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

Monitoring report

on political actors' presence in programs of TV stations during the run-up to the 2009 early parliamentary elections

Period: June 01 – 16, 2009

Chişinău, 2009

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

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1. METHODOLOGICAL FRAME

Period: June 01 – 16, 2009

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

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

Author of monitoring: The Electronic Press Association from Moldova.

MONITORING CHART:

Monitored TV stations: EuTV, Moldova1, N4, NIT, Prime, ProTV, TV7, TVC21, 2 Plus.

Monitored political actors:

- **Presidency** (Moldovan president, presidential advisors, the presidency's spokesperson);
- **Parliament** (parliamentary factions, independent parliamentarians);
- **Government** (members of the government, deputy ministers, the government's spokesperson);
- **Local public administration** (general mayor of Chisinau, Municipal Council's chairperson, district presidents and deputy presidents, councilors, mayors);
- **Political parties** (representatives/supporters of political parties and their opponents).

Quantity analysis:

- **Frequency** and **duration** of political actors' appearing in news: *a) direct interventions; b) mentions/appearance;*
- **Frequency** and **duration** of political actors' appearing in programs: *a) direct interventions; b) mentions/appearance;*
- **Weight** of duration of news with the presence of political actors as related to the total duration of newscasts;
- **Number of sources** used in conflict-related stories: *a) 1 information source; b) 2 and more information sources independent from one another.*

Quality analysis:

- **Content of information**: a) positive; b) neutral; c) negative
- **Journalist's attitude**: a) favoring; b) disfavoring; c) impartial.

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

Categories of information political actors are associated with:

- Information with positive content was defined the information in which the political actors are associated with positive actions, and the TV story contains positive feelings and emotions, appraisals, admiration, etc.
- Information with negative content was defined the information in which the political actors are associated with negative actions, and the TV story contains negative emotions, accusations, criticism, etc.
- Information with neutral content was defined the information in which the political actors are associated with neither positive, nor negative actions, and the TV story does not bear expressive or emotional charge.

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

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

2. POLITICAL ACTORS' PRESENCE IN NEWSCASTS: STATISTICAL DATA

Monitoring period:		01 - 16.06.2009	
Monitored TV station:	EuTV	Monitored program:	News
Number of stories covering p.a..:	228	Number of conflict stories	79
Duration of news covering p.a. (sec):	27048	1 info sources:	19
Duration of newscasts (sec):	66918	2 & > info sources	60

No.	ACTORS	APPEARANCES				Data synthesis		CONTENTS			ATTITUDE		
TV Pr.	EuTV News	Direct interventions		Mentions/appearances		Dir. int. & ment./app.		positive	negative	neutral	favor.	disfavor.	impart.
+	personalized	frequ. (times)	duration (sec.)	frequ. (times)	duration (sec.)	frequ. (times)	duration (sec.)	(times)	(times)	(times)	(times)	(times)	(times)
1	Rosca Iu.	57	1343	43	879	**100**	**2222**	7	0	93	0	0	100
2	Voronin V.	59	962	90	950	**149**	**1912**	5	4	140	0	0	149
3	Lupu M.	15	489	63	1067	**78**	**1556**	0	7	71	0	0	78
4	Filat V.	46	933	50	617	**96**	**1550**	0	2	94	0	0	96
5	Chirtoaca D.	26	509	61	985	**87**	**1494**	4	22	61	0	2	85
6	Greceanai Z.	27	872	37	458	**64**	**1330**	0	0	64	0	0	64
7	Urechean S.	18	364	39	491	**57**	**855**	0	5	52	0	0	57
8	Zagorodnai A.	26	559	8	46	**34**	**605**	0	0	34	0	0	34
9	Diacov D.	17	261	17	312	**34**	**573**	0	0	34	0	0	34
10	Braghis D.	10	209	11	264	**21**	**473**	0	0	21	0	0	21
11	Tcaci A.	18	263	9	169	**27**	**432**	0	0	27	0	0	27
12	Baldovici V.	10	225	10	135	**20**	**360**	0	0	20	0	0	20
13	Dodon I.	6	207	2	53	**8**	**260**	0	0	8	0	0	8
14	Stratan A.	2	30	5	226	**7**	**256**	0	0	7	0	0	7
15	Ghimpu M.	15	169	6	44	**21**	**213**	0	0	21	0	0	21
16	Fusu C.	8	85	7	112	**15**	**197**	0	0	15	0	0	15
17	Tkaciuk M.	4	112	6	74	**10**	**186**	0	0	10	0	0	10
18	Pavlov V.	8	179	0	0	**8**	**179**	0	0	8	0	0	8
19	Corduneanu A.	8	170	0	0	**8**	**170**	0	0	8	0	0	8
20	Turcan V.	0	0	9	164	**9**	**164**	0	0	9	0	0	9
21	Cernei O.	8	142	3	18	**11**	**160**	0	3	8	0	0	11
22	Nagacevschi V.	3	51	3	102	**6**	**153**	0	0	6	0	0	6
23	Osipov V.	6	135	3	12	**9**	**147**	0	0	9	0	0	9
24	Nirca N.	0	0	4	124	**4**	**124**	0	0	4	0	0	4
25	Godea M.	5	105	3	12	**8**	**117**	0	0	8	0	0	8
26	Tanase A.	4	74	2	30	**6**	**104**	0	0	6	0	0	6
27	Sava V.	1	98	0	0	**1**	**98**	0	0	1	0	0	1
28	Postoico M.	5	90	1	7	**6**	**97**	0	0	6	0	0	6
29	Bujor L.	5	46	4	40	**9**	**86**	0	0	9	0	0	9
30	Untila V.	7	69	2	16	**9**	**85**	0	0	9	0	0	9
31	Popa S.	3	81	0	0	**3**	**81**	0	0	3	0	0	3
32	Grozavu N.	4	80	0	0	**4**	**80**	0	0	4	0	0	4
33	Serebrian O.	3	42	3	36	**6**	**78**	0	0	6	0	0	6
34	Petre V.	2	72	0	0	**2**	**72**	0	0	2	0	0	2
35	Cubreacov V.	0	0	4	52	**4**	**52**	4	0	0	0	0	4
36	Oleinic A.	4	32	4	16	**8**	**48**	0	0	8	0	0	8
37	Klimenko V.	3	45	0	0	**3**	**45**	0	0	3	0	0	3
38	Gutu A.	4	28	4	16	**8**	**44**	0	0	8	0	0	8
39	Nirca O.	0	0	4	40	**4**	**40**	0	0	4	0	0	4
40	Ciubasenco D.	1	14	1	23	**2**	**37**	0	0	2	0	0	2
41	Tarlev V.	0	0	4	36	**4**	**36**	0	0	4	0	0	4
42	Godoroja D.	3	30	0	0	**3**	**30**	0	0	3	0	0	3
43	Coscodan V.	2	28	0	0	**2**	**28**	0	0	2	0	0	2
44	Leanca Iu.	0	0	4	26	**4**	**26**	0	0	4	0	0	4
45	Cotet V.	0	0	4	22	**4**	**22**	0	4	0	0	0	4
46	Oniscenco O.	3	18	0	0	**3**	**18**	0	0	3	0	0	3
47	Durlesteanu M.	1	8	1	8	**2**	**16**	0	0	2	0	0	2
48	Musuc E.	0	0	4	16	**4**	**16**	0	0	4	0	0	4
49	Ionita V.	0	0	1	15	**1**	**15**	0	0	1	0	0	1
50	Stepaniuc V.	0	0	3	6	**3**	**6**	0	0	3	0	0	3
+	**Institutions**												
1	Parties	197	4112	408	5752	**605**	**9864**	19	41	545	8	0	597
2	Parliament	146	2486	211	2537	**357**	**5023**	0	22	335	0	0	357
3	PLA	66	1314	138	2054	**204**	**3368**	10	58	136	0	16	188
4	Government	44	1154	60	1045	**104**	**2199**	0	0	104	0	0	104
5	Presidency	8	263	45	494	**53**	**757**	5	0	48	0	0	53
+	**Parties**												
1	PCRM	150	3379	252	3028	**402**	**6407**	5	31	366	0	0	402

2	PPCD	69	1613	65	1124	**134**	**2737**	19	0	115	8	0	126
3	PLDM	59	1177	84	1103	**143**	**2280**	0	6	137	0	0	143
4	PL	57	871	89	1253	**146**	**2124**	4	22	120	0	2	144
5	AMN	48	788	64	670	**112**	**1458**	0	8	104	0	0	112
6	PDM	20	303	20	348	**40**	**651**	0	0	40	0	0	40
7	PSD	13	239	21	308	**34**	**547**	0	0	34	0	0	34
8	PDSMU	18	263	14	274	**32**	**537**	0	0	32	0	0	32
9	PC	0	0	8	164	**8**	**164**	0	0	8	0	0	8
10	RAVN	3	45	0	0	**3**	**45**	0	0	3	0	0	3
11	UCM	0	0	4	36	**4**	**36**	0	0	4	0	0	4
12	MAE	0	0	4	12	**4**	**12**	0	0	4	0	0	4

	Monitoring period:	**01 - 16.06.2009**	
Monitored TV station:	**Moldova 1**	**Monitored program:**	**News**
Number of stories covering p.a..:	**399**	**Number of conflict stories**	**132**
Duration of news covering p.a. (sec):	**54530**	**1 info sources:**	**48**
Duration of newscasts (sec):	**113320**	**2 & > info sources**	**84**

No.	**ACTORS**	**APPEARANCES**				**Data synthesis**		**CONTENTS**			**ATTITUDE**		
TV	**Moldova 1**	Direct interventions		Mentions/appearances		Dir. int. & ment./app.		positive	negative	neutral	favor.	disfavor.	impart.
Pr.	**News**	frequ.	duration	frequ.	duration	frequ.	duration						
+	**personalized**	(times)	(sec.)	(times)	(sec.)	(times)	(sec.)	(times)	(times)	(times)	(times)	(times)	(times)
1	Rosca Iu.	20	8391	23	562	**43**	**8953**	8	0	35	0	0	43
2	Voronin V.	78	3491	166	3936	**244**	**7427**	50	0	194	0	0	244
3	Greceanai Z.	55	1354	93	1787	**148**	**3141**	39	0	109	0	0	148
4	Turcan V.	45	1493	21	594	**66**	**2087**	0	0	66	0	0	66
5	Filat V.	44	1055	22	517	**66**	**1572**	0	15	51	0	3	63
6	Dodon I.	30	747	25	688	**55**	**1435**	15	0	40	0	0	55
7	Chirtoaca D.	15	166	44	1065	**59**	**1231**	0	41	18	0	0	59
8	Urechean S.	19	417	33	383	**52**	**800**	0	13	39	0	0	52
9	Lupu M.	10	337	22	457	**32**	**794**	0	0	32	0	0	32
10	Ghimpu M.	26	345	21	375	**47**	**720**	0	13	34	0	0	47
11	Postoico M.	7	399	7	130	**14**	**529**	0	0	14	0	0	14
12	Diacov D.	9	285	9	160	**18**	**445**	0	0	18	0	0	18
13	Catrinici L.	12	327	6	100	**18**	**427**	13	0	5	0	0	18
14	Stepaniuc V.	16	315	6	75	**22**	**390**	12	0	10	0	0	22
15	Zagorodnai A.	12	310	4	40	**16**	**350**	0	0	16	0	0	16
16	Ivanov V.	7	280	6	70	**13**	**350**	0	0	13	0	0	13
17	Corduneanu A.	9	318	0	0	**9**	**318**	0	0	9	0	0	9
18	Bulat G.	13	270	3	45	**16**	**315**	0	0	16	0	0	16
19	Baldovici V.	5	96	9	195	**14**	**291**	4	0	10	0	0	14
20	Fusu C.	13	251	0	0	**13**	**251**	0	0	13	0	0	13
21	Nirca N.	6	150	3	88	**9**	**238**	0	0	9	0	0	9
22	Braghis D.	3	90	7	135	**10**	**225**	0	0	10	0	0	10
23	Pavlov V.	6	160	3	45	**9**	**205**	0	0	9	0	0	9
24	Untila V.	9	189	0	0	**9**	**189**	0	0	9	0	0	9
25	Durlesteanu M.	3	84	5	90	**8**	**174**	3	0	5	0	0	8
26	Muntean Iu.	3	161	0	0	**3**	**161**	0	0	3	0	0	3
27	Ciubasenco D.	2	31	4	130	**6**	**161**	0	2	4	0	0	6
28	Balan V.	4	68	5	91	**9**	**159**	0	0	9	0	0	9
29	Stratan A.	2	44	5	93	**7**	**137**	0	0	7	0	0	7
30	Bujor L.	9	126	0	0	**9**	**126**	0	0	9	0	0	9
31	Sarbu S.	5	115	0	0	**5**	**115**	0	0	5	0	0	5
32	Munteanu I.	3	52	3	55	**6**	**107**	0	0	6	0	0	6
33	Cebanu I.	6	105	0	0	**6**	**105**	0	0	6	0	0	6
34	Doga A.	3	95	0	0	**3**	**95**	3	0	0	0	0	3
35	Vizdoaga V.	3	78	0	0	**3**	**78**	0	0	3	0	0	3
36	Barbulat M.	0	0	7	77	**7**	**77**	0	0	7	0	0	7
37	Dumanschi Gh.	3	70	0	0	**3**	**70**	0	0	3	0	0	3
38	Tanase A.	4	68	0	0	**4**	**68**	0	0	4	0	0	4
39	Gutu A.	3	66	0	0	**3**	**66**	0	0	3	0	0	3
40	Balmos G.	4	60	0	0	**4**	**60**	0	0	4	0	0	4
41	Moraru E.	3	60	0	0	**3**	**60**	3	0	0	0	0	3
42	Todoroglo D.	4	60	0	0	**4**	**60**	0	0	4	0	0	4
43	Tarlev V.	0	0	4	60	**4**	**60**	0	0	4	0	0	4
44	Mejinschi V.	3	52	0	0	**3**	**52**	0	0	3	0	0	3
45	Oleinic A.	3	40	0	0	**3**	**40**	0	0	3	0	0	3
46	Cernei O.	3	39	0	0	**3**	**39**	0	0	3	0	0	3
47	Malai I.	2	38	0	0	**2**	**38**	0	0	2	0	0	2
48	Serebrian O.	0	0	3	35	**3**	**35**	0	0	3	0	0	3
49	Timciuc I.	0	0	5	35	**5**	**35**	0	0	5	0	0	5

