



**"MONITORING THE POLITICAL/ELECTORAL ACTORS ON THE MAIN TV CHANNELS DURING THE PRE-ELECTION, ELECTION AND POST-ELECTION PERIODS OF THE 2009 PARLIAMENTARY ELECTIONS"**

**Monitoring Report**  
**on presence of political/electoral actors in the programs of TV channels in the election period for the 2009 parliamentary elections**

**Period: 04 – 17 February 2009**

**A project implemented by the Electronic Press Association with the support of the Delegation of the European Commission to Moldova and of the Soros Foundation-Moldova within the Civic Coalition for Free and Fair Election – Coalition 2009**

**Chișinău, 2009**

# CONTENTS

<b>1. Methodological frame .....</b>	<b>3</b>
<b>2. Presence of political actors in newscasts: statistic data .....</b>	<b>4</b>
<b>3. Quantity dimension of the political actors' presence in news .....</b>	<b>13</b>
3.1 General data	
3.2 Political actors in newscasts	
<b>4. Quality dimension of political actors' presence in news .....</b>	<b>17</b>
4.1 Political actors. Positive context	
4.2 Political actors. Negative context	
4.3 Political actors. Favoring attitude	
4.4 Political actors. Unfavorable attitude	
<b>5. Presence of political actors in programs: statistic data .....</b>	<b>26</b>
<b>6. Quantity dimension of the political actors' presence in programs .....</b>	<b>31</b>
6.1 General data	
6.2 Political actors in programs	
<b>7. Quality dimension of political actors' presence in programs .....</b>	<b>35</b>
7.1 Political actors. Positive context	
7.2 Political actors. Negative context	
7.3 Political actors. Favoring attitude	
7.4 Political actors. Unfavorable attitude	
<b>8. Electoral advertising .....</b>	<b>38</b>
<b>9. Conclusions .....</b>	<b>40</b>

## 1. METHODOLOGICAL FRAME

**Period:** 04 – 17 February 2009

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

**Goal:** determining the presence, in terms of quantity and quality, of the electoral actors in news/current affairs programs, in thematic programs and in electoral advertising, from the perspective of legal and professional requirements established for broadcasters in the electoral campaign for the April 5 elections in 2009.

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

### MONITORING CARD:

**Monitored TV stations:** Eu TV, Moldova 1, N 4, NIT, Prime, Pro TV, TV 7, TVC 21, 2 PI

#### 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) neuter; c) negative
- **Journalist's attitude:** a) favoring; b) unfavorable, c) impartial.

**Content of information:** *a) positive; b)negative; c) neuter*

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 **neuter** content was defined the information in which the political actors are associated with neither positive, nor negative actions, nor the TV story does not bear expressive or emotional load.

**Journalist's attitude: a) favoring; b) unfavorable, c) impartial.**

- The orientation of a journalist's attitude is identified from analyzing the text, and the video images from the televised story.

## 2. PRESENCE OF POLITICAL ACTORS IN NEWSCASTS: STATISTIC DATA

Monitored TV station: <b>EuTV</b>			
Monitored program: <b>NEWS</b>			
No. of stories (with PA pres.):	<b>172</b>	No. of conflict stories:	<b>33</b>
News duration (sec):	<b>17199</b>	1 info source:	<b>14</b>
Program duration (sec):	<b>47367</b>	2+ info sources:	<b>19 (58%)</b>

No.	Political actors	Presence				Content			Attitude			Data synthesis	
		Direct int. (number)	Direct int. (number)	Menti./appear. (number)	sec)Menti./appear. (duration,)	Positive	Negative	Neuter	Favorable	Unfavorable	Impartial	mentions/appear.No. interventions +	Duration interventions + mentions/appear.
<b>+</b>	<b>Personalized</b>												
1	Musuc E.	16	252	33	490	3	8	38	4	0	45	<b>49</b>	<b>742</b>
2	Greceanai Z.	6	135	21	307	14	0	13	0	0	27	<b>27</b>	<b>442</b>
3	Chirtoaca D.	4	32	30	373	0	8	26	0	0	34	<b>34</b>	<b>405</b>
4	Cotet V.	10	183	10	134	0	3	17	0	0	20	<b>20</b>	<b>317</b>
5	Filat V.	9	180	13	112	0	4	18	0	0	22	<b>22</b>	<b>292</b>
6	Dodon I.	4	260	4	20	0	0	8	0	0	8	<b>8</b>	<b>280</b>
7	Rosca Iu.	7	180	10	70	0	0	17	0	0	17	<b>17</b>	<b>250</b>
8	Cubreacov V.	3	60	17	185	0	0	20	0	0	20	<b>20</b>	<b>245</b>
9	Catrinici L.	4	180	4	40	4	0	4	0	0	8	<b>8</b>	<b>220</b>
10	Durlesteanu M.	4	160	0	0	0	0	4	0	0	4	<b>4</b>	<b>160</b>
11	Corduneanu A.	4	98	6	45	7	0	3	0	0	10	<b>10</b>	<b>143</b>
12	Tanase A.	0	0	14	130	0	0	14	0	0	14	<b>14</b>	<b>130</b>
13	Parlog V.	3	105	3	15	0	0	6	0	0	6	<b>6</b>	<b>120</b>
14	Copaci T.	4	100	0	0	4	0	0	0	0	4	<b>4</b>	<b>100</b>
15	Braghis D.	0	0	10	92	3	0	7	0	0	10	<b>10</b>	<b>92</b>
16	Ostalep V.	2	90	0	0	0	0	2	0	0	2	<b>2</b>	<b>90</b>
17	Cernei O.	4	60	4	20	0	0	8	0	0	8	<b>8</b>	<b>80</b>
18	Diacov D.	4	48	6	30	0	0	10	0	0	10	<b>10</b>	<b>78</b>
19	Stepaniuc V.	2	50	2	20	2	0	2	0	0	4	<b>4</b>	<b>70</b>
20	Babuc M.	3	60	0	0	0	0	3	0	0	3	<b>3</b>	<b>60</b>
21	Curteanu I.	0	0	2	50	0	0	2	0	0	2	<b>2</b>	<b>50</b>
22	Urechean S.	0	0	7	47	0	4	3	0	0	7	<b>7</b>	<b>47</b>
23	Vaculovschi G.	3	45	0	0	0	0	3	0	0	3	<b>3</b>	<b>45</b>
24	Klimenko V.	0	0	4	40	0	0	4	0	0	4	<b>4</b>	<b>40</b>
25	Plesca I.	0	0	4	32	0	4	0	0	0	4	<b>4</b>	<b>32</b>
26	Ghimpu M.	0	0	3	30	0	0	3	0	0	3	<b>3</b>	<b>30</b>
27	Guznac V.	2	30	0	0	2	0	0	0	0	2	<b>2</b>	<b>30</b>
28	Starcea E.	3	30	0	0	0	0	3	0	0	3	<b>3</b>	<b>30</b>
29	Cosovan G.	1	20	0	0	0	0	1	0	0	1	<b>1</b>	<b>20</b>
30	Fusu C.	0	0	4	20	0	0	4	0	0	4	<b>4</b>	<b>20</b>
31	Voronin V.	0	0	2	20	2	0	0	0	0	2	<b>2</b>	<b>20</b>
32	Osipov V	0	0	3	15	0	0	3	0	0	3	<b>3</b>	<b>15</b>
33	Untila V.	0	0	3	15	0	0	3	0	0	3	<b>3</b>	<b>15</b>
34	Abramciuc V.	0	0	2	10	0	0	2	0	0	2	<b>2</b>	<b>10</b>
<b>+</b>	<b>Institutions</b>											<b>0</b>	<b>0</b>
1	LPA	36	583	216	2885	17	62	173	4	2	246	<b>252</b>	<b>3468</b>
2	Parties	36	663	236	1679	6	16	250	6	0	266	<b>272</b>	<b>2342</b>
3	Government	32	1130	90	984	35	0	87	0	0	122	<b>122</b>	<b>2114</b>
4	Parliament	0	0	8	40	3	0	5	0	0	8	<b>8</b>	<b>40</b>
5	Presidency	0	0	6	40	5	0	1	0	0	6	<b>6</b>	<b>40</b>
<b>+</b>	<b>Parties</b>											<b>0</b>	<b>0</b>
1	PCRM	16	625	49	495	20	0	45	0	0	65	<b>65</b>	<b>1120</b>
2	PLDM	19	363	73	634	0	14	78	0	0	92	<b>92</b>	<b>997</b>
3	PPCD	23	473	63	519	12	0	74	6	0	80	<b>86</b>	<b>992</b>
4	PSD	16	252	64	732	6	9	65	4	0	76	<b>80</b>	<b>984</b>

5	PL	4	32	55	463	0	12	47	0	0	59	59	495
6	AMN	4	60	48	304	0	12	40	0	0	52	52	364
7	PDM	4	48	19	108	0	0	23	0	0	23	23	156
8	PRM	0	0	2	50	0	0	2	0	0	2	2	50
9	RAVN	0	0	4	40	0	0	4	0	0	4	4	40
10	UCM	0	0	10	38	0	0	10	0	0	10	10	38
11	PSMPR	0	0	4	30	0	0	4	0	0	4	4	30
12	MAE	0	0	6	18	0	0	6	0	0	6	6	18
13	PDSMU	0	0	3	9	0	0	3	0	0	3	3	9

Monitored TV station: <b>M1</b>			
Monitored program: <b>NEWS</b>			
No. of stories (with PA pres.):		194	No. of conflict stories: 22
News duration (sec):		19355	1 info source: 13
Program duration (sec):		85430	2+ info sources: 9 (41%)

No.	Political actors	Presence				Content			Attitude			Data synthesis	
		Direct int. (number)	Direct int. (number)	Menti./appear. (number)	sec)Menti./appear. (duration,	Positive	Negative	Neuter	Favorable	Unfavorable	Impartial	mentions/appear.No. interventions +	Duration interventions + mentions/appear.
+	Personalized												
1	Voronin V.	8	343	39	776	29	0	18	12	0	35	47	1119
2	Greceanai Z.	5	138	28	448	24	0	9	4	0	29	33	586
3	Panfil V.	12	465	3	60	0	0	15	0	0	15	15	525
4	Dodon I.	8	345	10	136	11	0	7	0	0	18	18	481
5	Durlesteanu M.	8	240	2	70	9	0	1	1	0	9	10	310
6	Musuc E.	3	144	10	134	0	7	6	0	0	13	13	278
7	Bulat G.	4	200	4	60	8	0	0	0	0	8	8	260
8	Sarbu S.	4	216	4	44	0	0	8	0	0	8	8	260
9	Savga L.	4	60	4	185	7	0	1	4	0	4	8	245
10	Lupu M.	4	52	13	155	4	0	13	2	0	15	17	207
11	Nantoi O.	3	141	3	55	0	0	6	0	0	6	6	196
12	Copaci T.	4	140	4	36	4	0	4	0	0	8	8	176
13	Guznac V.	5	125	8	47	13	0	0	0	0	13	13	172
14	Diacov D.	7	81	7	73	6	0	8	0	0	14	14	154
15	Chirtoaca D.	1	14	10	138	0	7	4	0	7	4	11	152
16	Braghis D.	7	123	4	20	0	0	11	0	0	11	11	143
17	Tcaci A.	3	117	3	21	0	0	6	0	0	6	6	138
18	Petrencu G.	1	110	0	0	1	0	0	0	0	1	1	110
19	Smirnov E.	3	81	3	21	2	0	4	0	0	6	6	102
20	Rosca Iu.	4	80	4	20	0	0	8	0	0	8	8	100
21	Serebrian O.	3	45	3	55	0	0	6	0	0	6	6	100
22	Untila V.	4	60	6	38	0	0	10	0	0	10	10	98
23	Osipov V.	2	40	1	54	0	0	3	0	0	3	3	94
24	Ghimpu M.	3	33	6	54	0	3	6	0	3	6	9	87
25	Cosarciuc V.	3	75	3	9	0	0	6	0	0	6	6	84
26	Filat V.	4	60	4	20	0	0	8	0	0	8	8	80
27	Tanase A.	2	62	2	14	0	0	4	0	0	4	4	76
28	Petrencu A.	2	40	2	30	0	0	4	0	0	4	4	70
29	Ciobanu I.	4	60	0	0	0	0	4	0	0	4	4	60
30	Tarlev V.	2	40	2	20	0	0	4	0	0	4	4	60
31	Urechean S.	0	0	5	60	0	0	5	0	0	5	5	60
32	Stepaniuc V.	0	0	1	45	0	0	1	0	0	1	1	45
33	Boico M.	4	20	4	20	0	0	8	0	0	8	8	40
34	Cernei O.	2	40	0	0	0	0	2	0	0	2	2	40
35	Cubreacov V.	0	0	4	40	0	0	4	0	0	4	4	40
36	Parlog V.	1	30	1	10	0	0	2	0	0	2	2	40
37	Nirca N.	2	22	2	14	0	0	4	0	0	4	4	36
38	Fusu C.	0	0	3	33	0	0	3	0	0	3	3	33
39	Pavlicenco V.	0	0	2	30	0	0	2	0	0	2	2	30
40	Gorodenco A.	0	0	3	18	3	0	0	3	0	0	3	18
41	Dragomir V.	1	15	0	0	0	0	1	0	0	1	1	15

42	Lucinschi Ch.	0	0	1	9	0	0	1	0	0	1	1	9
43	Cimpoi M.	0	0	2	6	0	0	2	0	0	2	2	6
44	Stratan A.	0	0	1	5	0	0	1	0	0	1	1	5
45	Catrinici L.	0	0	1	3	0	0	1	0	0	1	1	3
+	<b>Institutions</b>											0	0
1	Parties	99	2407	253	2421	26	34	292	15	11	326	352	4828
2	Government	45	1552	72	1208	84	0	33	10	0	107	117	2760
3	Presidency	3	165	34	683	20	0	17	3	0	34	37	848
4	Parliament	4	147	19	249	8	0	15	0	0	23	23	396
5	LPA	1	14	7	105	0	7	1	0	7	1	8	119
+	<b>Parties</b>											0	0
1	PCRM	39	1275	120	1891	78	3	78	25	0	134	159	3166
2	PL	20	572	48	598	0	20	48	0	13	55	68	1170
3	PSD	10	267	27	375	0	7	30	0	0	37	37	642
4	AMN	12	235	37	370	0	4	45	0	2	47	49	605
5	PDM	13	267	25	235	6	0	32	0	0	38	38	502
6	PLDM	11	216	27	174	0	5	33	0	3	35	38	390
7	PPCD	4	80	19	123	0	0	23	0	0	23	23	203
8	PDSMU	3	117	3	21	0	0	6	0	0	6	6	138
9	MAE	2	40	11	93	0	0	13	0	0	13	13	133
10	UCM	2	40	11	67	0	2	11	0	0	13	13	107
11	PSMRP	3	81	3	21	2	0	4	0	0	6	6	102
12	PC	2	22	2	14	0	0	4	0	0	4	4	36
13	PAM	0	0	1	5	0	0	1	0	0	1	1	5

<b>Monitored TV station: N4</b>			
<b>Monitored program: NEWS</b>			
<b>No. of stories (with PA pres.):</b>		<b>179</b>	<b>No. of conflict stories: 64</b>
<b>News duration (sec):</b>		<b>18692</b>	<b>1 info source: 46</b>
<b>Program duration (sec):</b>		<b>28959</b>	<b>2+ info sources: 18 (28%)</b>

No.	Political actors	Presence				Content			Attitude			Data synthesis	
		Direct int. (number)	Direct int. (number)	Menti./appear. (number)	sec)Menti./appear. (duration)	Positive	Negative	Neuter	Favorable	Unfavorable	Impartial	mentions/appear. No. interventions +	Duration interventions + mentions/appear.
+	<b>Personalized</b>												
1	Voronin V.	17	278	37	1328	34	0	20	6	0	48	54	1606
2	Greceanai Z.	2	40	27	1190	18	0	11	6	0	23	29	1230
3	Chirtoaca D.	3	18	36	732	0	27	12	0	12	27	39	750
4	Cernei O.	21	384	15	225	0	6	30	0	0	36	36	609
5	Musuc E.	18	339	18	186	6	6	24	3	0	33	36	525
6	Dodon I.	17	461	3	12	11	0	9	0	0	20	20	473
7	Turcanu A.	0	0	4	396	4	0	0	4	0	0	4	396
8	Ghimpu M.	3	18	12	186	0	9	6	0	3	12	15	204
9	Urechean S.	6	78	9	123	0	6	9	0	6	9	15	201
10	Stepaniuc V.	0	0	3	192	3	0	0	0	0	3	3	192
11	Copaci T.	6	126	3	24	3	0	6	0	0	9	9	150
12	Cotet V.	6	78	6	69	0	0	12	0	0	12	12	147
13	Gorodenco A.	0	0	3	135	0	0	3	0	0	3	3	135
14	Smirnov E.	3	126	0	0	0	0	3	0	0	3	3	126
15	Pavlov V.	5	117	0	0	0	0	5	0	0	5	5	117
16	Turcan V.	0	0	1	99	1	0	0	1	0	0	1	99
17	Durlesteanu M.	3	90	0	0	0	0	3	0	0	3	3	90
18	Mejinschi V.	3	60	3	24	3	0	3	0	0	6	6	84
19	Ostalep V.	3	78	0	0	0	0	3	0	0	3	3	78
20	Catrinici L.	0	0	5	60	5	0	0	0	0	5	5	60
21	Popa S.	3	60	0	0	0	0	3	0	0	3	3	60
22	Tarlev V.	0	0	5	52	0	2	3	0	0	5	5	52
23	Lupu M.	2	50	0	0	2	0	0	0	0	2	2	50
24	Stratan A.	0	0	3	45	0	0	3	0	0	3	3	45
25	Tanase A.	0	0	6	45	0	3	3	0	3	3	6	45
26	Diacov D.	0	0	6	42	3	3	0	0	3	3	6	42

27	Braghis D.	0	0	6	36	0	3	3	0	3	3	6	36
28	Panfil V.	3	12	3	21	0	0	6	0	0	6	6	33
29	Misin V.	0	0	3	21	0	0	3	0	0	3	3	21
30	Pavlicenco V.	0	0	3	21	0	3	0	0	3	0	3	21
31	Plesca I.	0	0	3	18	0	3	0	0	3	0	3	18
32	Serebrian O.	0	0	3	18	0	3	0	0	3	0	3	18
33	Cubreacov V.	0	0	3	15	0	0	3	0	0	3	3	15
34	Filat V.	0	0	6	15	0	3	3	0	3	3	6	15
35	Rosca Iu.	0	0	3	15	0	3	0	0	3	0	3	15
36	Cosarciuc V.	0	0	3	12	0	3	0	0	3	0	3	12
37	Untila V.	0	0	3	12	0	0	3	0	0	3	3	12
38	Petrencu A.	0	0	3	9	0	0	3	0	0	3	3	9
+	<b>Institutions</b>											0	0
1	Government	30	789	96	2982	76	5	45	11	0	115	126	3771
2	LPA	44	699	163	2734	19	110	78	12	54	141	207	3433
3	Parties	41	730	181	2241	19	84	119	2	35	185	222	2971
4	Presidency	15	258	34	1277	32	0	17	6	0	43	49	1535
+	<b>Parties</b>											0	0
1	PCRM	37	724	113	3640	83	0	67	20	0	130	150	4364
2	PL	9	48	79	1191	0	61	27	0	27	61	88	1239
3	AMN	27	462	64	592	0	37	54	0	21	70	91	1054
4	PSD	18	339	35	305	11	12	30	6	3	44	53	644
5	PLDM	6	78	43	450	0	28	21	0	15	34	49	528
6	PSMRP	6	165	3	111	0	0	9	0	0	9	9	276
7	PDM	0	0	14	126	3	8	3	0	8	6	14	126
8	UCM	0	0	10	67	0	4	6	0	0	10	10	67
9	PPCD	0	0	12	42	0	3	9	0	3	9	12	42
10	PNL	0	0	3	21	0	3	0	0	3	0	3	21
11	MAE	0	0	3	9	0	0	3	0	0	3	3	9

