories.

6. POLITICAL ACTORS' PRESENCE IN PROGRAMS: STATISTICAL DATA

Monitoring period:		June 17 - July 29, 2009	
Monitored TV station:	EuTV	Monitored program:	Programs
Program title:	Duration (sec.)	Program title:	Duration (sec.)
Epacentru	23456	Media Expres	40464
Post-Factum	28136	Titles: 3	92056

No. TV Pr.	ACTORS EuTV Programs	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	Rosca Iu.	65	11382	39	2861	104	14243	25	0	79	17	0	87
2	Lupu M.	7	230	26	4142	33	4372	0	9	24	0	7	26
3	Voronin V.	42	1192	32	2722	74	3914	4	4	66	2	0	72
4	Chirtoaca D.	7	129	30	2846	37	2975	0	22	15	0	11	26
5	Urechean S.	11	179	35	2458	46	2637	0	23	23	0	20	26
6	Tarlev V.	4	84	24	1138	28	1222	0	9	19	0	5	23
7	Turcanu D.	6	502	4	320	10	822	4	2	4	0	0	10
8	Braghis D.	4	74	9	701	13	775	0	3	10	0	1	12
9	Filat V.	12	192	23	541	35	733	0	8	27	0	8	27
10	Platon V.	0	0	10	620	10	620	0	10	0	0	6	4
11	Pavlicenco V.	6	62	16	554	22	616	0	4	18	0	4	18
12	Ghimpu M.	5	99	17	382	22	481	0	10	12	0	6	16
13	Petrencu A.	6	114	12	222	18	336	0	4	14	0	4	14
14	Popov A.	4	152	2	152	6	304	0	0	6	0	0	6
15	Cernei O.	8	104	8	130	16	234	0	0	16	0	0	16
16	Ciobanu V.	11	231	0	0	11	231	2	0	9	0	0	11
17	Osipov V.	14	140	6	82	20	222	0	0	20	0	0	20
18	Petrache M.	4	32	6	178	10	210	0	2	8	0	0	10
19	Vaculovschi G.	8	152	6	44	14	196	8	0	6	4	0	10
20	Diacov D.	6	84	10	102	16	186	0	0	16	0	0	16
21	Gherman V.	0	0	2	178	2	178	0	2	0	0	0	2
22	Petrencu G.	7	114	7	51	14	165	0	0	14	0	0	14
23	Ciubasenco D.	0	0	4	162	4	162	0	0	4	0	0	4
24	Ciuru I.	9	134	0	0	9	134	2	0	7	0	0	9
25	Rabei S.	6	132	0	0	6	132	0	0	6	0	0	6
26	Parlog V.	6	120	2	6	8	126	0	0	8	0	0	8
27	Catrinici L.	4	72	2	52	6	124	0	0	6	0	0	6
28	Untila V.	4	92	2	30	6	122	0	0	4	0	0	4
29	Corduneanu A.	4	112	2	8	6	120	0	0	6	0	0	6
30	Fusu C.	1	26	2	94	3	120	0	1	1	0	1	1
31	Tkaciuk M.	4	92	4	16	8	108	0	0	8	0	0	8
32	Cosarciuc V.	2	40	4	58	6	98	0	0	6	0	0	6
33	Greceanai Z.	2	64	4	20	6	84	0	0	6	0	0	6
34	Nirca N.	2	22	4	56	6	78	0	0	6	0	0	6
35	Uratu S.	2	58	2	20	4	78	0	0	4	0	0	4
36	Dodon I.	4	40	4	32	8	72	0	0	8	0	0	8
37	Cotet V.	2	54	2	14	4	68	0	2	2	0	0	4
38	Sarbu S.	2	32	2	28	4	60	0	0	4	0	0	4
39	Cubreacov V.	2	58	0	0	2	58	0	0	2	0	0	2
40	Railean V.	4	20	2	38	6	58	0	0	6	0	0	6
41	Zubic V.	2	44	2	12	4	56	0	0	4	0	0	4
42	Muravschi Al.	2	52	0	0	2	52	0	0	2	0	0	2
43	Creanga S.	2	40	2	10	4	50	0	0	4	0	0	4
44	Jantuan S.	0	0	2	50	2	50	0	2	0	0	0	2
45	Lazar V.	2	44	0	0	2	44	0	0	2	0	0	2
46	Volentir A.	2	34	2	10	4	44	0	0	4	0	0	4
47	Boico M.	2	20	2	20	4	40	0	0	4	0	0	4
48	Zolotco M.	0	0	2	38	2	38	0	2	0	0	0	2
49	Ciobanu I.	2	12	2	20	4	32	0	0	4	0	0	4
50	Savga L.	2	24	2	8	4	32	0	0	4	0	0	4
51	Secareanu S.	2	32	0	0	2	32	0	0	2	0	0	2
52	Misin V.	0	0	2	28	2	28	0	0	2	0	0	2
53	Durlesteanu M.	0	0	1	27	1	27	0	0	1	0	0	1
54	Nagacevski V.	0	0	4	26	4	26	0	2	2	0	0	4
55	Andronic N.	0	0	2	24	2	24	0	0	2	0	0	2
56	Bujor L.	2	20	0	0	2	20	0	0	2	0	0	2
57	Ionita V.	0	0	2	16	2	16	0	0	2	0	0	2
58	Plesca I.	0	0	2	16	2	16	0	2	0	0	2	0
59	Salaru A.	2	14	0	0	2	14	0	0	2	0	0	2
60	Colesnic Iu.	0	0	2	10	2	10	0	0	2	0	0	2
61	Tanase A.	0	0	2	10	2	10	0	2	0	0	0	2

+	Institutions												
1	Parties	219	4376	538	28011	757	32387	38	193	523	20	120	614
2	Government	72	11518	52	2967	124	14485	24	2	98	18	0	106
3	PLA	8	220	36	2870	44	3090	0	32	12	0	15	29
4	Presidency	24	682	20	1812	44	2494	2	4	38	0	0	44
+	Parties												
1	PPCD	107	12423	78	5806	185	18229	53	4	128	31	0	154
2	PCRM	69	1866	99	5675	168	7541	6	15	147	4	0	164
3	AMN	45	595	106	5924	151	6519	2	55	92	0	44	105
4	PDM	23	596	59	5346	82	5942	0	15	67	0	7	75
5	PL	19	338	80	4402	99	4740	0	49	49	0	30	68
6	PLDM	20	330	78	2023	98	2353	0	36	62	0	24	74
7	UCM	6	64	28	1394	34	1458	0	5	29	0	3	31
8	PSD	6	126	22	1045	28	1171	0	11	17	0	3	25
9	PNL	6	62	16	554	22	616	0	4	18	0	4	18
10	MAE	6	114	14	362	20	476	0	4	16	0	4	16
11	PC	2	22	6	196	8	218	0	0	8	0	0	8
12	PPR	0	0	2	24	2	24	0	0	2	0	0	2
	OL ⁵	0	0	18	980	18	980	0	10	8	0	6	12

Monitoring period:		June 17 - July 29, 2009	
Monitored TV station:	Moldova 1	Monitored program:	Programs
Program title:	Duration (sec.)	Program title:	Duration (sec.)
Cronos	1980	Terra Vita	8720
Editie speciala	3400	Vector european	5800
Gagauz Ogea	3500	Viata publica	3315
La datorie	11855	Zona Libera	9040
Rezonans	2875	Titles: 9	50485

No.	ACTORS	APPEARANCES				Data synthesis		CONTENTS			ATTITUDE		
TV Pr.	Moldova 1 Programs	Direct interventions		Mentions/appearances		Dir. int. & ment./app.		positive	negative	neutral	favor.	disfavor.	impart.
+	personalized	frequ.	duration	frequ.	duration	frequ.	duration						
		(times)	(sec.)	(times)	(sec.)	(times)	(sec.)	(times)	(times)	(times)	(times)	(times)	(times)
1	Rosca Iu.	11	2924	11	620	22	3544	5	0	17	0	0	22
2	Dodon I.	13	2095	2	45	15	2140	2	0	13	0	0	15
3	Vrabie V.	14	497	21	315	35	812	12	0	23	0	0	35
4	Bulat G.	2	760	0	0	2	760	1	0	1	0	0	2
5	Voronin V.	9	236	7	425	16	661	3	0	13	0	0	16
6	Durlesteanu M.	2	640	0	0	2	640	1	0	1	0	0	2
7	Ivanov V.	10	314	2	120	12	434	2	0	10	0	0	12
8	Formuzal M.	2	220	2	120	4	340	2	0	2	0	0	4
9	Apostol I.	8	276	2	22	10	298	4	0	6	0	0	10
10	Filat V.	5	189	0	0	5	189	0	0	5	0	0	5
11	Malai I.	3	118	4	34	7	152	2	0	5	0	0	7
12	Chirtoaca D.	0	0	2	110	2	110	0	2	0	0	1	1
13	Lupu M.	4	60	4	45	8	105	0	0	8	0	0	8
14	Greceanai Z.	2	26	5	65	7	91	3	0	4	0	0	7
15	Diacov D.	2	50	4	40	6	90	0	1	5	0	1	5
16	Ghimpu M.	0	0	2	40	2	40	0	1	1	0	1	1
17	Colesnic Iu.	2	34	0	0	2	34	0	0	2	0	0	2
18	Turcan V.	1	32	0	0	1	32	0	0	1	0	0	1
19	Urechean S.	1	15	1	15	2	30	0	1	1	0	1	1
20	Bujor L.	2	18	0	0	2	18	0	0	2	0	0	2
21	Boico M.	2	16	0	0	2	16	0	0	2	0	0	2
22	Ciubasenco D.	0	0	1	15	1	15	0	1	0	0	1	0
23	Ionita V.	0	0	1	15	1	15	0	1	0	0	1	0
24	Petrencu A.	1	15	0	0	1	15	0	0	1	0	0	1
25	Ciobanu I.	2	10	0	0	2	10	0	0	2	0	0	2
26	Cubreacov V.	0	0	1	10	1	10	1	0	0	0	0	1
27	Secareanu S.	0	0	1	10	1	10	1	0	0	0	0	1
+	Institutions												
1	Government	63	7530	55	1861	118	9391	38	0	80	1	0	117
2	Parties	18	420	48	1001	66	1421	3	12	51	0	5	61
3	Presidency	9	236	11	485	20	721	3	0	17	0	0	20
4	PLA	11	420	5	211	16	631	7	2	7	0	1	15
5	Parliament	6	139	7	255	13	394	0	0	13	0	0	13
+	Parties												
1	PPCD	11	2924	18	976	29	3900	8	0	21	0	0	29
2	PCRM	38	2734	18	661	56	3395	10	0	46	0	0	56

⁵ The observers identified as 'OL' the political actor referred to as 'Liberal opposition' and not as a separated political entity.