50	Vlasov A.	3	30	0	0	**3**	**30**	3	0	0	0	0	3
51	Cosovan Gh.	0	0	3	30	**3**	**30**	3	0	0	0	0	3
52	Klimenko V.	1	22	0	0	**1**	**22**	0	0	1	0	0	1
53	Oniscenco O.	0	0	3	21	**3**	**21**	0	0	3	0	0	3
54	Andronic N.	0	0	2	20	**2**	**20**	0	0	2	0	0	2
55	Gorodenco A.	0	0	1	20	**1**	**20**	0	0	1	0	0	1
56	Savga L.	0	0	4	20	**4**	**20**	0	0	4	0	0	4
57	Parlog V.	1	16	0	0	**1**	**16**	0	0	1	0	0	1
58	Musuc E.	0	0	3	15	**3**	**15**	0	0	3	0	0	3
59	Platon V.	0	0	3	15	**3**	**15**	0	0	3	0	0	3
60	Ionita V.	0	0	2	10	**2**	**10**	0	0	2	0	0	2
61	Sava V.	1	8	0	0	**1**	**8**	0	0	1	0	0	1
+	**Institutions**												
1	Parties	135	11135	294	5223	**429**	**16358**	7	101	321	0	12	417
2	Government	155	3710	234	4577	**389**	**8287**	117	7	265	0	0	389
3	Presidency	69	3277	168	3909	**237**	**7186**	50	0	187	0	0	237
4	Parliament	139	3619	128	2671	**267**	**6290**	9	3	255	6	0	261
5	PLA	64	1335	127	2600	**191**	**3935**	14	89	88	0	0	191
+	**Parties**												
1	PCRM	270	8777	388	8293	**658**	**17070**	125	0	533	0	0	658
2	PPCD	29	8709	28	597	**57**	**9306**	8	0	49	0	0	57
3	PL	63	933	89	1544	**152**	**2477**	0	66	86	0	3	149
4	PLDM	53	1224	59	1091	**112**	**2315**	0	32	80	0	6	106
5	AMN	47	879	64	588	**111**	**1467**	0	25	86	0	3	108
6	PDM	9	285	15	222	**24**	**507**	0	3	21	0	0	24
7	PSD	3	90	10	180	**13**	**270**	0	3	10	0	0	13
8	PC	6	150	3	88	**9**	**238**	0	0	9	0	0	9
9	UCM	0	0	4	60	**4**	**60**	0	0	4	0	0	4
10	RAVN	1	22	0	0	**1**	**22**	0	0	1	0	0	1
11	PPR	0	0	2	20	**2**	**20**	0	0	2	0	0	2

Monitoring period:		**01 - 16.06.2009**	
Monitored TV station:	**N4**	**Monitored program:**	**News**
Number of stories covering p.a..:	**200**	**Number of conflict stories**	**111**
Duration of news covering p.a. (sec):	**32588**	**1 info sources:**	**62**
Duration of newscasts (sec):	**41820**	**2 & > info sources**	**49**

No.	**ACTORS**	**APPEARANCES**				**Data synthesis**		**CONTENTS**			**ATTITUDE**		
TV	**N4**	Direct interventions		Mentions/appearances		Dir. int. & ment./app.		positive	negative	neutral	favor.	disfavor.	impart.
Pr.	**News**	frequ.	duration	frequ.	duration	frequ.	duration						
+	**personalized**	(times)	(sec.)	(times)	(sec.)	(times)	(sec.)	(times)	(times)	(times)	(times)	(times)	(times)
1	Voronin V.	79	2051	65	2229	**144**	**4280**	15	0	129	4	0	140
2	Chirtoaca D.	36	600	55	2554	**91**	**3154**	0	58	33	0	28	63
3	Greceanai Z.	55	1105	48	1233	**103**	**2338**	24	0	79	4	0	99
4	Dodon I.	25	758	14	420	**39**	**1178**	5	0	34	0	0	39
5	Filat V.	42	526	33	491	**75**	**1017**	0	30	45	0	14	61
6	Rosca Iu.	21	555	13	171	**34**	**726**	0	0	34	0	0	34
7	Urechean S.	19	245	31	412	**50**	**657**	0	28	22	0	13	37
8	Turcan V.	18	450	3	45	**21**	**495**	0	0	21	0	0	21
9	Ghimpu M.	24	214	24	234	**48**	**448**	0	24	24	0	15	33
10	Lupu M.	9	246	12	189	**21**	**435**	3	3	15	0	0	21
11	Pavlov V.	6	240	3	30	**9**	**270**	0	0	9	0	0	9
12	Diacov D.	9	195	6	69	**15**	**264**	0	3	12	0	0	15
13	Cernei O.	9	144	3	15	**12**	**159**	0	0	12	0	0	12
14	Braghis D.	6	75	3	75	**9**	**150**	0	0	9	0	0	9
15	Sarbu S.	3	78	3	36	**6**	**114**	0	0	6	0	0	6
16	Nagacevschi V.	7	101	0	0	**7**	**101**	0	0	7	0	3	4
17	Cotet V.	3	84	3	15	**6**	**99**	0	0	6	0	0	6
18	Durlesteanu M.	2	46	2	50	**4**	**96**	2	0	2	0	0	4
19	Oniscenco O.	6	90	0	0	**6**	**90**	0	0	6	0	0	6
20	Zagorodnai A.	3	87	0	0	**3**	**87**	0	0	3	0	0	3
21	Corduneanu A.	6	81	0	0	**6**	**81**	0	0	6	0	0	6
22	Stratan A.	3	51	3	30	**6**	**81**	3	0	3	0	0	6
23	Bujor L.	6	78	0	0	**6**	**78**	0	0	6	0	0	6
24	Godoroja D.	3	75	0	0	**3**	**75**	0	0	3	0	0	3
25	Cosovan Gh.	2	60	0	0	**2**	**60**	0	0	2	0	0	2
26	Ursu V.	3	60	0	0	**3**	**60**	0	0	3	0	0	3
27	Cebanu I.	6	42	0	0	**6**	**42**	0	0	6	0	0	6
28	Gutu A.	3	36	0	0	**3**	**36**	0	0	3	0	0	3
29	Sava V.	4	32	0	0	**4**	**32**	0	0	4	0	0	4

30	Tkaciuk M.	3	30	0	0	**3**	**30**	0	0	3	0	0	3
31	Klimenko V.	3	24	0	0	**3**	**24**	0	0	3	0	0	3
32	Godea M.	3	15	0	0	**3**	**15**	0	0	3	0	3	0
33	Barbulat M.	0	0	4	12	**4**	**12**	0	0	4	0	0	4
34	Timciuc I.	0	0	4	12	**4**	**12**	0	0	4	0	0	4
35	Papuc G.	0	0	2	10	**2**	**10**	2	0	0	0	0	2
36	Balan V.	3	9	0	0	**3**	**9**	0	0	3	0	0	3
+	**Institutions**												
1	Parties	118	2092	238	3746	**356**	**5838**	15	164	177	0	45	311
2	PLA	67	1209	101	3510	**168**	**4719**	0	86	82	0	29	139
3	Government	79	1796	88	1979	**167**	**3775**	38	0	129	4	0	163
4	Presidency	57	1642	60	2104	**117**	**3746**	15	0	102	0	0	117
5	Parliament	109	1744	63	1086	**172**	**2830**	3	31	138	4	27	141
+	**Parties**												
1	PCRM	207	5123	183	4724	**390**	**9847**	67	3	320	8	0	382
2	PL	69	892	108	3065	**177**	**3957**	0	107	70	0	46	131
3	PLDM	55	726	70	955	**125**	**1681**	0	64	61	0	27	98
4	AMN	40	536	62	721	**102**	**1257**	0	56	46	0	19	83
5	PPCD	27	636	16	231	**43**	**867**	0	0	43	0	0	43
6	PDM	9	195	6	69	**15**	**264**	0	3	12	0	0	15
7	PSD	9	150	3	75	**12**	**225**	0	0	12	0	0	12
8	RAVN	3	24	0	0	**3**	**24**	0	0	3	0	0	3

Monitoring period:		**01 - 16.06.2009**	
Monitored TV station:	**NIT**	**Monitored program:**	**News**
Number of stories covering p.a..:	**311**	**Number of conflict stories**	**81**
Duration of news covering p.a. (sec):	**45766**	**1 info sources:**	**69**
Duration of newscasts (sec):	**69522**	**2 & > info sources**	**12**

No.	**ACTORS**	**APPEARANCES**				**Data synthesis**		**CONTENTS**			**ATTITUDE**		
TV	**NIT**	Direct interventions		Mentions/appearances		Dir. int. & ment./app.		positive	negative	neutral	favor.	disfavor.	impart.
Pr.	**News**	frequ.	duration	frequ.	duration	frequ.	duration						
+	**personalized**	(times)	(sec.)	(times)	(sec.)	(times)	(sec.)	(times)	(times)	(times)	(times)	(times)	(times)
1	Voronin V.	105	5914	112	2478	**217**	**8392**	41	0	176	0	0	217
2	Dodon I.	63	2114	19	882	**82**	**2996**	14	0	68	0	0	82
3	Chirtoaca D.	53	746	68	1916	**121**	**2662**	0	57	64	0	34	87
4	Greceanai Z.	58	1994	40	574	**98**	**2568**	27	0	71	0	0	98
5	Turcan V.	32	920	15	150	**47**	**1070**	4	0	43	0	0	47
6	Urechean S.	27	330	29	498	**56**	**828**	0	8	48	0	3	53
7	Ghimpu M.	40	396	33	384	**73**	**780**	0	16	57	0	10	63
8	Filat V.	31	304	41	472	**72**	**776**	0	26	46	0	9	63
9	Rosca Iu.	9	388	6	268	**15**	**656**	6	0	9	0	0	15
10	Gorodenco A.	21	372	7	116	**28**	**488**	0	0	28	0	0	28
11	Lupu M.	2	36	20	380	**22**	**416**	0	2	20	0	0	22
12	Diacov D.	7	180	6	112	**13**	**292**	0	0	13	0	0	13
13	Tkaciuk M.	7	188	2	20	**9**	**208**	0	0	9	0	0	9
14	Pavlov V.	5	124	3	54	**8**	**178**	3	0	5	0	0	8
15	Postoico M.	10	128	0	0	**10**	**128**	0	0	10	0	0	10
16	Dumbraveanu V.	0	0	6	128	**6**	**128**	0	0	6	0	0	6
17	Sava V.	7	112	0	0	**7**	**112**	0	0	7	0	0	7
18	Baldovici V.	5	80	5	30	**10**	**110**	0	0	10	0	0	10
19	Corduneanu A.	5	96	2	12	**7**	**108**	0	0	7	0	0	7
20	Zagorodnai A.	7	77	2	16	**9**	**93**	0	0	9	0	0	9
21	Untila V.	7	70	0	0	**7**	**70**	0	0	7	0	0	7
22	Cernei O.	5	54	2	12	**7**	**66**	0	0	7	0	0	7
23	Fusu C.	0	0	11	66	**11**	**66**	0	0	11	0	0	11
24	Oniscenco O.	2	28	2	12	**4**	**40**	0	0	4	0	0	4
25	Serebrian O.	2	28	2	12	**4**	**40**	0	0	4	0	0	4
26	Barbulat M.	0	0	2	30	**2**	**30**	0	0	2	0	0	2
27	Musuc E.	0	0	3	30	**3**	**30**	0	0	3	0	0	3
28	Popa S.	2	16	0	0	**2**	**16**	0	0	2	0	0	2
+	**Institutions**												
1	Presidency	89	5574	159	3247	**248**	**8821**	46	0	202	0	0	248
2	Government	149	4620	122	3058	**271**	**7678**	74	0	197	0	0	271
3	Parliament	160	2505	158	2384	**318**	**4889**	4	34	280	0	14	304
4	Parties	44	956	187	3506	**231**	**4462**	40	67	124	4	22	205
5	PLA	70	1040	110	3265	**180**	**4305**	3	84	93	0	39	141
+	**Parties**												
1	PCRM	308	11667	242	4906	**550**	**16573**	118	0	432	4	0	546
2	PL	79	1002	114	2386	**193**	**3388**	0	73	120	0	44	149

3	AMN	39	454	39	570	**78**	**1024**	0	8	70	0	3	75
4	PLDM	31	304	45	512	**76**	**816**	0	26	50	0	9	67
5	PPCD	14	484	10	320	**24**	**804**	8	0	16	0	0	24
6	PDM	9	208	10	136	**19**	**344**	0	0	19	0	0	19
7	PSD	0	0	2	12	**2**	**12**	0	0	2	0	0	2

Monitoring period:		**01 - 16.06.2009**	
Monitored TV station:	**Prime**	**Monitored program:**	**News**
Number of stories covering p.a..:	**23**	**Number of conflict stories**	**4**
Duration of news covering p.a. (sec):	**1780**	**1 info sources:**	**3**
Duration of newscasts (sec):	**5024**	**2 & > info sources**	**1**

No.	**ACTORS**	**APPEARANCES**				**Data synthesis**		**CONTENTS**			**ATTITUDE**		
TV Pr.	**Prime News**	Direct interventions		Mentions/appearances		Dir. int. & ment./app.		positive	negative	neutral	favor.	disfavor.	impart.
		frequ.	duration	frequ.	duration	frequ.	duration						
+	**personalized**	(times)	(sec.)	(times)	(sec.)	(times)	(sec.)	(times)	(times)	(times)	(times)	(times)	(times)
1	Greceanai Z.	2	46	9	213	**11**	**259**	0	0	11	0	0	11
2	Voronin V.	2	33	12	174	**14**	**207**	0	0	14	0	0	14
3	Dodon I.	2	57	2	70	**4**	**127**	0	0	4	0	0	4
4	Petrenco G.	2	50	0	0	**2**	**50**	0	0	2	0	0	2
5	Lupu M.	0	0	3	40	**3**	**40**	0	1	2	0	0	3
6	Turcan V.	1	30	0	0	**1**	**30**	0	0	1	0	0	1
7	Filat V.	1	20	3	8	**4**	**28**	0	0	4	0	0	4
8	Stepaniuc V.	1	16	2	12	**3**	**28**	0	0	3	0	0	3
9	Malai I.	1	20	0	0	**1**	**20**	0	0	1	0	0	1
10	Rosca Iu.	0	0	1	16	**1**	**16**	0	0	1	0	0	1
11	Postoico M.	1	6	0	0	**1**	**6**	0	0	1	0	0	1
12	Durlesteanu M.	0	0	1	6	**1**	**6**	0	0	1	0	0	1
13	Fusu C.	0	0	1	4	**1**	**4**	0	0	1	0	0	1
14	Tkaciuk M.	0	0	1	4	**1**	**4**	0	0	1	0	0	1
15	Urechean S.	0	0	1	4	**1**	**4**	0	0	1	0	0	1
16	Stratan A.	0	0	1	3	**1**	**3**	0	0	1	0	0	1
17	Tanase A.	0	0	1	1	**1**	**1**	0	0	1	0	0	1
+	**Institutions**												
1	Government	6	139	21	396	**27**	**535**	0	1	26	0	0	27
2	Parliament	6	111	15	138	**21**	**249**	0	1	20	0	0	21
3	Presidency	1	28	11	170	**12**	**198**	0	0	12	0	0	12
4	Parties	0	0	15	151	**15**	**151**	0	1	14	0	0	15
+	**Parties**												
1	PCRM	11	238	32	523	**43**	**761**	0	0	43	0	0	43
2	PLDM	1	20	5	13	**6**	**33**	0	0	6	0	0	6
3	PPCD	0	0	1	16	**1**	**16**	0	0	1	0	0	1
4	PL	0	0	2	8	**2**	**8**	0	0	2	0	0	2
5	AMN	0	0	1	4	**1**	**4**	0	0	1	0	0	1