<b>Monitored TV station: NIT</b>			
<b>Monitored program: NEWS</b>			
<b>No. of stories (with PA pres.):</b>		<b>312</b>	<b>No. of conflict stories:</b>
<b>News duration (sec):</b>		<b>36410</b>	<b>1 info source:</b>
<b>Program duration (sec):</b>		<b>72625</b>	<b>2+ info sources:</b>
			<b>17 (40%)</b>

No.	Political actors	Presence				Content			Attitude			Data synthesis	
		Direct int. (number)	Direct int. (number)	Menti./appear. (number)	sec)Menti./appear. (duration,	Positive	Negative	Neuter	Favorable	Unfavorable	Impartial	mentions/appear.No. interventions +	Duration interventions + mentions/appear.
+	<b>Personalized</b>												
1	Voronin V.	20	402	147	3359	111	0	56	18	0	149	167	3761
2	Greceanai Z.	8	124	50	814	24	0	34	6	0	52	58	938
3	Musuc E.	20	216	30	434	22	14	14	3	0	47	50	650
4	Durlesteanu M.	12	316	21	286	19	0	14	8	0	25	33	602
5	Lupu M.	15	216	31	266	17	0	29	3	0	43	46	482
6	Dodon I.	20	344	19	104	12	0	27	0	0	39	39	448
7	Chirtoaca D.	2	12	19	390	0	15	6	0	5	16	21	402
8	Gorodenco A.	2	72	11	210	9	0	4	0	0	13	13	282
9	Smirnov E.	6	240	0	0	0	0	6	0	0	6	6	240
10	Ghimpu M.	0	0	17	189	0	4	13	0	4	13	17	189
11	Cernei O.	10	74	14	106	4	7	13	0	0	24	24	180
12	Panfil V.	0	0	6	180	0	0	6	0	0	6	6	180
13	Balmos G.	12	168	0	0	6	0	6	0	0	12	12	168
14	Pavlov V.	10	166	0	0	4	0	6	0	0	10	10	166
15	Tanase A.	12	118	7	28	4	3	12	0	0	19	19	146
16	Bulat G.	0	0	3	96	3	0	0	0	0	3	3	96
17	Cotet V.	5	50	5	30	0	0	10	0	0	10	10	80
18	Furtuna M.	6	64	0	0	0	0	6	0	0	6	6	64
19	Fusu C.	5	63	0	0	0	0	5	0	0	5	5	63
20	Klimenko V.	7	56	0	0	4	0	3	0	0	7	7	56
21	Savga L.	0	0	7	56	7	0	0	0	0	7	7	56

22	Cunetcaia T.	3	51	0	0	0	0	3	0	0	3	3	51
23	Mejinschi V.	6	48	0	0	0	0	6	0	0	6	6	48
24	Baldovici V.	0	0	7	42	0	0	7	0	0	7	7	42
25	Gutu E.	3	42	0	0	0	0	3	0	0	3	3	42
26	Boico M.	6	36	0	0	0	0	6	0	0	6	6	36
27	Braghis D.	0	0	6	36	0	0	6	0	0	6	6	36
28	Misin V.	0	0	6	36	0	0	6	0	0	6	6	36
29	Popa S.	2	32	0	0	2	0	0	0	0	2	2	32
30	Vrabie V.	2	32	0	0	2	0	0	0	0	2	2	32
31	Esanu N.	0	0	2	28	0	0	2	0	0	2	2	28
32	Cubreacov V.	0	0	6	24	0	0	6	0	0	6	6	24
33	Filat V.	0	0	5	24	0	5	0	0	0	5	5	24
34	Untila V.	0	0	6	24	0	0	6	0	0	6	6	24
35	Guma V.	0	0	6	18	0	0	6	0	0	6	6	18
36	Guznac V.	0	0	2	16	0	0	2	0	0	2	2	16
37	Munteanu Iu.	0	0	3	12	3	0	0	0	0	3	3	12
38	Sova V.	0	0	3	12	3	0	0	0	0	3	3	12
+	<b>Institutions</b>											0	0
1	LPA	97	1076	155	6439	60	82	110	13	28	211	252	7515
2	Government	62	1104	190	6868	148	0	104	50	0	202	252	7972
3	Parliament	15	216	29	272	15	0	29	3	0	41	44	488
4	Parties	12	276	204	3071	35	51	130	13	18	185	216	3347
5	Presidency	20	402	143	3399	107	0	56	18	0	145	163	3801
+	<b>Parties</b>											0	0
1	AMN	16	138	42	229	4	21	33	0	5	53	58	367
2	PCRM	72	1115	275	6108	194	0	153	40	0	307	347	7223
3	PDM	0	0	9	33	0	3	6	0	3	6	9	33
4	PL	7	75	62	857	0	31	38	0	9	60	69	932
5	PLDM	17	168	44	258	4	18	39	0	6	55	61	426
6	PPCD	0	0	14	72	0	0	14	0	0	14	14	72
7	PSD	23	258	47	508	25	14	31	3	0	67	70	766
8	PSMRP	6	240	0	0	0	0	6	0	0	6	6	240
9	RAVN	7	56	0	0	4	0	3	0	0	7	7	56
10	UCM	0	0	3	24	0	3	0	0	0	3	3	24

<b>Monitored TV station: ProTV</b>			
<b>Monitored program: NEWS</b>			
<b>No. of stories (with PA pres.):</b>		<b>245</b>	<b>No. of conflict stories: 99</b>
<b>News duration (sec):</b>		<b>23735</b>	<b>1 info source: 0</b>
<b>Program duration (sec):</b>		<b>79647</b>	<b>2+ info sources: 99 (100%)</b>

No.	Political actors	Presence				Content			Attitude			Data synthesis	
		Direct int. (number)	Direct int. (number)	Menti./appear. (number)	sec)Menti./appear. (duration,)	Positive	Negative	Neuter	Favorable	Unfavorable	Impartial	interventions + mentions/appear.No. interventions + mentions/appear.	Duration interventions + mentions/appear.
+	<b>Personalized</b>												
1	Filat V.	26	513	17	139	1	3	39	0	0	43	43	652
2	Urechean S.	28	510	11	66	4	0	35	0	0	39	39	576
3	Chirtoaca D.	22	313	29	237	10	5	36	0	0	51	51	550
4	Braghis D.	26	421	13	103	10	4	25	0	0	39	39	524
5	Ghimpu M.	20	304	11	85	1	4	26	0	0	31	31	389
6	Musuc E.	5	90	26	292	4	11	16	0	0	31	31	382
7	Diacov D.	19	285	8	37	5	0	22	0	0	27	27	322
8	Voronin V.	0	0	26	314	4	9	13	0	0	26	26	314
9	Cernei O.	10	94	11	139	0	4	17	0	0	21	21	233
10	Rosca Iu.	4	68	14	162	3	1	14	0	0	18	18	230
11	Tanase A.	8	118	18	80	0	0	26	0	0	26	26	198
12	Tarlev V.	8	117	9	57	0	3	14	0	0	17	17	174
13	Petrencu A.	8	130	4	20	0	0	12	0	0	12	12	150
14	Tcaci A.	4	77	3	51	0	0	7	0	0	7	7	128
15	Lucinschi C.	1	95	4	32	1	0	4	1	0	4	5	127
16	Pavlicenco V.	4	72	7	48	0	0	11	0	0	11	11	120



17	Negrei I.	7	113	0	0	0	0	7	0	0	7	7	113
18	Nirca N.	5	103	0	0	0	0	5	0	0	5	5	103
19	Greceanai Z.	2	32	12	66	0	1	13	0	0	14	14	98
20	Boico M.	9	78	3	9	0	0	12	0	0	12	12	87
21	Robu N.	3	72	3	15	0	3	3	0	0	6	6	87
22	Sarbu S.	4	87	0	0	0	0	4	0	0	4	4	87
23	Smirnov E.	4	80	0	0	0	0	4	0	0	4	4	80
24	Ciobanu I.	4	68	0	0	0	0	4	0	0	4	4	68
25	Nagacevski V.	5	61	1	7	0	0	6	0	0	6	6	68
26	Panfil V.	4	56	0	0	0	0	4	0	0	4	4	56
27	Vieru C.	4	38	2	16	2	0	4	0	0	6	6	54
28	Cubreacov V.	3	21	6	31	0	0	9	0	0	9	9	52
29	Leanca Iu.	1	9	3	37	0	0	4	0	0	4	4	46
30	Osipov V	3	36	1	8	0	0	4	0	0	4	4	44
31	Serebrian O.	2	36	1	8	0	0	3	0	0	3	3	44
32	Nantoi O.	2	38	1	5	0	0	3	0	0	3	3	43
33	Gutu E.	4	42	0	0	0	0	4	0	0	4	4	42
34	Untila V.	3	18	5	23	4	0	4	0	0	8	8	41
35	Caba P.	4	40	0	0	0	0	4	0	0	4	4	40
36	Hadarca I.	3	36	0	0	0	0	3	0	0	3	3	36
37	Stepaniuc V.	0	0	9	36	0	0	9	0	0	9	9	36
38	Vrabie V.	2	36	0	0	2	0	0	0	0	2	2	36
39	Bolboceanu I.	0	0	4	35	3	0	1	0	0	4	4	35
40	Salaru A.	4	32	0	0	0	0	4	0	0	4	4	32
41	Tkaciuk M.	0	0	8	30	0	0	8	0	0	8	8	30
42	Lupu M.	0	0	12	28	5	0	7	0	0	12	12	28
43	Lupulciuc I.	2	16	3	12	0	0	5	0	0	5	5	28
44	Esanu N.	2	26	0	0	0	0	2	0	0	2	2	26
45	Petrache M.	2	20	2	6	0	0	4	0	0	4	4	26
46	Chifa S.	0	0	3	24	0	0	3	0	0	3	3	24
47	Dodon I.	0	0	7	24	0	0	7	0	0	7	7	24
48	Parlog V.	2	24	0	0	0	0	2	0	0	2	2	24
49	Abramciuc V.	0	0	4	20	0	0	4	0	0	4	4	20
50	Klimenko V.	2	20	0	0	0	0	2	0	0	2	2	20
51	Andronic N.	0	0	2	18	0	0	2	0	0	2	2	18
52	Guma V.	3	18	0	0	0	0	3	0	0	3	3	18
53	Pavlov V.	2	18	0	0	0	0	2	0	0	2	2	18
54	Calin I.	0	0	3	15	0	0	3	0	0	3	3	15
55	Stratan A.	0	0	3	15	0	0	3	0	0	3	3	15
56	Buceatchi P.	0	0	4	12	4	0	0	0	0	4	4	12
57	Bujor L.	0	0	4	12	0	0	4	0	0	4	4	12
58	Furtuna M.	0	0	3	12	0	0	3	0	0	3	3	12
59	Fusu C.	0	0	4	12	0	0	4	0	0	4	4	12
60	Grozavu N.	0	0	3	12	0	0	3	0	0	3	3	12
61	Popusoi A.	0	0	4	12	0	0	4	0	0	4	4	12
62	Savga L.	0	0	3	12	0	0	3	0	0	3	3	12
63	Sova V.	0	0	3	12	0	0	3	0	0	3	3	12
64	Balmos G.	0	0	3	9	0	0	3	0	0	3	3	9
65	Catrinici L.	0	0	3	9	0	0	3	0	0	3	3	9
66	Ivanov V.	0	0	3	9	0	0	3	0	0	3	3	9
67	Neagu I.	0	0	3	9	0	0	3	0	0	3	3	9
68	Bulgari V.	0	0	1	8	0	0	1	0	0	1	1	8
69	Buliga V.	0	0	1	8	0	0	1	0	0	1	1	8
70	Negruta V.	0	0	1	4	0	0	1	0	0	1	1	4
+	Institutions											0	0
1	Parties	259	3995	542	5692	121	87	593	1	4	796	801	9687
2	Government	8	118	111	2094	18	58	43	0	4	115	119	2212
3	LPA	57	776	88	1185	9	36	100	0	0	145	145	1961
4	Parliament	0	0	13	230	0	6	7	0	0	13	13	230
5	Presidency	0	0	11	195	3	2	6	0	0	11	11	195
+	Parties											0	0
1	PL	76	1048	92	1048	18	20	130	0	0	168	168	2096
2	AMN	51	770	75	882	18	12	96	0	0	126	126	1652
3	PLDM	53	878	75	705	14	3	111	0	0	128	128	1583
4	PCRM	19	251	143	1287	17	35	110	0	4	158	162	1538
5	PSD	37	569	78	866	27	24	64	0	0	115	115	1435
6	PDM	29	498	45	387	16	2	56	1	0	73	74	885
7	UCM	13	170	32	254	8	4	33	0	0	45	45	424
8	PPCD	7	89	35	315	7	4	31	0	0	42	42	404
9	MAE	12	202	27	201	5	0	34	0	0	39	39	403
10	PDSMU	4	77	13	232	3	0	14	0	0	17	17	309
11	PC	5	103	6	76	0	0	11	0	0	11	11	179
12	PSMPR	4	80	8	60	0	0	12	0	0	12	12	140

13	PPR	0	0	4	48	0	0	4	0	0	4	4	48
14	PAM	0	0	8	28	0	0	8	0	0	8	8	28
15	RAVN	2	20	0	0	0	0	2	0	0	2	2	20

Monitored TV station: <b>TV7</b>			
Monitored program: <b>NEWS</b>			
No. of stories (with PA pres.): <b>283</b>		No. of conflict stories: <b>56</b>	
News duration (sec): <b>26477</b>		1 info source: <b>9</b>	
Program duration (sec): <b>64322</b>		2+ info sources: <b>47 (84%)</b>	

No.	Political actors	Presence				Content			Attitude			Data synthesis	
		Direct int. (number)	Direct int. (number)	Menti./appear. (number)	Menti./appear. (duration, sec)	Positive	Negative	Neuter	Favorable	Unfavorable	Impartial	No. interventions + mentions/appear.	mentions/appear. Duration interventions +
+	Personalized												
1	Tanase A.	37	604	34	232	6	0	65	0	0	71	71	836
2	Diacov D.	24	558	30	272	16	0	38	0	0	54	54	830
3	Musuc E.	38	592	13	121	10	7	34	0	0	51	51	713
4	Filat V.	27	387	38	197	2	5	58	0	0	65	65	584
5	Chirtoaca D.	21	384	22	117	6	8	29	0	0	43	43	501
6	Cotet V.	18	436	9	42	0	3	24	0	0	27	27	478
7	Braghis D.	19	272	23	193	11	0	31	0	0	42	42	465
8	Catrinici L.	10	365	0	0	10	0	0	0	0	10	10	365
9	Urechean S.	15	235	17	120	5	0	27	0	0	32	32	355
10	Ghimpu M.	19	154	23	167	2	5	35	0	0	42	42	321
11	Lucinschi C.	9	258	14	59	9	0	14	0	0	23	23	317
12	Chifa S.	5	15	5	290	0	0	10	0	0	10	10	305
13	Robu N.	15	305	0	0	0	0	15	0	0	15	15	305
14	Untila V.	13	135	17	164	3	0	27	0	0	30	30	299
15	Greceanai Z.	6	159	13	132	6	5	8	0	0	19	19	291
16	Salaru A.	10	100	5	150	6	0	9	0	0	15	15	250
17	Caba P.	15	235	0	0	0	0	15	0	0	15	15	235
18	Cernei O.	14	203	4	32	2	0	16	0	0	18	18	235
19	Nantoi O.	8	142	14	59	6	0	16	0	0	22	22	201
20	Fusu C.	10	180	5	20	0	0	15	0	0	15	15	200
21	Petrencu A.	7	88	15	98	2	0	20	0	0	22	22	186
22	Furtuna M.	8	146	6	39	0	0	14	0	0	14	14	185
23	Durlesteanu M.	5	181	0	0	5	0	0	0	0	5	5	181
24	Osipov V.	5	128	5	34	0	0	10	0	0	10	10	162
25	Cralov V.	5	75	5	84	5	0	5	0	0	10	10	159
26	Klimenko V.	4	52	17	96	2	0	19	0	0	21	21	148
27	Smirnov E.	5	90	5	54	5	0	5	0	0	10	10	144
28	Hadarca I.	5	125	5	17	0	0	10	0	0	10	10	142
29	Tarlev V.	3	66	13	71	3	0	13	0	0	16	16	137
30	Pavlicenco V.	3	81	13	50	3	0	13	0	0	16	16	131
31	Turcanu A.	5	130	0	0	0	0	5	0	0	5	5	130
32	Secareanu S.	4	104	4	20	4	0	4	0	0	8	8	124
33	Klipii I.	5	120	0	0	5	0	0	0	0	5	5	120
34	Dodon I.	4	112	0	0	0	0	4	0	0	4	4	112
35	Stratan A.	0	0	3	106	0	0	3	0	0	3	3	106
36	Esanu N.	8	100	0	0	0	0	8	0	0	8	8	100
37	Nirca N.	10	100	0	0	7	0	3	0	0	10	10	100
38	Rosca Iu.	5	20	14	68	0	5	14	0	0	19	19	88
39	Voronin V.	0	0	16	83	2	5	9	0	0	16	16	83
40	Lupu M.	2	36	13	41	3	5	7	0	0	15	15	77
41	Guma V.	5	75	0	0	0	0	5	0	0	5	5	75
42	Serebrian O.	0	0	15	65	0	0	15	0	0	15	15	65

43	Petrache M.	5	44	3	18	2	0	6	0	0	8	8	62
44	Alexei N.	3	51	3	9	3	0	3	0	0	6	6	60
45	Andronic N.	5	44	5	13	3	0	7	0	0	10	10	57
46	Boico M.	5	50	1	4	0	0	6	0	0	6	6	54
47	Cubreacov V.	5	13	8	35	0	0	13	0	0	13	13	48
48	Gutu E.	5	30	0	0	0	0	5	0	0	5	5	30
49	Pavlov V.	4	20	5	10	2	0	7	0	0	9	9	30
50	Popa S.	0	0	5	26	0	0	5	0	0	5	5	26
51	Nagacevski V.	0	0	5	25	0	0	5	0	0	5	5	25
52	Grozavu N.	0	0	3	21	0	0	3	0	0	3	3	21
53	Buliga V.	0	0	5	10	0	0	5	0	0	5	5	10
54	Ciorici V.	2	10	0	0	0	2	0	0	0	2	2	10
55	Lupulciuc I.	0	0	3	6	0	0	3	0	0	3	3	6
+	<b>Institutions</b>											0	0
1	Parties	274	4423	594	6007	159	52	657	0	0	868	868	10430
2	LPA	184	2879	142	3866	17	53	256	0	0	326	326	6745
3	Government	46	1251	73	2083	38	34	47	0	1	118	119	3334
4	Parliament	2	36	6	284	0	3	5	0	0	8	8	320
5	Presidency	0	0	16	113	2	1	13	0	0	16	16	113
+	<b>Parties</b>											0	0
1	AMN	90	1402	85	1028	15	2	158	0	0	175	175	2430
2	PL	70	1128	95	1054	17	20	128	0	0	165	165	2182
3	PLDM	65	1013	117	1119	10	6	166	0	0	182	182	2132
4	PDM	55	1163	106	835	51	0	110	0	0	161	161	1998
5	PSD	67	1009	69	953	38	7	91	0	0	136	136	1962
6	PCRM	26	590	82	1039	22	31	55	0	0	108	108	1629
7	PSMPR	10	165	15	223	10	0	15	0	0	25	25	388
8	MAE	10	169	39	207	5	0	44	0	0	49	49	376
9	UCM	8	110	34	245	8	2	32	0	0	42	42	355
10	PC	10	100	5	140	9	0	6	0	0	15	15	240
11	PPCD	10	33	35	170	0	5	40	0	0	45	45	203
12	RAVN	4	52	19	106	2	0	21	0	0	23	23	158
13	PLD	3	51	3	9	3	0	3	0	0	6	6	60
14	PPR	5	44	5	13	3	0	7	0	0	10	10	57