3	PLDM	7	207	8	66	15	273	0	3	12	0	2	13
4	PDM	6	110	10	91	16	201	0	1	15	0	1	15
5	PL	2	10	9	171	11	181	0	4	7	0	2	9
6	AMN	3	49	6	36	9	85	0	2	7	0	1	8

Monitoring period:		June 17 - July 29, 2009	
Monitored TV station:	N4	Monitored program:	Programs
Program title:	Duration (sec.)	Program title:	Duration (sec.)
Promo "Obiectiv"	3150	Revista preselei	23132
		Titles: 2	26282

No.	ACTORS	APPEARANCES				Data synthesis		CONTENTS			ATTITUDE		
TV Pr.	N4 Programs	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	231	63	1775	84	2006	40	7	37	32	0	52
2	Filat V.	63	693	40	343	103	1036	0	37	66	0	33	70
3	Urechean S.	63	735	23	275	86	1010	0	17	69	0	10	76
4	Chirtoaca D.	42	252	52	711	94	963	0	69	25	0	12	82
5	Lupu M.	0	0	32	780	32	780	0	23	9	0	6	26
6	Ghimpu M.	21	273	46	330	67	603	0	40	27	0	8	59
7	Rosca Iu.	0	0	28	429	28	429	7	7	14	6	0	22
8	Cotet V.	21	126	1	10	22	136	0	0	22	0	0	22
9	Dodon I.	0	0	5	136	5	136	2	0	3	0	0	5
10	Pavlicenco V.	21	105	3	28	24	133	0	3	21	0	0	24
11	Braghis D.	21	105	2	9	23	114	0	2	21	0	1	22
12	Diacov D.	0	0	10	100	10	100	0	3	7	0	1	9
13	Tkaciuk M.	0	0	3	100	3	100	0	0	3	0	0	3
14	Tanase A.	21	63	1	3	22	66	0	1	21	0	0	22
15	Petrencu A.	0	0	3	42	3	42	0	1	2	0	2	1
16	Greceanai Z.	0	0	5	41	5	41	1	1	3	0	0	5
17	Tarlev V.	0	0	5	41	5	41	0	2	3	0	2	3
18	Sova V.	0	0	1	35	1	35	0	0	1	0	0	1
19	Oniscenco G.	0	0	1	27	1	27	0	0	1	0	0	1
20	Petrache M.	0	0	3	21	3	21	0	2	1	0	1	2
21	Nantoi O.	0	0	2	20	2	20	0	0	2	0	0	2
22	Klimenko V.	0	0	2	13	2	13	0	0	2	0	0	2
23	Muntean Iu.	0	0	3	13	3	13	1	0	2	0	0	3
24	Platon V.	0	0	1	13	1	13	0	1	0	0	1	0
25	Durlesteanu M.	0	0	1	6	1	6	0	0	1	0	0	1
26	Musuc E.	0	0	1	6	1	6	0	0	1	0	0	1
27	Stratan A.	0	0	2	6	2	6	0	0	2	0	0	2
28	Turcan V.	0	0	2	6	2	6	0	0	2	0	0	2
29	Petrencu G.	0	0	1	2	1	2	0	0	1	0	0	1
+	Institutions												
1	Parties	273	2352	457	6075	730	8427	28	320	385	22	119	592
2	Presidency	21	231	51	1304	72	1535	38	3	31	30	0	42
3	Government	0	0	47	813	47	813	12	11	24	3	0	44
4	PLA	0	0	26	465	26	465	0	19	7	0	7	19
5	Parliament	0	0	4	71	4	71	0	1	3	0	1	3
+	Parties												
1	PCRM	21	231	128	2935	149	3166	60	27	63	45	0	105
2	PL	63	525	118	1271	181	1796	0	122	59	0	27	154
3	PLDM	105	882	87	716	192	1598	0	75	117	0	45	147
4	AMN	63	735	39	401	102	1136	0	25	77	0	17	85
5	PDM	0	0	48	941	48	941	0	29	19	0	8	40
6	PPCD	0	0	40	538	40	538	12	10	18	9	0	31
7	MAE	21	105	13	130	34	235	0	3	33	0	2	34
8	PSD	21	105	6	26	27	131	0	4	23	0	2	25
9	UCM	0	0	7	57	7	57	0	3	4	0	2	5
10	PNL	0	0	5	36	5	36	0	4	1	0	0	5
11	PSMPR	0	0	2	28	2	28	0	0	2	0	0	2
12	RAVN	0	0	2	13	2	13	0	0	2	0	0	2
13	PPR	0	0	2	4	2	4	0	0	2	0	0	2
14	PEMAVE	0	0	1	3	1	3	0	1	0	0	0	1
	OL	0	0	38	742	38	742	0	29	9	0	21	17

Monitoring period:		June 17 - July 29, 2009	
Monitored TV station:	NIT	Monitored program:	Programs
Program title:	Duration (sec.)	Program title:	Duration (sec.)
Casa Mare Moldova	6039	Maxima	2100
Maresalul Antonescu	1500	Rezonans	21512
		Titles: 4	31151

No.	ACTORS	APPEARANCES				Data synthesis		CONTENTS			ATTITUDE		
TV Pr.	NIT Programs	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.	22	1122	12	942	34	2064	18	0	16	4	0	30
2	Lupu M.	17	602	21	316	38	918	0	16	22	0	3	35
3	Urechean S.	8	96	27	411	35	507	0	25	10	0	11	24
4	Chirtoaca D.	10	170	13	238	23	408	0	8	15	0	7	16
5	Ghimpu M.	12	226	19	176	31	402	0	14	17	0	10	21
6	Filat V.	9	205	18	143	27	348	0	16	11	0	9	18
7	Turcan V.	11	317	0	0	11	317	0	0	11	0	0	11
8	Sarbu S.	4	256	0	0	4	256	0	0	4	0	0	4
9	Diacov D.	10	196	4	42	14	238	0	0	14	0	0	14
10	Tarlev V.	10	198	4	30	14	228	0	2	12	0	2	12
11	Reidman O.	9	223	0	0	9	223	3	0	6	1	0	8
12	Serebrian O.	2	102	4	94	6	196	0	2	4	0	2	4
13	Baldovici V.	4	86	2	78	6	164	2	0	4	0	0	6
14	Dodon I.	4	90	4	66	8	156	2	0	6	2	0	6
15	Petrenco G.	5	117	1	31	6	148	1	0	5	1	0	5
16	Greceanai Z.	2	46	5	92	7	138	2	0	5	2	0	5
17	Godea M.	5	102	1	31	6	133	0	1	5	0	1	5
18	Sova V.	3	126	0	0	3	126	1	0	2	0	0	3
19	Cernei O.	2	118	0	0	2	118	0	0	2	0	0	2
20	Vrabie V.	4	88	2	26	6	114	4	0	2	2	0	4
21	Tkaciuk M.	2	86	0	0	2	86	1	0	1	0	0	2
22	Tanase A.	2	48	1	12	3	60	0	1	2	0	1	2
23	Leanca Iu.	1	35	1	18	2	53	0	1	1	0	1	1
24	Pavlicenco V.	2	48	0	0	2	48	0	0	2	0	0	2
25	Gutu A.	1	44	0	0	1	44	0	0	1	0	0	1
26	Bolboceanu Iu.	2	30	0	0	2	30	0	0	2	0	0	2
27	Platon V.	0	0	4	30	4	30	0	2	2	0	0	4
28	Balan V.	2	28	0	0	2	28	0	0	2	0	0	2
29	Untila V.	2	24	0	0	2	24	0	0	2	0	0	2
30	Osipov V.	0	0	3	22	3	22	0	2	1	0	0	3
31	Rosca Iu.	0	0	3	21	3	21	0	0	3	0	0	3
32	Cotet V.	0	0	2	20	2	20	0	0	2	0	0	2
33	Nagacevschi V.	1	11	1	8	2	19	0	2	0	0	1	1
34	Salaru A.	0	0	2	15	2	15	0	1	1	0	0	2
35	Chifa S.	0	0	2	12	2	12	0	2	0	0	0	2
36	Munteanu V.	0	0	2	12	2	12	0	1	1	0	0	2
37	Nantoi O.	0	0	2	4	2	4	0	0	2	0	0	2
+	Institutions												
1	Parties	154	4056	233	5174	387	9230	27	140	220	8	61	318
2	Government	8	174	32	2011	40	2185	23	4	13	7	1	32
3	Presidency	16	856	10	847	26	1703	14	0	12	1	0	25
4	PLA	0	0	5	451	5	451	0	3	2	0	0	5
5	Parliament	0	0	2	68	2	68	0	0	2	0	0	2
+	Parties												
1	PCRM	62	2383	39	1996	101	4379	40	0	61	11	0	90
2	PDM	29	900	38	540	67	1440	1	22	44	0	6	61
3	AMN	14	266	51	1126	65	1392	0	39	26	0	15	50
4	PL	23	440	49	952	72	1392	0	29	43	0	18	54
5	PLDM	28	647	39	699	67	1346	0	33	34	0	15	52
6	PSD	12	228	4	30	16	258	0	2	14	0	2	14
7	PNL	2	48	0	0	2	48	0	0	2	0	0	2
8	MAE	0	0	2	44	2	44	0	2	0	0	0	2
9	PPCD	0	0	3	21	3	21	0	0	3	0	0	3
	OL	0	0	17	446	17	446	0	10	7	0	5	12

Monitoring period: June 17 - July 29, 2009			
Monitored TV station:	ProTV	Monitored program:	Programs
Program title:	Duration (sec.)	Program title:	Duration (sec.)
In profunzime	30294	Promo "In profunzime"	2176
Profit	192	Titles: 3	32662

No.	ACTORS	APPEARANCES				Data synthesis		CONTENTS			ATTITUDE		
TV Pr.	ProTV Programs	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	Chirtoaca D.	2	5100	3	6	5	5106	0	3	2	0	0	5
2	Lupu M.	0	0	6	2214	6	2214	0	0	6	0	0	6
3	Cernei O.	2	740	2	20	4	760	0	0	4	0	0	4
4	Voronin V.	0	0	73	734	73	734	0	5	68	0	0	73

5	Rosca Iu.	0	0	3	549	3	549	0	0	3	0	0	3
6	Cotet V.	0	0	2	124	2	124	0	0	2	0	0	2
7	Greceanai Z.	0	0	4	124	4	124	0	0	4	0	0	4
8	Tarlev V.	0	0	3	96	3	96	0	0	3	0	0	3
9	Petrache M.	0	0	3	81	3	81	0	0	3	0	0	3
10	Dodon I.	0	0	4	79	4	79	0	0	4	0	0	4
11	Filat V.	0	0	67	79	67	79	0	0	67	0	0	67
12	Ghimpu M.	0	0	64	64	64	64	0	0	64	0	0	64
13	Urechean S.	0	0	64	64	64	64	0	0	64	0	0	64
14	Braghis D.	0	0	3	42	3	42	0	0	3	0	0	3
15	Diacov D.	0	0	3	42	3	42	0	0	3	0	0	3
16	Turcan V.	0	0	5	42	5	42	0	0	5	0	0	5
17	Godea M.	0	0	3	6	3	6	0	0	3	0	0	3
+	Institutions												
1	Parties	0	0	270	7973	270	7973	0	16	254	0	0	270
2	PLA	4	5840	4	144	8	5984	0	0	8	0	0	8
3	Government	0	0	9	223	9	223	0	0	9	0	0	9
4	Presidency	0	0	65	82	65	82	0	0	65	0	0	65
+	Parties												
1	PL	2	5100	70	490	72	5590	0	3	69	0	0	72
2	PCRM	0	0	97	2975	97	2975	0	10	87	0	0	97
3	PDM	0	0	9	2256	9	2256	0	0	9	0	0	9
4	AMN	2	740	69	369	71	1109	0	0	71	0	0	71
5	PPCD	0	0	6	927	6	927	0	0	6	0	0	6
6	UCM	0	0	9	603	9	603	0	0	9	0	0	9
7	PSD	0	0	6	456	6	456	0	0	6	0	0	6
8	PLDM	0	0	78	290	78	290	0	0	78	0	0	78
	OL	0	0	3	36	3	36	0	3	0	0	0	3

Monitoring period:		June 17 - July 29,2009	
Monitored TV station:	TV7	Monitored program:	Programs
Program title:	Duration (sec.)	Program title:	Duration (sec.)
Obiectiv-Europa	11400	Observer	1800
		Titles: 2	13200

No.	ACTORS	APPEARANCES				Data synthesis		CONTENTS			ATTITUDE		
TV Pr.	TV7 Programs	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	Petrencu A.	8	326	0	0	8	326	0	0	8	0	0	8
2	Klimenko V.	8	272	0	0	8	272	0	0	8	0	0	8
3	Voronin V.	0	0	6	272	6	272	0	2	4	0	0	6
4	Fusu C.	4	100	0	0	4	100	0	0	4	0	0	4
5	Tanase A.	4	60	0	0	4	60	0	0	4	0	0	4
6	Stratan A.	0	0	2	48	2	48	0	0	2	0	0	2
7	Rosca Iu.	0	0	4	32	4	32	0	0	4	0	0	4
8	Untila V.	2	28	0	0	2	28	0	0	2	0	0	2
9	Chirtoaca D.	0	0	2	12	2	12	0	2	0	0	0	2
+	Institutions												
1	Parties	26	786	4	48	30	834	0	2	28	0	0	30
2	Presidency	0	0	6	272	6	272	0	2	4	0	0	6
3	Government	0	0	10	216	10	216	0	0	10	0	0	10
4	Parliament	0	0	5	96	5	96	0	0	5	0	0	5
5	PLA	0	0	4	24	4	24	0	2	2	0	0	4
+	Parties												
1	MAE	8	326	0	0	8	326	0	0	8	0	0	8
2	PCRM	0	0	8	312	8	312	0	4	4	0	0	8
3	RAVN	8	272	0	0	8	272	0	0	8	0	0	8
4	PL	4	100	2	12	6	112	0	2	4	0	0	6
5	PLDM	4	60	0	0	4	60	0	0	4	0	0	4
6	PPCD	0	0	4	32	4	32	0	0	4	0	0	4
7	AMN	2	28	0	0	2	28	0	0	2	0	0	2