Monitoring period:		**01 - 16.06.2009**	
Monitored TV station:	**ProTV**	**Monitored program:**	**News**
Number of stories covering p.a..:	**323**	**Number of conflict stories**	**129**
Duration of news covering p.a. (sec):	**38858**	**1 info sources:**	**4**
Duration of newscasts (sec):	**85317**	**2 & > info sources**	**125**

No.	**ACTORS**	**APPEARANCES**				**Data synthesis**		**CONTENTS**			**ATTITUDE**		
TV Pr.	**ProTV News**	Direct interventions		Mentions/appearances		Dir. int. & ment./app.		positive	negative	neutral	favor.	disfavor.	impart.
		frequ.	duration	frequ.	duration	frequ.	duration						
+	**personalized**	(times)	(sec.)	(times)	(sec.)	(times)	(sec.)	(times)	(times)	(times)	(times)	(times)	(times)
1	Voronin V.	69	855	140	2002	**209**	**2857**	6	18	185	0	0	209
2	Greceanai Z.	66	1002	65	1201	**131**	**2203**	5	0	126	0	0	131
3	Lupu M.	19	637	61	1477	**80**	**2114**	0	0	80	0	0	80
4	Chirtoaca D.	65	1137	56	795	**121**	**1932**	0	13	108	0	0	121
5	Urechean S.	70	1196	45	410	**115**	**1606**	0	4	111	0	0	115
6	Filat V.	69	952	44	391	**113**	**1343**	0	3	110	0	0	113
7	Ghimpu M.	63	916	37	408	**100**	**1324**	0	3	97	0	0	100
8	Rosca Iu.	29	481	43	793	**72**	**1274**	4	11	57	0	0	72
9	Diacov D.	23	491	32	430	**55**	**921**	0	0	55	0	0	55
10	Turcan V.	31	689	29	178	**60**	**867**	0	3	57	0	0	60
11	Baldovici V.	11	203	16	610	**27**	**813**	0	5	22	0	5	22
12	Dodon I.	19	406	17	347	**36**	**753**	0	0	36	0	0	36
13	Braghis D.	20	255	29	348	**49**	**603**	0	0	49	0	0	49
14	Tkaciuk M.	12	361	17	154	**29**	**515**	0	0	29	0	0	29
15	Cernei O.	9	202	13	140	**22**	**342**	0	0	22	0	0	22

16	Nagacevschi V.	8	149	9	144	**17**	**293**	0	0	17	0	0	17
17	Tarlev V.	12	189	7	96	**19**	**285**	0	0	19	0	0	19
18	Godea M.	14	224	13	35	**27**	**259**	0	0	27	0	0	27
19	Bolboceanu Iu.	6	165	0	0	**6**	**165**	0	0	6	0	0	6
20	Ciubasenco D.	3	96	3	48	**6**	**144**	0	0	6	0	0	6
21	Stratan A.	0	0	7	144	**7**	**144**	0	0	7	0	0	7
22	Cebanu I.	10	108	8	20	**18**	**128**	0	2	16	0	0	18
23	Oniscenco O.	4	64	2	46	**6**	**110**	0	0	6	0	0	6
24	Untila V.	12	84	6	24	**18**	**108**	0	3	15	0	0	18
25	Postoico M.	6	104	0	0	**6**	**104**	0	0	6	0	0	6
26	Plesca I.	0	0	8	103	**8**	**103**	0	0	8	0	0	8
27	Bujor L.	3	69	3	21	**6**	**90**	0	0	6	0	0	6
28	Balan V.	2	54	2	32	**4**	**86**	0	0	4	0	0	4
29	Tanase A.	5	67	2	10	**7**	**77**	0	0	7	0	0	7
30	Tcaci A.	0	0	6	73	**6**	**73**	0	0	6	0	0	6
31	Corduneanu A.	6	72	0	0	**6**	**72**	0	0	6	0	0	6
32	Petrencu A.	0	0	5	72	**5**	**72**	0	0	5	0	0	5
33	Fusu C.	5	44	7	24	**12**	**68**	0	0	12	0	0	12
34	Susarenco G.	0	0	3	68	**3**	**68**	0	0	3	0	0	3
35	Cubreacov V.	3	39	4	28	**7**	**67**	0	0	7	0	0	7
36	Pavlov V.	4	60	0	0	**4**	**60**	0	0	4	0	0	4
37	Muntean Iu.	2	52	2	6	**4**	**58**	0	0	4	0	0	4
38	Ionita V.	0	0	3	54	**3**	**54**	0	0	3	0	0	3
39	Dumanschi Gh.	6	40	4	12	**10**	**52**	0	0	10	0	0	10
40	Malai I.	2	34	2	12	**4**	**46**	0	0	4	0	0	4
41	Serebrian O.	2	34	2	12	**4**	**46**	0	0	4	0	0	4
42	Pavlicenco V.	0	0	2	44	**2**	**44**	0	0	2	0	0	2
43	Bodrug O.	3	42	0	0	**3**	**42**	0	0	3	0	0	3
44	Bulat G.	3	42	0	0	**3**	**42**	0	0	3	0	0	3
45	Parlog V.	1	24	1	14	**2**	**38**	0	0	2	0	0	2
46	Cosovan Gh.	2	36	0	0	**2**	**36**	0	0	2	0	0	2
47	Zagorodnai A.	0	0	2	32	**2**	**32**	0	0	2	0	0	2
48	Popa S.	2	30	0	0	**2**	**30**	0	0	2	0	0	2
49	Musuc E.	0	0	3	30	**3**	**30**	0	3	0	0	0	3
50	Nantoi O.	2	28	0	0	**2**	**28**	0	0	2	0	0	2
51	Caba P.	2	24	0	0	**2**	**24**	0	0	2	0	0	2
52	Godoroja D.	3	12	3	6	**6**	**18**	0	0	6	0	0	6
53	Osipov V.	0	0	3	18	**3**	**18**	0	0	3	0	0	3
54	Platon V.	0	0	3	18	**3**	**18**	0	0	3	0	0	3
55	Moraru E.	2	16	0	0	**2**	**16**	0	0	2	0	0	2
56	Cotet V.	0	0	2	14	**2**	**14**	0	0	2	0	0	2
57	Papuc G.	0	0	1	12	**1**	**12**	0	1	0	0	0	1
+	**Institutions**												
1	Parties	343	5927	640	7753	**983**	**13680**	7	80	896	0	0	983
2	Government	98	1685	147	3038	**245**	**4723**	11	24	210	0	5	240
3	Parliament	113	1870	194	2084	**307**	**3954**	0	8	299	0	0	307
4	PLA	105	1686	129	1800	**234**	**3486**	0	33	201	0	0	234
5	Presidency	55	682	110	1582	**165**	**2264**	6	15	144	0	0	165
+	**Parties**												
1	PCRM	231	3904	436	6075	**667**	**9979**	11	74	582	0	0	667
2	PL	146	2247	129	1426	**275**	**3673**	0	18	257	0	0	275
3	AMN	97	1585	107	1018	**204**	**2603**	0	7	197	0	0	204
4	PLDM	104	1518	105	853	**209**	**2371**	0	6	203	0	0	209
5	PPCD	38	592	56	926	**94**	**1518**	4	13	77	0	0	94
6	PDM	29	607	49	560	**78**	**1167**	0	0	78	0	0	78
7	PSD	26	420	37	403	**63**	**823**	0	0	63	0	0	63
8	UCM	12	189	18	129	**30**	**318**	0	0	30	0	0	30
9	MAE	0	0	9	80	**9**	**80**	0	0	9	0	0	9
10	PDSMU	0	0	6	73	**6**	**73**	0	0	6	0	0	6
11	PNL	0	0	2	44	**2**	**44**	0	0	2	0	0	2
12	PUM	0	0	2	8	**2**	**8**	0	2	0	0	0	2

Monitoring period:		**01 - 16.06.2009**	
Monitored TV station:	**TV7**	**Monitored program:**	**News**
Number of stories covering p.a..:	**334**	**Number of conflict stories**	**70**
Duration of news covering p.a. (sec):	**37643**	**1 info sources:**	**10**
Duration of newscasts (sec):	**68848**	**2 & > info sources**	**60**

No.	**ACTORS**	**APPEARANCES**				**Data synthesis**		**CONTENTS**			**ATTITUDE**		
TV	**TV7**	Direct interventions		Mentions/appearances		Dir. int. & ment./app.		positive	negative	neutral	favor.	disfavor.	impart.
Pr.	**News**	frequ.	duration	frequ.	duration	frequ.	duration						
+	**personalized**	(times)	(sec.)	(times)	(sec.)	(times)	(sec.)	(times)	(times)	(times)	(times)	(times)	(times)

1	Voronin V.	70	1135	128	2050	**198**	**3185**	5	40	153	0	0	198
2	Lupu M.	13	402	63	1338	**76**	**1740**	0	5	71	0	0	76
3	Filat V.	83	1288	40	350	**123**	**1638**	0	0	123	0	0	123
4	Chirtoaca D.	55	880	45	615	**100**	**1495**	5	10	85	0	0	100
5	Urechean S.	83	1178	15	225	**98**	**1403**	0	0	98	0	0	98
6	Ghimpu M.	88	1082	25	260	**113**	**1342**	0	0	113	0	0	113
7	Greceanai Z.	35	550	30	660	**65**	**1210**	20	0	45	0	0	65
8	Rosca Iu.	33	656	13	236	**46**	**892**	8	10	28	0	0	46
9	Dodon I.	24	458	23	270	**47**	**728**	9	0	38	0	0	47
10	Diacov D.	25	430	18	290	**43**	**720**	5	0	38	0	0	43
11	Turcan V.	30	350	15	260	**45**	**610**	0	0	45	0	0	45
12	Braghis D.	25	390	5	140	**30**	**530**	0	0	30	0	0	30
13	Tkaciuk M.	20	270	5	70	**25**	**340**	0	0	25	0	0	25
14	Baldovici V.	10	190	5	70	**15**	**260**	0	0	15	0	0	15
15	Osipov V.	5	250	0	0	**5**	**250**	0	0	5	0	0	5
16	Pavlov V.	10	210	0	0	**10**	**210**	0	0	10	0	0	10
17	Nagacevschi V.	10	120	5	60	**15**	**180**	0	0	15	0	0	15
18	Fusu C.	10	170	0	0	**10**	**170**	0	0	10	0	0	10
19	Cernei O.	10	140	0	0	**10**	**140**	0	0	10	0	0	10
20	Corduneanu A.	15	130	0	0	**15**	**130**	0	0	15	0	0	15
21	Nantoi O.	5	110	0	0	**5**	**110**	0	0	5	0	0	5
22	Godea M.	0	0	5	110	**5**	**110**	0	0	5	0	0	5
23	Bolboceanu Iu.	5	100	0	0	**5**	**100**	0	0	5	0	0	5
24	Serebrian O.	5	70	3	30	**8**	**100**	0	0	8	0	0	8
25	Durlesteanu M.	3	51	3	30	**6**	**81**	0	0	6	0	0	6
26	Dumanschi Gh.	5	70	0	0	**5**	**70**	0	0	5	0	0	5
27	Bujor L.	5	60	0	0	**5**	**60**	0	0	5	0	0	5
28	Tanase A.	5	60	0	0	**5**	**60**	0	0	5	0	0	5
29	Oniscenco O.	0	0	5	60	**5**	**60**	0	0	5	0	0	5
30	Stratan A.	0	0	5	60	**5**	**60**	0	0	5	0	0	5
31	Popa S.	5	50	0	0	**5**	**50**	0	0	5	0	0	5
32	Postoico M.	5	50	0	0	**5**	**50**	0	0	5	0	0	5
33	Colesnic Iu.	5	40	0	0	**5**	**40**	0	0	5	0	0	5
34	Untila V.	5	40	0	0	**5**	**40**	0	0	5	0	0	5
35	Caba P.	5	20	0	0	**5**	**20**	0	0	5	0	0	5
+	**Institutions**												
1	Parties	222	3650	355	6034	**577**	**9684**	50	35	492	0	0	577
2	Parliament	270	3700	205	3250	**475**	**6950**	0	0	475	0	0	475
3	Presidency	50	905	168	2880	**218**	**3785**	5	45	168	0	0	218
4	Government	65	1245	122	1993	**187**	**3238**	30	15	142	0	0	187
5	PLA	105	1500	115	1390	**220**	**2890**	10	10	200	0	0	220
+	**Parties**												
1	PCRM	199	3073	311	4740	**510**	**7813**	44	60	406	0	0	510
2	PL	153	2132	100	1265	**253**	**3397**	5	10	238	0	0	253
3	PLDM	103	1538	80	800	**183**	**2338**	0	0	183	0	0	183
4	AMN	118	1728	40	575	**158**	**2303**	5	0	153	0	0	158
5	PPCD	48	786	23	536	**71**	**1322**	18	10	43	0	0	71
6	PDM	38	652	42	592	**80**	**1244**	10	0	70	0	0	80
7	PSD	30	490	15	350	**45**	**840**	0	0	45	0	0	45
8	UCM	0	0	5	50	**5**	**50**	0	0	5	0	0	5

	Monitoring period:	**01 - 16.06.2009**	
Monitored TV station:	**TV Synthesis**	**Monitored program:**	**News**
Number of stories covering p.a..:	**1818**	**Number of conflict stories**	**606**
Duration of news covering p.a. (sec):	**238213**	**1 info sources:**	**215**
Duration of newscasts (sec):	**450769**	**2 & > info sources**	**391**

No.	**ACTORS**	**APPEARANCES**				**Data synthesis**		**CONTENTS**			**ATTITUDE**		
TV Pr.	**TV Synthesis News**	Direct interventions		Mentions/appearances		Dir. int. & ment./app.		positive	negative	neutral	favor.	disfavor.	impart.
		frequ.	duration	frequ.	duration	frequ.	duration						
+	**personalized**	(times)	(sec.)	(times)	(sec.)	(times)	(sec.)	(times)	(times)	(times)	(times)	(times)	(times)
1	Voronin V.	462	14441	713	13819	**1175**	**28260**	122	62	991	4	0	1171
2	Rosca Iu.	169	11814	142	2925	**311**	**14739**	33	21	257	0	0	311
3	Greceanai Z.	298	6923	322	6126	**620**	**13049**	115	0	505	4	0	616
4	Chirtoaca D.	250	4038	329	7930	**579**	**11968**	9	201	369	0	64	515
5	Filat V.	316	5078	233	2846	**549**	**7924**	0	76	473	0	26	523
6	Dodon I.	169	4747	102	2730	**271**	**7477**	43	0	228	0	0	271
7	Lupu M.	68	2147	244	4948	**312**	**7095**	3	18	291	0	0	312
8	Urechean S.	236	3730	193	2423	**429**	**6153**	0	58	371	0	16	413
9	Turcan V.	157	3932	92	1391	**249**	**5323**	4	3	242	0	0	249
10	Ghimpu M.	256	3122	146	1705	**402**	**4827**	0	56	346	0	25	377