<b>Monitored TV station: TVC21</b>			
<b>Monitored program: NEWS</b>			
<b>No. of stories (with PA pres.):</b>		<b>163</b>	<b>No. of conflict stories: 33</b>
<b>News duration (sec):</b>		<b>17952</b>	<b>1 info source: 5</b>
<b>Program duration (sec):</b>		<b>37495</b>	<b>2+ info sources: 28 (85%)</b>

No.	Political actors	Presence				Content			Attitude			Data synthesis	
		Direct int. (number)	Direct int. (number)	Menti./appear. (number)	sec)Menti./appear. (duration,)	Positive	Negative	Neuter	Favorable	Unfavorable	Impartial	interventions + mentions/appear.No. interventions + mentions/appear.	Duration interventions + mentions/appear.
+	<b>Personalized</b>												
1	Chirtoaca D.	9	189	20	1010	6	2	21	0	0	29	29	1199
2	Filat V.	15	253	23	431	8	6	24	0	0	38	38	684
3	Tanase A.	22	352	14	241	3	0	33	0	0	36	36	593
4	Tarlev V.	16	219	10	130	9	0	17	2	0	24	26	349
5	Musuc E.	8	140	14	186	0	8	14	0	0	22	22	326
6	Braghis D.	7	130	13	169	3	0	17	3	0	17	20	299
7	Urechean S.	9	162	6	51	0	6	9	0	0	15	15	213
8	Untila V.	6	66	6	132	0	0	12	0	0	12	12	198
9	Diacov D.	9	141	4	34	8	0	5	0	0	13	13	175
10	Cernei O.	13	158	0	0	0	3	10	0	0	13	13	158
11	Cotet V.	9	114	3	42	3	0	9	0	0	12	12	156
12	Chifa S.	3	66	9	78	0	0	12	0	0	12	12	144
13	Nantoi O.	8	123	3	12	0	0	11	0	0	11	11	135
14	Catrinici L.	0	0	3	126	3	0	0	0	0	3	3	126
15	Durlesteanu M.	3	78	3	30	3	0	3	0	0	6	6	108
16	Ghimpu M.	6	60	6	48	0	3	9	0	0	12	12	108

17	Osipov V.	3	48	6	60	0	0	9	0	0	9	9	108
18	Greceanai Z.	2	40	5	56	0	0	7	0	0	7	7	96
19	Voronin V.	0	0	11	93	0	6	5	0	0	11	11	93
20	Nagacevski V.	4	87	0	0	0	0	4	0	0	4	4	87
21	Rosca Iu.	3	75	1	4	0	0	4	0	0	4	4	79
22	Salaru A.	6	54	2	16	2	0	6	0	0	8	8	70
23	Lupu M.	0	0	11	68	0	0	11	0	0	11	11	68
24	Fusu C.	3	42	3	18	0	0	6	0	0	6	6	60
25	Klimenko V.	4	56	0	0	0	0	4	0	0	4	4	56
26	Buliga V.	5	55	0	0	5	0	0	0	0	5	5	55
27	Serebren O.	6	48	0	0	3	0	3	0	0	6	6	48
28	Furtuna M.	3	42	0	0	0	0	3	0	0	3	3	42
29	Vieru C.	2	40	0	0	2	0	0	0	0	2	2	40
30	Buceatchi P.	0	0	6	36	0	0	6	0	0	6	6	36
31	Ciobanu I.	3	36	0	0	0	0	3	0	0	3	3	36
32	Cosarciuc V.	3	36	0	0	0	0	3	0	0	3	3	36
33	Smirnov E.	3	18	3	18	0	0	6	0	0	6	6	36
34	Tap Iu.	0	0	6	36	0	0	6	0	0	6	6	36
35	Petrencu A.	2	24	2	6	0	0	4	0	0	4	4	30
36	Andronic N.	0	0	2	26	2	0	0	0	0	2	2	26
37	Boico M.	3	18	3	6	0	0	6	0	0	6	6	24
38	Lucinschi Ch.	2	24	0	0	2	0	0	0	0	2	2	24
39	Nirca N.	2	20	0	0	0	0	2	0	0	2	2	20
40	Leanca Iu.	1	19	0	0	0	0	1	0	0	1	1	19
41	Bujor L.	3	18	0	0	0	0	3	0	0	3	3	18
42	Dodon I.	0	0	6	18	0	0	6	0	0	6	6	18
43	Abramciuc V.	0	0	3	15	0	0	3	0	0	3	3	15
44	Petrache M.	2	6	3	9	0	0	5	0	0	5	5	15
45	Frintasu Iu.	1	12	0	0	0	0	1	0	0	1	1	12
46	Gutu E.	0	0	3	12	0	0	3	0	0	3	3	12
47	Taci A.	0	0	3	12	0	0	3	0	0	3	3	12
48	Zagorodnii A.	1	12	0	0	0	0	1	0	0	1	1	12
49	Pavlicenco V.	0	0	2	10	0	0	2	0	0	2	2	10
50	Amihalachioae Gh.	0	0	2	8	0	0	2	0	0	2	2	8
51	Mereuta I.	0	0	2	6	0	0	2	0	0	2	2	6
52	Ostapciuc E.	0	0	1	5	0	0	1	0	0	1	1	5
53	Can A.	0	0	2	4	0	0	2	0	0	2	2	4
54	Neagu I.	0	0	2	4	0	0	2	0	0	2	2	4
+	Institutions											0	0
1	Parties	184	2885	260	5411	94	61	289	7	0	437	444	8296
2	LPA	50	824	69	3180	14	16	89	0	3	116	119	4004
3	Government	6	130	50	964	18	15	23	9	0	47	56	1094
4	Parliament	2	40	6	51	0	1	7	0	0	8	8	91
5	Presidency	0	0	6	77	0	5	1	0	0	6	6	77
+	Parties											0	0
1	PLDM	51	831	63	1806	30	12	72	0	0	114	114	2637
2	PL	42	891	42	1596	14	10	60	0	0	84	84	2487
3	AMN	43	596	36	570	6	12	61	0	0	79	79	1166
4	PSD	24	435	42	575	9	11	46	5	0	61	66	1010
5	PCRM	6	70	53	862	5	20	34	0	0	59	59	932
6	PDM	35	452	13	376	26	0	22	0	0	48	48	828
7	UCM	18	225	19	395	11	0	26	2	0	35	37	620
8	PDSMU	0	0	6	144	0	0	6	0	0	6	6	144
9	PC	2	20	2	104	0	0	4	0	0	4	4	124
10	PPCD	3	75	1	4	0	0	4	0	0	4	4	79
11	RAVN	4	56	0	0	0	0	4	0	0	4	4	56
12	PSMRP	3	18	6	33	0	0	9	0	0	9	9	51
13	MAE	2	24	8	24	0	0	10	0	0	10	10	48
14	PPR	0	0	2	26	2	0	0	0	0	2	2	26
15	PNL	0	0	2	10	0	0	2	0	0	2	2	10

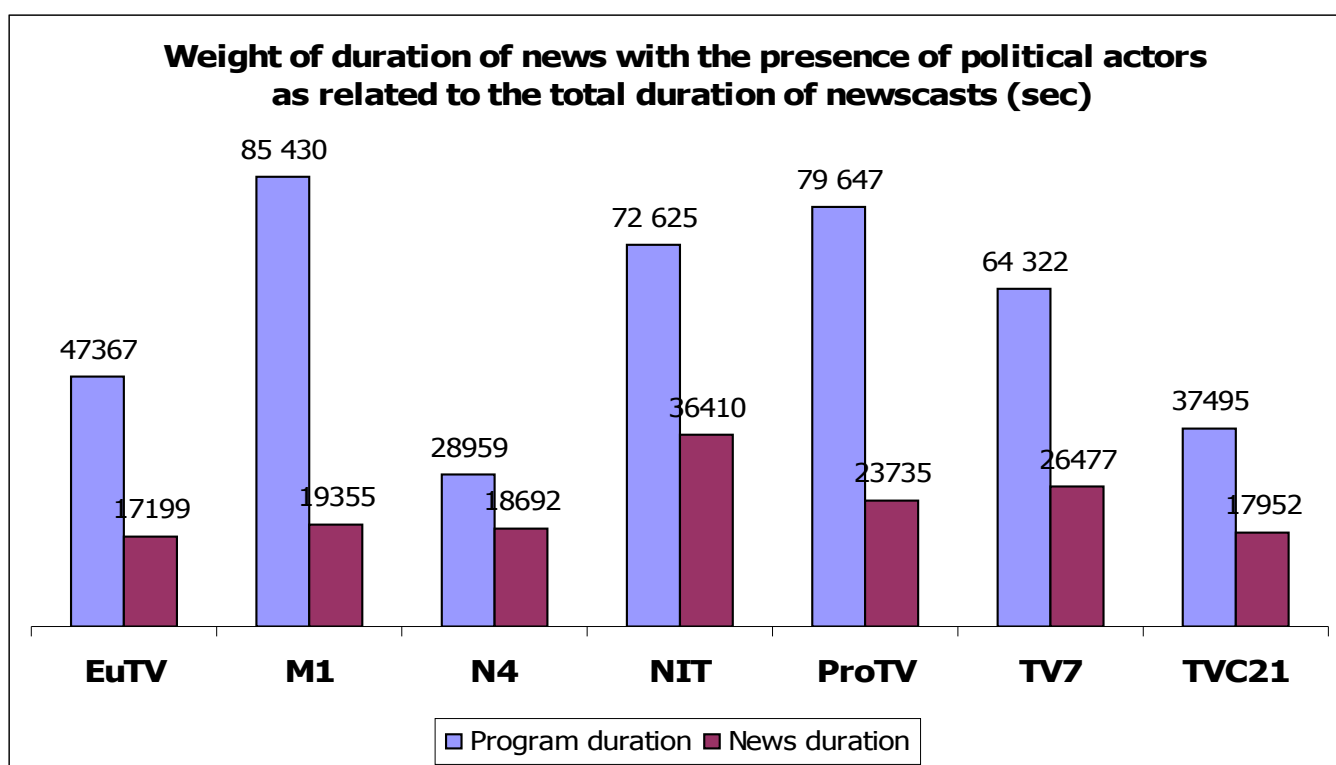
### 3. QUANTITY DIMENSION OF THE POLITICAL ACTORS' PRESENCE IN PROGRAMS

#### 3.1 General quantity data

During the monitoring period (4-17 February, 2009), two of those nine monitored televised services – *2 Plus* and *Prime* – aired no newscasts. During the first two weeks of the election period, M1, ProTV, TV7, EuTV, NIT, N4, TVC21 aired newscasts with a total duration of 415,845 seconds or 115.5 hours, including 1,548 news stories in which political actors were presence with a total duration of 159,820 sec. or 44.39 hours (38.43% of the total duration of the news programs).

The monitored TV stations reserved different air time for newscasts. The first position in this regard is held by M1 (85430 sec. or 23.7 hours). The last position in the ranking is held by N4 (28,959 sec. or 8.04 hours.) The other TV stations broadcast newscasts with durations between 22 and 10 hours. Thus, ProTV aired with a total duration of 79,647 sec. or 22.12 hours. In decreasing order, this station is followed by NIT (72,625 sec. or 20.17 hours), TV7 (64,322 sec. or 18.46 hours), EuTV (47,367 sec. or 13.16 hours), TVC21 (37,495 sec. or 10.41 hours).

Graph no.1



The duration of the news stories presenting political actors, related to the general duration of the news, had the following ratios: on N4 – 64.55%, on NIT – 50.13%, on TVC21 – 47.87%, on TV7 – 41.16%, on EuTV – 36.31 %, on ProTV – 22.65% and on M1 – 22.65%. Expressed in airtime, the respective ratios make the following ranking: NIT is on position 1 with 10.11 hours; position 2 is held by TV7 with 7.35 hours; position 3 -- by ProTV with 6.59 hours; position 4 -- by TVC21 with 5.39 hours; position 5 -- M1 with 5.37 hours; position 6 – N4 with 5.19 hours, and EuTV is on the last position with 5.17 hours. Compared to the pre-election period, in the first two weeks of the campaign, one notices a certain ascension in the presence of political actors in news on NIT (from position 4 to position 1), TVC21 (from position 7 to the 4th), and on the other hand – a decline on M1 (from position 1 to 5), a slight slump on EuTV (from position 6 to the 7th).

#### 3.2 Political actors

##### a) Personalized actors

The number of personalized political actors, covered by the monitored TV services, varied from 34 on EuTV and 70 on ProTV (on TV7 – 55, TVC21 – 54, M1 – 45, NIT and N4 – 38 each). The political spectrum of the mostly publicized personalized actors differs from station to station. Thus, in ProTV's Top 10 there are representatives of 7 political parties (PLDM, AMN, PL, PSD, PD, PCRM, PPCD), on TV7 and TVC21 – from 6 parties (respectively PL, PD, PSD, PLDM, PCRM, AMN and PL, PLDM, UCM, PSD, AMN, PD). Exponents from 5 political parties were in EuTV's Top 10 (PSD, PCRM, PL, PLDM, PPCD), from 4 parties (PCRM, PL, AMN, PSD) – on N4, from 3 parties (PCRM, PSD, PL) – on NIT and on M1 – from two parties (PCRM and PSD).

The personalized actors had a gradual presence on different TV stations. Thus, NIT, N4 and M1, as they did in the pre-campaign period, gave priority to Moldovan President Vladimir Voronin, the leader of the PCRM, who, respectively, benefited on NIT from 167 appearances (3,763 sec.), on N4 – 54 (1,606 sec.) and on M1 – 47 appearances/references (1,119 sec.). This way, he was blatantly ahead of other 10 personalized actors frequently covered by those stations. Still worth to remark are the following: in the first two weeks of the campaign, compared to the pre-campaign period, the frequency and duration of covering V. Voronin on M1 and N4 decreased, while on NIT – they surged. On some TV stations, V. Voronin was not even in top 10 (TV7, EuTV and TVC21.)

The first position in top 10 of other TV services was held by personalized actors representing other political parties. So, on ProTV it was V. Filat (PLDM), on EuTV – E. Muşuc (PSD), on TVC21 – D. Chirtoacă (PL), and on TV7 – A. Tănase (PLDM).

Table no.1

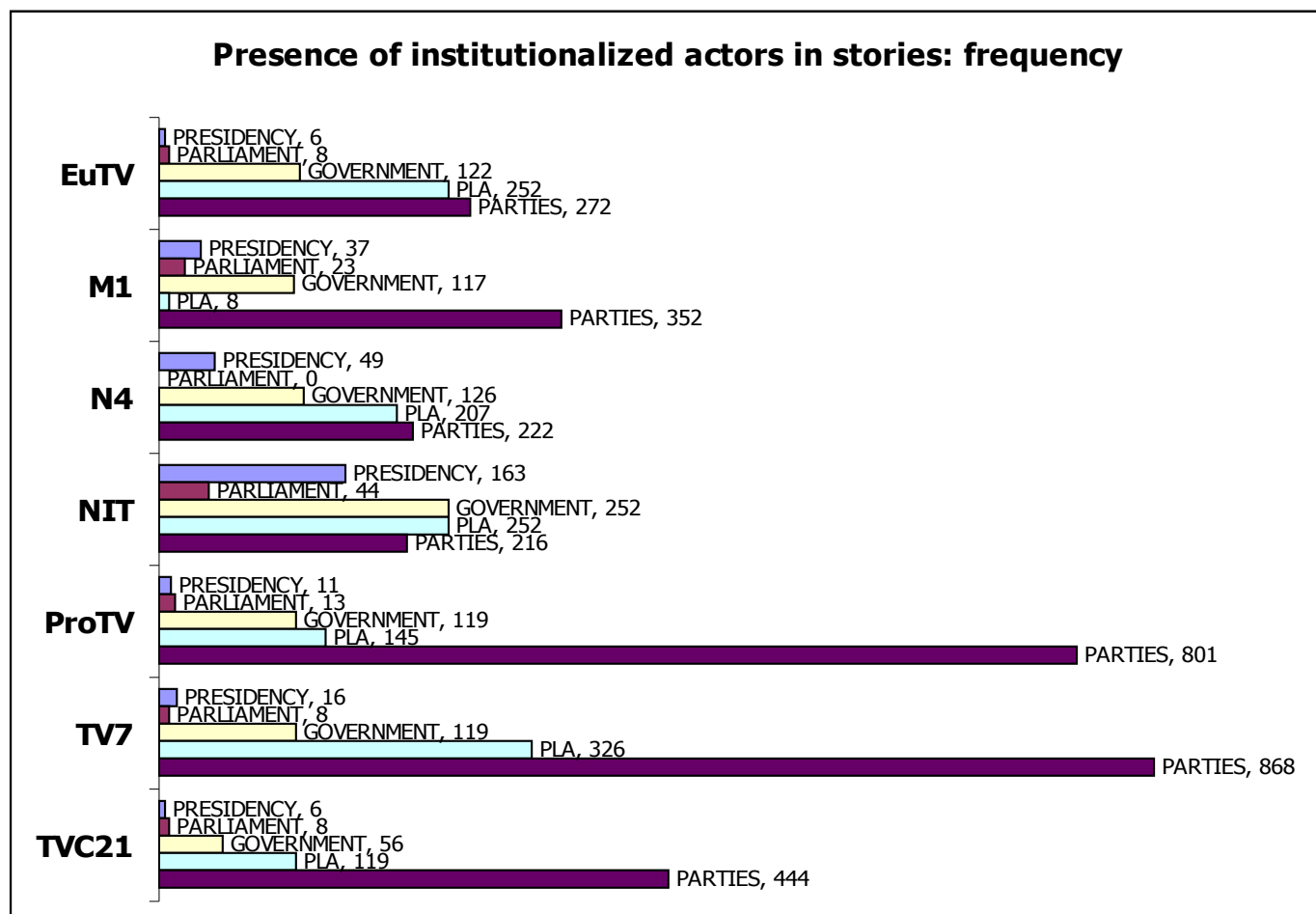
MOSTLY COVERED POLITICAL ACTORS. TOP 10 PERSONALIZED ACTORS											
	EuTV			M1			N4			NIT	
		frequency	duration		frequency	duration		frequency	duration		frequency
1	Musuc E.	49	742	Voronin V.	47	1119	Voronin V.	54	1606	Voronin V.	167
2	Greceanai Z.	27	442	Greceanai Z.	33	586	Greceanai Z.	29	1230	Greceanai Z.	58
3	Chirtoaca D.	34	405	Panfil V.	15	525	Chirtoaca D.	39	750	Musuc E.	50
4	Cotet V.	20	317	Dodon I.	18	481	Cernei O.	36	609	Durlesteanu M.	33
5	Filat V.	22	292	Durlesteanu M.	10	310	Musuc E.	36	525	Lupu M.	46
6	Dodon I.	8	280	Musuc E.	13	278	Dodon I.	20	473	Dodon I.	39
7	Rosca Iu.	17	250	Bulat G.	8	260	Turcanu A.	4	396	Chirtoaca D.	21
8	Cubreacov V.	20	245	Sarbu S.	8	260	Ghimpu M.	15	204	Gorodenco A.	13
9	Catrinici L.	8	220	Savga L.	8	245	Urechean S.	15	201	Smirnov E.	6
10	Durlesteanu M.	4	160	Lupu M.	17	207	Stepaniuc V.	3	192	Ghimpu M.	17
MOSTLY COVERED POLITICAL ACTORS. TOP 10 PERSONALIZED ACTORS											
	ProTV			TV7			TVC21				
		frequency	duration		frequency	duration		frequency	duration		frequency
1	Filat V.	43	652	Tanase A.	71	836	Chirtoaca D.	29	1199		
2	Urechean S.	39	576	Diacov D.	54	830	Filat V.	38	684		
3	Chirtoaca D.	51	550	Musuc E.	51	713	Tanase A.	36	593		
4	Braghis D.	39	524	Filat V.	65	584	Tarlev V.	26	349		
5	Ghimpu M.	31	389	Chirtoaca D.	43	501	Musuc E.	22	326		
6	Musuc E.	31	382	Cotet V.	27	478	Braghis D.	20	299		
7	Diacov D.	27	322	Braghis D.	42	465	Urechean S.	15	213		
8	Voronin V.	26	314	Catrinici L.	10	365	Untila V.	12	198		
9	Cernei O.	21	233	Urechean S.	32	355	Diacov D.	13	175		
10	Rosca Iu.	18	230	Ghimpu M.	42	321	Cernei O.	13	158		