Monitoring period:		June 17 - July 29, 2009	
Monitored TV station:	TV synthesis	Monitored program:	Programs
Program title:	Duration (sec.)	Program title:	Duration (sec.)
Casa Mare Moldova	6039	Post-Factum	28136
Cronos	1980	Profit	192
Editie speciala	3400	Promo "In profunzime"	2176
Epicentru	23456	Promo "Obiectiv"	3150
Gagauz Ogea	3500	Revista presei	23132
In profunzime	30294	Rezonans (Moldova 1)	2875
La datorie	11855	Rezonans (NIT)	21512
Maresalul Antonescu	1500	Terra Vita	8720
Maxima	2100	Vector european	5800
Media Expres	40464	Viata publica	3315
Obiectiv-Europa	11400	Zona Libera	9040
Observator	1800	Titles: 23	245836

No.	ACTORS	APPEARANCES				Data synthesis		CONTENTS			ATTITUDE		
TV Pr.	TV synthesis Programs	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	Rosca Iu.	76	14306	88	4512	164	18818	37	7	120	23	0	141
2	Voronin V.	94	2781	193	6870	287	9651	65	18	204	38	0	249
3	Chirtoaca D.	61	5651	102	3923	163	9574	0	106	57	0	31	132
4	Lupu M.	28	892	89	7497	117	8389	0	48	69	0	16	101
5	Urechean S.	83	1025	150	3223	233	4248	0	66	167	0	42	191
6	Dodon I.	21	2225	19	358	40	2583	6	0	34	2	0	38
7	Filat V.	89	1279	148	1106	237	2385	0	61	176	0	50	187
8	Ghimpu M.	38	598	148	992	186	1590	0	65	121	0	25	161
9	Tarlev V.	14	282	36	1305	50	1587	0	13	37	0	9	41
10	Cernei O.	12	962	10	150	22	1112	0	0	22	0	0	22
11	Braghis D.	25	179	14	752	39	931	0	5	34	0	2	37
12	Vrabie V.	18	585	23	341	41	926	16	0	25	2	0	39
13	Turcanu D.	6	502	4	320	10	822	4	2	4	0	0	10
14	Pavlicenco V.	29	215	19	582	48	797	0	7	41	0	4	44
15	Bulat G.	2	760	0	0	2	760	1	0	1	0	0	2
16	Petrencu A.	15	455	15	264	30	719	0	5	25	0	6	24
17	Durlesteanu M.	2	640	2	33	4	673	1	0	3	0	0	4
18	Platon V.	0	0	15	663	15	663	0	13	2	0	7	8
19	Diacov D.	18	330	31	326	49	656	0	4	45	0	2	47
20	Greceanai Z.	6	136	23	342	29	478	6	1	22	2	0	27
21	Ivanov V.	10	314	2	120	12	434	2	0	10	0	0	12
22	Turcan V.	12	349	7	48	19	397	0	0	19	0	0	19
23	Cotet V.	23	180	7	168	30	348	0	2	28	0	0	30
24	Formuzal M.	2	220	2	120	4	340	2	0	2	0	0	4
25	Sarbu S.	6	288	2	28	8	316	0	0	8	0	0	8
26	Petrencu G.	12	231	9	84	21	315	1	0	20	1	0	20
27	Petrache M.	4	32	12	280	16	312	0	4	12	0	1	15
28	Popov A.	4	152	2	152	6	304	0	0	6	0	0	6
29	Apostol I.	8	276	2	22	10	298	4	0	6	0	0	10
30	Tkaciuk M.	6	178	7	116	13	294	1	0	12	0	0	13
31	Klimenko V.	8	272	2	13	10	285	0	0	10	0	0	10
32	Osipov V.	14	140	9	104	23	244	0	2	21	0	0	23
33	Ciobanu V.	11	231	0	0	11	231	2	0	9	0	0	11
34	Reidman O.	9	223	0	0	9	223	3	0	6	1	0	8
35	Fusu C.	5	126	2	94	7	220	0	1	5	0	1	5
36	Serebrian O.	2	102	4	94	6	196	0	2	4	0	2	4
37	Tanase A.	27	171	4	25	31	196	0	4	27	0	1	30
38	Vaculovschi G.	8	152	6	44	14	196	8	0	6	4	0	10
39	Gherman V.	0	0	2	178	2	178	0	2	0	0	0	2
40	Ciubasenco D.	0	0	5	177	5	177	0	1	4	0	1	4
41	Untila V.	8	144	2	30	10	174	0	0	8	0	0	8
42	Baldovici V.	4	86	2	78	6	164	2	0	4	0	0	6
43	Sova V.	3	126	1	35	4	161	1	0	3	0	0	4
44	Malai I.	3	118	4	34	7	152	2	0	5	0	0	7
45	Godea M.	5	102	4	37	9	139	0	1	8	0	1	8
46	Ciuru I.	9	134	0	0	9	134	2	0	7	0	0	9
47	Rabei S.	6	132	0	0	6	132	0	0	6	0	0	6
48	Parlog V.	6	120	2	6	8	126	0	0	8	0	0	8
49	Catrinici L.	4	72	2	52	6	124	0	0	6	0	0	6
50	Corduneanu A.	4	112	2	8	6	120	0	0	6	0	0	6
51	Cosarciuc V.	2	40	4	58	6	98	0	0	6	0	0	6

52	Nirca N.	2	22	4	56	6	78	0	0	6	0	0	6
53	Uratu S.	2	58	2	20	4	78	0	0	4	0	0	4
54	Cubreacov V.	2	58	1	10	3	68	1	0	2	0	0	3
55	Railean V.	4	20	2	38	6	58	0	0	6	0	0	6
56	Boico M.	4	36	2	20	6	56	0	0	6	0	0	6
57	Zubic V.	2	44	2	12	4	56	0	0	4	0	0	4
58	Stratan A.	0	0	4	54	4	54	0	0	4	0	0	4
59	Leanca Iu.	1	35	1	18	2	53	0	1	1	0	1	1
60	Muravshi Al.	2	52	0	0	2	52	0	0	2	0	0	2
61	Creanga S.	2	40	2	10	4	50	0	0	4	0	0	4
62	Jantuan S.	0	0	2	50	2	50	0	2	0	0	0	2
63	Nagacevshi V.	1	11	5	34	6	45	0	4	2	0	1	5
64	Colesnic Iu.	2	34	2	10	4	44	0	0	4	0	0	4
65	Gutu A.	1	44	0	0	1	44	0	0	1	0	0	1
66	Lazar V.	2	44	0	0	2	44	0	0	2	0	0	2
67	Volentir A.	2	34	2	10	4	44	0	0	4	0	0	4
68	Ciobanu I.	4	22	2	20	6	42	0	0	6	0	0	6
69	Secareanu S.	2	32	1	10	3	42	1	0	2	0	0	3
70	Bujor L.	4	38	0	0	4	38	0	0	4	0	0	4
71	Zolotco M.	0	0	2	38	2	38	0	2	0	0	0	2
72	Savga L.	2	24	2	8	4	32	0	0	4	0	0	4
73	Ionita V.	0	0	3	31	3	31	0	1	2	0	1	2
74	Bolboceanu Iu.	2	30	0	0	2	30	0	0	2	0	0	2
75	Salaru A.	2	14	2	15	4	29	0	1	3	0	0	4
76	Balan V.	2	28	0	0	2	28	0	0	2	0	0	2
77	Misin V.	0	0	2	28	2	28	0	0	2	0	0	2
78	Oniscenco G.	0	0	1	27	1	27	0	0	1	0	0	1
79	Andronic N.	0	0	2	24	2	24	0	0	2	0	0	2
80	Nantoi O.	0	0	4	24	4	24	0	0	4	0	0	4
81	Plesca I.	0	0	2	16	2	16	0	2	0	0	2	0
82	Muntean Iu.	0	0	3	13	3	13	1	0	2	0	0	3
83	Chifa S.	0	0	2	12	2	12	0	2	0	0	0	2
84	Munteanu V.	0	0	2	12	2	12	0	1	1	0	0	2
85	Musuc E.	0	0	1	6	1	6	0	0	1	0	0	1
+	Institutions												
1	Parties	690	11990	1550	48282	2240	60272	96	683	1461	50	305	1885
2	Government	143	19222	205	8091	348	27313	97	17	234	30	0	318
3	PLA	23	6480	80	4165	103	10645	7	58	38	0	23	80
4	Presidency	70	2005	163	4802	233	6807	57	9	167	31	0	202
5	Parliament	6	139	18	490	24	629	0	1	23	0	1	23
+	Parties												
1	PPCD	118	15347	149	8300	267	23647	73	14	180	40	0	227
2	PCRM	190	7214	389	14554	579	21768	116	56	408	60	0	520
3	PL	113	6513	328	7298	441	13811	0	209	231	0	77	363
4	PDM	58	1606	164	9174	222	10780	1	67	154	0	22	200
5	AMN	129	2413	271	7856	400	10269	2	121	275	0	77	321
6	PLDM	164	2126	290	3794	454	5920	0	147	307	0	86	368
7	UCM	6	64	44	2054	50	2118	0	8	42	0	5	45
8	PSD	39	459	38	1557	77	2016	0	17	60	0	7	70
9	MAE	35	545	29	536	64	1081	0	9	57	0	6	60
10	PNL	8	110	21	590	29	700	0	8	21	0	4	25
11	RAVN	8	272	2	13	10	285	0	0	10	0	0	10
12	PC	2	22	6	196	8	218	0	0	8	0	0	8
13	PPR	0	0	4	28	4	28	0	0	4	0	0	4
14	PSMPR	0	0	2	28	2	28	0	0	2	0	0	2
15	PEMAVE	0	0	1	3	1	3	0	1	0	0	0	1
	OL	0	0	76	2204	76	2204	0	52	24	0	32	44

7. QUANTITY DIMENSION OF POLITICAL ACTORS' PRESENCE IN PROGRAMS

7.1 General quantitative data

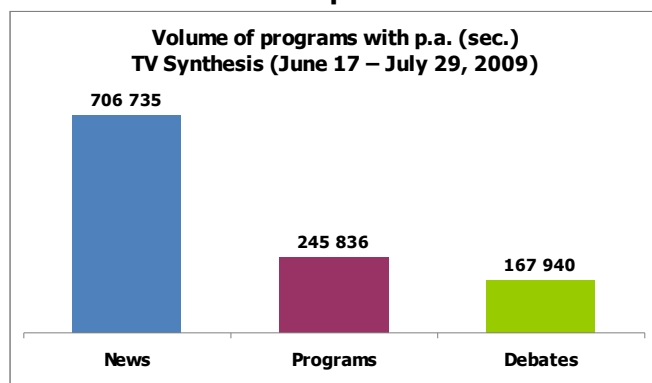
During the election race for the early parliamentary elections of July 29, 2009, communicating the electoral message through programs naturally matched the adopted editorial strategies of most of the televisions.

Six of those nine monitored stations aired programs attended by political actors during the campaign (EuTV, Moldova 1, N4, NIT, ProTV, TV7). Three televisions – 2 Plus, Prime and TVC21 – did not broadcast programs with the participation of political actors during that period.

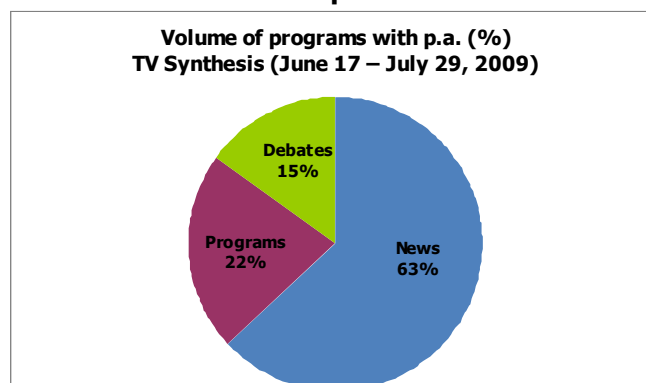
The airtime allotted to the programs with political actors proved to be quite significant – 245,836 seconds or 68.3 h. Other types of programs attended by political actors generated the following indices: news with political actors – 706,735 seconds, electoral debates – 167,940 seconds (see Graph 1.)

The airtime quota of the programs with the participation of political actors in the total duration of all the programs related to the elections (except for electoral advertising) is broken down in Graph 2.

Graph 1



Graph 2



The monitoring found that, during the previous election campaign, the political actors' presence in programs was more intense (37% of the total time granted to the presentation of political actors in programs, compared to 22% recorded during the summer campaign.) According to the monitoring data, during the recent race, the televisions counted more on mirroring the political actors in news.