11	Diacov D.	90	1842	88	1373	**178**	**3215**	5	3	170	0	0	178
12	Braghis D.	64	1019	55	962	**119**	**1981**	0	0	119	0	0	119
13	Baldovici V.	41	794	45	1040	**86**	**1834**	4	5	77	0	5	81
14	Tkaciuk M.	46	961	31	322	**77**	**1283**	0	0	77	0	0	77
15	Zagorodnai A.	48	1033	16	134	**64**	**1167**	0	0	64	0	0	64
16	Pavlov V.	39	973	9	129	**48**	**1102**	3	0	45	0	0	48
17	Postoico M.	34	777	8	137	**42**	**914**	0	0	42	0	0	42
18	Cernei O.	44	721	21	185	**65**	**906**	0	3	62	0	0	65
19	Corduneanu A.	49	867	2	12	**51**	**879**	0	0	51	0	0	51
20	Fusu C.	36	550	26	206	**62**	**756**	0	0	62	0	0	62
21	Nagacevschi V.	28	421	17	306	**45**	**727**	0	0	45	0	3	42
22	Stratan A.	7	125	26	556	**33**	**681**	3	0	30	0	0	33
23	Gorodenco A.	21	372	8	136	**29**	**508**	0	0	29	0	0	29
24	Tcaci A.	18	263	15	242	**33**	**505**	0	0	33	0	0	33
25	Godea M.	22	344	21	157	**43**	**501**	0	0	43	0	3	40
26	Untila V.	40	452	8	40	**48**	**492**	0	3	45	0	0	48
27	Bujor L.	28	379	7	61	**35**	**440**	0	0	35	0	0	35
28	Catrinici L.	12	327	6	100	**18**	**427**	13	0	5	0	0	18
29	Stepaniuc V.	17	331	11	93	**28**	**424**	12	0	16	0	0	28
30	Osipov V.	11	385	6	30	**17**	**415**	0	0	17	0	0	17
31	Tarlev V.	12	189	15	192	**27**	**381**	0	0	27	0	0	27
32	Durlesteanu M.	9	189	12	184	**21**	**373**	5	0	16	0	0	21
33	Nirca N.	6	150	7	212	**13**	**362**	0	0	13	0	0	13
34	Bulat G.	16	312	3	45	**19**	**357**	0	0	19	0	0	19
35	Ivanov V.	7	280	6	70	**13**	**350**	0	0	13	0	0	13
36	Ciubasenco D.	6	141	8	201	**14**	**342**	0	2	12	0	0	14
37	Oniscenco O.	15	200	12	139	**27**	**339**	0	0	27	0	0	27
38	Tanase A.	18	269	5	41	**23**	**310**	0	0	23	0	0	23
39	Serebrian O.	12	174	13	125	**25**	**299**	0	0	25	0	0	25
40	Cebanu I.	22	255	8	20	**30**	**275**	0	2	28	0	0	30
41	Bolboceanu Iu.	11	265	0	0	**11**	**265**	0	0	11	0	0	11
42	Balan V.	9	131	7	123	**16**	**254**	0	0	16	0	0	16
43	Sava V.	13	250	0	0	**13**	**250**	0	0	13	0	0	13
44	Sarbu S.	8	193	3	36	**11**	**229**	0	0	11	0	0	11
45	Muntean Iu.	5	213	2	6	**7**	**219**	0	0	7	0	0	7
46	Dumanschi Gh.	14	180	4	12	**18**	**192**	0	0	18	0	0	18
47	Popa S.	12	177	0	0	**12**	**177**	0	0	12	0	0	12
48	Gutu A.	10	130	4	16	**14**	**146**	0	0	14	0	0	14
49	Nantoi O.	7	138	0	0	**7**	**138**	0	0	7	0	0	7
50	Cotet V.	3	84	9	51	**12**	**135**	0	4	8	0	0	12
51	Dumbraveanu V.	0	0	6	128	**6**	**128**	0	0	6	0	0	6
52	Cosovan Gh.	4	96	3	30	**7**	**126**	3	0	4	0	0	7
53	Godoroja D.	9	117	3	6	**12**	**123**	0	0	12	0	0	12
54	Cubreacov V.	3	39	8	80	**11**	**119**	4	0	7	0	0	11
55	Barbulat M.	0	0	13	119	**13**	**119**	0	0	13	0	0	13
56	Munteanu I.	3	52	3	55	**6**	**107**	0	0	6	0	0	6
57	Malai I.	5	92	2	12	**7**	**104**	0	0	7	0	0	7
58	Plesca I.	0	0	8	103	**8**	**103**	0	0	8	0	0	8
59	Doga A.	3	95	0	0	**3**	**95**	3	0	0	0	0	3
60	Klimenko V.	7	91	0	0	**7**	**91**	0	0	7	0	0	7
61	Musuc E.	0	0	13	91	**13**	**91**	0	3	10	0	0	13
62	Oleinic A.	7	72	4	16	**11**	**88**	0	0	11	0	0	11
63	Grozavu N.	4	80	0	0	**4**	**80**	0	0	4	0	0	4
64	Ionita V.	0	0	6	79	**6**	**79**	0	0	6	0	0	6
65	Vizdoaga V.	3	78	0	0	**3**	**78**	0	0	3	0	0	3
66	Moraru E.	5	76	0	0	**5**	**76**	3	0	2	0	0	5
67	Petre V.	2	72	0	0	**2**	**72**	0	0	2	0	0	2
68	Petrencu A.	0	0	5	72	**5**	**72**	0	0	5	0	0	5
69	Susarenco G.	0	0	3	68	**3**	**68**	0	0	3	0	0	3
70	Balmos G.	4	60	0	0	**4**	**60**	0	0	4	0	0	4
71	Todoroglo D.	4	60	0	0	**4**	**60**	0	0	4	0	0	4
72	Ursu V.	3	60	0	0	**3**	**60**	0	0	3	0	0	3
73	Parlog V.	2	40	1	14	**3**	**54**	0	0	3	0	0	3
74	Mejinschi V.	3	52	0	0	**3**	**52**	0	0	3	0	0	3
75	Petrenco G.	2	50	0	0	**2**	**50**	0	0	2	0	0	2
76	Timciuc I.	0	0	9	47	**9**	**47**	0	0	9	0	0	9
77	Caba P.	7	44	0	0	**7**	**44**	0	0	7	0	0	7
78	Pavlicenco V.	0	0	2	44	**2**	**44**	0	0	2	0	0	2
79	Bodrug O.	3	42	0	0	**3**	**42**	0	0	3	0	0	3
80	Colesnic Iu.	5	40	0	0	**5**	**40**	0	0	5	0	0	5
81	Nirca O.	0	0	4	40	**4**	**40**	0	0	4	0	0	4

82	Platon V.	0	0	6	33	**6**	**33**	0	0	6	0	0	6
83	Vlasov A.	3	30	0	0	**3**	**30**	3	0	0	0	0	3
84	Coscodan V.	2	28	0	0	**2**	**28**	0	0	2	0	0	2
85	Leanca Iu.	0	0	4	26	**4**	**26**	0	0	4	0	0	4
86	Papuc G.	0	0	3	22	**3**	**22**	2	1	0	0	0	3
87	Andronic N.	0	0	2	20	**2**	**20**	0	0	2	0	0	2
88	Savga L.	0	0	4	20	**4**	**20**	0	0	4	0	0	4
+	**Institutions**												
1	Parties	1059	27872	2137	32165	**3196**	**60037**	138	489	2569	12	79	3105
2	Government	596	14349	794	16086	**1390**	**30435**	270	47	1073	4	5	1381
3	Parliament	943	16035	974	14150	**1917**	**30185**	16	99	1802	10	41	1866
4	Presidency	329	12371	721	14386	**1050**	**26757**	127	60	863	0	0	1050
5	PLA	477	8084	720	14619	**1197**	**22703**	37	360	800	0	84	1113
+	**Parties**												
1	PCRM	1376	36161	1844	32289	**3220**	**68450**	370	168	2682	12	0	3208
2	PL	567	8077	631	10947	**1198**	**19024**	9	296	893	0	95	1103
3	PPCD	225	12820	199	3750	**424**	**16570**	57	23	344	8	0	416
4	PLDM	406	6507	448	5327	**854**	**11834**	0	134	720	0	42	812
5	AMN	389	5970	377	4146	**766**	**10116**	5	104	657	0	25	741
6	PDM	114	2250	142	1927	**256**	**4177**	10	6	240	0	0	256
7	PSD	81	1389	88	1328	**169**	**2717**	0	3	166	0	0	169
8	PDSMU	18	263	20	347	**38**	**610**	0	0	38	0	0	38
9	UCM	12	189	31	275	**43**	**464**	0	0	43	0	0	43
10	PC	6	150	11	252	**17**	**402**	0	0	17	0	0	17
11	MAE	0	0	13	92	**13**	**92**	0	0	13	0	0	13
12	RAVN	7	91	0	0	**7**	**91**	0	0	7	0	0	7
13	PNL	0	0	2	44	**2**	**44**	0	0	2	0	0	2
14	PPR	0	0	2	20	**2**	**20**	0	0	2	0	0	2
15	PUM	0	0	2	8	**2**	**8**	0	2	0	0	0	2

3. QUANTITY DIMENSION OF POLITICAL ACTORS' PRSENCE IN NEWSCASTS ŞTIRI

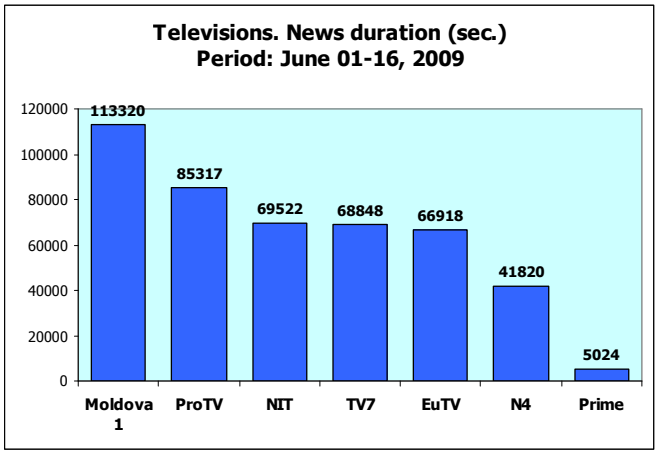
3.1 General quantity data

In the pre-electoral period of the early parliamentary elections (01-16.06.09), 7 of those 9 monitored TV stations aired newscasts: for the first time, TVC21 did not air news, while 2 Plus traditionally does not broadcast news. Thus, EuTV, Moldova 1, N4, NIT, Prime, ProTV and TV7, during the reference weeks, aired newscasts with a total duration of 450,769 sec. (125.2 h). They contained 1,818 stories presenting political actors, and their aggregated duration was 238,213 sec. (66.2 h). Relating the presented data to the respective parameters of the newscasts during the previous monitoring periods, we shall find out a slight deviation from the monthly and weekly figures, recorded in this respect during the pre-election and electoral periods of the April 5 poll.

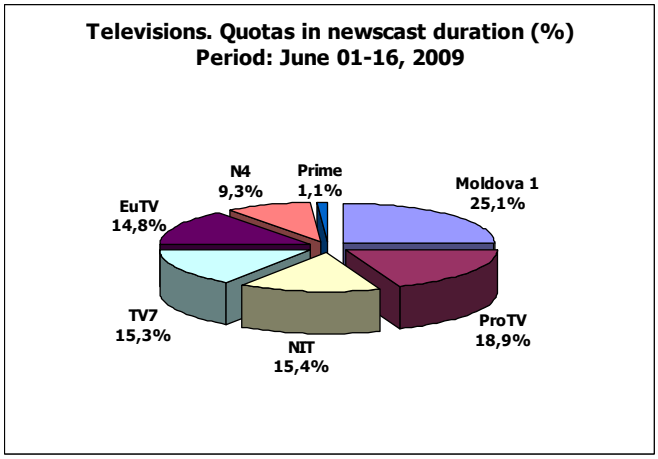
The monitored TV stations granted different airtime to newscasts. Moldova 1 was leading (with 113,320 sec. or 31.5 h), while Prime was at the opposite poll (with 5,024 sec. or about 1.4 h) (see Graph 1). The other stations aired newscasts with duration comprised between 12 and 24 h. Thus, ProTV aired news with the total duration of 85,317 sec. i.e. 23.7 h, NIT – 69,522 sec. i.e. 19.3 h, TV7 respectively 68,848 sec. or 19.12 h, EuTV – 66,918 sec. or 19 h, and N4 – 41,820 or 12 h.

In Graph 2, the quota of each television in the general duration of news is shown.

Graph 1

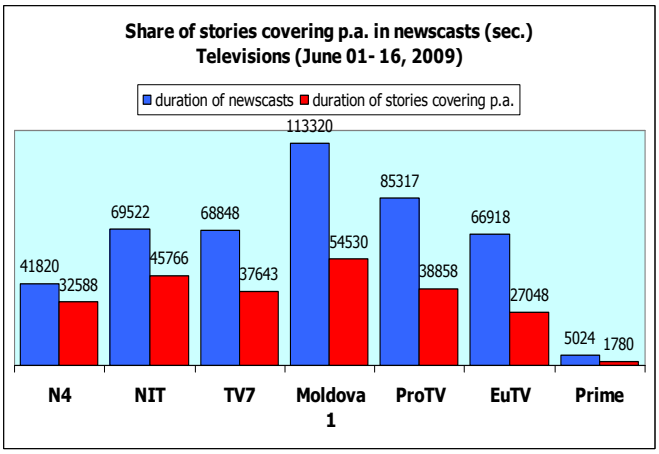


Graph 2

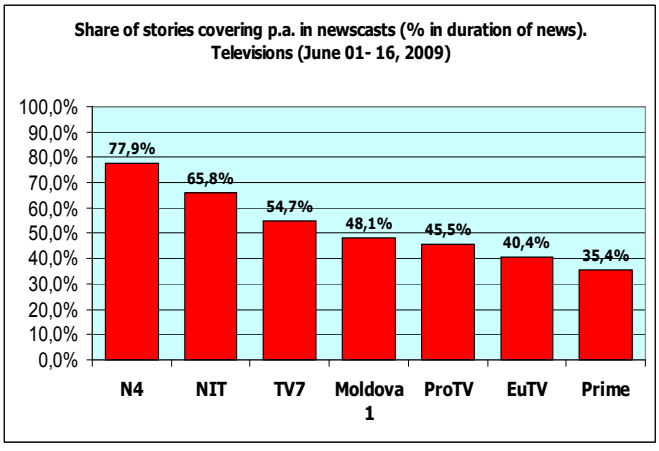


The duration of the news covering political actors relate to the general duration of newscasts tells of different shares of this categories of news on the monitored TV stations. Thus, on N4 they accounted for about 78 %, on NIT – about 66%, on TV7 – about 55%, on Moldova 1 – slightly over 48 %, on ProTV – slightly over 47%, on EuTV – slightly over 40% and on Prime – over 35 % (see graphs 3 and 4).