#### b) Institutionalized actors. Institutions

The institutionalized actors (parliament, presidency, government, local public administration – LPA, political parties) enjoyed different media coverage on behalf of the monitored TV services. They targeted political parties most frequently (it was the government in the pre-campaign period). They were present in news 3,175 times with a duration of 41,901 sec., or, respectively, 1.4 and 1.05 times more than in the pre-election period. The local public administration were the second in this regard. All in all, those 7 TV stations granted the LPA airtime with a duration of 27,245 sec. or about 1.2 times less than in the pre-election period. They gathered 1,309 references, direct or indirect (about 1.3 times less than in the pre-campaign period). The government ranked the third with 911 times in presence with a duration of 23,257 sec. or, respectively, about 2.9 and 2.44 times less than in the pre-election period. The presidency was in the spotlight 288 times with a duration of 6,609 sec. (respectively, 4.3 and about 4.9 less than in the pre-election period). The parliament got the least publicity (719 direct and indirect appearances with a duration of 9,822 sec.) (about 7 and, respectively, 6.4 times less than in the pre-election period.)

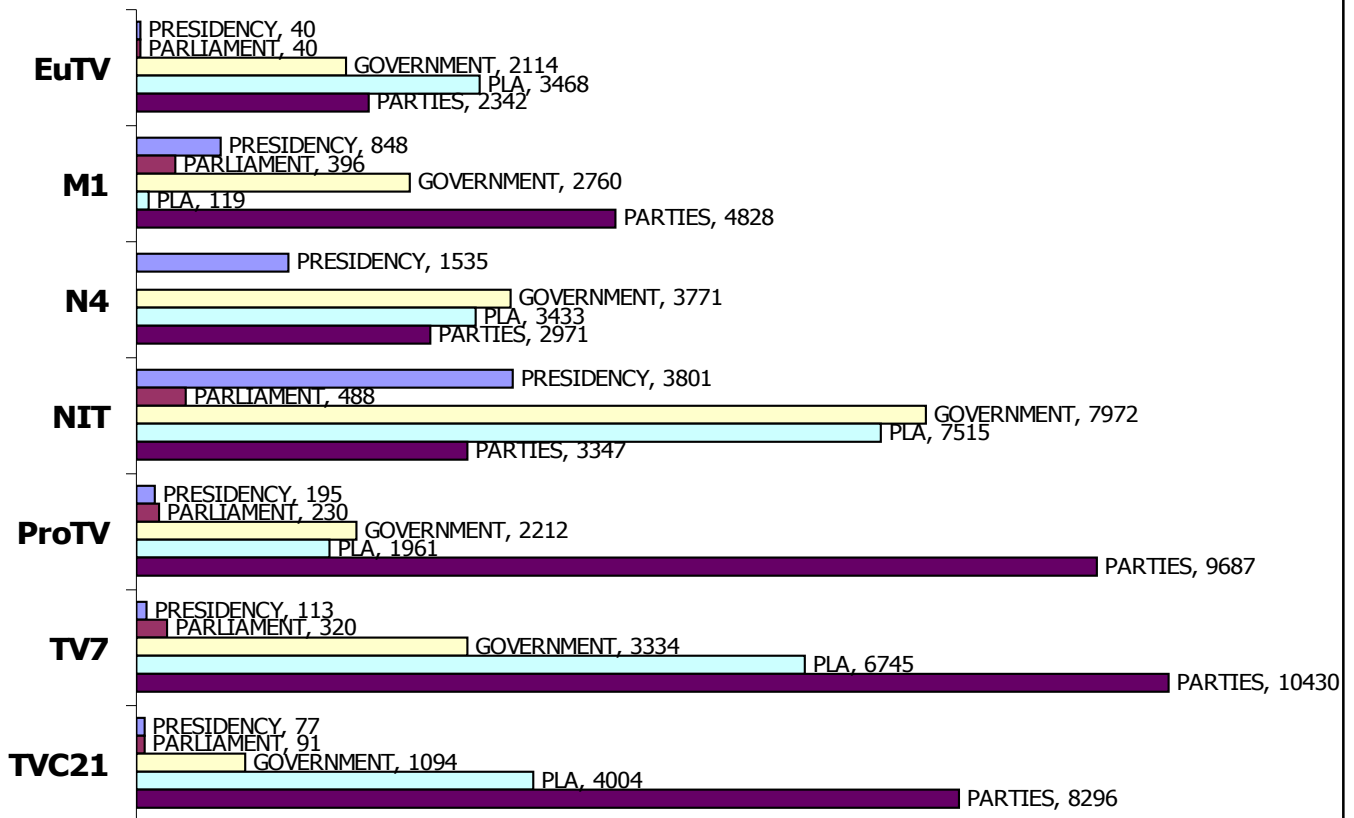
We have compared the data from the pre-election and election periods, although their duration is different (1 month – 2 weeks) with the intention to identify trends in covering political actors.

To mention that the institutionalized actors, as it happened in the pre-campaign period, were publicized with differing intensity by the monitored TV services. This ranking, in function of the frequency and the duration (sec.) of covering institutionalized actors, is presented in the graphs below.





### Presence of institutionalized actors in stories: duration (sec)



Thus, NIT was the most generous station with the power institutions. It was the first in terms of frequency and duration in covering the government, the parliament and the presidency and the second – as frequency, and the first as duration to cover the PLA. NIT was on the top positions in these dimensions, which were held in the pre-campaign period by M1.

NIT's policy was closely followed by N4. This TV service, as it did in the pre-election monitoring campaign, displayed its attachment for the presidency and the government (position 2 – as frequency and duration), continuing to stay rather reserved toward political parties (position 6 – as frequency and duration) and toward the parliament (position 5 – as frequency and 6 – as duration).

Within the first two weeks of campaign, M1 displayed itself as mostly affable with the parliament (position 2) and the presidency (position 3). Compared with the pre-election period, it distanced itself from the government (position 5 – as frequency and position 4 – as duration), continued to be reserved toward the political parties (position 4) and showed reluctance toward the PLA (position 6 – as frequency and position 7 – as duration.)

TV7 approached the political parties more intensely compared to the pre-election period (position 1 compared to position 2) and went on generously covering the PLA (position 1 – as frequency and 2 – as duration.) It displayed almost equal interest for the government, parliament and presidency (position 4 – as frequency and, respectively, 3 and 5 – as duration).

EuTV, generous with the parliament in the pre-campaign period (position 1) and the PLA (position 3 – as frequency and 1 – as duration), somewhat distances itself from the state institutions and takes a relative balanced approach toward those. Thus, the parliament is on position 4 – as frequency and 5 – as duration, the government, respectively, on positions 3 and 6, and the presidency – 6 and 7. EuTV continued to be reluctant with the political parties (position 5 – as frequency and 7 – as duration).

ProTV kept on its enhanced interest for parties (position 2 – as frequency and duration), treating the other institutionalized actors almost in the manner of the pre-election practice (PLA – position 4 – as frequency and 6 – as duration; the government – position 4 as frequency and 5 – as duration; the presidency – position 5 as frequency and 4 – as duration; the parliament – position 3 – as frequency and 4 – as duration.)

Within the first two weeks of the campaign, TVC21 acted in accordance with the paradigm adopted in the pre-election period. It enhanced its interest for parties (position 3 compared to position 4 before the campaign) and went on insignificantly covering the power institutions (on average, positions 5 and 6.)

#### c) Institutionalized actors. Parties

The monitored TV stations on average covered by 13 political parties, as the PCRM were leading in this respect. It benefited from 1,050 direct and indirect appearances with a duration of 19,972 sec. Here is a decreasing ranking of



the covered parties: PL (701 appearances with a duration of 10,601 sec.), PLDM (664 appearances with a duration of 8,693 sec.), AMN (630 appearances with a duration of 7,638), PSD (529 appearances with a duration of 7,110 sec.), PDM (367 appearances with a duration of 4,528 sec.), PPCD (226 appearances with a duration of 1,995 sec.) The other parties were covered below the shown quotas.

In the election period, as in the pre-election period, the TV services took a different approach (as frequency and duration) toward the political parties. The widest spectrum of parties was presented in the newscasts of ProTV and TVC21 (15 as number), while the narrowest – on NIT (10). TV7 covered 14 parties, EuTV and M1 – by 13 each, N4 – 11.

The news agenda of three TV services (NIT, M1 and N4) was dominated by the PCRM. NIT made the most frequent references to this party – 347 times during 7,223 sec. The PCRM benefited from 159 appearances on M1 during 3,166 seconds, and on N4 – it got 150 times during 4,364 seconds. This trend was also noticed in the pre-election period. Worth of mentioning is that, the PCRM benefited from the longest coverage by EuTV (1,120 sec.), but had a smaller number of appearances – 65, than the leader covered by this station – the PLDM (92 appearances.)

The favorites of TV7, TVC21 and ProTV were PL, AMN and PLDM. The former got, on TV7, 165 appearances (2,182 sec.), on TVC 21 – 84 (2,487 sec.) and on ProTV – 168 appearances (2,096 sec.). The AMN, in its turn, respectively, got 175 appearances (2,430 sec.), 79 (1,166 sec.) and 126 appearances (2,096 sec.). The PLDM got 114 appearances (2,637 sec.) on TVC21, 182 appearances (2,132 sec.) on TV 7 and 128 appearances (1,583 sec.) on ProTV.

EuTV offered practically the same amount of airtime to PCRM, PLDM and PPCD. These parties got, respectively, 65, 92 and 86 appearances during 1,120, 997 and 992 seconds respectively.

### **Conclusions**

During the first two weeks of the campaign, the monitored TV services basically continued the practices from pre-election period in publicizing personalized and institutionalized political actors. The newscasts of NIT, N4 and M1, it's true the latter in a slightly more tempered manner, promoted the social visibility of the PCRM and of the central power institutions. EuTV showed itself as politically partisan (pro PPCD).

The news bulletins of TV7, ProTV and TVC21 displayed discrete affinity for the Liberal parties. These TV stations however displayed numerous samples of impartially approach to social phenomena.

#### 4. QUALITY DIMENSION OF POLITICAL ACTORS' PRESENCE IN NEWS

##### 4.1. Political actors in newscasts. Positive context. Top 10 personalized actors

Table no.1

	POLITICAL ACTORS. POSTIVE CONTEXT													
No	EuTV		M1		N4		NIT		ProTV		TV7		TVC21	
	Personalized													
1	GRECEANAI Z.	14	VORONIN V.	29	VORONIN V.	34	VORONIN V.	111	CHIRTOACA D.	10	DIACOV D.	16	TARLEV V.	9
2	CORDUNEANU A.	7	GRECEANAI Z.	24	GRECEANAI Z.	18	GRECEANAI Z.	24	BRAGHIS D.	10	BRAGHIS D.	11	FILAT V.	8
3	CATRINICI L.	4	GUZNAC V.	13	DODON I.	11	MUSUC E.	22	DIACOV D.	5	MUSUC E.	10	DIACOV D.	8
4	COPACI T	4	DODON I.	11	MUSUC E.	6	DURLESTEANU M.	19	LUPU M.	5	CATRINICI L.	10	CHIRTOACA D.	6
5	MUSUC E.	3	DURLESTEANU M.	9	CATRINICI L.	5	LUPU M.	17	URECHEAN S.	4	LUCINSCHI C.	9	BULIGA V.	5
6	BRAGHIS D	3	BULAT G.	8	TURCANU A.	4	DODON I.	12	MUSUC E.	4	NIRCA N.	7	TANASE A.	3
7	STEPANIUC V	2	SAVGA L.	7	STEPANIUC V.	3	GORODENCO A.	9	VORONIN V.	4	TANASE A.	6	BRAGHIS D.	3
8	GUZNAC V.	2	DIACOV D.	6	COPACI T.	3	SAVGA L.	7	UNTILA V.	4	CHIRTOACA D.	6	COTET V.	3
9	VORONIN V.	2	LUPU M.	4	MEJINSCHI V.	3	BALMOS G.	6	BUCEATCHI P.	4	GRECEANAI Z.	6	CATRINICI L.	3
10			COPACI T.	4	DIACOV D.	3	CERNEI O.	4	ROSCA IU.	3	SALARU A.	6	DURLESTEANU M.	3
	Institutions													
1	Government	35	Government	84	Government	76	Government	148	Parties	121	Parties	159	Parties	94
2	LPA	17	Parties	26	Presidency	32	Presidency	107	Government	18	Government	38	Government	18
3	Parties	6	Presidency	20	LPA	19	LPA	60	LPA	9	LPA	17	LPA	14
4	Presidency	5	Parliament	8	Parties	19	Parties	35	Presidency	3	Presidency	2		
5	Parliament	3					Parliament	15						
	Parties													
1	PCRM	20	PCRM	78	PCRM	83	PCRM	194	PSD	27	PDM	51	PLDM	30
2	PPCD	12	PDM	6	PSD	11	PSD	25	PL	18	PSD	38	PDM	26
3	PSD	6	PSMRP	2	PDM	3	AMN	4	AMN	18	PCRM	22	PL	14
4							PLDM	4	PCRM	17	PL	17	UCM	11
5							RAVN	4	PDM	16	AMN	15	PSD	9
6									PLDM	14	PLDM	10	AMN	6
7									UCM	8	PSMPR	10	PCRM	5
8									PPCD	7	PC	9	PPR	2
9									MAE	5	UCM	8		
10									PDSMU	3	MAE	5		
11											PLD	3		
12											PPR	3		
13											RAVN	2		

### **a) Personalized actors**

7 of 9 monitored televisions aired news with political actors mirrored in a positive context. (See Table 1)

The mostly covered political actor in a positive context is President V.Voronin, as he is in the top on 5 televisions, and on three of those (M1, NIT and N4) – on position 1. The number of appearances in a positive context in NIT's news (111) exceeded, almost twice, the respective number on M1 and N4 (63) all together. Premier Z. Greceanai is in the top of 5 stations, including EuTV – on position 1, on M1, NIT and M4 – on position 2 and on ProTV – on position 9. The first positions in the rankings of ProTV, TV7 and TVC21 are occupied by 6 leaders of political parties.

As for ProTV, TV7, TVC21, the relation in the frequency of covering the holders of positions 1 and 10 in the Top is about 3:1; this relation in the cases of EuTV and M1 is 7:1; in the case of N4 – 11:1; in NIT's case – 27:1. For instance, the actor mostly covered in a positive context by NIT exceeds, as frequency, 7 times the mostly covered actor in a positive context by TV7.

### **b) Institutionalized actors. Institutions**

The televisions differently covered the institutions as actors. Thus, 4 stations – EuTV, M1, N4 and NIT give priority to the news in which the government is presented in a positive context. On the other 4 stations – ProTV, TV7 and TVC21, the government ranks the second, while the parties are on the first. The presidency is on the second position on two stations (N4 and NIT), position 3 – on M1 and position 4 on EuTV, ProTV and TV7.

EuTV aired the smallest number of stories in which the institutions are put in a positive light – 66. NIT – the biggest – 365, including 255 times – stories about two actors: the government and the presidency. The parliament, as an institution-actor, is on the last position in 5 cases, on the last but one – in one case, and is not covered by N4 at all.

### **c) Institutionalized actors. Parties**

The actor mostly covered in a positive light is the PCRM – on 4 televisions - EuTV, M1, N4 and NIT – it is on the first position, the other 3 stations put it on position 4, 3, and, respectively, 7. On one station (NIT) the number of appearances (194) in a positive context of this actor is bigger than the total of 3 televisions (EuTV, M1 and N4) all together (181).

Three televisions – EuTV, M1 and N4 put in positive light by three political parties of those 13 and, respectively, 11 about which they spoke in the news. NIT – 5 of 10 parties (the fewest it spoke in news compared to the rest of the stations). On TVC21, this index is 8 of 15; on ProTV – 10 of 15 and on TV7 – 13 of 14 parties it covered.

The relation between the actor most frequently put in positive context and the least frequently on EuTV is about 3:1; on M1 – 39:1; on N4 – 27:1; on NIT – about 48:1; on ProTV – 9:1; on TV7 – 25:1 and on TVC21 – 15:1.

After the PCRM, the most frequently covered parties are PSD, PDM, AMN, PLDM and PL.

EuTV aired news in a positive context about three political actors - PCRM (20), PPCD (12) and PSD (6).

M1 blatantly aired positive news about a single political actor – the PCRM (73 times compared to 6 times – position 2.)

N4 blatantly aired positive news about a single political actor – the PCRM (83 times compared to 11 times – position 2.)

NIT blatantly aired positive news about a single political actor – the PCRM (194 times compared to 25 times – position 2.)

ProTV aired news in a positive context about the first three actors from the top as follows: PD (27); PSD (18); PCRM (18).

TV7 aired news in a positive context about the first three actors from the top as follows: PSD (51); PL (38); AMN (22).

TVC21 aired news in a positive context about the first three actors from the top as follows: PLDM (30); PDM (26); PL (14).