During the election period from June 17 through July 29, 2009, the watched televisions aired 23 program series. Moldova 1 aired the most – 9. NIT broadcast 4 program series, and the other TV channels (EuTV, N4, ProTV, TV7) aired by 2-3 program titles during this period.

The program series having recorded the biggest weight as duration were aired by EuTV ("Media Expres", "Post Factum", "Epicentru"), ProTV ("În profunzime"), N4 ("Revista preseii"), NIT (Rezonans) (see Table 1).

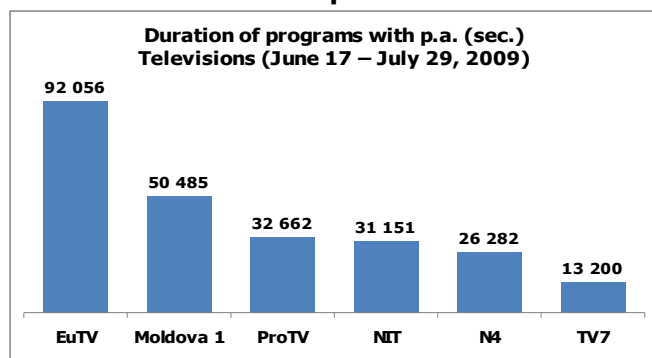
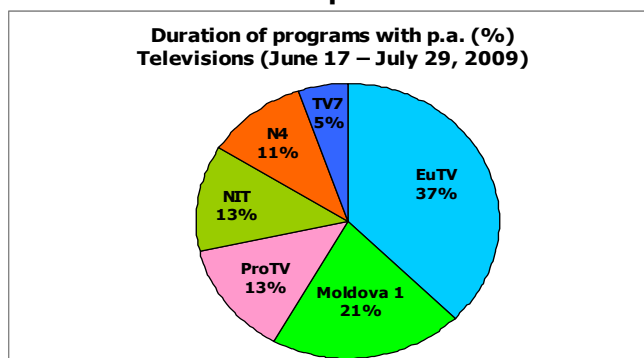
Table 1
Top 10 programs with political actors
(June 17 – July 29, 2009)

Program title	TV station	Duration (sec.)
Media Expres	EuTV	40 464
În profunzime	ProTV	30 294
Post factum	EuTV	28 136
Epicentru	EuTV	23 456
Revista preseii	N4	23 132
Rezonans	NIT	21 512
La datorie	Moldova 1	11 855
Obiectiv-Europa	TV7	11 400
Zona liberă	Moldova 1	9 040
Terra vita	Moldova 1	8 720

The weight of the program with the participation of political actors was different on different TV stations. EuTV went on allotting considerable volume to the programs with political actors (92,056 sec.), this station being followed by Moldova 1 (50,485 sec.), ProTV (32,662 sec.), NIT (31,151 sec.) and by N4 (26,282 sec.). TV7's programs of this genre were less significant for the monitoring (see Graph 3.)

On the background of all the programs attended by political actors, EuTV (37%) accounted for the largest share during the reference pweriod, as was during the earlier periods monitored. This station steadily accounts from 1/3 to 1/2 of the total time allotted by televisions to the programs with the participation of political actors (during the 4 February-5 April period, this index accounted for 51.3 % of the total.)

Compared to the spring campaign, ProTV had the same amount of airtime, Moldova 1 reduced the duration of the programs with political actors from 26.7 % to 21 % of the total. N4 and TV7 increased the airtime in this regard as compared to the spring campaign (see Graph 4).

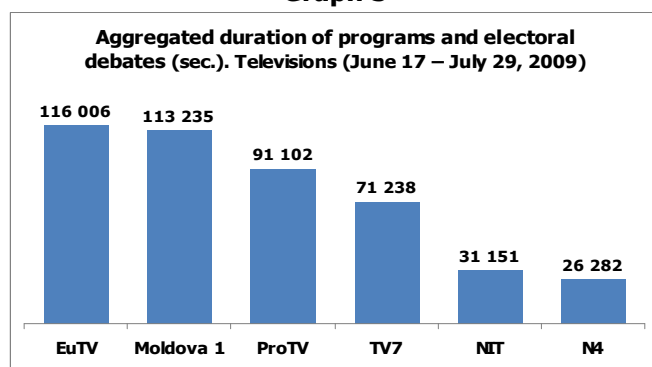
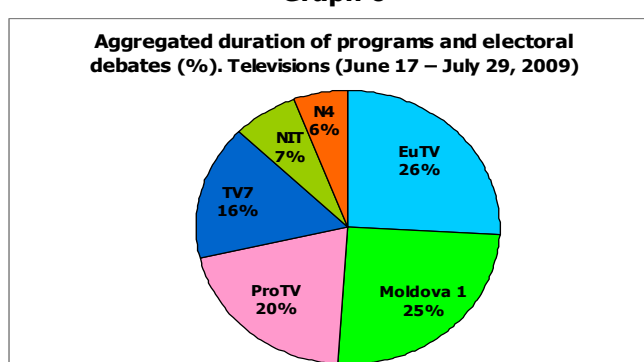
Graph 3**Graph 4**

Moldova 1, EuTV, ProTV, TV7 added debate programs to their programming. Except for EuTV, the duration of the debates exceeded the duration of the programs on the other televisions. Unlike the present situation, during the spring race, the duration of programs much exceeded the time allotted for debates.

Table 2**Duration of political/electoral actors' presence in programs and electoral debates**

No.	TV station	Program duration	Electoral debates duration	Aggregated duration (sec.)
1	EuTV	92 056	23 950	116 006
2	Moldova 1	50 485	62 750	113 235
3	ProTV	32 662	58 440	91 102
4	TV7	13 200	58 038	71 238
5	NIT	31 151	0	31 151
6	N4	26 282	0	26 282

As was during the previous race, EuTV holds the first position in the ranking created on the basis of the airtime allotted to the programs with political and electoral actors (programs+electoral debates.) The sum of those two indices places Moldova 1 on the second position in this ranking (see Graphs 5 and 6).

Graph 5**Graph 6**

In general, the aggregated duration of the presence of political actors in programs and electoral debates rather obviously illustrates the televisions' attention degree for the political/electoral process. Worth remarking in this context are EuTV and Moldova 1, which granted significant space to mirror the political actors.

7.2 Political actors in programs

From June 17 through July 29, 2009, 85 personalized political actors and 20 institutionalized political actors, including 15 political parties, were reported in the programs of the TV stations observed during the recent race.

The institutionalized political actors enjoyed 105,666 seconds, of which the institutions – Government, Presidency, Parliament, PLA – 45,394 seconds, and the political parties – 60,272 seconds, i.e. 1.33 times more (this tells of an attempt to reduce the discrepancies during the last race, as during the spring campaign this index was 4.7.)

In fact, the televisions presented – through the presented characters – a rather wide spectrum of politics (although in a selective and thus unfair manner in terms of granting airtime to the electoral contestants).

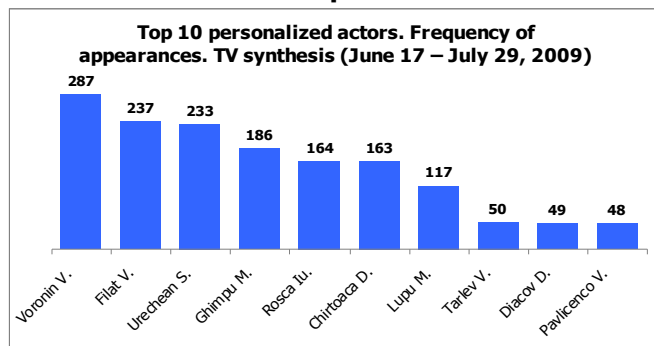
▪ Personalized actors

The personalized political actors were intensely mirrored during the summer campaign (61 personalized political actors were mirrored in the programs aired by EuTV, 37 – on NIT, 29 – on N4.) Moldova 1 presented 27 personalized political actors; ProTV – 17, TV7 – 9.

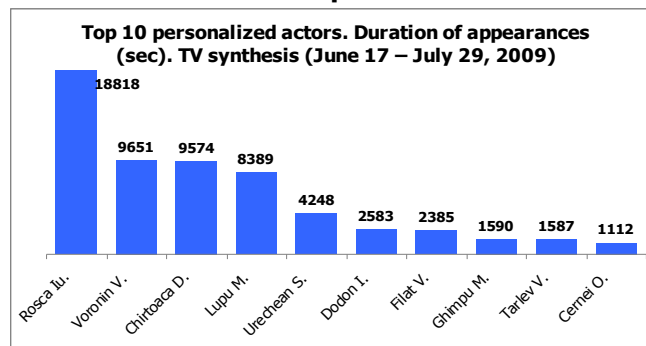
The mostly covered representatives of the parties engaged in the race came from the PCRM, PLDM, AMN, PL, PPCD, PDM, PSD, PNL. Quantifying the number of appearances finds the party leaders -- Vladimir Voronin, Vlad Filat, Serafim Urechean, Mihai Ghimpu, Iurie Roșca, Dorin Chirtoacă, Marian Lupu, Vasile Tarlev, Dumitru Diacov, Vitalia Pavlicenco -- as being in the top of the list during the reference period (see Graphs 7 and 8.)

Compared to the spring race, no significant changes occurred in covering the personalized political actors during the summer race. The list of the mostly covered politicians (as frequency of appearances) practically remained the same, replacing only D. Braghiș and A. Tănase, which were during the previous race on positions 7 and 10 from the top 10 list, by Marian Lupu and Vitalia Pavlicenco.

Graph 7



Graph 8



Worth remarking is the steadiness of keeping the same names in the visibility top list, as during the previous monitoring sessions, and especially during the spring race: V.Voronin, Iu. Roșca, V. Filat, S. Urechean, D. Chirtoacă.

During the recent race, the televised visibility of PPCD leader Iurie Roșca significantly increased. He enjoyed 18,818 seconds from June 17 through July 29, which actually is twice more time than the airtime granted to the holder of position 2 in the top list – Vladimir Voronin (9,651 seconds) or to the third one – Dorin Chirtoacă (9,574 seconds). The same amount of time was shared by 77 political actors mirrored by televisions during this period, together. In fact the monitoring data show that a single political actor – Iu. Roșca – benefited from 1/4 of all the airtime allotted for the coverage of political/electoral actors during the reference period (18,818 seconds cf. 75,736 seconds.)

Thus, the stayout of the first two political actors from the top lists (as frequency – V.Voronin, as duration – Iu. Roșca) maintains constantly and obviously. During the recent race, as compared to the spring campaign, the coverage of those two politicians was even more intense.

The names of the mostly covered political actors constantly are in the lists – both in terms of frequency, and duration of appearances. Considering the two rankings (frequency/duration) proves but insignificant changes compared to the previous campaign: M. Lupu gets position 4, I. Dodon – position 6, and O. Cernei – position 10.

The televisions' attention granted to the personalized political actors was different for every particular television.

As before EuTV was noticed to intensely cover Iu. Roșca, as he benefited from much more time than his top followers: M. Lupu, V. Voronin, D. Chirtoacă, S. Urechean, all together (14,243 seconds as related to 13,898 seconds). In fact, Iu. Roșca was present on EuTV 3.26 times more than M. Lupu, and 3.67 times more than the time used to cover V. Voronin.

Also Moldova 1 granted the longest time to mirror PPCD leader Iu. Roșca (3,544 seconds), followed by I. Dodon (2,140 seconds.) Jointly, these two political actors benefited from more visibility on Moldova 1 than all the other personalized political actors together (4,927 seconds), which were mirrored by this channel. In terms of duration of appearances, the first 9 top political actors represented the government.

As during the previous monitoring sessions, Vladimir Voronin was the mostly covered politician on N4, his presence gaining 2,006 seconds in the programs. The first three political actors from the list of the mostly covered (V. Voronin, V. Filat and S. Urechean) had the same amount of coverage as all the other political actors together.

The longest duration of presence V. Voronin had in NIT's programs – 2,064 seconds. The second politician from the top is M. Lupu, timed with 918 seconds. M. Lupu had, on NIT, the largest number of TV appearances – 38. But V. Voronin appeared live most often on this station during the reference period -- 21 times.

ProTV presented 17 political actors in its programs, of which only 2 in live programs (D. Chirtoacă, with 5,106 seconds, and O. Cernei, with 740 seconds.) The largest amount of indirect appearances – 2,160 seconds – rested with M. Lupu.