Graph 3



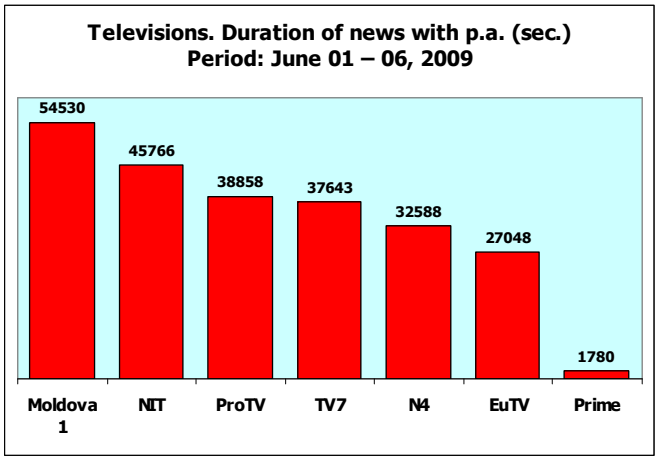
Graph 4



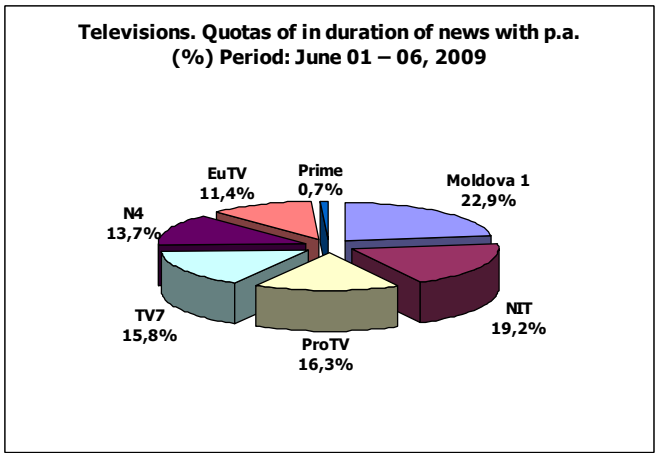
The weight of the stories covering political actors as expressed in airtime establishes the following ranking: Moldova 1 is on position 1 with 54,530 sec. i.e. 15.15 h; the second is NIT with 45,766 sec. i.e. 13.1 h; the third is ProTV with 38,858 sec. i.e. 11.2 h, the fourth is TV7 with 37,643 sec. that is 10.46; the fifth is N4 with 32,588 sec. i.e. 9.05 h; the sixth is EuTV with 27,048 sec. i.e. 7.5 h and the last is Prime with 1,780 sec. i.e. about 30 min. (See graph 5).

Graph 6 establishes the runtimes of the stories presenting political actors by each monitored TV station in the general context of the duration of this category of news.

Graph 5

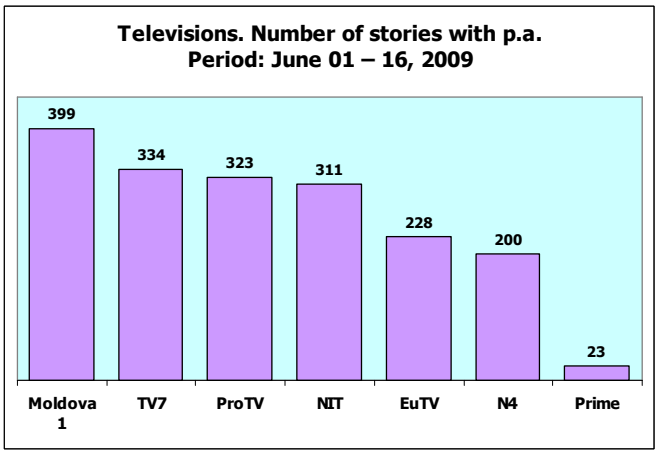


Graph 6

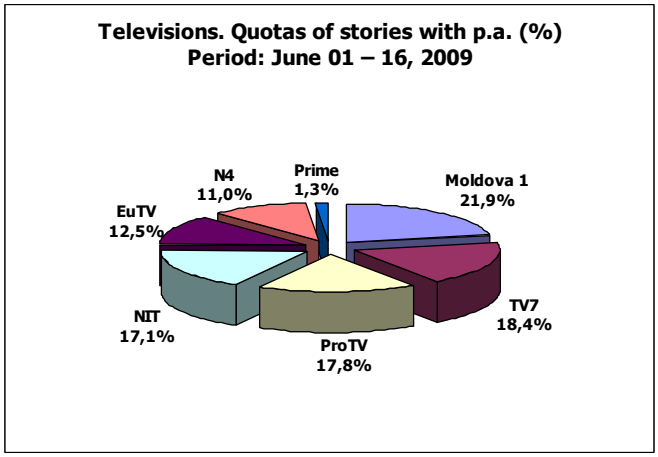


The observed TV channels inserted different number of stories with political actors in their newscasts. Graph 7 shows that Moldova 1 hosted the largest number of this type of stories (399). This station is followed by TV7 (334), ProTV (323), NIT (311), EuTV (228), N4 (200) and Prime (23). Graph 8 shows quota of each television by number of stories covering political actors.

Graph 7



Graph 8



3.2 Political actors

During the reference period, the observed TV stations covered 88 personalized political actors in their newscasts and 20 institutionalized actors, including 15 political parties.

- **Personalized actors**

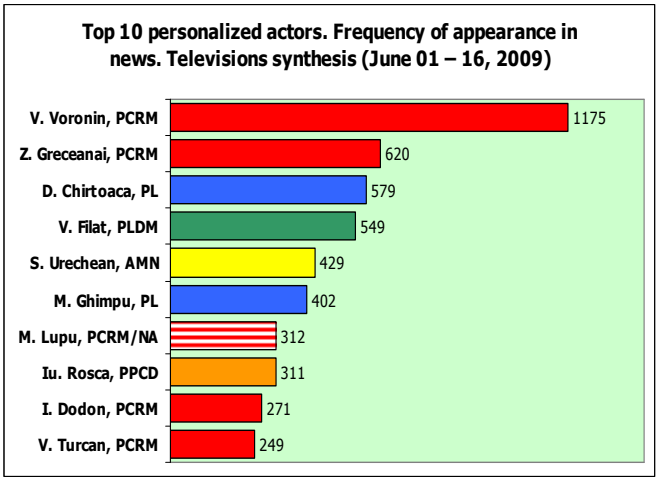
During the reference period, those 7 stations having aired news covered 88 personalized actors. 61 of them were covered by Moldova 1, 57 – by ProTV, 50 – by EuTV, 36 – by N4, 35 – by TV7, 28 – by NIT and 17 – by Prime.

The mostly covered politician was Vladimir Voronin, who had 1,175 direct and indirect appearances in the news of all the TV stations, with the aggregated duration of 28,260 sec. Other personalized actors from top 10 (four representatives of the PCRM – Z. Greceanâi, I. Dodon, V. Ţurcan, M. Lupu, the latter till June 10, when he left the PCRM, political leaders: S. Urechean, AMN, D. Chirtoacă, M. Ghimpu, PL, V. Filat, PLDM, Iu. Roşca, PPCD) had a total of 3,722 direct and indirect appearances with the duration of 78,555 sec. i.e having averagely had by 413.5 appearances with the duration of 8,728.5 sec.

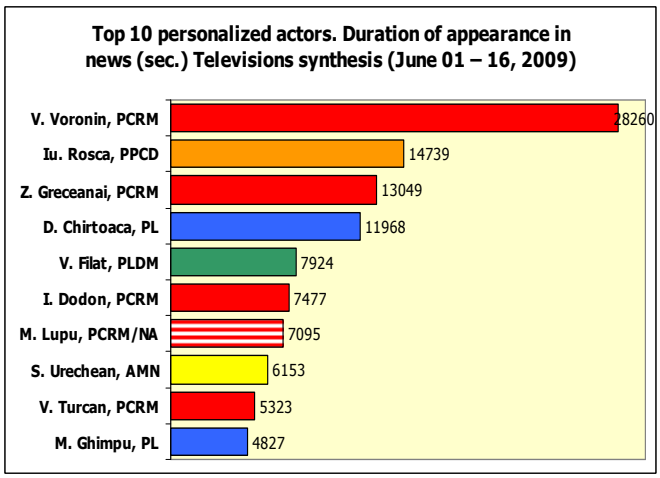
The personalized political actors from top 10 had gradual presence on different TV station. Thus, NIT, N4, ProTV and TV7 gave priority, as frequency an duration, to Vladimir Voronin, the PCRM's leader, who benefited, respectively, on NIT from 217 appearances (8,392 sec.), on N4 – from 144 (4,280 sec.), on ProTV – 209 (2,857 sec.) and on TV7 – 198 (3,185 sec.). The picture of the coverage this politician was different on other TV channels. Moldova 1 and EuTV, as frequency of appearances, granted priority to V. Voronin, and as duration of the presence -- to Iurie Roşca (8,953 sec.). Prime, in the first case (frequency), granted priority to V. Voronin, and as duration – to Z. Greceanâi.

Graphs 9 and 10 break down the frequency and duration of the appearances in the news on all the monitored services of the personalized political actors from top 10.

Graph 9



Graph 10



It's worth mentioning, that the top 10 list contains, practically on all the televisions, representatives of 5 political parties (PCRM, PLDM, PL, AMN, PPCD). Prime was an exception, as it covered personalized actors from only 2 parties (PCRM and PLDM) and EuTV, which covered personalized political actors representing 7 parties.

The personalized political actors were treated by the televisions in an imbalanced way. This treatment is to be found especially in the discrepancy between the coverage of the first and the second actors from the top list, on the one hand, and, on the other hand, between the first and the last actor. We shall point out that the mentioned imbalance, as a trend, was also noticed in the pre-electoral, electoral and post-electoral periods of the April 5 elections.

Moldova 1 spoke about V.Voronin (the first in top 10, as frequency) 244 times, 1.6 more often than about the actor on position 2 (Z.Greceanâi, 148 appearances) and 7.6 times more often than about the last actor from the top (M. Lupu, 32 appearances.) Iu. Roşca's presence on Moldova 1 (the first in top 10, as duration) was 8,953 sec. i.e. 1.2 times more than the duration of the presence of actor on position 2 (V.Voronin, 7,427 sec.) and over 12 time more than the presence of the last actor from the top (M. Ghimpu, 720 sec.).

NIT covered V.Voronin (the first in top 10) 217 times, i.e. 1.8 times more often than the actor on position 2 (D. Chirtoacă, 121 appearances) and about 10 times more often than the last actor from the top (M. Lupu, 22 appearances). The duration of V.Voronin's appearances on NIT was 8,392 sec. that is 2.8 times more than the presence of the actor on position 2 (I. Dodon, 2,996 sec.) and 17 times more than the presence of the last actor from the top (A. Gorodenco, 488 sec.).

N4 made 144 references to V.Voronin (the first in its top 10), i.e. 1.4 more often than to the actor on position 2 (Z.Greceanâi, 103 appearances) and about 7 times more often than to the lat actor from the top (M. Lupu, 21 appearances). The duration of V.Voronin's appearances on NIT was 4,280 sec. i.e. 1.4 times more than the presence of the actor on position 2 (D. Chirtoacă, 3,154 sec.) and about 10 times more than the presence of the actor from the last position from the top (M. Lupu, 435 sec.).

Prime covered V.Voronin 14 times, i.e. 1.3 times more than holder of position 2 (Z.Greceanâi, 11 appearances) and about 14 times more often than the last actor from the top (V. Ţurcan, 1 appearance). Z. Greceanâi's appearances (the first in the top list as duration) on Prime was 259 sec. i.e. about 1.3 times more than the presence of the actor from position 2 (V.Voronin, 207 sec.) and 13 times more than the actor on the last position in its top list (Iu. Roşca, 16 sec.).

On ProTV, TV7 and EuTV, the respective discrepancy was more moderate. This, the discrepancy between the number of appearances of the first political actor and the second in the top list was 1.3 times, on EuTV – 1.5, and on TV7 – 1.6, while between the first and last actors from the top, respectively, 3.8, 4.4 and 5.5 times. The duration of appearances of political actors on ProTV, EuTV, and TV7 roughly respected the trend remarked in the case of frequency of appearances. On these stations, the discrepancy between the duration of the coverage of the first and second personalized actors varied between 1.2 on EuTV, 1.3 on ProTV and 1.8 on TV7, while the discrepancy between the duration of the coverage of the first and last personalized actors from top 10 varied between 3.3 on ProTV, 4 on EuTV and 4.4 la TV7.

The differentiated treatment of personalized political actors in terms of quantity speaks about preserving the polarization of the monitored TV stations: some went on acting as heralds of the PCRM, while others showed their availability to present the personalized political actors in manner close to a balanced.

- **Institutionalized actors. Institutions**

The political parties, government, parliament, presidency and the local public administrations (LPA) in their capacity of institutionalized political actors got 8,750 appearances in the newscasts of those 7 TV stations. Their general duration was 170,117 sec. It's worth remarking that the parties were the mostly covered institutionalized political actor. Al together they had 3,196 appearances in newscasts, with a total duration of 60,037 sec.

In the first half of June, another trend in covering the institutionalized actors was noticed, as before. The question is that the parliament was, as in may, benefiting from enhanced attention on behalf of the monitored TV channels. It got 1,917 appearances, with the general duration of 30,185 sec. The Government was also in the

spotlight of the televisions. It had 1,390 appearances with a total duration of 30,435 sec. In the first two weeks of June, the interest of the monitored stations for the LPA increased (1,197 appearances with the aggregated duration of 22,703 sec.) As was in May, during the present monitoring session, the TV stations covered the presidency not as much as other institutionalized actors. The presidency got the smallest number of televised appearances (1,090), and their duration was bigger than only the presence of the LPA (26,757 sec.).

As during the previous monitoring sessions, the observed channels differently mirrored the institutionalized political actors. The table below quantifies the frequency and duration of covering, in the newscasts of the observed stations, the government, parliament, presidency, the LPA and political parties during the first two weeks of June.