#### 4.2. Political actors in news. Negative context. Top 10 personalized actors

Table no. 2

	POLITICAL ACTORS. NEGATIVE CONTEXT NEWS													
No.	EuTV		M1		N4		NIT		ProTV		TV7		TVC21	
	Personalized													
1	MUSUC E.	8	MUSUC E.	7	CHIRTOACA D.	27	CHIRTOACA D.	15	MUSUC E.	11	CHIRTOACA D.	8	MUSUC E.	8
2	CHIRTOACA D.	8	CHIRTOACA D.	7	GHIMPU M.	9	MUSUC E.	14	VORONIN V.	9	MUSUC E.	7	FILAT V.	6
3	FILAT V.	4	GHIMPU M.	3	CERNEI O.	6	CERNEI O.	7	CHIRTOACA D.	5	FILAT V.	5	URECHEAN S.	6
4	URECHEAN S.	4			MUSUC E.	6	FILAT V.	5	BRAGHIS D.	4	GHIMPU M.	5	VORONIN V.	6
5	PLESCA I.	4			URECHEAN S.	6	GHIMPU M.	4	GHIMPU M.	4	GRECEANAI Z.	5	CERNEI O.	3
6	COTET V.	3			TANASE A.	3	TANASE A.	3	CERNEI O.	4	ROSCA IU.	5	GHIMPU M.	3
7					DIACOV D.	3			FILAT V.	3	VORONIN V.	5	CHIRTOACA D.	2
8					BRAGHIS D.	3			TARLEV V.	3	LUPU M.	5		
9					PAVLICENCO V.	3			ROBU N.	3	COTET V.	3		
10					PLESCA I.	3			ROSCA IU.	1	CIORICI V.	2		
	Institutions													
1	LPA	62	Parties	34	LPA	110	LPA	82	Parties	87	LPA	53	Parties	61
2	Parties	16	LPA	7	Parties	84	Parties	51	Government	58	Parties	52	LPA	16
3					Government	5			LPA	36	Government	34	Government	15
4									PARLIAMENT	6	PARLIAMENT	3	PRESIDENCY	5
5									PRESIDENCY	2	PRESIDENCY	1	PARLIAMENT	1
	Parties													
1	PLDM	14	PL	20	PL	61	PL	31	PCRM	35	PCRM	31	PCRM	20
2	PL	12	PSD	7	AMN	37	AMN	21	PSD	24	PL	20	PLDM	12
3	AMN	12	PLDM	5	PLDM	28	PLDM	18	PL	20	PSD	7	AMN	12
4	PSD	9	AMN	4	PSD	12	PSD	14	AMN	12	PLDM	6	PSD	11
5			PCRM	3	PDM	8	PDM	3	UCM	4	PPCD	5	PL	10
6			UCM	2	UCM	4	UCM	3	PPCD	4	AMN	2		
7					PPCD	3			PLDM	3	UCM	2		
8					PNL	3			PDM	2				
9														
10														

### a) Personalized Actors

7 of 9 monitored televisions aired no news with political actors put in a negative context. (See Table 2). The mostly covered personalized actor in a negative context is E.Musuc, as he was publicized by all the televisions, as he was on the first position on 4 televisions (EuTV, M1, ProTV and TVC21), on position 2 on two stations (NIT and TV7) and on position 4 on one station (TV4). He was most often covered by ProTV (11 times); EuTV and TVC21 (8 times).

Position 2 is occupied by D. Chirtoaca, as three stations put him on position 1 (N4, NIT and TV7); two stations (EuTV and M1) – on position 2; one station (ProTV) on position 3 and TVC21 – on position 7. He was mostly covered by N4 (27 times) and NIT (15 times). Among personalized actors most often put in a negative context there are also V.Filat, M.Ghimpu, S.Urechean and O.Cernei.

M1 put but three actors in a negative context; while ProTV and TV7 the biggest number.

All the televisions put in negative context, mostly, representatives of political parties and, most of them, representatives of opposition parties. Three televisions – ProTV, TV7 and TVC21 also put the president of the country in a negative context. TV7 is the only station placing in negative context the country's president, premier and speaker (by 5 times each).

Three station - ProTV, TV7 and TVC21 – put in negative context representatives the ruling party and of opposition parties.

### b) Institutionalized actors. Institutions

The first position in terms of frequency of appearance in negative context is held by the LPA on 4 televisions; while the parties are the first on three stations. These two institutions as actors actually share the second position. The government is put as the third by all the stations, except for ProTV. The Parliament and the Presidency share the last positions.

Three stations – EuTV, M1 and NIT put by two actors in a negative context; one station (N4) – three; ProTV, TV7 and TVC21 – all the actors. EuTV, M1 and NIT did not covered negatively the Government, the Presidency and the Parliament; N4 – the Presidency (the Parliament was not covered).

### c) Institutionalized actors. Political parties

The mostly covered actors in a negative context are: PL – on M1, N4 and NIT (position 1 with 112 appearances, respectively, 20, 61 and 31 appearances); PCRM – on ProTV, TV7 and TVC21 (position one with 86 appearances, respectively, 35, 31 and 20 appearances). The PL is put in a negative context by all the televisions. The PCRM is not put in a negative context by EuTV, N4 and NIT.

Among actors most often covered in a negative context are: AMN, PLDM, PSD.

EuTV put in a negative context 4 of 13 political parties covered. M1 – 6 of 13. This index in the case of N4 is 8 of 11; in NIT's case – 6 of 10; in ProTV's case – 8 from 15; in TV7's case – 7 of 14; in TVC2's case – 5 of 15. Compared to the pre-campaign period, at the beginning of the election period, the number of political parties as actors increased on the national public broadcaster.

M1 and N4 put negative news on air about the same political actor – the PL, blatantly more often than the holder of position 2 (20 times compared to 7 – position 2 and, respectively, 61 times compared to 37 times – position 2).

### 4.3. Political actors in news. Favorable attitude. Top 10 personalized actors

Table no. 3

	Political actors. News Favoring Attitude													
	EuTV		M1		N4		NIT		ProTV		TV7		TVC21	
	Personalized													
1	MUSUC E.	4	VORONIN V.	12	VORONIN V.	6	VORONIN V.	18	LUCINSCHI C.	1			BRAGHIS D.	3
2			SAVGA L.	4	TURCANU A.	4	GRECEANAI Z.	6						
3			GORODENCO A.	3	MUSUC E.	3	MUSUC E.	3						

4			LUPU M.	2	TURCAN V.	1	LUPU M.	3						
5			DURLESTEANU	1										
6														
7														
8														
9														
10														
+	<b>Institutions</b>													
1	Parties	6	Parties	15	LPA	12	Government	50	Parties	1			Government	9
2	LPA	4	Government	10	Government	11	Presidency	18					Parties	7
3			Presidency	3	Presidency	6	LPA	13						
4					Parties	2	Parties	13						
5							Parliament	3						
+	<b>Parties</b>													
1	PPCD	6	PCRM	25	PCRM	20	PCRM	40	PDM	1			PSD	5
2	PSD	4			PSD	6	PSD	3					UCM	2
3														
4														
5														
6														
7														
8														
9														
10														

#### a) Personalized actors

The monitored televisions adopted different approaches in terms of attitude toward news makers.

Two stations – EuTV and ProTV favor by one actor each: EuTV – four times – E.Musuc; ProTV – one time – C.Lucinschi.

TVC21 favors two personalized actors: D.Braghis – 3 times, and V.Tarlev – 2 times.

M1 favors 6 actors – the first three top dignitaries and three ministers, including: V.Voronin – 12 times; Z.Greceanai and L.Savga – by 4 times; A.Gorodenco, M.Lupu and M.Durlesteanu – 3, 2 and, respectively, once.

N4 favors 5 actors: V.Voronin and Z.Greceanai – by 6 times; A.Turcanu – 4 times; E.Musuc – 3 times and V.Turcan – once.

NIT also favors 5 actors – the first three top dignitaries of the state, a minister and a party leader, including: V.Voronin – 18 times; M.Durlesteanu – 8 times; Z.Greceanai – 6 times; E.Musuc and M.Lupu – by 3 times.

A single station – TV7 – favors no one.

#### b) Institutionalized actors. Institutions

One station – ProTV – favors the political parties as actors – once; two stations – EuTV and TVC21 – favor by two parties as actors (6 times) and the LPA (4 times) and, respectively, the government (9 times) and Parties (7 times); M1 – 3 actors – parties (15 times), the government (10 times) and the presidency (3 times); N4 – 4 actors – LPA (12 times), government (11 times), presidency (6 times), parties (2 times); NIT – all 5 actors – government (50 times), presidency (18 times), LPA and parties (13 times) and parliament (3 times). TV7 favors no actor.

Different from the previous monitoring, the government as an institution is the first in terms of favorable coverage. In terms of appearances (80 times), it gets closer to the rest of actors all together (103 times).

EuTV was equidistant in the news about the Government, Presidency and Parliament.

M1 was equidistant in the news about the Parliament and the LPA.

ProTV was equidistant in the news about the Government, LPA, Presidency and Parliament.

TVC21 was equidistant in the news about the LPA, Presidency and Parliament.

N4 and NIT showed no equidistance toward the institutions as actors they covered.

TV7 was equidistant in the news about all the institutions as actors.

### c) Institutionalized actors. Political parties

Two stations favored by one party each: M1 – the PCRM 25 times and ProTV - PDM once.

Four televisions favored by two parties: EuTV – PPCD (6) and PSD (4); N4 – PCRM (20) and PSD (6); NIT – PCRM (40) and PSD (3); TVC21 – PSD (5) and UCM (2).

NIT stands out in terms of number of favorable news stories (1 in 7).

TV7 favored no political party.

The relation between the number of appearances in favorable context of the ruling party and of the other parties all together is 85:27 (over three times.)

All in all, the monitored stations covered 15 political parties as actors in their news. About 4 of them - in a favoring context.

### 4.4. Political actors in news. Unfavorable attitude. Top 10 personalized actors.

Table no. 4

	Political actors. NEWS UNFAVORABLER ATTITUDE													
No.	EuTV		M1		N4		NIT		ProTV		TV7		TVC21	
+	Personalized													
1			CHIRTOACA D.	7	CHIRTOACA D.	12	CHIRTOACA D.	5						
2			GHIMPU M.	3	URECHEAN S.	6	GHIMPU M.	4						
3					GHIMPU M.	3								
4					TANASE A.	3								
5					DIACOV D.	3								
6					BRAGHIS D.	3								
7					PAVLICENCO V.	3								
8					PLESCA I.	3								
9					SEREBREAN O.	3								
10					FILAT V.	3								
+	Institutions													
1	LPA	2	Parties	11	LPA	54	LPA	28	Parties	4	Government	1	LPA	3

2		LPA	7	Parties	35	Parties	18	Government	4				
3													
4													
5													
+	<b>Parties</b>												
1		PL	13	PL	27	PL	9	PCRM	4				
2		PLDM	3	AMN	21	PLDM	6						
3		AMN	2	PLDM	15	AMN	5						
4				PDM	8	PDM	3						
5				PSD	3								
6				PPCD	3								
7				PNL	3								
8													
9													
10													

#### a) Personalized actors

The monitored televisions displayed different approaches in their attitude toward news makers. Four televisions – EuTV, ProTV, TV7 and TVC21 proved equidistance about all the actors they covered. Three stations – M1, N4 and NIT – aired stories unfavorable about certain electoral actors. M1 and NIT aired such type of news about two competitors – the same – D.Chirtoaca and M.Ghimpu. M1 – 7 and, respectively, 3 times; NIT – 5 and, respectively, 4 times. N4 aired the largest number of stories in which the personalized actors were depicted in unfavorable colors. 12 times, those unfavorable stories targeted D.Chirtoaca; 6 times – S.Urechean and by three times – M.Ghimpu, A.Tanase, D.Diacov, D.Braghis, V.Pavlicenco, I.Plesca, O.Serebrean, V.Filat.

The number of unfavorable stories about D.Chirtoaca (12) equals the number of appearances in a similar context of the same competitor on M1(7) and NIT (5) all together. All the protagonists of unfavorable news come from the political opposition.

#### b) Institutionalized actors. Institutions

The LPA, parties and, to a smaller extent, the Government are targeted by unfavorable news stories aired by the monitored televisions. Four televisions 'unfavor' by two actors and three stations – by one institution as an actor. 94 appearances refer to the LPA, more than a half – 54 being observed to have been broadcast by N4. The parties rest with 68 appearances, half (35) of which – aired by the same stations.

If in the pre-campaign period, the Presidency was the only institution as an actor not appearing in any unfavorable story, this time also the parliament joined this actor.

#### c) Institutionalized actors. Political parties

Three televisions – EuTV, TV7 and TVC21 aired no unfavorable stories about political parties as actors.

ProTV broadcast unfavorable news (4 times) about a single actor – the PCRM.

The target of three stations – M1, N4 and NIT – was the same: the PL, with 13, 27 and, respectively, 9 appearances. M1 also aired unfavorable news about two actors – the PLDM (3 times) and AMN (2 times.) N4 is excelling in this regard, its stories targeted the largest number of actors – 7 from 11. In addition to the PL, N4 aired



unfavorable stories about the AMN – 21 times, the PLDM – 15 times, the PDM – 8 times, about PSD, PPCD and PNL – by 3 times. NIT spays unfavorable colors at 4 actors. Besides the PL, they are: PLDM – 6 times, AMN – 5 times, PDM – 3 times. Thus, the mostly unfavored political party as an actor in the news was the PL (49 times), AMN – 28 times and the PLDM – 24 times.

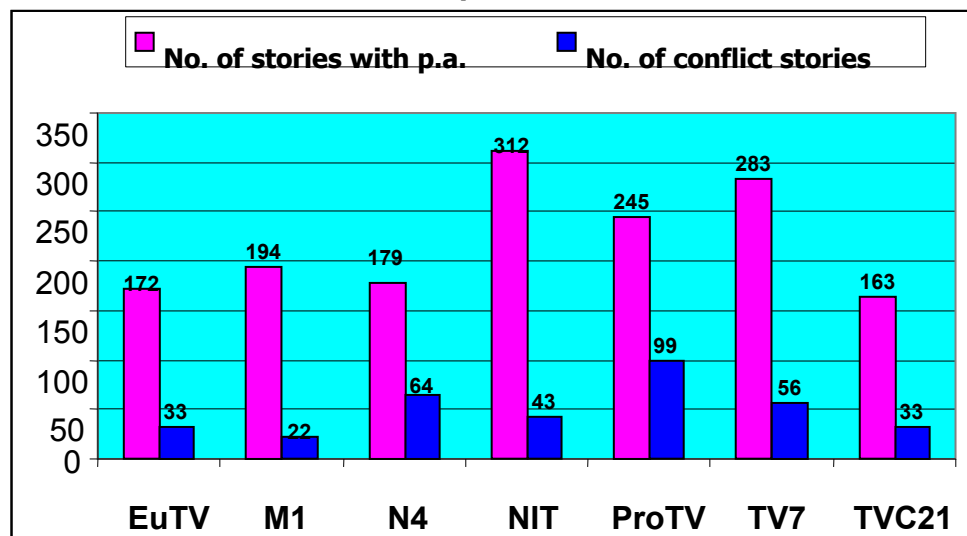
#### 4.5. Political actors' presence in news: quality dimension

The monitored televisions differently aired stories about conflicts.

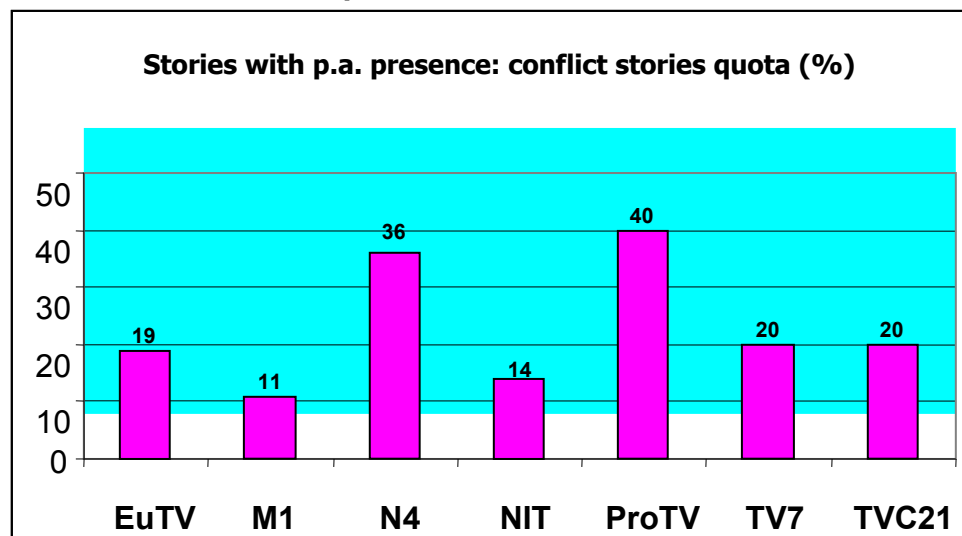
As a number, ProTV broadcast most of the conflict-related stories with the presence of electoral actors – 99, followed by N4 – with 64 and TV7 – with 56. The least stories of this kind were aired by M1 – 22. (Graph No.1).

Compared to the total number of stories, the highest quota of conflict-related stories goes to ProTV – 40% and N4 – 36%. The lowest quota was displayed by M1 and NIT. EuTV, TV7 and TVC21 aired roughly the same number of conflict news stories related to the number of news stories with the presence of the electoral actors. (Graph no.2).

**Graph no. 1**



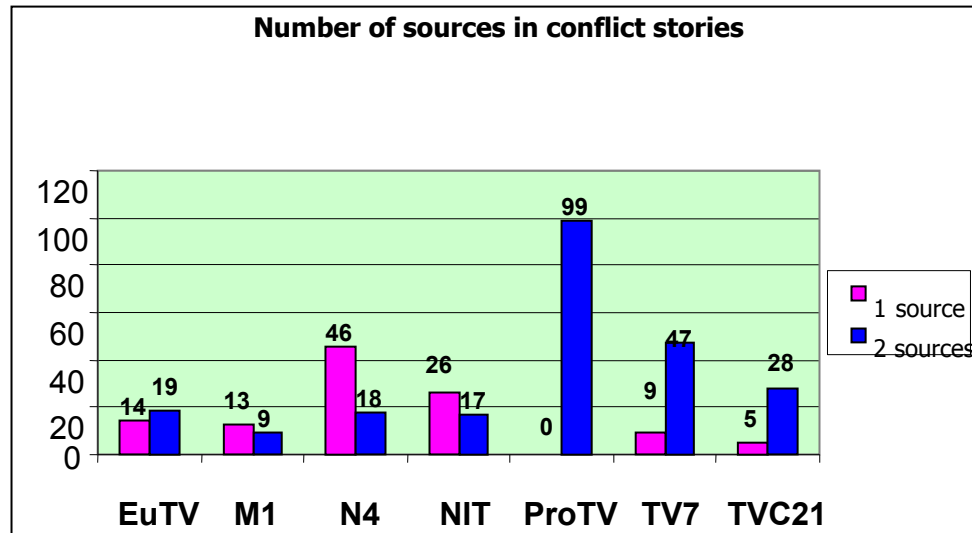
**Graph no. 2**



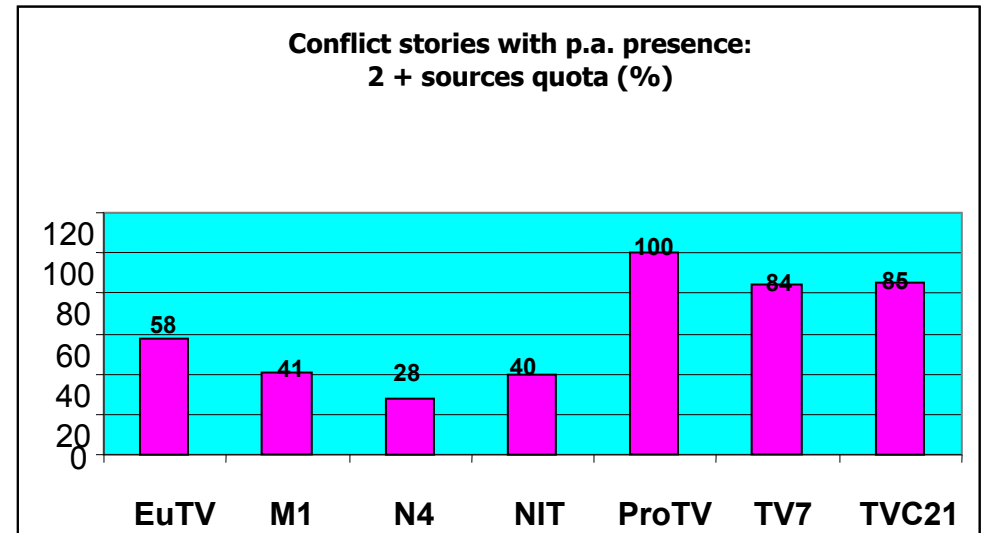
The monitored televisions share different professional standards in editing conflict-related news. Thus, M1, N4 and NIT excel in airing conflict stories produced on the basis of a single source. On TV7, TVC21 and, to lesser extent, on EuTV, the number of stories written on the basis of two info sources independent one from another exceeds the number of conflict stories written on the basis of a single source. On ProTV, all the conflict-related stories base on a number of information sources. (Graph no.3).