As during the previous race, the presence of the personalized political actors in TV7's programs had no special relevance, as those 9 political actors covered benefited from 1,150 seconds.

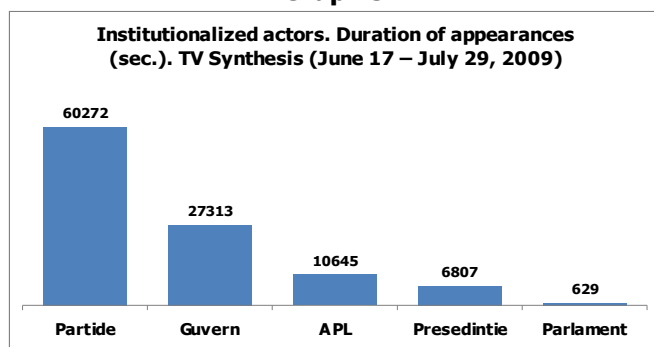
▪ **Institutionalized actors. Institutions**

The TV presence of institutionalized political actors (Parliament, Presidency, Government, Local Public Administration, Political Parties,) during the reference period, highlights the trend of the prevalent attention of televisions paid to the presentation of political parties in relation to the other institutionalized political actors.

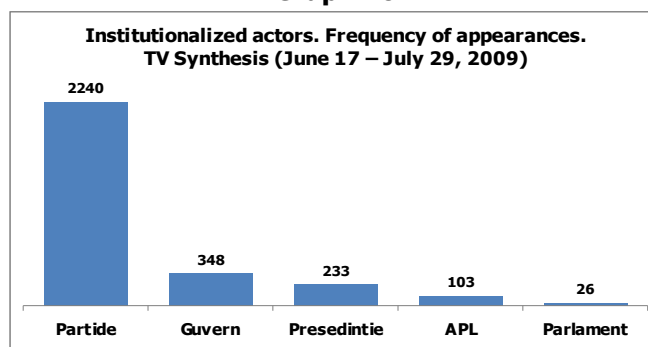
The Parties benefited from 60,272 seconds of appearances, while the other institutionalized actors together – from 45,394 seconds of appearances. Besides the Parties, the Government was the most visible in the programs of the televisions (27,313 seconds), while the references to the Parliament accounted for only 629 seconds in programs (see Graph 9.)

The televisions' focusing on parties is also manifest in the high number of appearances of parties (2,240), while the other institutionalized actors had a much smaller number of appearances (708), the Government -- 348, the Presidency – 233, the PLA – 103 and the Parliament – 26 appearances (see Graph 10).

Graph 9



Graph 10



The parties enjoyed the largest number of appearances live – 690, the other institutions having from 6 (Parliament) to 143 direct appearances (Government.)

▪ Institutionalized actors. Political parties

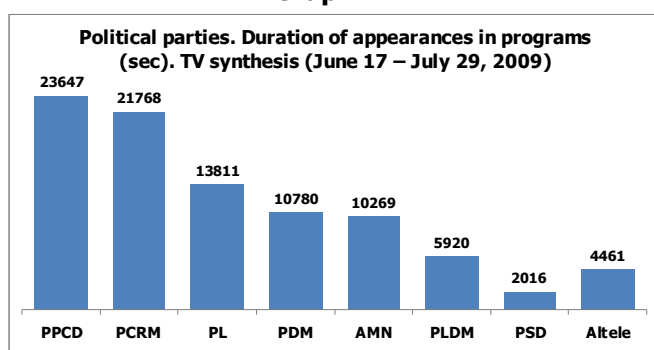
During the recent campaign, the most intense coverage was noticed for the PPCD – a leader in terms of duration of appearances – and the PCRM, which the first in terms of frequency of appearances (579 appearances.) in the ranking of frequency of appearances, the PPCD is but on position 5 (267 appearances), being exceeded by the PLDM with 454 appearances, PL with 441 and AMN with 400 appearances.

Monitoring the duration of the parties' TV presence tells of the massive coverage of the PPCD and PCRM in relation with other parties. Jointly, these two parties gained 45,415 seconds of TV presence compared to 47,257 seconds going to the other 13 parties covered by the televisions during this period. Those two parties enjoyed half of all the airtime of the programs attended by political actors (see Graphs 11 and 12.)

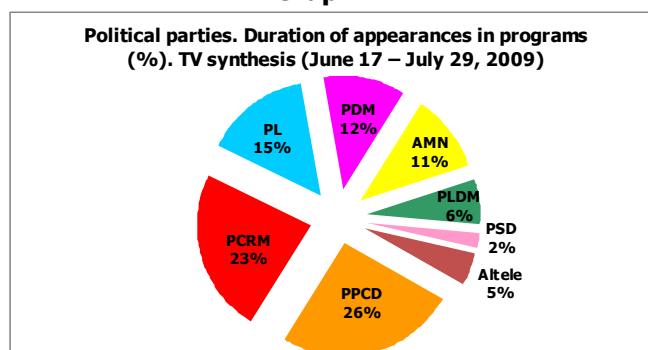
As duration, the PL had also rather significant visibility (13,811 sec.), as did the PDM (10,780 sec.) and AMN (10,269 sec.)

Compared to the previous race, the intensity of promoting the PPCD and PCRM boosted, the visibility degree for the PL, AMN and PDM remained the same, as the TV visibility for the PLDM and PSD waned.

Graph 11



Graph 12



Reach TV channels outlined its own priorities in presenting the political parties. Moldova 1 especially presented two parties in its programs – the PCRM and PPCD. They enjoyed almost 10 times more TV time (7,295 seconds) than the other 4 parties presented in this channel's programs (740 seconds.)

12 parties were covered on EuTV. The PPCD enjoyed the longest promotion (18,229 seconds). Jointly with the PCRM (the second party in the coverage list of EuTV), the PPCD gained more visibility on this channel (25,770 seconds) than all those other 10 parties together (23,517 seconds.)

N4 covered 14 parties in its programs. The PCRM had the longest duration of presence, and the PLDM – most of appearances/mentions.

NIT granted the PCRM 3,479 seconds of coverage, and the PLDM, PDM, PL and AMN together – 5,570 seconds. The other parties had insignificant presence.

ProTV presented live two parties – the PL and AMN. Somewhat more coverage was also offered to the PCRM and PDM (in references.)

During the reference period, TV7 covered the parties insignificantly.

Conclusions

Generally speaking, the trends having shaped in presenting political actors in TV programs during the race ended on April 5, 2009, were re-used and deepened by the watched TV stations during the summer race.

During the campaign for the early parliamentary elections, the televisions' and parties' attention was switched to promote the political message, preponderantly, through newscasts, as well as through debates and electoral advertising.

The format of the program presenting political actors was exploited especially by EuTV and Moldova 1.

The fact that some televisions aired programs with announced electoral content (other than the debate programs) created pre-conditions for the dissimulated broadcasting of political preferences. The observed televisions, despite their effort to hold in their political likes and predilections, most often than not could not resist the temptation to privilege certain political actors, as EuTV, Moldova 1, N4 and NIT were eloquent examples in this respect.

The monitoring data find that in the programs aired by EuTV, Moldova 1, NIT, N4, the distribution of the airtime allotted to cover the political actors was unequal, as some political actors were exceedingly covered and some others were mirrored insignificantly.

In general, more or less except for ProTV and TV7, the monitored televisions displayed coverage lacking the necessary balance in terms of number of appearances and volume of airtime allotted to present political actors.

However, the rigors impelled by the electoral race had a certain impact over the TV stations' editorial policies, the recorded imbalances being less conspicuous during the reference period.

8. QUALITY DIMENSION OF POLITICAL ACTORS' PRESENCE IN PROGRAMS

8.1 Political actors in programs. Positive context

From June 17 through July 29, 2009, four televisions aired programs with political actors in a positive context. Aggregated, those 4 televisions put in programs, in a positive context, 23 personalized actors, 4 institutions as actors and 4 parties as actors (see Table 1).

Table 1

TV	POLITICAL ACTORS IN PROGRAMS. POSITIVE CONTEXT						
	No.	PERSONALIZED	times	INSTITUTIONS	times	PARTIES	times
EuTV		6	45	3	64	3	61
	1	Rosca Iu.	25	Parties	38	PPCD	53
	2	Vaculovschi G.	8	Government	24	PCRM	6
	3	Voronin V.	4	Presidency	2	AMN	2
	4	Turcanu D.	4				
	5	Ciobanu V.	2				
	6	Ciuru I.	2				
Moldova 1		13	39	4	51	2	18
	1	Vrabie V.	12	Government	38	PCRM	10
	2	Rosca Iu.	5	PLA	7	PPCD	8
	3	Apostol I.	4	Parties	3		
	4	Voronin V.	3	Presidency	3		
	5	Greceanai Z.	3				
	6	Dodon I.	2				
	7	Ivanov V.	2				
	8	Formuzal M.	2				
	9	Malai I.	2				
	10	Bulat G.	1				
N4		5	51	3	78	2	72
	1	Voronin V.	40	Presidency	38	PCRM	60
	2	Rosca Iu.	7	Parties	28	PPCD	12
	3	Dodon I.	2	Government	12		
	4	Greceanai Z.	1				
	5	Muntean Iu.	1				
NIT		9	34	3	64	2	41
	1	Voronin V.	18	Parties	27	PCRM	40
	2	Vrabie V.	4	Government	23	PDM	1
	3	Reidman O.	3	Presidency	14		
	4	Baldovici V.	2				
	5	Dodon I.	2				
	6	Greceanai Z.	2				
	7	Petrenco G.	1				
	8	Sova V.	1				
	9	Tkaciuk M.	1				
TV Synthesis		23	169	4	257	4	192
	1	Voronin V.	65	Government	97	PCRM	116
	2	Rosca Iu.	37	Parties	96	PPCD	73
	3	Vrabie V.	16	Presidency	57	AMN	2
	4	Vaculovschi G.	8	PLA	7	PDM	1
	5	Dodon I.	6				
	6	Greceanai Z.	6				
	7	Turcanu D.	4				
	8	Apostol I.	4				
	9	Reidman O.	3				
	10	Ivanov V.	2				

▪ Personalized actors

Four TV stations presented political actors in their programs in a positive context: EuTV, Moldova 1, N4 and NIT.

PCRM leader V. Voronin and PPCD leader Iu. Roșca are, by far, the political actors most often mentioned in a positive context. Jointly, those two political actors gain more than a half (102 of 171) of the positive mentions made in programs during the run-up to the early parliamentary elections. V. Voronin is advantaged, from this viewpoint, by N4 (40 times) and NIT (18 times), but also by EuTV (4 times) and Moldova 1 (3 times,) to a lesser extent. Iu. Roșca as a rule enjoys many positive mentions on EuTV (25 times), but also on N4 (7 times) and Moldova 1 (5 times.)

Position 3 in this ranking is held by Defense Minister V. Vrabie, who is constantly presented on Moldova 1 in the program for the military "La datorie."

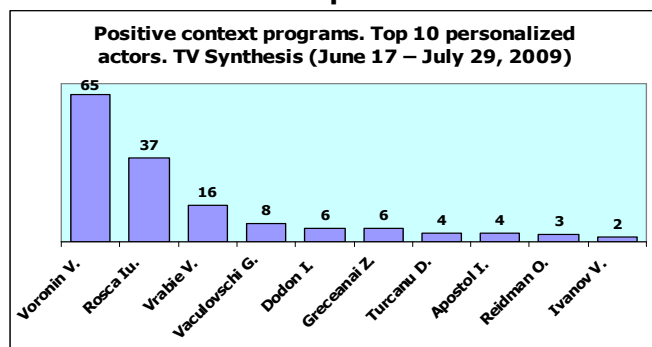
The rest of the list of personalized political actors presented in a positive context is dominated by representatives of the PCRM and PPCD (see Graph 1.)

▪ Institutionalized actors. Political parties

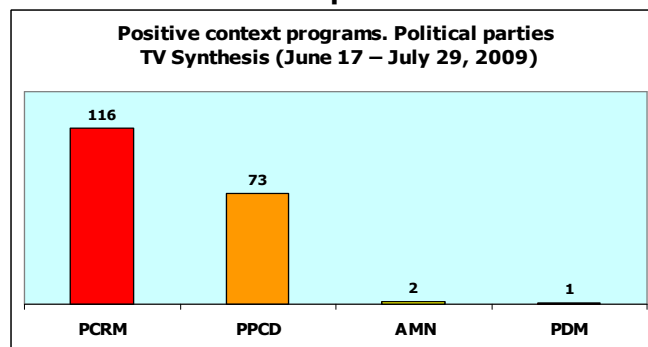
The PCRM is blatantly leading the top list of the parties mentioned in a positive context (see Graph 2.) This party accounts for about 2/3 of the positive mentions (116 of 192.) The PCRM benefits from positive promotion on behalf of N4 (60 times,) NIT (40 times), Moldova 1 (10 times) and EuTV (6 times.)