Table 1. Covering institutionalized actors

TV STATION		Government		Parliament		Presidency		LPA		Parties	
			position		position		position		position		position
EuTV	Frequency	104	6	357	2	53	6	204	3	605	2
	Duration	2199	6	5023	3	757	6	3368	5	9864	3
Moldova 1	Frequency	389	1	267	5	237	2	191	4	429	4
	Duration	8287	1	6290	2	7186	2	3935	3	16358	1
N4	Frequency	167	5	172	6	117	5	168	6	356	5
	Duration	3775	4	2830	6	3746	4	4719	1	5838	5
NIT	Frequency	271	2	318	3	248	1	180	5	231	6
	Duration	7678	2	4889	4	8821	1	4305	2	4462	6
Prime	Frequency	27	7	21	7	12	7	0	7	15	7
	Duration	535	7	249	7	198	7	0	7	151	7
ProTV	Frequency	245	3	307	4	165	4	234	1	983	1
	Duration	4723	3	3954	5	2264	5	3486	4	13680	2
TV7	Frequency	187	4	475	1	218	3	220	2	577	3
	Duration	3238	5	6950	1	3785	3	2890	6	9684	4

From June 1 to 16, EuTV obviously enhanced its interest for the parliament. If in May, this actor had but position 5 as frequency and position 7 – as duration, then, in the first half of June, the legislature, by the number and duration of appearances in EuTV's newscasts, occupied positions 2 and 3, respectively. This TV channel preserved its interest for the political parties (position 2 – as frequency and 3 – as duration) and for the LPA (position 3 as frequency and position 5 – as duration). EuTV was mostly reluctant with the government and presidency – position 6 as frequency and duration.

Moldova 1, according to the data from the table, in the first half of June, as during the previous periods, largely covered the institutions of the central government (Government – position I as frequency and duration, Presidency – position 2 as frequency and duration.) During the monitoring period, Moldova decreased the number of appearances of the legislature in its newscasts, instead it granted more airtime (position 5 – as frequency and position 2 – as duration). This station cut down on its reluctance towards the LPA, noticed in may (position 4 – as frequency and 3 – as duration) and, especially, towards political parties (position 4 as frequency and 1 – as duration.)

N4, as never before, displayed interest for the LPA (position 1 as duration and 6 – as frequency, unlike position 7 as frequency and duration in May.) The other institutionalized political actors were treated almost uniformly – moderately, slighting declining compared to May: the Presidency and the Government (position 5 – as frequency 4 – as duration), Parties (position 5 as frequency and duration), Parliament (position 6 – as frequency and duration.)

NIT continued to focus on the Presidency and Government (respectively, position 1 and 2 as frequency and duration,) those being followed by the Parliament (position 3 as frequency and 4 as duration). NIT suddenly intensified its interest for the LPA (position 5 as frequency and 2 – as duration), continuing to treat parties insignificantly (position 6 as frequency and duration.)

Prime, as before, was on the last position in the ranking of the observed televisions, in terms of frequency and duration, in covering the Government, Presidency, Parliament and political parties.

ProTV remained mostly open with the political parties (position 1 – as frequency and 2 – as duration) and with the LPA (position 1 – as frequency and 4 – as duration.) The appearances of the other actors, compared to the mentioned ones, were declining: Government – position 3 as frequency and duration; Presidency and Parliament – position 4 as frequency and 5 as duration.

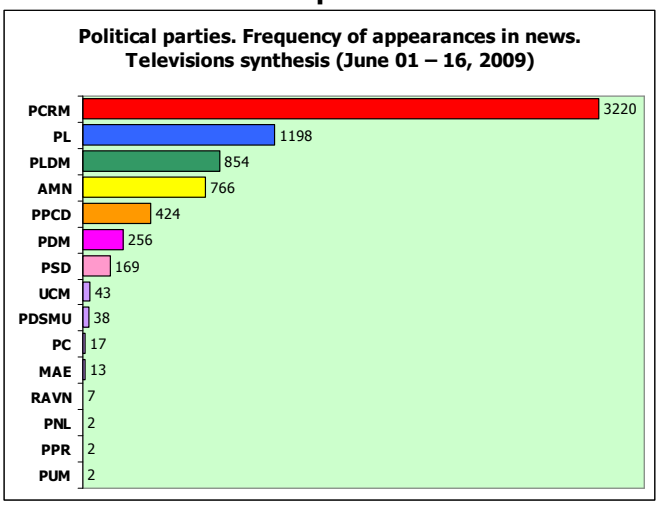
TV7 displayed the widest interest for the parliament (position 1 as frequency and duration.) This TV station treated the presidency moderately (position 3 as frequency and duration), the LPA (position 2 as frequency and 6 as duration). The Government, in TV7's newscasts, was on position 4 as frequency and 5 – as duration.

In conclusion, we'll mention that Moldova 1 and NIT went on acting as main heralds of the presidency and government, and TV7 and ProTV mostly covered the Parliament and the Political Parties. EuTV and N4, most often than not, moderately treated the institutions as political actors. It's worth remarking the increasing interest for the LPA on behalf of N4 and for the political parties on behalf of Moldova 1.

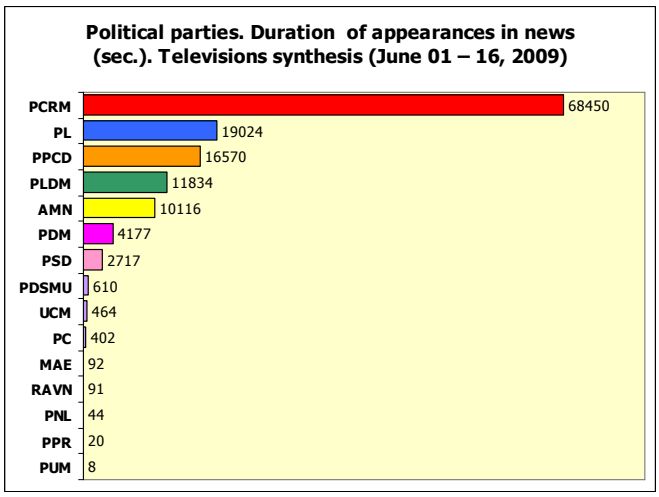
- **Institutionalized actors. Political parties**

During the first two weeks of June, the monitored TV stations covered 4 parties from the parliament and 11 out of the parliament. In the graphs below, presented are the aggregated data of all the monitored televisions regarding the frequency and duration of the appearances of political parties in newscasts.

Graph 11



Graph 12



Parliamentary Parties

This category of political parties (PCRM, PL, PLDM and AMN) got 6,038 appearances with the general duration of 109,424 sec. It's worth remarking that the PCRM, as a parliamentary party, was covered 1.14 times more often and 1.7 times longer than all the other parliamentary parties (PL, PLDM and AMN.)

The parliamentary parties was mirrored by all the observed stations, but the coverage degree was however different.

EuTV covered the PCRM 402 times, i.e. the same number of times as the opposition parliamentary parties - PL, PLDM, AMN (401 times.)

Moldova 1 spoke about the PCRM 658 times, i.e. 1.8 times more often than about the opposition parties (the latter ones gathering 375 appearances.)

PCRM got 390 direct and indirect mentions from N4, while the opposition – 404 times.

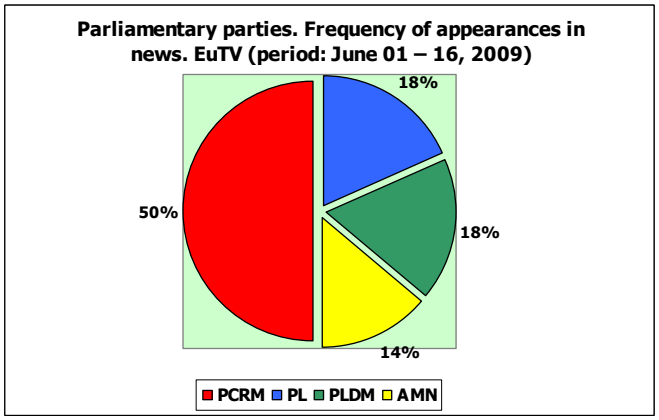
NIT made 550 references to the PCRM i.e. almost 1.6 times more than the parliamentary opposition (347 appearances.)

On Prime, the PCRM appeared 43 times in newscasts, i.e. over 4 times more often than the parliamentary opposition (9 appearances.)

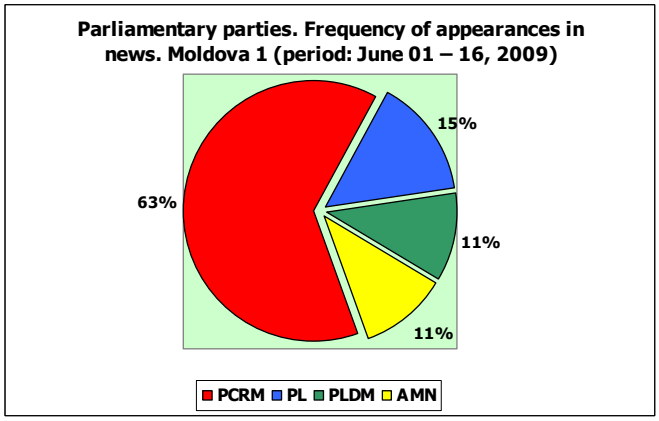
ProTV spoke about the PCRM 667 times. 668 times it covered the parliamentary opposition parties.

TV7 covered PCRM 510 times, while the parliamentary opposition – 1.16 times more (594 appearances.)

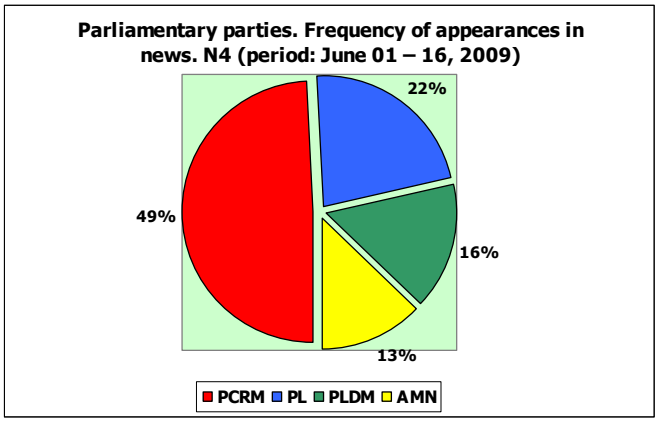
Graph 13



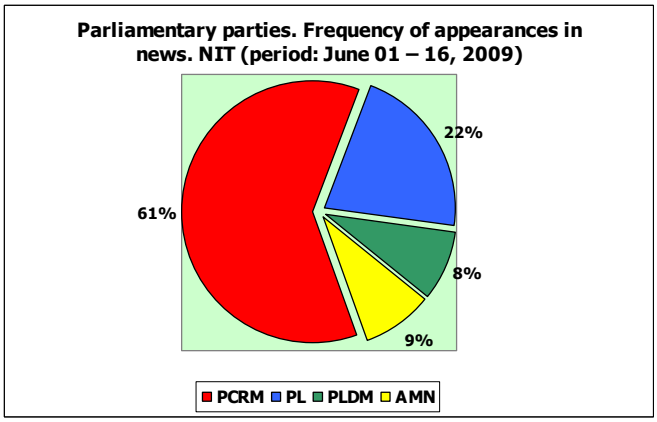
Graph 14



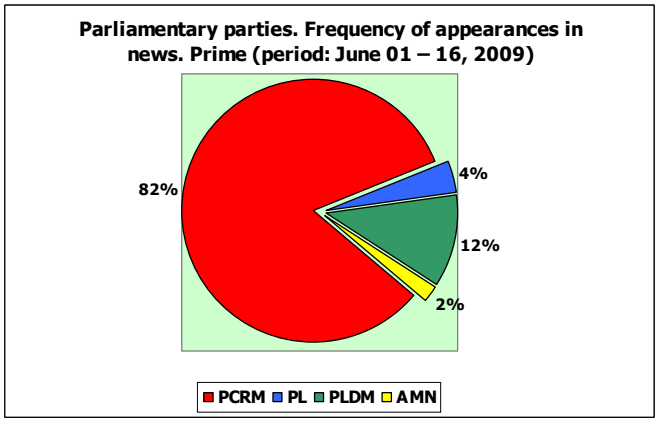
Graph 15



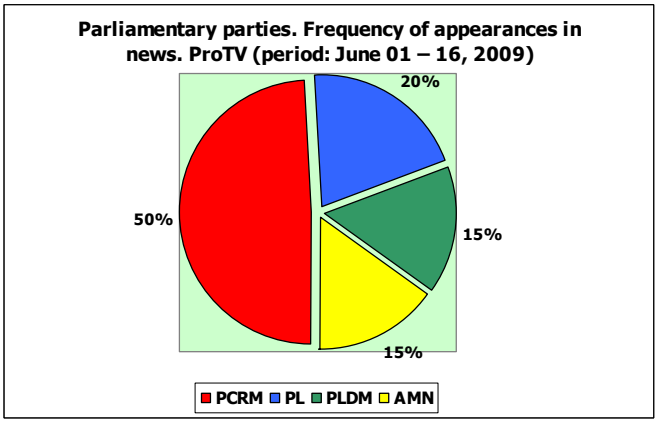
Graph 16



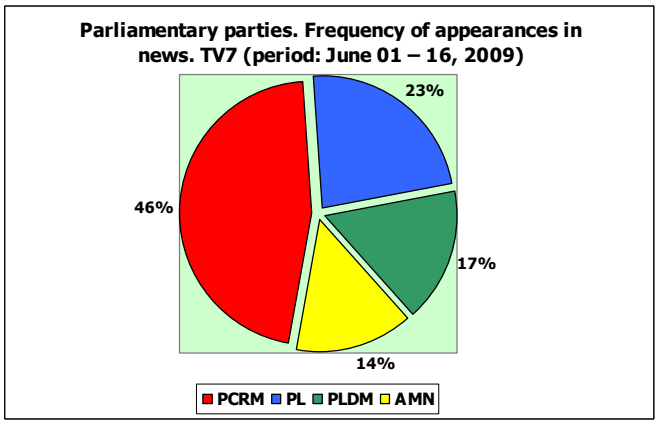
Graph 17



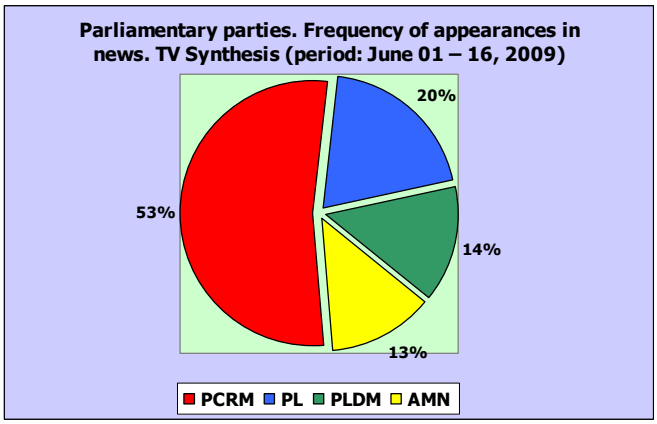
Graph 18



Graph 19



Graph 20



The duration of the PCRM's appearances on was 6,407 sec., i.e. almost the same duration as it granted the parliamentary opposition (5,862 sec.).

On Moldova 1, the PCRM had 17,070 sec. i.e. 2.7 times more than the opposition (6,259 sec.).