Compared with the total number of stories, the highest quota of conflict stories written on more info sources was aired by ProTV – 100%; TVC21 (85%) and TV7 (84%); to a lesser extent – EuTV (58%). The lowest quota was observed on N4 – 28% (one in three, four.) M1 and NIT have roughly the same number conflict stories written according to the conform professional requirements related to the total number. (Graph no. 4).

Graph no. 3



Graph no. 4



### Conclusions:

- The monitored televisions, differently from the pre-campaign period, within the first two weeks of the campaign period, adopted a more cautious and more tempered behavior in their policies of editing news with the presence of political actors. However, the quota of stories favoring certain electoral competitors, as a rule, exponents of the government, and 'unfavoring' others, mainly exponents of the opposition, remains rather high. This index is especially valid for M1, N4 and NIT.
- ProTV, TV7, TVC21 and, to a lesser extent, EuTV, roughly comply with the professional requirements in editing news, including conflict-related stories.

## 5. PRESENCE OF POLITICAL ACTORS IN PROGRAMS: STATISTIC DATA

Monitored TV station: <b>EuTV</b>			
Monitored program: <b>PROGRAMS</b>			
PROGRAM TITLE:	DURATION ( SEC)	PROGRAM TITLE:	DURATION ( SEC)
Epicentru	<a href="#">31597</a>	Media Expres	<a href="#">29276</a>
Scurt pe doi	<a href="#">1436</a>	Post Factum	<a href="#">10632</a>
Transparenta vs coruptia politica	<a href="#">1602</a>		

No.	Political actors	Presence				Content			Attitude			Data synthesis	
		Direct int. (number)	Direct int. (number)	Menti./appear. (number)	sec)Menti./appear. (duration,)	Positive	Negative	Neuter	Favorable	Unfavorable	Impartial	No. interventions + mentions/appear.	Duration interventions + mentions/appear.
<b>+</b>	<b>Personalized</b>												
1	Filat V.	7	448	34	4455	0	32	9	0	26	15	<b>41</b>	<b>4903</b>
2	Urechean S.	4	34	29	3363	0	25	8	0	17	16	<b>33</b>	<b>3397</b>
3	Rosca Iu.	4	110	23	2697	13	0	14	15	0	12	<b>27</b>	<b>2807</b>
4	Tanase A.	0	0	10	2378	0	4	6	0	4	6	<b>10</b>	<b>2378</b>
5	Braghis D.	3	388	7	1220	0	0	10	0	0	10	<b>10</b>	<b>1608</b>
6	Plesca I.	0	0	10	1604	0	10	0	0	8	2	<b>10</b>	<b>1604</b>
7	Musuc E.	0	0	5	1410	0	0	5	0	0	5	<b>5</b>	<b>1410</b>
8	Diacov D.	2	30	11	1284	0	4	9	0	2	11	<b>13</b>	<b>1314</b>
9	Cernei O.	6	130	7	1105	0	3	10	0	3	10	<b>13</b>	<b>1235</b>
10	Osipov V.	0	0	6	958	0	0	6	0	0	6	<b>6</b>	<b>958</b>
11	Chirtoaca D.	0	0	4	914	0	0	4	0	0	4	<b>4</b>	<b>914</b>
12	Voronin V.	0	0	6	852	2	0	4	0	0	6	<b>6</b>	<b>852</b>
13	Dodon I.	0	0	2	826	2	0	0	0	0	2	<b>2</b>	<b>826</b>
14	Tarlev V.	0	0	6	746	0	4	2	0	2	4	<b>6</b>	<b>746</b>
15	Lucinschi C.	0	0	5	710	0	0	5	0	0	5	<b>5</b>	<b>710</b>
16	Vaculovschi G.	0	0	1	543	0	0	1	0	0	1	<b>1</b>	<b>543</b>
17	Ghimpu M.	0	0	6	526	0	4	2	0	4	2	<b>6</b>	<b>526</b>
18	Chifa S.	0	0	2	506	0	0	2	0	0	2	<b>2</b>	<b>506</b>
19	Cubreacov V.	0	0	6	494	0	0	6	0	0	6	<b>6</b>	<b>494</b>
20	Pavlicenco V.	3	418	1	8	0	1	3	0	0	4	<b>4</b>	<b>426</b>
21	Turcan V.	3	398	0	0	0	0	3	0	0	3	<b>3</b>	<b>398</b>
22	Cimpoi M.	0	0	4	300	0	2	2	0	2	2	<b>4</b>	<b>300</b>
23	Salaru A.	0	0	4	218	0	2	2	0	2	2	<b>4</b>	<b>218</b>
24	Untila V.	0	0	4	201	0	4	0	0	3	1	<b>4</b>	<b>201</b>
25	Susarenco G.	4	60	2	130	0	2	4	0	2	4	<b>6</b>	<b>190</b>
26	Lupu M.	4	40	3	145	0	0	7	0	0	7	<b>7</b>	<b>185</b>
27	Lipcan A.	4	50	2	130	0	2	4	0	2	4	<b>6</b>	<b>180</b>
28	Bujor L.	0	0	2	130	0	2	0	0	2	0	<b>2</b>	<b>130</b>
29	Nagacevski V.	0	0	2	130	0	2	0	0	2	0	<b>2</b>	<b>130</b>
30	Oleinic A.	0	0	2	130	0	2	0	0	2	0	<b>2</b>	<b>130</b>
31	Secareanu S.	0	0	2	130	0	0	2	0	0	2	<b>2</b>	<b>130</b>
32	Bulgari V.	0	0	1	32	0	0	1	0	0	1	<b>1</b>	<b>32</b>
33	Zagorodnai A.	2	30	0	0	0	0	2	0	0	2	<b>2</b>	<b>30</b>
34	Nantoi O.	0	0	2	26	0	0	2	0	0	2	<b>2</b>	<b>26</b>
<b>+</b>	<b>Institutions</b>											<b>0</b>	<b>0</b>
1	Parties	38	2026	283	42693	19	125	177	19	101	201	<b>321</b>	<b>44719</b>
2	LPA	0	0	10	2370	0	2	8	0	0	10	<b>10</b>	<b>2370</b>
3	Government	0	0	10	2226	2	2	6	0	2	8	<b>10</b>	<b>2226</b>
4	Parliament	8	110	9	1161	0	0	17	0	0	17	<b>17</b>	<b>1271</b>
5	Presidency	0	0	6	852	2	0	4	0	0	6	<b>6</b>	<b>852</b>
<b>+</b>	<b>Parties</b>											<b>0</b>	<b>0</b>
1	AMN	18	274	87	10948	0	63	42	0	50	55	<b>105</b>	<b>11222</b>
2	PLDM	7	448	61	10741	0	47	21	0	39	29	<b>68</b>	<b>11189</b>
3	PPCD	4	110	49	7858	19	0	34	19	0	34	<b>53</b>	<b>7968</b>

4	PCRM	9	468	23	4065	4	0	28	0	0	32	32	4533
5	PSD	3	388	18	3960	0	0	21	0	0	21	21	4348
6	PDM	2	30	29	3984	0	6	25	0	6	25	31	4014
7	PL	0	0	18	2900	0	4	14	0	4	14	18	2900
8	UCM	0	0	10	1574	0	4	6	0	2	8	10	1574
9	MAE	0	0	2	552	0	0	2	0	0	2	2	552
10	PNL	3	418	1	8	0	1	3	0	0	4	4	426

Monitored TV station: <b>M1</b>			
Monitored program: <b>PROGRAMS</b>			
PROGRAM TITLE:	DURATION ( SEC)	PROGRAM TITLE:	DURATION ( SEC)
Moldova-650 ani	11100	Vector european	2700
Moldova-pagini de istorie	2760	Cronos	1680
Rezonans	2220		

No.	Political actors	Presence				Content			Attitude			Data synthesis	
		Direct int. (number)	Direct int. (number)	Menti./appear. (number)	sec)Menti./appear. (duration,	Positive	Negative	Neuter	Favorable	Unfavorable	Impartial	No. interventions + mentions/appear.	Duration interventions + mentions/appear.
+	Personalized												
1	Voronin V.	2	1420	4	110	4	0	2	2	0	4	6	1530
2	Stratan A.	1	60	2	55	1	0	2	0	0	3	3	115
3	Braghis D.	2	25	2	10	1	0	3	0	0	4	4	35
4	Dodon I.	1	21	1	10	1	0	1	0	0	2	2	31
5	Filat V.	2	28	1	3	1	0	2	0	0	3	3	31
6	Diacov D.	2	27	0	0	1	0	1	0	0	2	2	27
7	Untila V.	2	27	0	0	1	0	1	0	0	2	2	27
8	Rosca Iu.	2	20	0	0	1	0	1	0	0	2	2	20
9	Boico M.	2	18	0	0	1	0	1	0	0	2	2	18
10	Greceanai Z.	0	0	1	16	0	0	1	0	0	1	1	16
11	Papuc G.	0	0	1	15	0	0	1	0	0	1	1	15
12	Savga L.	0	0	1	15	0	0	1	0	0	1	1	15
13	Ciobanu I.	2	12	0	0	1	0	1	0	0	2	2	12
14	Ghimpu M.	0	0	2	11	0	0	2	0	0	2	2	11
15	Cubreacov V.	0	0	2	6	0	0	2	0	0	2	2	6
+	Institutions											0	0
1	Presidency	2	1420	4	110	4	0	2	2	0	4	6	1530
2	Parties	14	157	21	86	7	0	28	0	0	35	35	243
3	Government	2	81	6	111	2	0	6	0	0	8	8	192
+	Parties											0	0
1	PCRM	4	1438	6	120	5	0	5	2	0	8	10	1558
2	PSD	2	25	4	17	1	0	5	0	0	6	6	42
3	PLDM	2	28	3	11	1	0	4	0	0	5	5	39
4	PPCD	2	20	4	16	1	0	5	0	0	6	6	36
5	AMN	2	27	2	8	1	0	3	0	0	4	4	35
6	PDM	2	27	2	6	1	0	3	0	0	4	4	33
7	PL	2	12	4	18	1	0	5	0	0	6	6	30

Monitored TV station: <b>N4</b>	
Monitored program: <b>PROGRAMS</b>	
Program Title:	Program duration (sec)
Revista preseii	12240

No.	Political actors	Presence				Content			Attitude			Data synthesis	
-----	------------------	----------	--	--	--	---------	--	--	----------	--	--	----------------	--

		Direct int. (number)	Direct int. (number)	Menti./appear. (number)	sec)Menti./appear. (duration,	Positive	Negative	Neuter	Favorable	Unfavorable	Impartial	No. interventions + mentions/appear.	Duration interventions + mentions/appear.
<b>+</b>	<b>Personalized</b>												
1	Musuc E.	0	0	10	218	4	0	6	4	0	6	10	218
2	Voronin V.	0	0	8	194	4	2	2	2	0	6	8	194
3	Cotet V.	0	0	6	152	4	0	2	2	0	4	6	152
4	Chirtoaca D.	0	0	8	132	0	8	0	0	6	2	8	132
5	Ghimpu M.	0	0	6	130	0	4	2	0	4	2	6	130
6	Urechean S.	0	0	8	102	0	4	4	0	2	6	8	102
7	Filat V.	0	0	8	70	0	6	2	0	0	8	8	70
8	Mejinschi V.	0	0	2	62	2	0	0	0	0	2	2	62
9	Diacov D.	0	0	4	44	0	2	2	0	0	4	4	44
10	Pavlicenco V.	0	0	2	44	0	2	0	0	2	0	2	44
11	Tanase A.	0	0	2	44	0	2	0	0	2	0	2	44
12	Nagacevski V.	0	0	2	36	0	2	0	0	0	2	2	36
13	Cernei O.	0	0	2	30	0	0	2	0	0	2	2	30
14	Dodon I.	0	0	2	28	0	0	2	0	0	2	2	28
<b>+</b>	<b>Institutions</b>											0	0
1	LPA	0	0	38	962	8	22	8	6	12	20	38	962
2	Parties	0	0	56	748	2	20	34	0	6	50	56	748
3	Presidency	0	0	8	194	4	2	2	2	0	6	8	194
4	Government	0	0	6	134	4	0	2	0	0	6	6	134
<b>+</b>	<b>Parties</b>											0	0
1	PLDM	0	0	24	388	4	12	8	2	2	20	24	388
2	PCRM	0	0	10	292	6	2	2	2	0	8	10	292
3	PL	0	0	18	270	0	12	6	0	10	8	18	270
4	AMN	0	0	16	232	0	8	8	0	4	12	16	232
5	PSD	0	0	10	218	4	0	6	4	0	6	10	218
6	PSPR	0	0	2	110	0	0	2	0	0	2	2	110
7	PDM	0	0	4	44	0	2	2	0	0	4	4	44
8	PNL	0	0	2	44	0	2	0	0	2	0	2	44
9	PAM	0	0	2	22	0	0	2	0	0	2	2	22
10	PC	0	0	2	6	0	0	2	0	0	2	2	6
11	PPCD	0	0	2	4	0	0	2	0	0	2	2	4
12	PPR	0	0	2	4	0	0	2	0	0	2	2	4
13	UCM	0	0	2	4	0	0	2	0	0	2	2	4

<b>Monitored TV station: ProTV</b>	
<b>Monitored program: PROGRAMS</b>	
<i>Programs title:</i>	<i>Program duration (sec)</i>
In profunzime	17553

No.	Political actors	Presence				Content			Attitude			Data synthesis	
		Direct int. (number)	Direct int. (number)	Menti./appear. (number)	Menti./appear. (duration, sec)	Positive	Negative	Neuter	Favorable	Unfavorable	Impartial	No. interventions + mentions/appear.	Duration interventions + mentions/appear.

+	Personalized												
1	Diacov D.	3	2250	3	216	0	3	3	0	0	6	6	2466
2	Pavlicenco V.	3	2250	0	0	0	0	3	0	0	3	3	2250
3	Braghis D.	3	1950	3	159	0	3	3	0	0	6	6	2109
4	Urechean S.	2	1200	6	150	0	3	5	0	0	8	8	1350
5	Filat V.	2	1200	0	0	0	0	2	0	0	2	2	1200
6	Ghimpu M.	2	1200	0	0	0	0	2	0	0	2	2	1200
7	Musuc E.	0	0	6	48	3	3	0	0	0	6	6	48
8	Voronin V.	0	0	4	41	0	4	0	0	0	4	4	41
9	Buliga V.	0	0	3	39	3	0	0	0	0	3	3	39
10	Nantoi O.	0	0	3	33	3	0	0	0	0	3	3	33
11	Lucinschi C.	0	0	3	18	3	0	0	0	0	3	3	18
12	Petrencu A.	0	0	3	15	3	0	0	0	0	3	3	15
13	Serebrian O.	0	0	3	15	0	0	3	0	0	3	3	15
14	Neagu I.	0	0	3	12	3	0	0	0	0	3	3	12
15	Can A.	0	0	3	9	3	0	0	0	0	3	3	9
16	Papuc G.	0	0	1	8	0	1	0	0	0	1	1	8
+	Institutions											0	0
1	Parties	15	10050	55	2182	21	28	21	0	0	70	70	12232
2	Government	0	0	2	133	0	2	0	0	0	2	2	133
3	Presidency	0	0	1	5	0	1	0	0	0	1	1	5
+	Parties											0	0
1	PDM	3	2250	24	438	12	9	6	0	0	27	27	2688
2	MAE	3	2250	9	36	9	0	3	0	0	12	12	2286
3	PSD	3	1950	6	255	0	6	3	0	0	9	9	2205
4	AMN	2	1200	6	150	0	3	5	0	0	8	8	1350
5	PL	2	1200	0	0	0	0	2	0	0	2	2	1200
6	PLDM	2	1200	0	0	0	0	2	0	0	2	2	1200
7	PCRM	0	0	9	1108	0	9	0	0	0	9	9	1108
8	PPCD	0	0	2	200	0	2	0	0	0	2	2	200

Monitored TV station: <b>TV7</b>	
Monitored program: <b>PROGRAMS</b>	
Program title:	Program duration (sec)
Arena	3424

No.	Political actors	Presence				Content			Attitude			Data synthesis	
		Direct int. (number)	Direct int. (number)	Menti./appear. (number)	Menti./appear. (duration, sec)	Positive	Negative	Neuter	Favorable	Unfavorable	Impartial	No. interventions + mentions/appear.	mentions/appear. Duration interventions +
+	Personalized												
1	Boico M.	2	34	2	6	0	0	4	0	0	4	4	40
2	Braghis D.	8	134	2	28	2	0	8	0	0	10	10	162
3	Cernei O.	0	0	2	16	0	0	2	0	0	2	2	16
4	Cubreacov V.	2	4	2	16	0	0	4	0	0	4	4	20
5	Diacov D.	6	142	2	24	2	0	6	0	0	8	8	166
6	Dodon I.	0	0	2	6	0	0	2	0	0	2	2	6
7	Filat V.	4	62	2	10	2	0	4	0	0	6	6	72
8	Ghimpu M.	2	12	2	8	0	0	4	0	0	4	4	20
9	Greceanai Z.	0	0	2	6	0	0	2	0	0	2	2	6
10	Guma V.	2	20	2	8	0	0	4	0	0	4	4	28
11	Lupu M.	0	0	2	6	0	0	2	0	0	2	2	6
12	Osipov V.	0	0	2	8	0	0	2	0	0	2	2	8
13	Petrache M.	6	82	2	16	2	0	6	0	0	8	8	98
14	Petrencu A.	2	70	2	12	0	0	4	0	0	4	4	82
15	Rosca Iu.	6	118	2	6	4	0	4	0	0	8	8	124

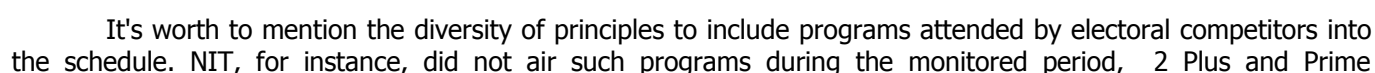
16	Tanase A.	0	0	2	10	0	0	2	0	0	2	2	10
17	Tarlev V.	0	0	2	12	0	0	2	0	0	2	2	12
18	Tkaciuk M.	0	0	2	4	0	0	2	0	0	2	2	4
19	Untila V.	2	18	2	4	0	0	4	0	0	4	4	22
20	Urechean S.	6	142	2	32	4	0	4	0	0	8	8	174
21	Voronin V.	0	0	4	70	0	2	2	0	0	4	4	70
+	<b>Institutions</b>											0	0
1	LPA	4	150	0	0	0	0	4	0	0	4	4	150
2	Parties	48	838	64	774	16	0	96	0	0	112	112	1612
3	Presidency	0	0	2	62	0	2	0	0	0	2	2	62
+	<b>Parties</b>											0	0
1	AMN	8	160	10	140	4	0	14	0	0	18	18	300
2	MAE	2	70	4	32	0	0	6	0	0	6	6	102
3	PCRM	2	34	16	272	0	2	16	0	0	18	18	306
4	PDM	8	162	8	88	2	0	14	0	0	16	16	250
5	PL	2	12	4	54	0	0	6	0	0	6	6	66
6	PLDM	4	62	6	60	2	0	8	0	0	10	10	122
7	PPCD	8	122	8	78	4	0	12	0	0	16	16	200
8	PSD	8	134	4	64	2	0	10	0	0	12	12	198
9	UCM	6	82	6	48	2	0	10	0	0	12	12	130

<b>Monitored TV station: TVC21</b>	
<b>Monitored program: PROGRAM</b>	
<i>Program title:</i>	<i>Program duration (sec)</i>
Interviul saptamanii	1500

No.	Political actors	Presence				Content			Attitude		
		Direct int. (number)	Direct int. (number)	Menti./appear. (number)	sec)Menti./appear. (duration, sec)	Positive	Negative	Neuter	Favorable	Unfavorable	Impartial
+	<b>Personalized</b>										
+	<b>Institutions</b>										
1	Government	0	0	1	500	0	1	0	0	0	1
+	<b>Parties</b>										

## 6.1 General data

### Graph no.1





practically had no political actors in their broadcasts, while TVC 21 aired insignificant amounts of time to political actors in programs.