The PPCD gathers 73 positive mentions, of which 53 were noticed on EuTV.
Only 3 positive mentions go to the opposition parties: AMN (2) and PDM (1).

Graph 1



Graph 2



8.2. Political actors in programs. Negative context

During the monitoring period, six televisions aired programs with political actors in a negative context. Aggregated, those 6 televisions put in programs, in a negative context, 33 personalized actors, 5 institutions as actors and 11 parties as actors (see Table 2).

Table 2

POLITICAL ACTORS IN PROGRAMS. NEGATIVE CONTEXT							
TV	No.	PERSONALIZED	times	INSTITUTIONS	times	PARTIES	times
EuTV		21	125	4	231	10	208
	1	Urechean S.	23	Parties	193	AMN	55
	2	Chirtoaca D.	22	PLA	32	PL	49
	3	Platon V.	10	Presidency	4	PLDM	36
	4	Ghimpu M.	10	Government	2	PCRM	15
	5	Lupu M.	9			PDM	15
	6	Tarlev V.	9			PSD	11
	7	Filat V.	8			UCM	5
	8	Voronin V.	4			PPCD	4
	9	Pavlicenco V.	4			PNL	4
	10	Petrencu A.	4			MAE	4
						OL	10
Moldova 1		6	7	2	14	4	10
	1	Chirtoaca D.	2	Parties	12	PL	4
	2	Diacov D.	1	PLA	2	PLDM	3
	3	Ghimpu M.	1			AMN	2
	4	Urechean S.	1			PDM	1
	5	Ciubasenco D.	1				
	6	Ionita V.	1				
N4		16	216	5	354	11	332
	1	Chirtoaca D.	69	Parties	320	PL	122
	2	Ghimpu M.	40	PLA	19	PLDM	75
	3	Filat V.	37	Government	11	PDM	29
	4	Lupu M.	23	Presidency	3	PCRM	27
	5	Urechean S.	17	Parliament	1	AMN	25
	6	Voronin V.	7			PPCD	10
	7	Rosca Iu.	7			PSD	4
	8	Pavlicenco V.	3			PNL	4
	9	Diacov D.	3			MAE	3
	10	Braghis D.	2			UCM	3
						PEMAVE	1
						OL	29
NIT		16	96	4	147	6	137
	1	Urechean S.	25	Parties	140	AMN	39
	2	Lupu M.	16	Government	4	PLDM	33
	3	Filat V.	16	PLA	3	PL	29
	4	Ghimpu M.	14			PDM	22
	5	Chirtoaca D.	8			PSD	2
	6	Tarlev V.	2			MAE	2
	7	Serebrian O.	2			OL	10
	8	Platon V.	2				
	9	Osipov V.	2				
	10	Nagacevski V.	2				
ProTV		2	8	1		2	16
	1	Voronin V.	5	Parties	16	PCRM	10
	2	Chirtoaca D.	3			PL	3
	3					OL	3
TV7		2	4	3	6	2	6
	1	Voronin V.	2	Parties	2	PCRM	4
	2	Chirtoaca D.	2	Presidency	2	PL	2
	3			PLA	2		

TV Synthesis		33	456	5	768	11	709
	1	Chirtoaca D.	106	Parties	683	PL	209
	2	Urechean S.	66	PLA	58	PLDM	147
	3	Ghimpu M.	65	Government	17	AMN	121
	4	Filat V.	61	Presidency	9	PDM	67
	5	Lupu M.	48	Parliament	1	PCRM	56
	6	Voronin V.	18			PSD	17
	7	Tarlev V.	13			PPCD	14
	8	Platon V.	13			MAE	9
	9	Rosca Iu.	7			UCM	8
	10	Pavlicenco V.	7			PNL	8
						PEMAVE	1
						OL	52

▪ Personalized actors

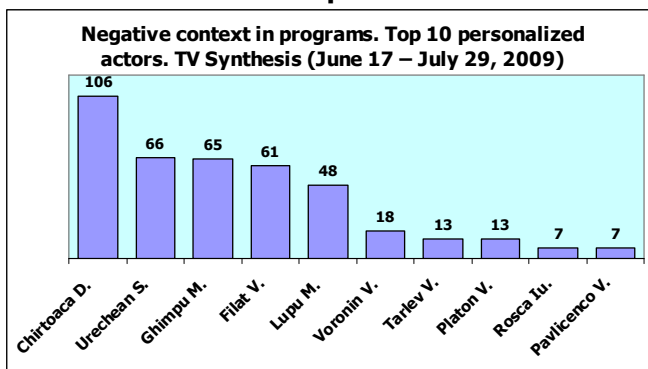
PL deputy president Dorin Chirtoacă appears most often in a negative context in programs. He accounts for about a quarter of the negative mentions made in the address of the personalized political actors (106 of 456.) The following three positions are held by AMN's Serafim Urechean (66 mentions in a negative context), PL president M. Ghimpu (65) and PLDM leader V. Filat (61.) PDM president Marian Lupu is mentioned 48 times in a negative context, and PCRM leader V. Voronin -- 18 times (see Graph 3.)

Almost half (216 of 456) of the negative mentions were noticed on N4. EuTV presents political actors in a negative context 135 times, and NIT – 106 times. During the last two weeks of the race, NIT substantially increased the number of negative mentions in the address of the personalized political actors.

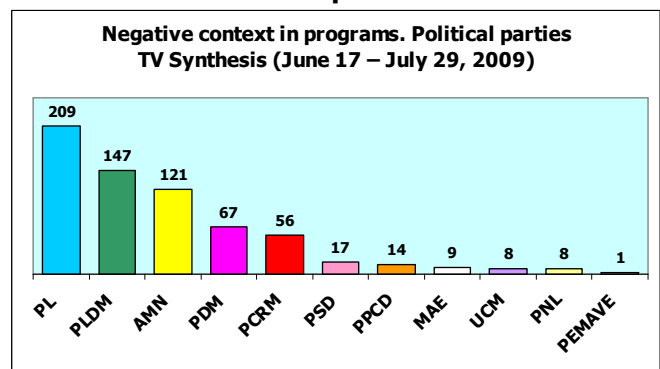
▪ Institutionalized actors. Political parties

The PL, PLDM, AMN and PDM are the preferred target of the TV stations presenting political actors in a negative context. Those 4 parties having entered the Parliament account for 85 % of the mentions in a negative context in programs (596 of 709.) The PCRM got 56 negative mentions (see Graph 4.)

Graph 3



Graph 4



8.3. Political actors in programs. Favoring attitude

During the reference period, four televisions showed favoring attitude towards political actors in programs. Aggregated, those 4 televisions displayed biasness towards 8 personalized actors, 3 institutions as actors and 2 parties as actors (see Table 3.)

Table 3

TV	POLITICAL ACTORS IN PROGRAMS. FAVORING ATTITUDE						
	No.	PERSONALIZED	times	INSTITUTIONS	times	PARTIES	times
EuTV		3	23	2	38	2	35
	1	Rosca Iu.	17	Parties	20	PPCD	31
	2	Vaculovschi G.	4	Government	18	PCRM	4
	3	Voronin V.	2				
Moldova 1		0		1	1	0	
	1			Government	1		
N4		2	38	3	55	2	54
	1	Voronin V.	32	Presidency	30	PCRM	45
	2	Rosca Iu.	6	Parties	22	PPCD	9
	3			Government	3		
NIT		6	12	3	17	1	11
	1	Voronin V.	4	Parties	8	PCRM	11
	2	Vrabie V.	2	Government	8		
	3	Dodon I.	2	Presidency	1		
	4	Greceanai Z.	2				
	5	Reidman O.	1				
	6	Petrenco G.	1				
TV Synthesis		8	73	3	111	2	100
	1	Voronin V.	38	Parties	50	PCRM	60
	2	Rosca Iu.	23	Presidency	31	PPCD	40
	3	Vaculovschi G.	4	Government	30		

4	Vrabie V.	2			
5	Dodon I.	2			
6	Greceanai Z.	2			
7	Reidman O.	1			
8	Petrenco G.	1			

▪ Personalized actors

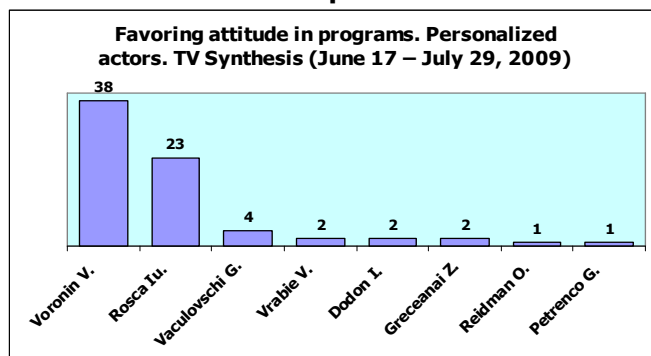
V. Voronin (mentioned 38 times) and Iu. Roșca (23 times) are most often favored in programs. Jointly, they were favored 6 times out of 7. The other favored political actors also belong to the PCRM and PPCD. No representative of the opposition parties is favored (see Graph 5.)

The TV stations favoring political actors are Eu TV, N4 and NIT.

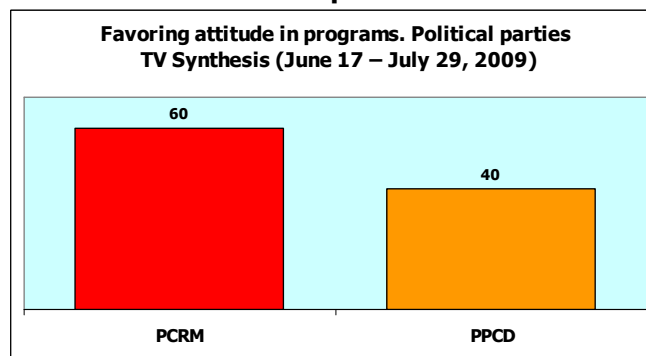
▪ Institutionalized actors. Political parties

The PCRM (60 times) and the PPCD (40) are the only parties towards televisions displayed favoring attitude in programs (see Graph 6.)

Graph 5



Graph 6



8.4. Political actors in programs. Disfavoring attitude

Table 4

TV	POLITICLA ACTORS IN PROGRAMS. DISFAVORING ATTITUDE						
	No.	PERSONALIZED	times	INSTITUTIONS	times	PARTIES	times
EuTV		12	75	2	135	8	125
	1	Urechean S.	20	Parties	120	AMN	44
	2	Chirtoaca D.	11	PLA	15	PL	30
	3	Filat V.	8			PLDM	24
	4	Lupu M.	7			PDM	7
	5	Platon V.	6			PNL	4
	6	Ghimpu M.	6			MAE	4
	7	Tarlev V.	5			UCM	3
	8	Pavlicenco V.	4			PSD	3
	9	Petrencu A.	4			OL	6
	10	Plesca I.	2				
Moldova 1		6	6	2	6	4	6
	1	Chirtoaca D.	1	Parties	5	PL	2
	2	Diacov D.	1	PLA	1	PLDM	2
	3	Ghimpu M.	1			AMN	1
	4	Urechean S.	1			PDM	1
	5	Ciubasenco D.	1				
	6	Ionita V.	1				
N4		11	77	3	127	7	124
	1	Filat V.	33	Parties	119	PLDM	45
	2	Chirtoaca D.	12	PLA	7	PL	27
	3	Urechean S.	10	Parliament	1	AMN	17
	4	Ghimpu M.	8			PDM	8
	5	Lupu M.	6			MAE	2
	6	Petrencu A.	2			PSD	2
	7	Tarlev V.	2			UCM	2
	8	Braghis D.	1			OL	21
	9	Diacov D.	1				
	10	Petrache M.	1				
	11	Platon V.	1				
NIT		11	48	1	61	5	61
	1	Urechean S.	11	Parties	61	PL	18
	2	Ghimpu M.	10			AMN	15
	3	Filat V.	9			PLDM	15
	4	Chirtoaca D.	7			PDM	6
	5	Lupu M.	3			PSD	2
	6	Tarlev V.	2			OL	5
	7	Serebrian O.	2				

	8	Godea M.	1			
	9	Tanase A.	1			
	10	Leanca Iu.	1			
	11	Nagacevschi V.	1			
TV Synthesis		21	206	3	329	8
	1	Filat V.	50	Parties	305	PLDM
	2	Urechean S.	42	PLA	23	PL
	3	Chirtoaca D.	31	Parliament	1	AMN
	4	Ghimpu M.	25			PDM
	5	Lupu M.	16			PSD
	6	Tarlev V.	9			MAE
	7	Platon V.	7			UCM
	8	Petrencu A.	6			PNL
	9	Pavlicenco V.	4			OL
	10	Braghis D.	2			

▪ Personalized actors

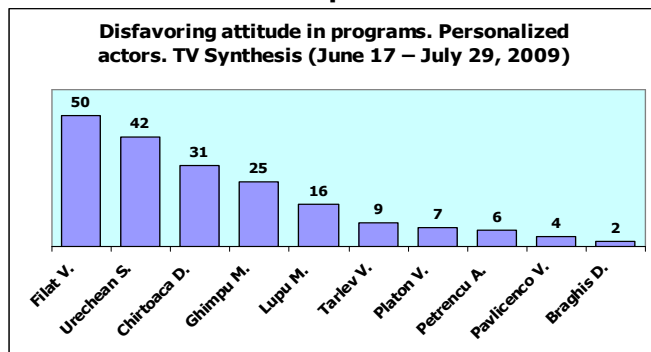
The leaders of the Liberal parties – V. Filat, S. Urechean, D. Chirtoacă and M. Ghimpu – are the personalized political actors mostly disfavored in programs (see Graph 7), in three cases out of four (148 of 206). M. Lupu (PDM) is disfavored 16 times. No PCRM representative is disfavored in programs.