The duration of the PCRM's appearances on N4 was 9,847 sec., i.e. almost 1.4 times more than the appearances of the parliamentary opposition (6,895 sec.).

NIT offered the PCRM airtime during 16,573 sec., and spoke three time less about the opposition (5,228 sec).

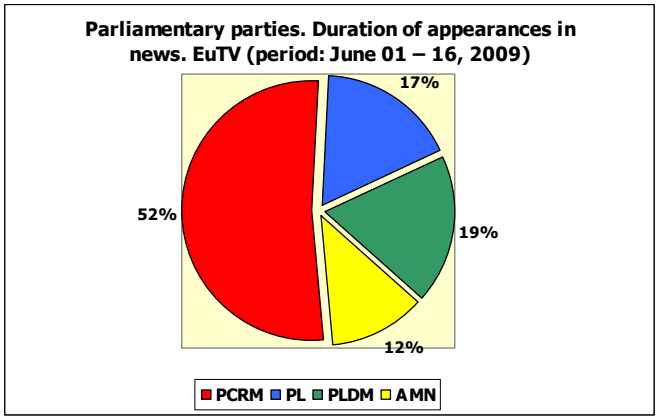
The duration of the PCRM's appearances on Prime was 761 sec. i.e. 17 times more than the duration of all the appearances of PL, PLDM and AMN (45 sec.)

ProTV offered the PCRM 9,979 sec., and the parliamentary opposition – 8,647 sec., i.e. 1.15 times more.

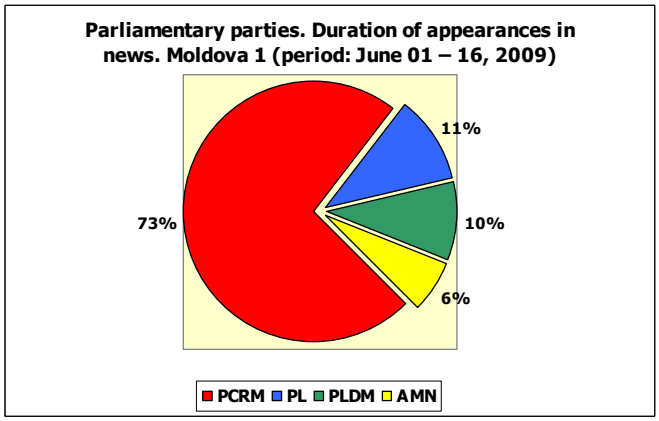
The duration of the PCRM's appearances on TV7 was 7,813 sec., almost the same as was the duration of the opposition – 8,038 sec.

In other words, while Moldova 1, NIT, Prime, in their newscasts, favored, as frequency and especially as duration, the PCRM, then EuTV, N4, ProTV, TV7 treated the PCRM and the parliamentary opposition almost equally.

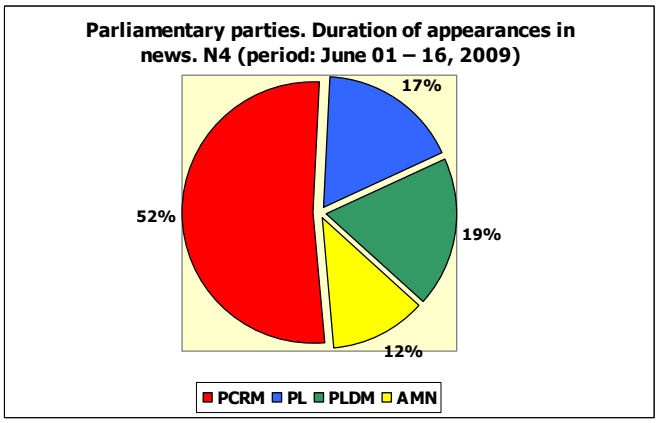
Graph 21



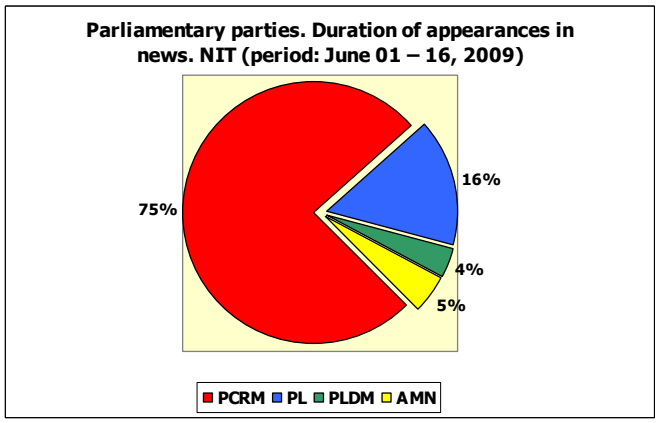
Graph 22



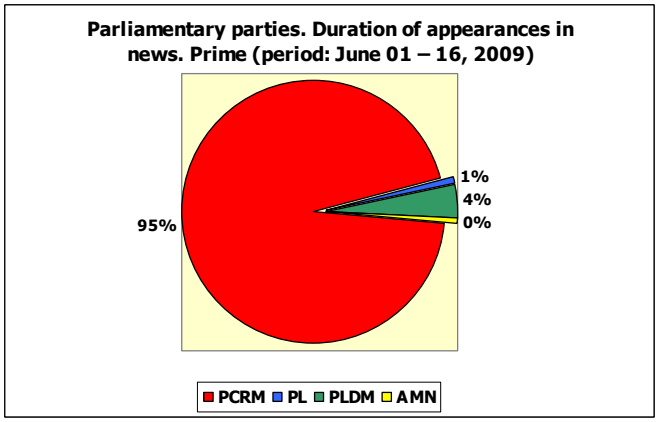
Graph 23



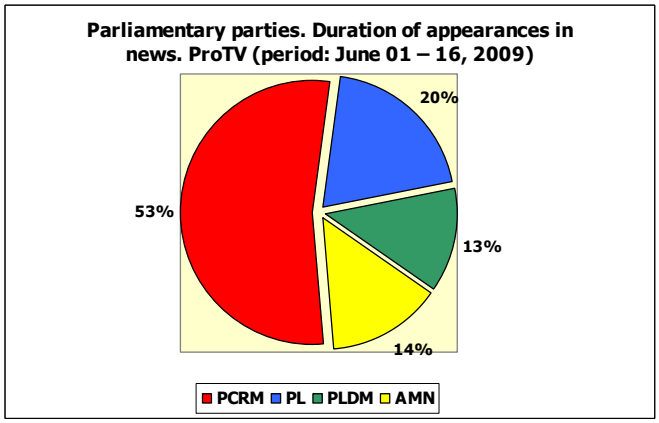
Graph 24



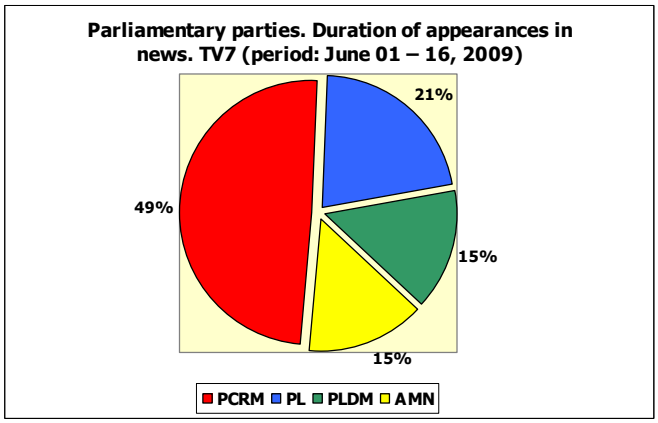
Graph 25



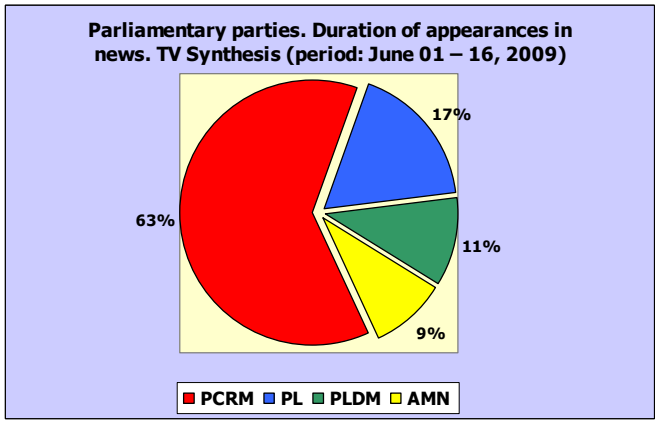
Graph 26



Graph 27



Graph 28



Extra-parliamentary Parties

The extra-parliamentary parties had 973 appearances on all the observed stations during 25,195 sec. The largest number of appearances of the parties from this category was noticed in the newscasts of ProTV and EuTV (by 8). Moldova 1 mirrored 7 parties out of the parliament, N4 and TV 7 – by 4, NIT – 3, and Prime – 1.

The extra-parliamentary parties had the largest number of appearances on ProTV (284), and the smallest – on Prime (1). On EuTV, they had 259 appearances, on TV7 – 201, on Moldova 1 – 110, on N4 – 73, on NIT – 45.

Moldova 1 was the TV station having granted the longest duration to the appearances of the extra-parliamentary parties – 10,423 sec. It was decreasingly followed by EuTV (4,729 sec.), ProTV (4,031 sec), TV7 (3,456 sec.), N4 (1,388 sec.), NIT (1,160 sec.) and Prime (16 sec.).

The PPCD was the mostly covered extra-parliamentary party. The weight of its appearances in the context of the appearances of the extra-parliamentary parties on N4 was 59%, on NIT – 53 %, on Moldova 1 and EuTV – by 52%, on TV7 – 35%, on ProTV – 33%. The runtime of the PPCD's appearances within the duration of all the extra-parliamentary parties was 89% on Moldova 1, 69% – on NIT, 62% – on N4, 58% – on EuTV, 38% – on TV7 and 37 % – on ProTV.

Mirroring the extra-parliamentary political parties, thus, tells of the fact that Moldova 1 and NIT favored the PPCD out of all the extra-parliamentary parties. In this respect, they displayed more generosity than EuTV, which traditionally supports the PPCD. TV7 and ProTV displayed their attachment for the values of political pluralism.

Conclusions

On the even of the early parliamentary elections set for July 29, the observed TV stations mainly pursued their editorial policies used in the run-up to the April 5 poll (differentiated coverage of the personalized and institutionalized political actors as frequency and duration.) During the first two weeks of June, Moldova 1 and NIT, as well as N4 and Prime, truly to a lower degree, by the structure and intensity of the coverage of the personalized and institutionalized political actors, went on practicing the political partisanship, while ProTV, TV7 and, frequently EuTV, used the values of quality journalism.

4. QUALITY DIMENSION OF POLITICAL ACTORS' PRESENCE IN NEWSCASTS

4.1. Political actors in newscasts. Positive context

Table 1

TV	POLITICAL ACTORS IN NEWS. POSITIVE CONTEXT						
	No.	PERSONALIZED	times	INSTITUTIONS	times	PARTIES	times
EuTV		**4 personalized actors**	**20**	**3 institutions-actors**	**34**	**3 parties-actors**	**28**
	1	Rosca Iu.	7	Parties	19	PPCD	19
	2	Voronin V.	5	LPA	10	PCRM	5
	3	Chirtoaca D.	4	Presidency	5	PL	4
	4	Cubreacov V.	4				
Moldova 1		**12 personalized actors**	**156**	**5 institutions-actors**	**197**	**2 parties-actors**	**133**
	1	Voronin V.	50	Government	117	PCRM	125
	2	Greceanai Z.	39	Presidency	50	PPCD	8
	3	Dodon I.	15	LPA	14		
	4	Catrinici L.	13	Parliament	9		
	5	Stepaniuc V.	12	Parties	7		
	6	Rosca Iu.	8				
	7	Baldovici V.	4				
	8	Cosovan Gh.	3				
	9	Doga A.	3				
	10	Durlesteanu M.	3				
N4		**7 personalized actors**	**54**	**4 institutions-actors**	**71**	**1 actor-Parties**	**67**
	1	Greceanai Z.	24	Government	38	PCRM	67
	2	Voronin V.	15	Parties	15		
	3	Dodon I.	5	Presidency	15		
	4	Lupu M.	3	Parliament	3		
	5	Stratan A.	3				
	6	Durlesteanu M.	2				
	7	Papuc G.	2				
NIT		**7 personalized actors**	**95**	**5 institutions-actors**	**167**	**1 actor-Parties**	**126**
	1	Voronin V.	41	Government	74	PCRM	118
	2	Greceanai Z.	27	Presidency	46	PPCD	8
	3	Dodon I.	14	Parties	40		
	4	Rosca Iu.	6	Parliament	4		
	5	Turcan V.	4	LPA	3		
	6	Pavlov V.	3				
ProTV		**3 personalized actors**	**15**	**3 institutions-actors**	**24**	**2 parties-actors**	**15**
	1	Voronin V.	6	Government	11	PCRM	11
	2	Greceanai Z.	5	Parties	7	PPCD	4
	3	Rosca Iu.	4	Presidency	6		
TV7		**6 personalized actors**	**52**	**4 institutions-actors**	**95**	**5 parties-actors**	**82**
	1	Greceanai Z.	20	Parties	50	PCRM	44
	2	Dodon I.	9	Government	30	PPCD	18
	3	Rosca Iu.	8	LPA	10	PDM	10
	4	Chirtoaca D.	5	Presidency	5	AMN	5
	5	Diacov D.	5			PL	5
	6	Voronin V.	5				
TV Synthesis		**24 personalized actors**	**392**	**5 institutions-actors**	**588**	**5 parties-actors**	**451**
	1	Voronin V.	122	Government	270	PCRM	370
	2	Greceanai Z.	115	Parties	138	PPCD	57
	3	Dodon I.	43	Presidency	127	PDM	10
	4	Rosca Iu.	33	LPA	37	PL	9
	5	Catrinici L.	13	Parliament	16	AMN	5
	6	Stepaniuc V.	12	Government	270		
	7	Chirtoaca D.	9	Parties	138		
	8	Diacov D.	5	Presidency	127		
	9	Durlesteanu M.	5	LPA	37		
	10	Baldovici V.	4	Parliament	16		

- **Personalized actors**

From June 1 to 16, 2009, 6 of 9 monitored televisions aired news with political actors put in a positive context. 2 Plus and, for the first time, TVC21, did not broadcast news, and Prime put no personalized actor in a positive context in its news.

The largest number of personalized political actors, as during the previous period, were put in positive context in news by Moldova 1 (12). The smallest – by ProTV (3).

The personalized actor, who was mostly covered in positive context news, was V.Voronin, followed by Z.Greceanâi and I. Dodon. The respective personalized actors were most often put in positive context news on three televisions: Moldova 1 - 50 times; NIT - 41 times and N4 – 15 times (see Table 1.)