The editorial policy of different tv stations in presenting electoral actors in programs proved to be marked by a visible difference in terms of the way of producing the programs. Thus, M1 and EuTV aired by 5 programs attended by political actors, the other monitored televisions showed but a single tile of this kind pf programs.

Respectively, covering electoral actors in the programs of EuTV and M1 proved to be much more intense than in the programs of the other monitored televisions. EuTV aired 5 titles of programs (two of which – with a duration of 8,1-8,7 hours; one – with a duration of 3 hours; and two – with a duration of 0.45 hours each). The programs produced by M1 were shorter in duration (four program titles of about 0.65 hours each, and one title – “Moldova – 650 de ani” – with a aggregated duration of about 3 hours). ProTV and N4 preferred programs titles with a duration of about 4 hours, during the monitored period, and TVC21 and TV7 aired less than an hour each.

In other words, the collected data speak about the fact that the presence of political actors in the programs aired by the monitored stations was less in intensity in the starting period of the campaign than in the pre-election period.

## 6.2 Political actors in programs

During the reference period, the presence of 50 personalized political actors and 18 institutionalized political actors (of which – 14 political parties) was certified in the monitored tv stations.

### a) Personalized actors

The personalized actors, present in the programs aired by the monitored TV stations, represented different political forces, public authorities, exponents of parties from and outside the parliament. Obviously, most attention was paid to the work of political parties, naturally, the work of the representatives of administrative institutions shifting on the second plane. The representatives of PLDM, AMN, PD, PSD, PPCD, PNL, PCRM, PL were among the mostly covered exponents of political forces, running in the race. The generalized picture of political actors in programs certifies, in the reference period, the biggest number of TV appearances belongs to PLDM leader Vlad Filat (15 direct interventions and 45 indirect mentions/appearances), Serafim Urechean (12 direct appearances and 45 indirect mentions / appearances), Dumitru Diacov (13 direct interventions and 20 indirect mentions / appearances.)

In the case of electoral actors, in the top of the list, the number of interventions is practically directly related to the duration of presence in programs. Table no. 1 depicts this observation:

Table no.1

**Top 10 personalized actors: duration of appearances in programs**

Political actors	Presence				Data synthesis	
	Direct int. (number)	Direct int. (number)	Menti./appear. (number)	Menti./appear. (duration, sec))	entions/appear.No. interventions +	Duration interventions + mentions/appear.
Personalized						
FILAT VLAD	15	1738	45	4538	60	6276
URECHEAN SERAFIM	12	1376	45	3647	57	5023
DIACOV DUMITRU	13	2449	20	1568	33	4017
BRAGHIS DUMITRU	16	2497	14	1417	30	3914
ROSCA IURIE	12	248	25	2703	37	2951
PAVLICENCO VITALIA	6	2668	3	52	9	2720
VORONIN VLADIMIR	2	1420	26	1267	28	2687
TANASE ALEXANDRU	0	0	14	2432	14	2432
GHIMPU MIHAI	4	1212	16	675	20	1887
MUSUC EDUARD	0	0	21	1676	21	1676

Dumitru Braghiș had the largest number of direct interventions (16) in TV programs.

It's worth to mention in that the visibility of political actors is formed from both the frequency of direct appearances and from the frequency of indirect mentions/appearances.

It's worth to mention, that, compared to the pre-campaign period, the televised weight of the mostly covered political leaders in the pre-campaign period -- Vladimir Voronin and Iurie Roșca -- dwindled.

As for the other political actors having appeared during the reference period on the TV screens, their televised weight was, most often, insignificant. In general, the televisions granted them from 100 to 900 seconds in appearances (direct and indirect or even from 90 to 4 seconds.) Only several politicians enjoyed the televisions' attention, and that due to more spectacular moments: Oleg Cernei, Ion Pleșca, Dorin Chirtoacă.

In general, different stations granted different air times to personalized political actors. As in other times, the selectively approached the political personalities, although with more caution. So, EuTV's programs preponderantly granted attention only to several politicians, presented mostly through indirect appearances/mentions, among the first ten covered being Vlad Filat, S. Urechean, Iu. Roșca, A. Tănase, D. Braghiș, I. Pleșca, E. Mușuc, D. Diacov, O. Cernei, V. Osipov. From this list, of 20,656 seconds (direct and indirect appearances), Iu. Roșca got 2,807 seconds as presence, the rest of the time (17,849 seconds) being granted to other electoral competitors.

On M1, Vladimir Voronin was among the mostly covered political actors (blatantly more than other political actors – 6 direct and indirect appearances with a duration of 1,530 seconds), compared to 379 seconds granted to the other electoral candidates, presented during the reference period on this channel, including, Andrei Stratan (3 appearances during 115 seconds), Dumitru Braghiș (4 appearances during 35 seconds) and other with several direct interventions varying within several dozens of seconds.

N4 presented no electoral competitors in any direct intervention, referring to them in the cycle of programs "Revista presei" (press review) only indirectly (Eduard Mușuc – 10 times, 218 seconds, Vladimir Voronin – 8 times, during 194 seconds, D. Chirtoacă – 8 times, in 152 seconds, etc.), that is a rather moderate coverage (as time) of the work of the electoral competitors.

Almost the same reserved attitude was displayed by TV7, but with more evident presence of political actors live. Here in programs, more airtime live and more time was granted to Dumitru Braghiș (10 appearances, with 162 seconds), Dumitru Diacov (8 appearances, with 166 seconds), Vlad Filat (6 appearances in 72 seconds), Serafim Urechean (8 appearances in 174 seconds), Iurie Roșca (8 appearances in 128 seconds).

Pro TV showed the electoral competitors mostly live (that being the format of the program "În profunzime"). More coverage was granted to Dumitru Diacov (6 appearances, 2,466 seconds), Dumitru Braghiș (6 appearances with 2,109 seconds), Vitalia Pavlicenco (3 appearances, during 2,250 seconds), S. Urechean (8 appearances, in 1,350 seconds), Vlad Filat and Mihai Ghimpu (by 2 appearances live of 1,200 seconds each). Other electoral competitors were granted only indirect appearances / mentions, within insignificant amount of times.

TVC 21 covered no personalized actors during this period in programs.

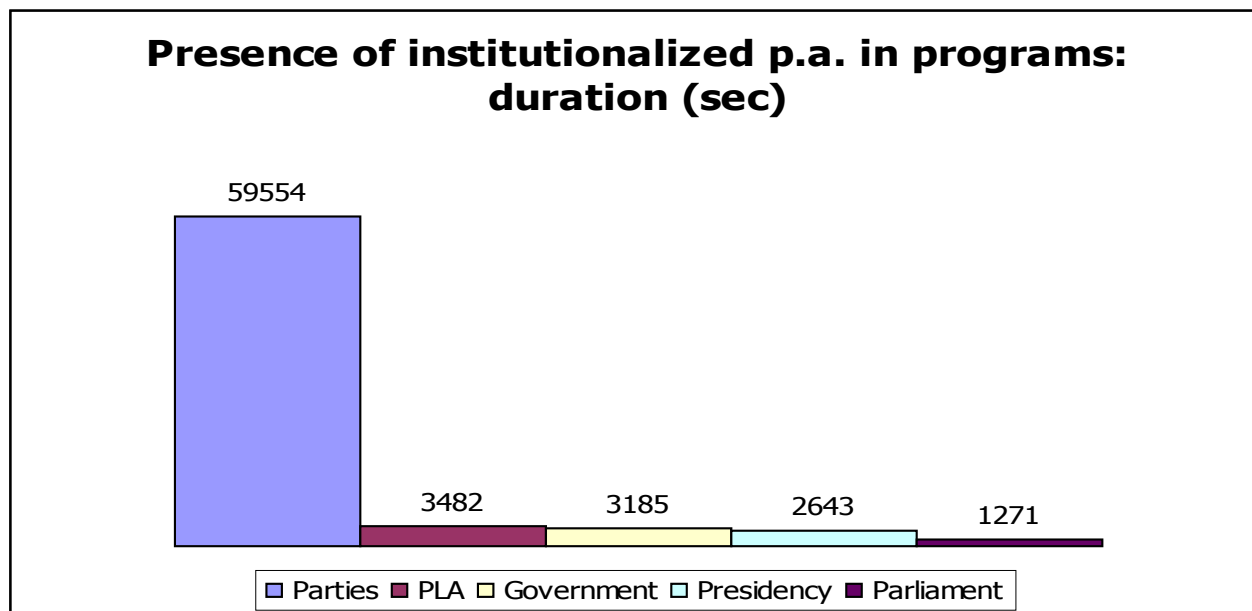
In general, the number of personalized political actors, presented by the monitored televisions, as it was in the pre-campaign period, was not too big (M 1 – 15, ProTV – 16, N4 – 14, TV7 – 21, TVC21 – 0). A number of electoral competitors – 34 were targeted by EuTV. It's worth to mention the ordinary members of parties were covered insignificantly, the televisions' attention, and the electoral strategies of parties preponderantly focusing on party leaders, as the data of the monitoring show accordingly.

## **b) Institutionalized political actors. Institutions**

The TV presence of institutionalized political actors (parliament, presidency, government, local public administrations – LPA, political parties) displays difference in the way of media covering them, determined by the perspective of the election campaign. Thus, the general coverage picture does not show, as during the pre-election period, the privileged frequency of the number of direct TV appearances envisaging the presidency, the government, the public administration, the parliament. The stations' whole attention is focused on parties now (115 direct appearances, related to 16 direct appearances of other institutionalized political actors) as they are engaged in the election race, covered almost 6 times more (as direct and indirect appearances and as time) than the other institutionalized political actors.

Almost 60,000 seconds of the televisions' airtime were granted to present political parties, the presidency, the government, the LPA, as the parliament benefited from 1,271 to 3,482 seconds, during the monitored period.

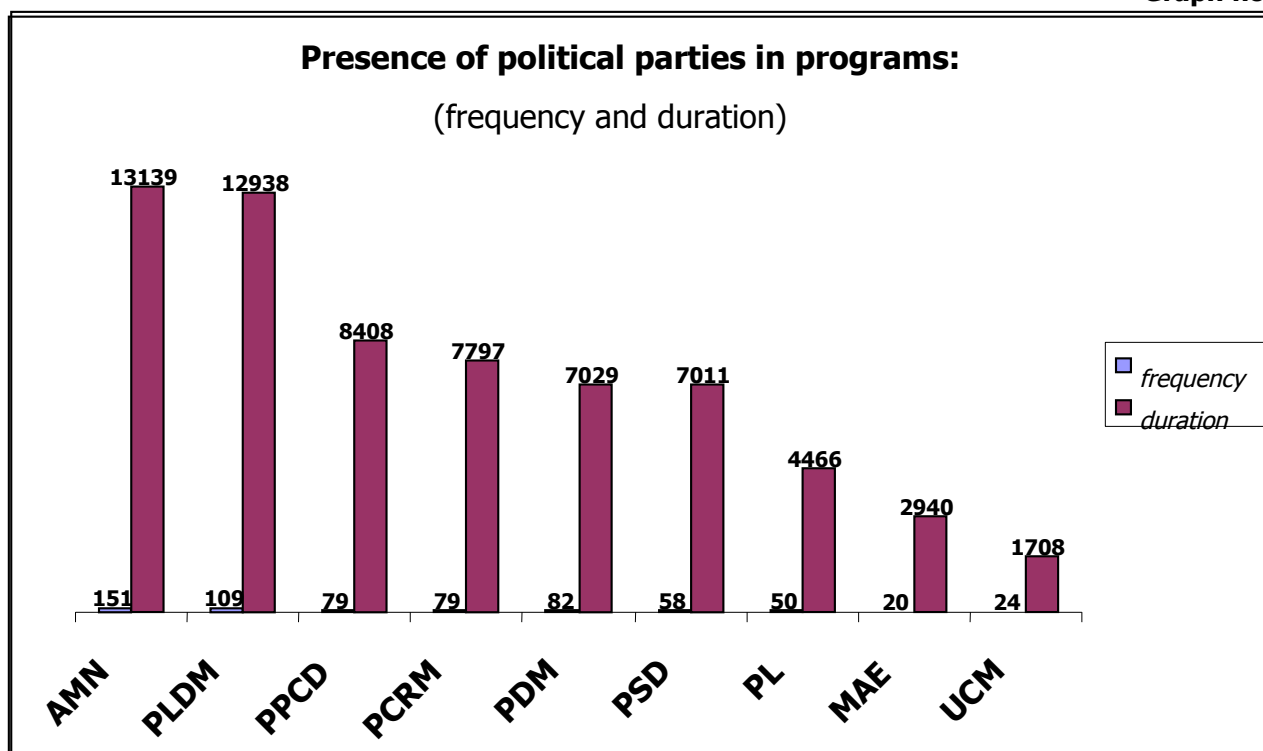
**Graph no.2**



### c) Institutionalized actors. Political Parties

As for the concrete coverage of political parties by the TV stations, it is to be remarked that not all the parties enjoy an important degree of visibility. The monitoring data certify that the largest amount of air time, in general in the starting period of the election campaign, was granted, in the programs broadcast by the monitored televisions, to the following political forces: AMN (30 direct interventions, 121 indirect interventions / mentions, with the duration of 13,139 seconds), PLDM (15 direct appearances, 94 indirect appearances / mentions, with the duration of 12,938 seconds), thus occupying the first places in the visibility ranking. The second group of parties is formed from PPCD (79 direct and indirect appearances), PCRM (79 direct and indirect appearances), PDM (82 appearances), PSD (58 appearances), PL (50 appearances), MAE (20 appearances), PSD (58 appearances).

**Graph no. 3**



At the same time, the figures depicting the presence of these institutionalized actors are highly superior to the ones depicting the work of the other parties, as some of them had no direct appearance during the monitored period (PSMPR, PAM, PC, PPR) or just reduced appearance (470 seconds - PNL).

Each TV channel displayed its own priorities. Thus, presenting the parties on M1 repeated the scenario of presenting the personalized political actors, categorically privileging the PCRM in programs. The recorded figures

speak about the fact that the PCRM benefited from 1,558 seconds in M 1's programs, while the other political parties got but 218 seconds.

TVC21 covered only the government's work in its programs, avoiding to tackle the elections theme of the competitors running in the race.

N4 showed less interest for presenting the work of parties (no direct intervention recorded), being however more attentive as to PLDM, PCRM and PL.

In ProTV's programs, among those 8 parties highlighted, the PPCD got 200 seconds (indirect appearances / mentions), compared to over 1,000 seconds granted to AMN, PL, PLDM, PCRM (the latter in indirect interventions / mentions), and over 2,000 seconds – PDM, MAE, PSD.

TV7 granted attention, in 16-18 appearances, to the AMN, PCRM, PPCD and PD, although, in general, it tried also to cover the other parties it publicized (9), with timings varying between 100 and 300 seconds.

EuTV preponderantly covered the AMN (18 direct appearances, 87 indirect appearances / mentions, granting it 11,222 seconds), PLDM (68 direct and indirect appearances during 11,189 seconds). PPCD got 7,968 seconds from this channel (direct and indirect appearances.)

## Conclusions

On the one hand, the initial period of the electoral campaign proved the willingness of the monitored televisions (although not of all of them equally) for the unfolding political process. The later developments, during the coming weeks, will show to what degree the respective televisions will manage to meet the principles set out in the documents regulating the media's behavior during the campaign, while the political parties engaged in the race will show how they can adapt to the televised political logic and successfully exploit the opportunities of the visibility offered by the Moldovan televisions.

## 7. QUALITY DIMENSION OF POLITICAL ACTORS' PRESENCE IN PROGRAMS

### 7.1 Political actors in programs. Positive context

Table no.1

POLITICAL ACTORS IN PROGRAMS. POSITIVE CONTEXT										
	EuTV		M1		N4		ProTV		TV7	
	Personalized									
1.	ROSCA IU.	13	VORONIN V.	4	VORONIN V.	4	MUSUC E.	3	ROSCA IU.	2
2.	VORONIN V.	2	STRATAN A.	1	MUSUC E.	4	BULIGA V.	3	URECHEAN S.	2
3.	DODON I.	2	BRAGHIS D.	1	COTET V.	4	NANTOI O.	3	BRAGHIS D.	2
4.			DODON I.	1	MEJINSCHI V.	2	LUCINSCHI C.	3	DIACOV D.	2
5.			FILAT V.	1			PETRENCU A.	3	FILAT V.	2
6.			DIACOV D.	1			NEAGU I.	3	PETRACHE M.	2
7.			UNTILA V.	1			CAN A.	3	BOICO M.	2
8.			ROSCA IU.	1					CERNEI O.	2
9.			BOICO M.	1					CUBREACOV V.	2
10.			CIOBANU I.	1						
	Institutions									
1.	Parties	19	Parties	7	LPA	8	Parties	21	Parties	16
2.	Government	2	Presidency	4	Presidency	4				
3.	Presidency	2	Government	2	Government	4				
4.					Parties	2				
5.										
	Parties									
1.	PPCD	19	PCRM	5	PCRM	6	PDM	12	AMN	4
2.	PCRM	4	PSD	1	PLDM	4	MAE	9	PPCD	4
3.			PLDM	1	PSD	4			PDM	2
4.			PPCD	1					PLDM	2
5.			AMN	1					PSD	2
6.			PDM	1					UCM	2
7.			PL	1						
8.										