Four televisions allowed disfavoring political actors in their programs: EuTV, Moldova 1, N 4 and NIT.

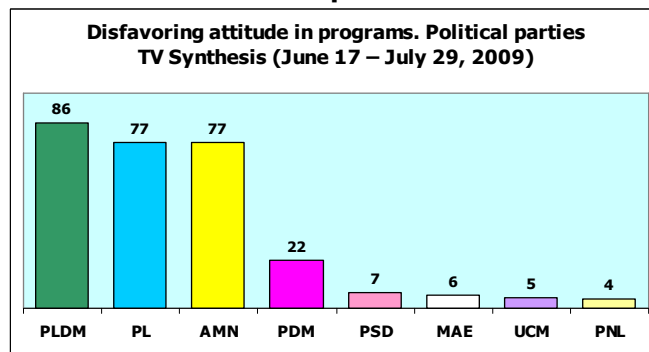
▪ Institutionalized actors. Political parties

8 parties are disfavored in programs, but in most cases the mentioned parties are PLDM, PL and AMN (240 times in 316.) The PCRM is never disadvantaged (see Graph 8.)

Graph 7



Graph 8



Conclusions

The trend noticed about the TV stations for the last half a year grew even more conspicuous as the early parliamentary elections approached. The last two weeks of the race, the opposition parties (PL, PLDM, AMN and PDM) were the targets by enhanced attacks on the part of the stations liking the PCRM and the PPCD. N4, EuTV, NIT and, to a lesser extent Moldova 1, displayed total imbalance in presenting politicians and parties in programs. On the other hand, the PCRM and the PPCD enjoyed massive backing on behalf of these stations. Finally, some program series aired during the race by these televisions were clearly oriented to broadcast “prescribed opinions”, and not to inform the audience fairly and impartially.

9. POLITICAL ACTORS' PRESENCE IN ELECTORAL DEBATES

9.1 General data

During the race for the snap parliamentary elections of July 29, 2009, four TV stations produced 70 debate programs which were attended by 45 candidates or representatives from those 10 electoral participants. All in all, those 4 televisions allotted 46 h 39 minutes to electoral debates (167,940 sec.) (see Table 1.)

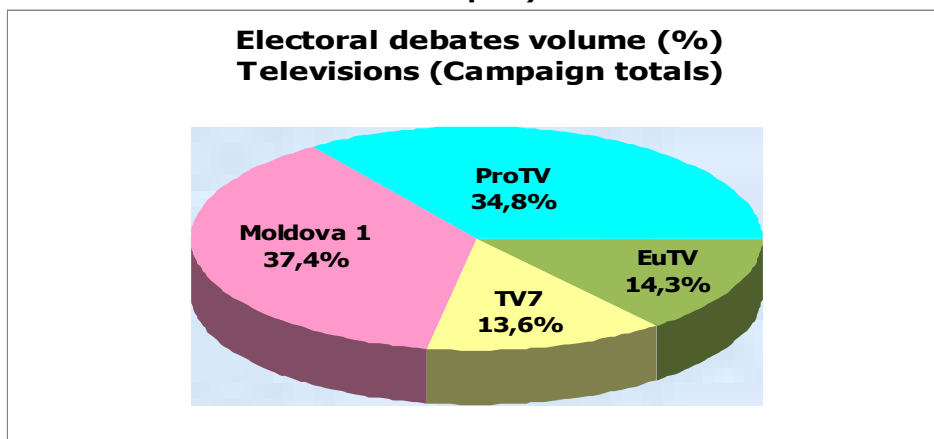
Table 1
Data on electoral debates

		EuTV		Moldova 1		ProTV		TV7		TV Synthesis	
	Debates										
	Produced (number)	6		39		16		9		70	
	Duration (sec.)	23950		62750		58440		22800		167940	
	Number of competitors	9		10		10		10		10	
	Number of participants	13		35		15		16		45	
		Rounds	Duration	Rounds	Duration	Rounds	Duration	Rounds	Duration	Rounds	Duration
1	PCRM	2	3600	7	5040	4	4800	2	1980	15	15420
2	PPCD	2	3600	8	5760	4	4800	2	1980	16	16140
3	AMN	1	335	8	5760	4	4800	2	1980	15	12875
4	PL	-	-	8	5760	4	4800	2	1980	14	12540
5	PLDM	1	75	8	5760	4	4800	2	1980	15	12615
6	PDM	2	3600	8	5760	4	4800	2	1980	16	16140
7	PNL	1	1800	4	2880	2	2400	1	990	8	8070
8	PSD	2	3600	8	5760	4	4800	2	1980	16	16140
9	MAE	1	1800	5	3600	4	4800	1	990	11	11190
10	PEMAVE	2	3600	8	5760	4	4800	2	1980	16	16140

9.2 Data on televisions

Moldova 1 produced the largest number of electoral debates – 39. ProTV produced 16 programs, TV7 – 9 and EuTV – 6 debate programs. In function of the airtime allotted by the televisions to the electoral debates the ranking goes as follows: Moldova 1 – 62,750 sec.; ProTV – 58,440 sec.; EuTV – 23,950 sec.; TV7 – 22,800 sec. (see Graph 1).

Graph 1)



Moldova 1 hosted the largest number of participants in the debates during the entire period of holding such genre of programs – 35, a some of them participated several times. 16 candidates came to TV7, ProTV got 15, EuTV -- 13 of those 45 candidates attending the debates. EuTV is the only television ignored by an electoral participant (the PL), while the representatives of other 2 electoral contestants (AMN and PLDM) left the program before its end.

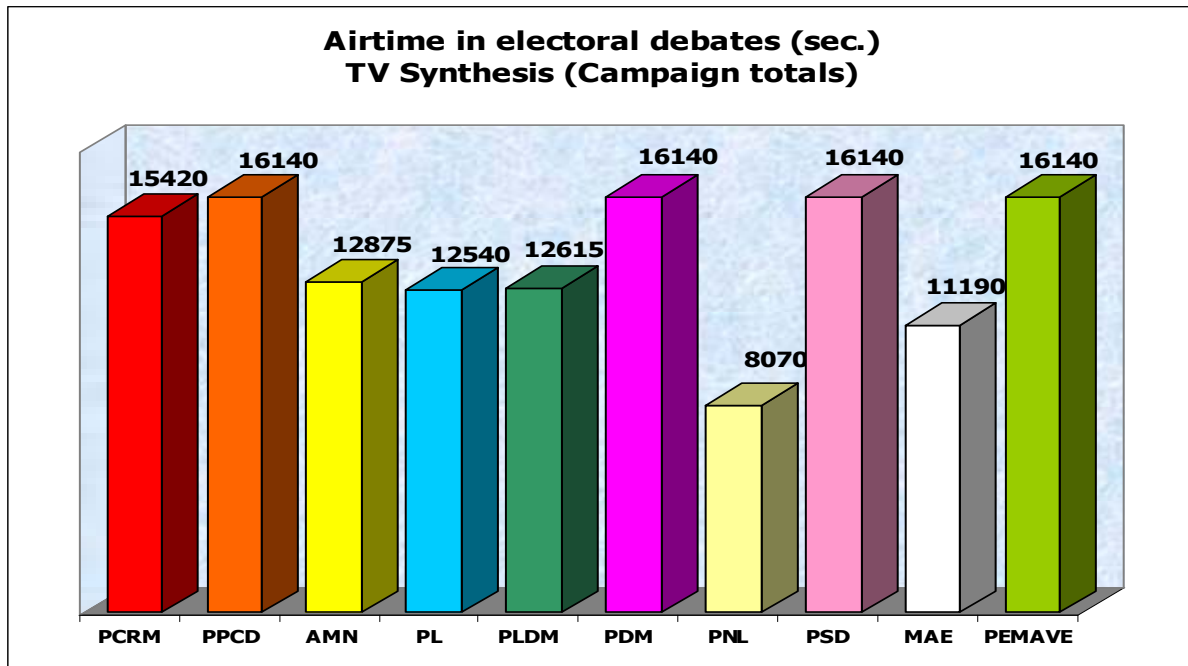
9.3 Data on electoral contestants

Candidates or representatives of those 10 registered electoral competitors attended the debates in a different number of rounds, in function of the schedules established by televisions, of the refusal or not participating in certain programs or of the fact because two competitors left the race. At the same time, in function of these causes, but, also of the format chosen by televisions the airtime used by competitors varied.

Thus, most of the rounds were attended by four electoral competitors – PPCD, PDM, PSD and PEMAVE – all of them in 16 rounds (by 16,140 sec.). PCRM, AMN and PLDM attended by 15 rounds each, having different airtime because the latter two ones abandoned the debates on EuTV (respectively, 15,420, 12,875 and 12,615 sec.) The PL attended 14 rounds (12,540 sec.), MAE – 11 (11,190 sec.), and PNL – 8 (8,070 sec.)

The duration of airtime used for debates by electoral competitors is shown in Graph 2.

Graph 2



Two electoral contestants – PCRM and PDM – engaged by 7 candidates or representatives in debates; AMN fielded 6 candidates; PL, PLDM and PEMAVE – by 5; PPCD and MAE – by 3; PNL and PSD – by 2.

Attending 9 programs, D. Braghiș (PSD) was the most active politician in the debates. V. Ciobanu (PPCD) is the second with 8 debates, while positions 3-4 were shared by A. Petrencu (MAE) and V. Braga (PEMAVE), both having attended by 7 debates. D. Chirtoacă (PL) and V. Pavlicenco (PNL) appeared in 6 programs each, and Iu. Muntean (PCRM), V. Filat (PLDM), M. Lupu (PDM) and V. Tarlev (PSD) attended by 5 debate rounds. S. Urechean (AMN) participated in 4 rounds.

Findings and conclusions

Two electoral participants (PNL and MAE) withdrew from the race, a reason why they did not attend all the debate rounds announced by televisions.

The PCRM, on July 20, 2009, refused to attend a program scheduled by Moldova 1 (21.40) with the PNL representative, on reason that competitor had announced its withdrawal from the campaign.

The representatives of two electoral contestants left EuTV's debates: on 16 July, 2009 (PLDM) and on 17 July 2009 (AMN) shortly after the program started, accusing the station of serving the government. The PL representatives, jointly with the ones from the PLDM and AMN, boycotted the debates announced by EuTV for July 21, 2009, a reason why the program was not aired.

Generally, the debate programs on the monitored stations during the recent race, were produced in agreement with the pre-established procedures. The moderators basically were impartial with the invitees, and the timing was correct.

10. ELECTORAL ADVERTISING

10.1 General data

During the recent electoral race, 7 of the observed televisions aired electoral ads of 9 from those 10 registered electoral contestants with a total volume of about 23 h (82,610 sec.) A single competitor – the PNL – did not have ads during the electoral campaign (see Table 1).

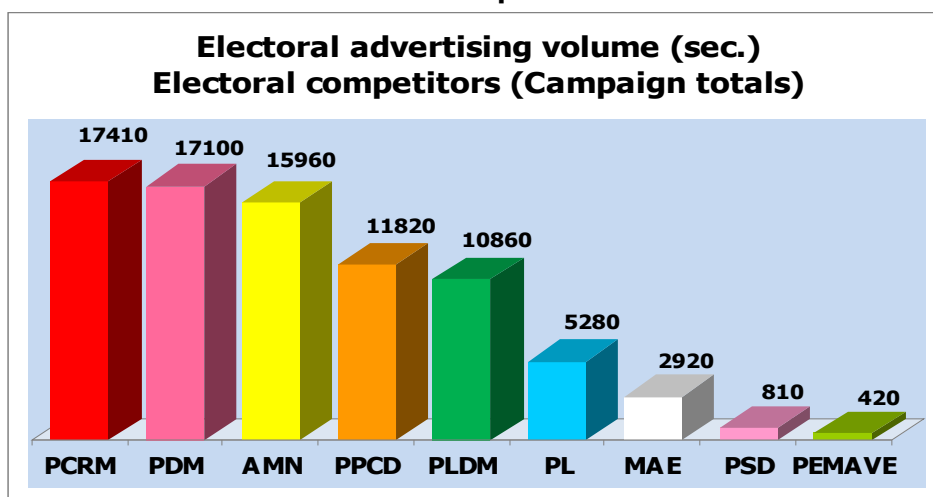
Table 1
Data on airing electoral advertising

TV/Competitors	PCRM	PPCD	AMN	PL	PLDM	PDM	PNL	PSD	MAE	PEMAVE	Televisions
EuTV	3170	2400	2400			3540					11510
Moldova 1	3610	1530	3120	1800	2520	3480		390	600	420	17470
N4	2850	1170							420		4440
NIT	3690	2280	3000		2520	3420			420		15330
ProTV	600	960	3240	1800	3240	3420		240	720		14220
TV7	3490	2400	2940	1680	2580	3240		180	560		17070
TVC21		1080	1260						200		2540
Competitors	17410	11820	15960	5280	10860	17100		810	2920	420	82580

10.2 Data on electoral competitors

During the monitoring period, the PCRM aired the largest amount of ads (17,440 sec.), closely followed by the PDM (17,100 sec.), position 3 being held by AMN (15,960 sec.) The least advertising was aired by PSD and PEMAVE (see Graph 1).

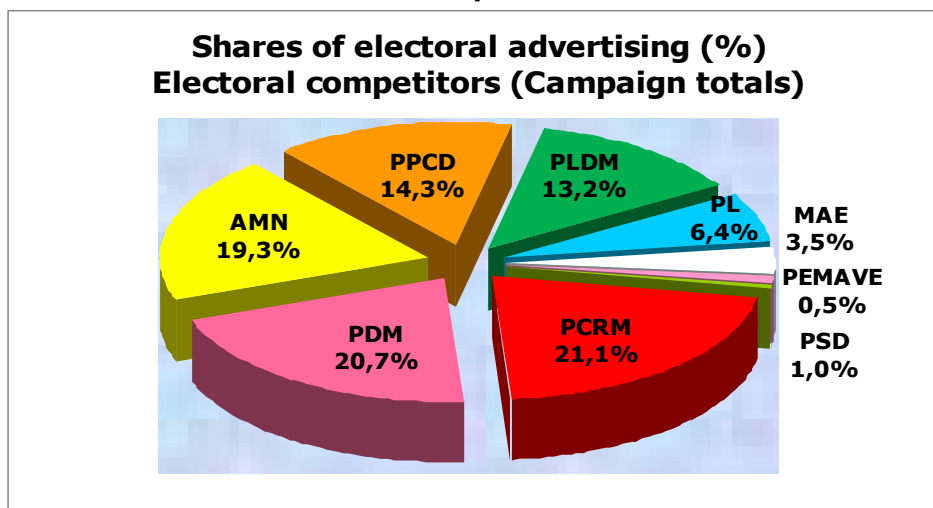
Graph 1



But a competitor, PPCD, aired electoral clips on all those 7 stations; PCRM, AMN and MAE – on by 6 televisions (PCRM did not air on TVC21, AMN – on N4, and MAE – on EuTV); the PDM ran its ads on 5 televisions (EuTV, Moldova 1, NIT, ProTV, TV7); the PLDM – on 4 (Moldova 1, NIT, ProTV, TV7); the PL and PSD – on 3 (Moldova 1, ProTV, TV7); PEMAVE – on 1 televisions (Moldova 1.)

The first three electoral contestants – PCRM, PDM and AMN – accounted for over 60% of the total volume of electoral advertising aired by televisions (see Graph 2.)

Graph 2

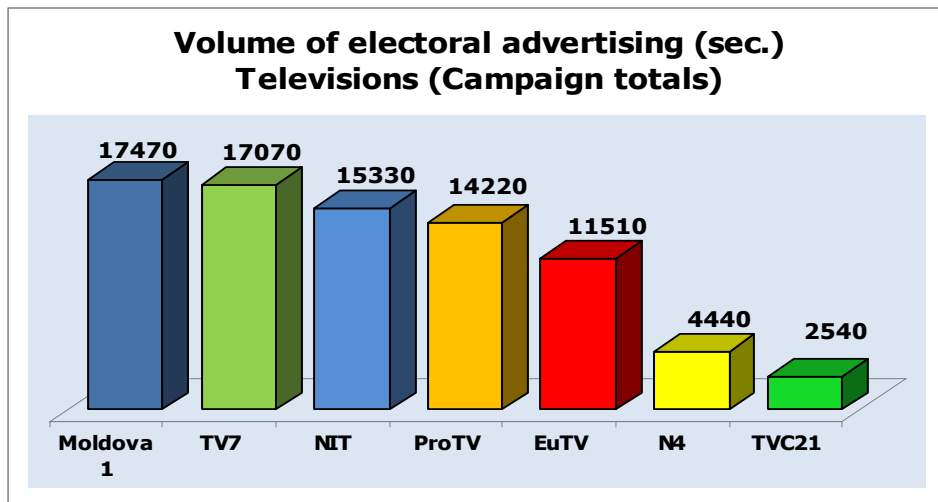


10.3 Data on televisions

Moldova 1 aired clips of 9 electoral competitors; ProTV and TV7 – of 8; NIT – of 6; EuTV – of 4; N4 and TVC21 – of 3 competitors.

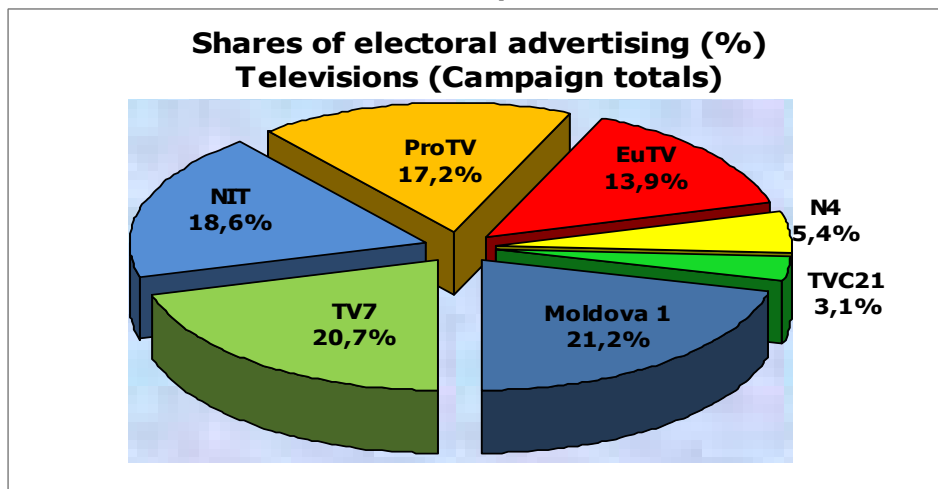
Most of the advertising were run on Moldova 1 (17,470 sec.) and TV7 (17,070 sec.), positions 3-4 going to NIT (15,330 sec.) and ProTV (14,220 sec.) The smallest amount was run by N4 and TVC21 (see Graph 3).

Graph 3



Two televisions – Moldova 1 and TV7 – aired over 40 % (41.8%) of the electoral ads run on those 7 televisions. The shares of the other stations are broken down in Graph 4.

Graph 4



Findings and conclusions

All the electoral contestants ran ads in volumes matching the law (not more than 120 minutes per broadcaster.)

A television – EuTV – several times aired ads of 3 contestants exceeding the volume of 2 minutes a day per competitor. Thus, the runtime of the PCRM's and the PDM's ads aired on EuTV on July 4, 2009, were, respectively, 140 sec. and 180 sec. The same two competitors benefited from 150 sec. of electoral advertising each, on 11 July, 2009. Also 150 sec. a days were aired for another competitor – the PPCD, on July 23 and 24, 2009.

Except for EuTV, during the race for the snap parliamentary elections, the monitored televisions observed the legal requirements on running electoral advertising.

GENERAL CONCLUSIONS

The results of monitoring the main television channels from June 17 through July 29, 2009, tell of differentiated and selective treatment applied by some TV stations on electoral and political actors from the perspective of mirroring the campaign for early parliamentary elections in a balanced, fair and impartial way. A series of TV stations presented the political actors in their news in an unfair, disproportionate and tendentious way, especially the electoral participants, thus depriving the voters from the possibility to freely shape an opinion about the electoral offers.

Especially NIT and N4, but also Moldova 1, massively covered in news, in a positive context, and displayed favoring attitude towards the political actors representing the government, and the PPCD (particularly on N4 and Moldova 1), and EuTV displayed favoring attitude in news exclusively towards the PPCD members. At the same time, these channels massively covered in their news, in a negative context, mostly the representatives of the political opposition. Especially N4 and NIT, but also EuTV and Moldova 1 (to a smaller degree) obviously displayed in their news a disfavoring attitude exclusively towards the political parties representing the opposition. On the other hand, ProTV and TV7 adopted, in this regard, a more balanced attitude and, jointly with other two stations with fewer programs relevant for monitoring (Prime and TVC21), did not admit in their news partial or tendentious attitudes towards the political actors.

At the same time, the monitors observed a trend of selective approach of some televisions (N4, NIT, Moldova 1) towards the principles of using two and more information sources in the conflict-related stories. Thus, reports displaying PCRM members, as a rule, lacked the opinions of the opposition representatives criticized by the PCRM, while the reports on the electoral events of the opposition always had the opinions of the criticized PCRM and government's representatives, as a rule, in a bigger proportion.

The fact that some televisions kept programs with electoral contents (others than the electoral debates) created pre-conditions for the dissimulated airing of political preferences. Some program series broadcast during the electoral race by EuTV, N4 and NIT were clearly oriented to airing "prescribed opinions", and not to inform the audience fairly and impartially. At the same time, these 3 TV channels promoted hidden electoral messages through programs that envisaged, directly or indirectly, electoral participants, without marking them with the signature clip "Electorală". Moreover, N4 openly promoted an electoral contestant through its program "Revista presei" (Press Review) displaying a newspaper with the PCRM's slogan. This television committed in this respect repeated deviations from the legal provisions.

A TV station – EuTV (5 – in the previous campaign), resumed on July 28, 2009, its evening newscast with the participation of electoral competitors, thus breaking article 47 para. 14 of the Electoral Code providing that on the eve of the elections day no electioneering is allowed.

Although the law provides for precise norms about airing the electoral advertising, 2 televisions (EuTV and NIT) committed derogations from those provisions. Thus on NIT, on 13 July 2009, the content of an electoral clip by the PCRM was inserted into a newscast. This is a derogation from the law. EuTV repeatedly ran the ads of 3 electoral competitors by exceeding the legal limit of 2 minutes a day per competitor.

Generally, the debate programs on the monitored stations during the recent race, were produced in agreement with the pre-established procedures. The moderators basically were impartial with the invitees, and the timing was correct. The representatives of two competitors (PLDM and AMN) left the debates on EuTV shortly after the program started, accusing this station of serving the government. In reply, EuTV publicly stated its decision to ignore the electoral events of those two parties in its newscasts, but this fact contradicts the law.

Monitoring the main TV channels proves that, through their behavior in the electoral race, the majority of the televisions breached, and in certain cases – very severely and repeatedly – the provisions of the national law on this area, the professional ethics and the acknowledged international standards, what did not obviously contribute to create and insure favorable conditions for free and conscious elections.