9.									
10.									

### a) Personalized actors

PCRM president V. Voronin and PPCD president Iu. Roșca are the political actors, who appear most often in a positive context on the televisions having aired programs attended by political actors.

President Voronin is positively covered in programs broadcast by M1 (4 times), N4 (4 times) and EuTV (2 times.)

Iu. Roșca is positively covered on EuTV (13 times), la TV7 (2 times) and la M1 (1 time.)

Former chairman of the Chisinau Municipal Council E. Mușuc benefited from positive appearances on N4 (4 times) and ProTV (3 times.)

With the mentioned exception, V. Voronin (4 times put in a positive context), M1 presents, by one time, more political actors representing different political parties in a positive context.

### b) Institutionalized actors. Institutions

Most monitored televisions put the parties in a positive context, first of all. The presidency is presented positively by M1 (4 times), N4 (4 times) and EuTV (2 times.) The same stations preferentially cover the government: N4 (4 times), EuTV (2 times) and M1 (2 times.)

ProTV and TV7 prefer the political parties and never put the Presidency, Parliament, Government or the LPA in a positive context.

The LPA are positively presented only by N4 (8 times.)

### c) Institutionalized actors. Political parties

PCRM is positively covered by 3 of those 5 televisions having broadcast programs with the participation of political actors: N4 (6 times), M1 (5 times) and Eu TV (4 times.)

PPCD is positively presented by Eu TV (19 times), by TV7 (4 times) and M1 (1 time.)

ProTV puts 2 parties in positive context: PDM (12 times) and MAE (9 times).

AMN appears in a positive context only on TV7 (4 times.)

## 7.2. Political actors in programs. Negative context. Top 10 personalized actors

Table no.2

Political actors in programs. Negative context										
	EuTV		M1		N4		ProTV		TV7	
	Personalized									
1.	FILAT V.	32			CHIRTOACA D.	8	VORONIN V.	4	VORONIN V.	2
2.	URECHEAN S.	25			FILAT V.	6	DIACOV D.	3		
3.	PLESCA I.	10			GHIMPU M.	4	BRAGHIS D.	3		
4.	TANASE A.	4			URECHEAN S.	4	URECHEAN S.	3		
5.	DIACOV D.	4			VORONIN V.	2	MUSUC E.	3		
6.	TARLEV V.	4			DIACOV D.	2	PAPUC G.	1		
7.	GHIMPU M.	4			PAVLICENCO V.	2				
8.	UNTILA V.	4			TANASE A.	2				
9.	CERNEI O.	3			NAGACEVSCHI V.	2				
10.	CIMPOI M.	2								
	Institutions									
1.	Parties	12 5			LPA	2 2	Parties	2 8	Presidency	2
2.	LPA	2			Parties	2 0	Government	2		
3.	Government	2			Presidency	2	Presidency	1		
4.										
5.										
	Parties									

1.	AMN	63			PLDM	1 2	PDM	9	PCRM	2
2.	PLDM	47			PL	1 2	PCRM	9		
3.	PDM	6			AMN	8	PSD	6		
4.	PL	4			PCRM	2	AMN	3		
5.	UCM	4			PDM	2	PPCD	2		
6.	PNL	1			PNL	2				
7.										
8.										
9.										
10.										

#### a) Personalized actors

PLDM president V. Filat most often appears in a negative context: on EuTV (32 times) and N4 (6 times.) He is followed in this ranking by AMN leader S. Urechean, who is put in a negative context by EuTV (25 times), N4 (4 times) and ProTV (3 times.)

V. Voronin appears in a negative context on ProTV (4 times) and TV7 (2 times.)

Most of the personalized political actors appear in a negative context on EuTV.

M1 puts no one in a negative context, NIT and TVC 21, as well as 2 Plus and Prime, produced no programs attended by personalized political actors.

#### b) Institutionalized actors. Institutions

The parties are put most often in a negative context by the monitored televisions, on EuTV (125 times), on Pro TV (28 times) and N4 (20 times.)

The LPA appear in a negative context only on N4 (22 times.)

The presidency appears in a negative context on N4 (2 times), TV7 (2 times) and ProTV (1 time.)

The Government is mentioned in a negative context on EuTV (2 times) and ProTV (2 times.)

#### c) Institutionalized actors. Political parties

The AMN is most often negatively covered on Eu TV (63 times), N4 (8 times) and ProTV (3 times.)

The PLDM appears in a negative context on EuTV (47 times) and N4 (12 times), and never on ProTV, TV7 and M1.

The PL is negatively colored on N4 (12 times) and EuTV (4 times.)

The ProTV most often puts PDM in a negative context (9 times), PCRM (9 times) and PSD (6 times.) ProTV is the only station placing PPCD in a negative context (2 times).

TV7 negatively presents a single party the PCRM (2 times.)

### 7.3 Political actors programs. Favoring attitude

#### a) Personalized actors

Iu. Roşca is the personalized political actor most often favored by journalists in programs, only on EuTV (15 times.)

V. Voronin is favored by: N4 (2 times), M1 (2 times.)

E. Muşuc is positively depicted by N4 (4 times.)

ProTV and TV7 favor no one.

#### b) Institutionalized actors. Institutions

Eu TV favors a single actor, parties (PPCD), 19 times.

The presidency is favored by M1 (2 times) and N4 (2 times).

ProTV and TV7 favor no institution as actor.

#### c) Institutionalized actors. Political parties

The PPCD is most often favored by journalists in programs, only on EuTV (19 times.)

The PCRM is favored by M1 (2 times) and N4 (2 times.)  
N4 also favors the PSD (4 times)  
Other political parties were not favored by journalists.

#### **7.4 Political actors in programs. Unfavorable attitude. Top 10 personalized actors**

##### **a) Personalized actors**

V. Filat is the personalized political actor mostly 'unfavored'. He appears in this context on EuTV (26 times.)  
V. Filat is followed in this ranking by S. Urechean, who was negatively depicted on EuTV (17 times) and N4 (4 times).  
PL leader M. Ghimpu is unfavored by 4 times by EuTV and N4.  
Another PL leader, D. Chirtoacă, is unfavored by N4 (6 times.)  
Most often, political actors are unfavored by journalists on EuTV. M1, ProTV and TV7 unfavor nobody.

##### **b) Institutionalized actors. Institutions**

The parties are targeted by 2 televisions, EuTV (101 times) and N4 (6 times). N4 unfavors the LPA 12 times.

##### **c) Institutionalized actors. Political parties**

EuTV and N4 have a clear unfavorable attitude toward parties.  
EuTV unfavors the AMN (50 times), the PLDM (39 times), the PDM (6 times) and the PL (4 times.)  
N4 targets the PL (10 times), the AMN (4 times), the PLDM and the PNL (by 2 times each).

#### **Conclusions**

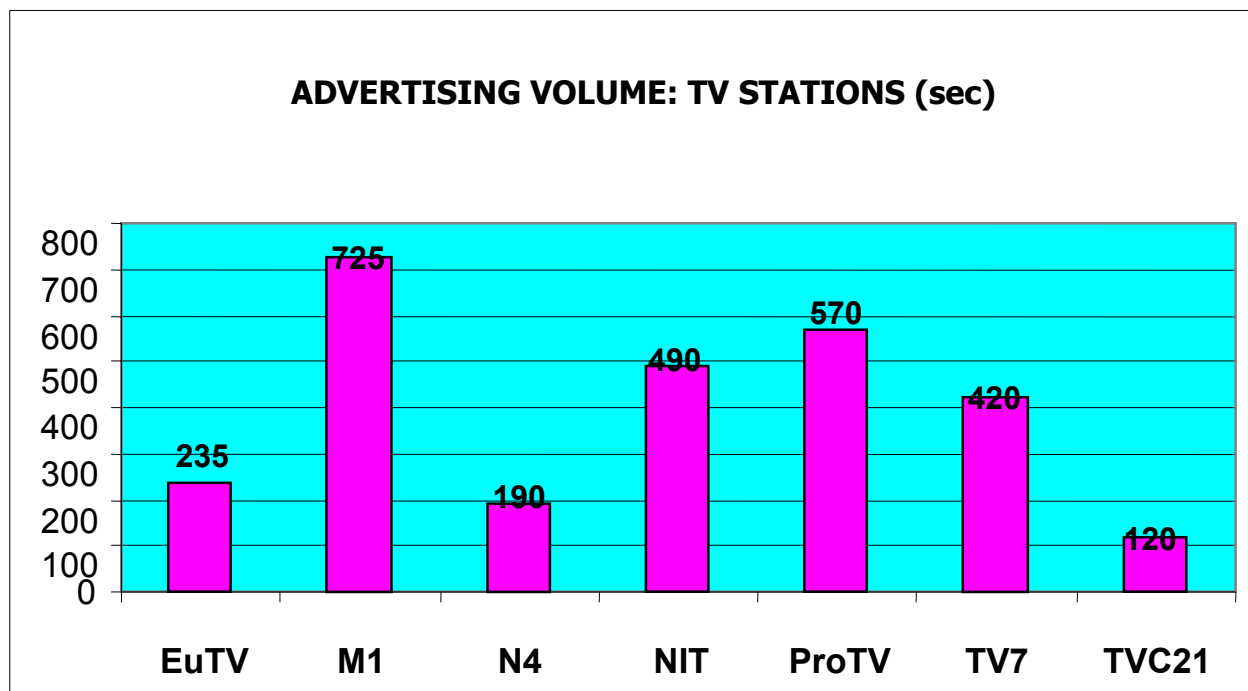
- Some monitored televisions (as for instance EuTV and N4 or M1) did not abandon the practice of favoring some political actors and unfavoring others, even in the campaign period. This speaks about practicing partisan journalism, and not a kind of journalism to meet the requirements of professional ethics. This conduct of the media can be qualified as regrettable in normal conditions and inadmissible in an electoral race.

#### **8. ELECTORAL ADVERTISING**

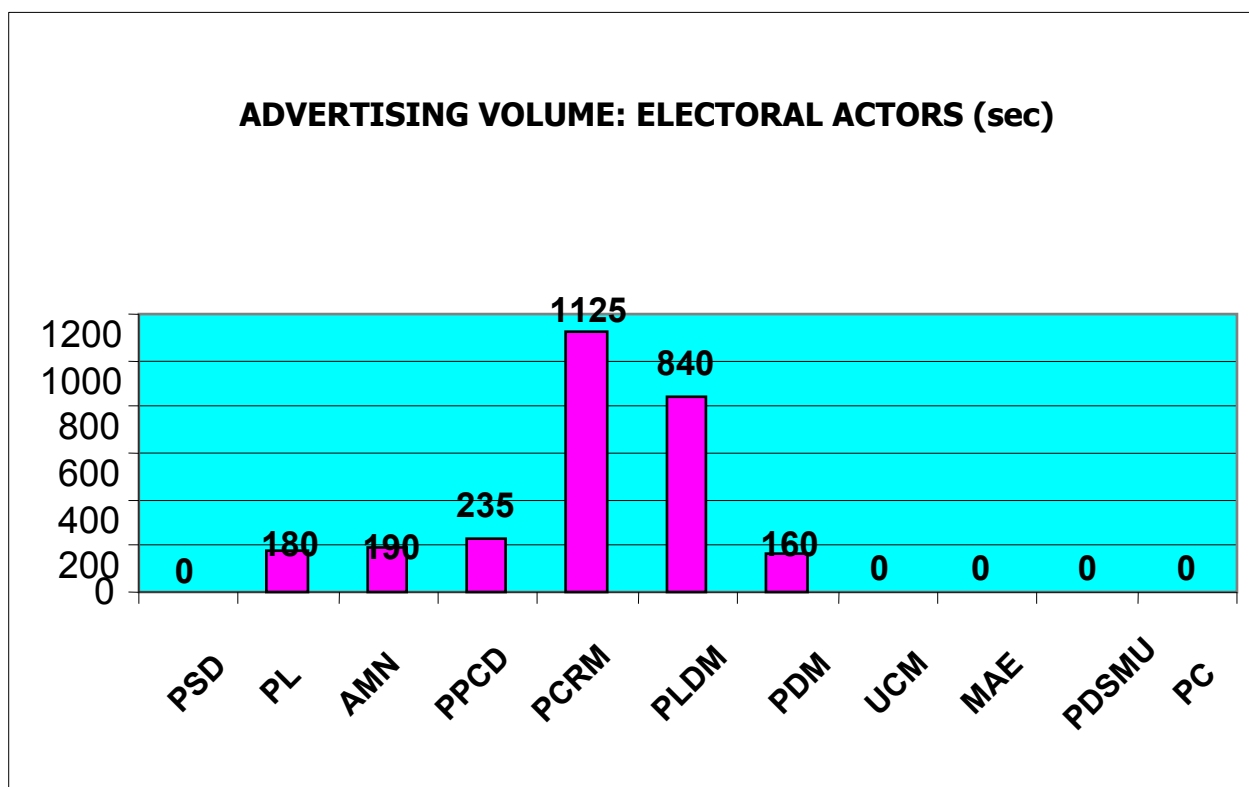
7 stations of those 9 monitored aired electoral advertising during the reference period. The ads started to be broadcast on February 13, first on three stations – M1, NIT and TVC21. The largest volume of electoral advertising was aired by M1 – 725 sec. and ProTV – 570 sec. The smallest – on TVC21 – 120 sec. and N4 – 190 sec. (Graph no.1).

Six electoral actors offered advertising during the reference period: PL, AMN, PPCD, PCRM, PLDM and PDM. The PCRM aired the biggest amount of advertising – 1,125 sec., followed by the PLDM – 840 sec. and, at distantly enough the PPCD – 235 sec. The smallest volume of ads was aired by the PDM – 160 sec., the PL – 180 sec. and the AMN – 190 sec. (Graph no.2).

**Graph no.1**



**Graph no.2**



**Graph no.3**

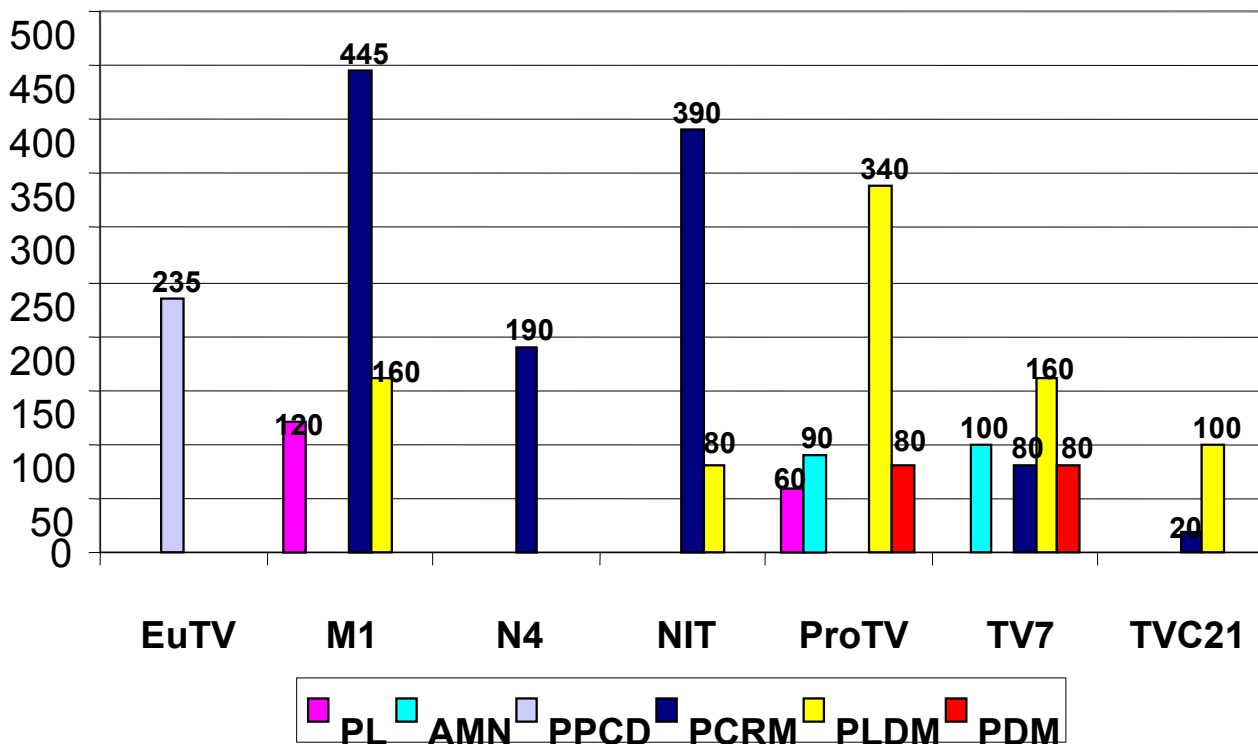
The PPCD aired electoral advertising on a single television – EuTV.

The PL, the AMN and the PDM gave ads to two stations: PL – on M1 and ProTV; AMN and PDM – on ProTV and TV7.

The PCRM and the PLDM placed their advertising on 5 stations each: PCRM – on M1, NIT, N4, TV7, TVC21; PLDM – on ProTV, M1, TV7, TVC21 and NIT. (Graph no.3)



## ELECTORAL ADVERTISING BROADCASTING (sec)



### Conclusions

- the largest amount of advertising was aired by M1, which broadcast the electoral ads of 3 competitors;
- two televisions – EuTV and N4 – aired electoral ads of a single competitor only: EuTV – PPCD and N4 – PCRM, during the reference period.
- ProTV and TV7 aired the ads of four 4 electoral competitors each.
- The PCRM gave the largest amount of advertising to the channels having favored it, according to this and the pre-election monitoring sessions.
- The PPCD offered its ads only to the channel, which favored it, especially during the pre-election period.
- The other electoral competitors focused, mostly, on two stations – ProTV and TV7.

## FINAL CONCLUSIONS

2 of 3 television channels enjoying national coverage (Prime and 2 Plus) shirked from covering the election race, this fact speaking about an extremely inefficient usage of terrestrial frequencies, which part of the national assets and do not serve to adequately inform the citizens on an event of major importance for the destiny of the fragile Moldovan democracy – the parliamentary elections.

The television M1 – the only public station and the only enjoying the widest coverage among the monitored ones, through its editorial policy, is far from ensuring the balanced, equidistant and full information of citizens about the whole complexity of the electoral process, including about the electoral offers of all the competitors.

The monitored stations can be practically divided into two categories. The first one – ProTV, TV7, TVC21 and, on certain segments, EuTV – try and are successful, in general, in practicing a type of journalism close to the professional and social requirements. The second group - M1, NIT and N4 – largely practice a type of journalism not contributing to informing the public to a degree to definitely enable it to make a qualified and conscientious choice. Using the frequencies, which are national assets, in the interests of some political actors and to the detriment of others is inadmissible and runs counter the fundamental right of a citizen to information.