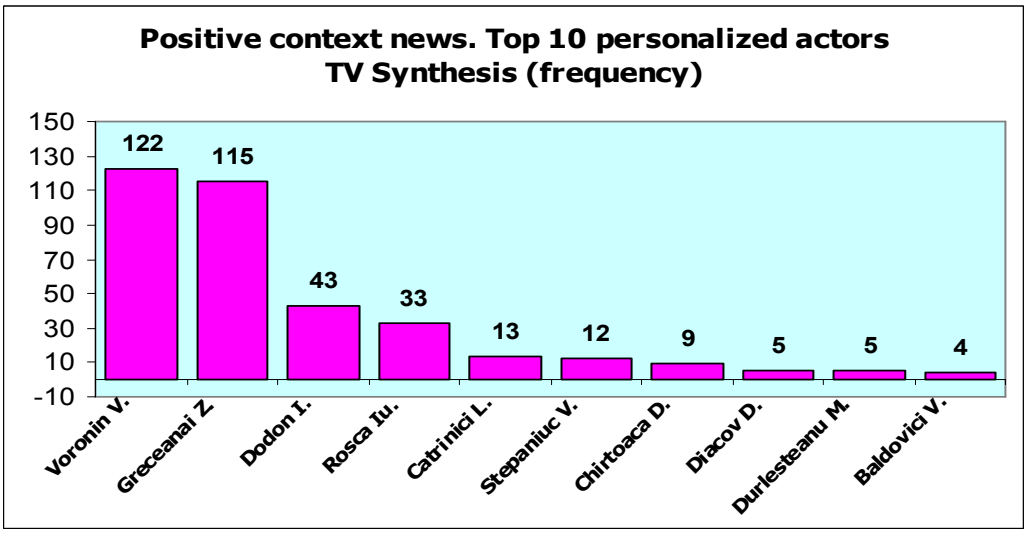
EuTV put in a positive context, with small difference as frequency, two leaders of the PPCD, the PCRM leader and a PL leader.

On Moldova 1, N4, NIT and ProTV, the representatives of political power prevail in positive context.

On TV7, 3 of 6 personalized actors put in positive context news represent the government.

The top of the personalized actors mostly covered in positive context in newscasts on those 6 televisions is broken down in Graph 1.

Graph 1



- **Institutionalized actors. Institutions**

Those 6 televisions differently covered the institutions as actors.

Moldova 1, N4, NIT and ProTV gave priority to the Government as frequency of appearances in positive context news.

EuTV and TV7 gave priority to the parties as political actors in their newscasts.

On TV7, the Government is on position 2 by number of references in a positive context, while on EuTV, this actor-institution is not to be found just as the Parliament.

Aggregated, on those 6 televisions, the Government's visibility in the positive context news was almost 17 times (16.8) bigger than the one of the Parliament and 7 times bigger than the one of the LPA.

- **Institutionalized actors. Political parties**

N4 put a single party in positive context news – the PCRM (67 times).

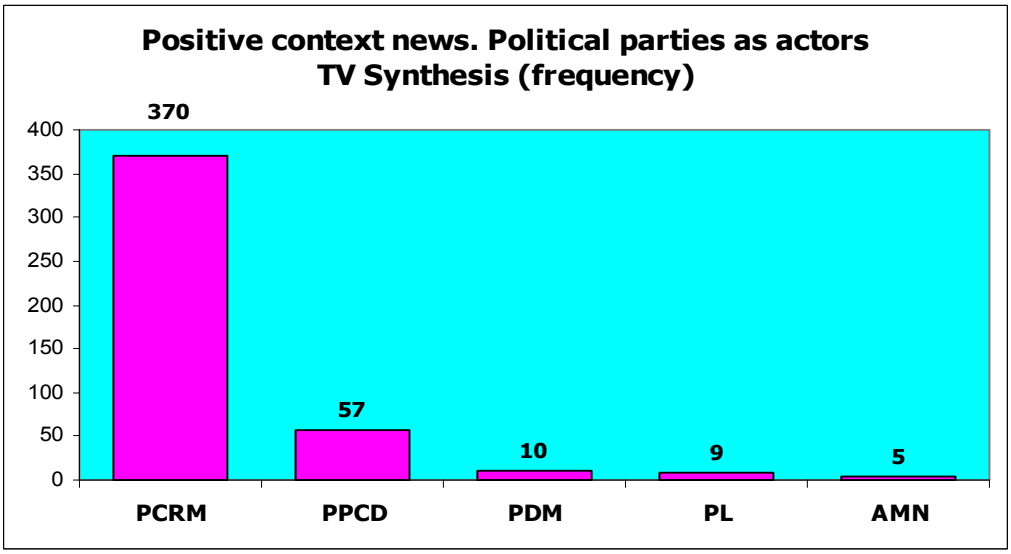
Moldova 1, NIT and ProTV – by two parties, the same PCRM and PPCD. The number of appearances differs. Thus, the PCRM appears in a positive context on ProTV – 11 times, on NIT – 118 times and on Moldova 1 – 125 times. The PPCD appears in a positive context on ProTV – 4 times, on NIT and on Moldova 1 – by 8 times.

EuTV put 3 parties in positive context news, while TV7 – 5 (the most). EuTV most often placed in positive context news the PPCD - 19 times, and TV7 – the PCRM - 44 times.

The actor mostly covered in a positive context is the PCRM, as it occupies the first position on all the monitored channels. It is followed by the PPCD.

The frequency of placing parties in positive context news on those 6 TV stations is broken down in Graph 2. Aggregated, the PCRM was placed in positive context news on 6 televisions, 15 times more often than the opposition parliamentary parties – PL, PLDM and AMN, all together.

Graph 2



4.2. Political actors in news programs. Negative context

Table 2

TV	POLITICAL ACTORS IN NEWS. NEGATIVE CONTEXT						
	No.	PERSONALIZED	times	INSTITUTIONS	times	PARTIES	times
EuTV		**7 personalized actors**	**47**	**3 institutions-actors**	**121**	**4 parties-actors**	**67**
	1	Chirtoaca D.	22	LPA	58	PCRM	31
	2	Lupu M.	7	Parties	41	PL	22
	3	Urechean S.	5	Parliament	22	AMN	8
	4	Cotet V.	4			PLDM	6
	5	Voronin V.	4				
	6	Cernei O.	3				
	7	Filat V.	2				
Moldova 1		**5 personalized actors**	**84**	**4 institutions-actors**	**200**	**5 parties-actors**	**129**
	1	Chirtoaca D.	41	Parties	101	PL	66
	2	Filat V.	15	LPA	89	PLDM	32
	3	Ghimpu M.	13	Government	7	AMN	25
	4	Urechean S.	13	Parliament	3	PDM	3
	5	Ciubasenco D.	2			PSD	3
N4		**6 personalized actors**	**146**	**3 institutions-actors**	**281**	**5 parties-actors**	**233**
	1	Chirtoaca D.	58	Parties	164	PL	107
	2	Filat V.	30	LPA	86	PLDM	64
	3	Urechean S.	28	Parliament	31	AMN	56
	4	Ghimpu M.	24			PCRM	3
	5	Diacov D.	3			PDM	3
	6	Lupu M.	3				
NIT		**5 personalized actors**	**109**	**3 institutions-actors**	**185**	**3 parties-actors**	**107**
	1	Chirtoaca D.	57	LPA	84	PL	73
	2	Filat V.	26	Parties	67	PLDM	26
	3	Ghimpu M.	16	Parliament	34	AMN	8
	4	Urechean S.	8				
	5	Lupu M.	2				
Prime		**1 personalized actor**	**1**	**3 institutions-actors**	**3**	**0 parties-actors**	
	1	Lupu M.	1	Government	1		
	2			Parliament	1		
	3			Parties	1		
ProTV		**12 personalized actors**	**69**	**5 institutions-actors**	**160**	**6 parties-actors**	**160**
	1	Voronin V.	18	Parties	80	PCRM	74
	2	Chirtoaca D.	13	LPA	33	PL	18
	3	Rosca Iu.	11	Government	24	PPCD	13
	4	Baldovici V.	5	Presidency	15	AMN	7
	5	Urechean S.	4	Parliament	8	PLDM	6
	6	Filat V.	3			PUM	2
	7	Ghimpu M.	3				
	8	Musuc E.	3				
	9	Turcan V.	3				
	10	Untila V.	3				
TV7		**4 personalized actors**	**65**	**4 institutions-actors**	**105**	**3 parties-actors**	**80**
	1	Voronin V.	40	Presidency	45	PCRM	60
	2	Chirtoaca D.	10	Parties	35	PL	10
	3	Rosca Iu.	10	Government	15	PPCD	10
	4	Lupu M.	5	LPA	10		
TV Synthesis		**17 personalized actors**	**521**	**5 institutions-actors**	**1055**	**8 parties-actors**	**736**
	1	Chirtoaca D.	201	Parties	489	PL	296
	2	Filat V.	76	LPA	360	PCRM	168
	3	Voronin V.	62	Parliament	99	PLDM	134
	4	Urechean S.	58	Presidency	60	AMN	104
	5	Ghimpu M.	56	Government	47	PPCD	23
	6	Rosca Iu.	21			PDM	6
	7	Lupu M.	18			PSD	3
	8	Baldovici V.	5			PUM	2
	9	Cotet V.	4				
	10	Cernei O.	3				

- **Personalized actors**

7 monitored televisions put personalized actors in negative context in their news (See Table 2).

The number of appearances of personalized actors in news, in a negative context, varies from 1 (Prime) – to 12 (ProTV).

The personalized political actor mostly covered in a negative context is D. Chirtoacă, as he is on position 1 on EuTV, Moldova 1, N4 and NIT, and on position 2 – on ProTV and TV7. The number of appearances in negative context of this personalized actor in the news of three televisions – Moldova 1, N4 and NIT, is 156 (77%) of the total of 201 appearances on all the monitored televisions.

Four televisions – Moldova 1, N4, NIT and – put only opposition representatives in a negative context.

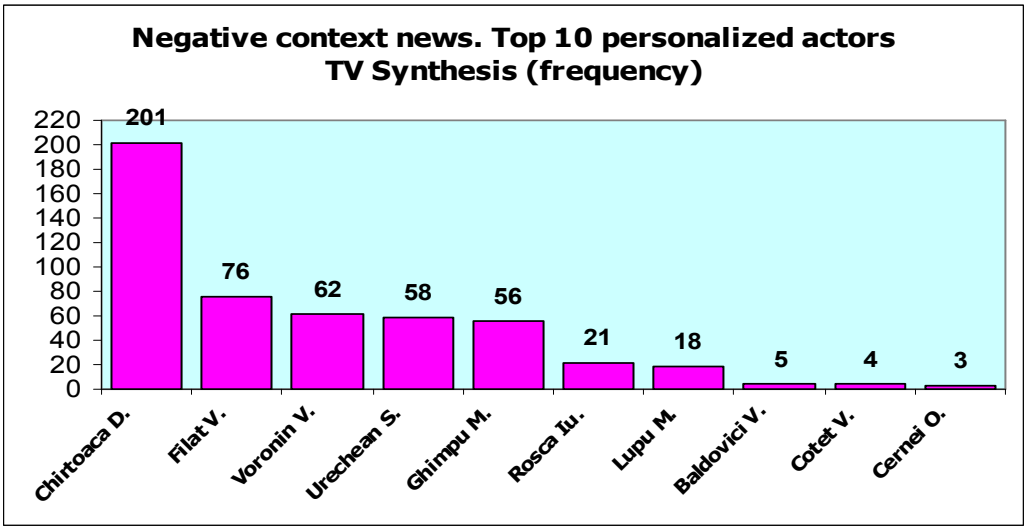
On EuTV, 6 in 7, and on TV7, 3 in 4 personalized actors represent the opposition.

On ProTV, the representatives of the opposition account for 50 %.

5 of 7 televisions (save for Moldova 1 and ProTV) put in a negative context the personalized actor M. Lupu, most often – 7 times – on EuTV.

The personalized actors most often put ion a negative context in news on those 7 televisions are presented in Graph 3.

Graph 3



- **Institutionalized actors. Institutions**

7 of the monitored televisions put institutions as actors in negative context news.

The parties were put most often in a negative context *(*489 times), the second position going to the *LPA* (360 times.)

The government was put most seldom in a negative context among the institutions (47 times) and the Presidency (60 times). The *Government* was put in a negative context 10 times, and the *Presidency* – 8 times rarer than the *Parties*.

- **Institutionalized actors. Political parties**

6 of the monitored televisions put parties as political actors in negative context in news.

TV7 and NIT put in a negative context by 3 different parties; EuTV – 4; Moldova 1 and N4 – by 5; ProTV – 6 parties.

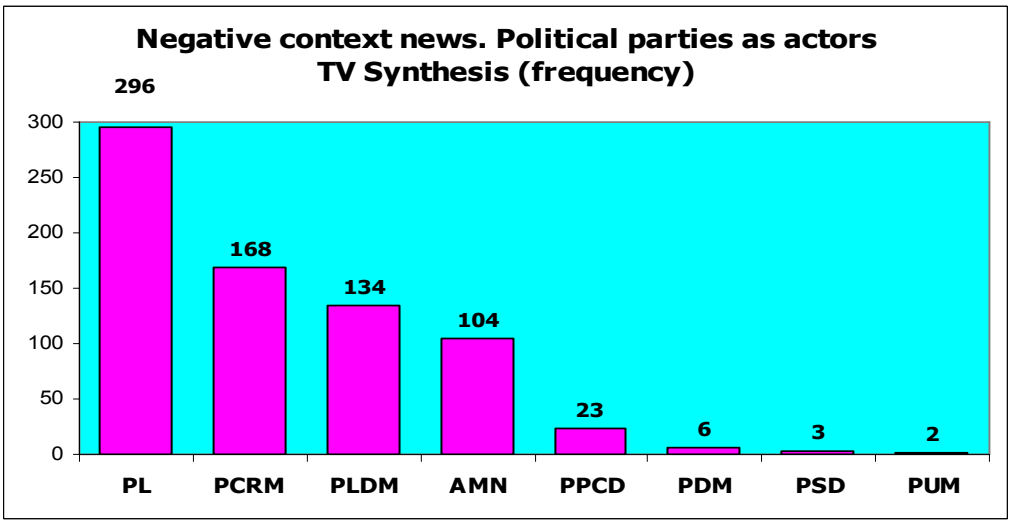
Two channels – Moldova 1 and NIT – put in negative context news exclusively the opposition parties (see Table 2.)

A single television – Moldova 1 – did not put the PCRM in a negative context.

The parties most often put in negative context news are broken down in Graph 4.

Aggregated, three opposition parties – PL, PLDM and AMN – were put in negative context 3 times more often than the ruling party.

Graph 4



4.3 Political actors in news. Favoring attitude

Table 3

TV	POLITICAL ACTORS IN NEWS. FAVORING ATTITUDE						
	No.	PERSONALIZED	times	INSTITUTIONS	times	Parties	times
EuTV		**0 personalized actors**	**0**	**1 actor-institution**	**8**	**1 actor-Parties**	**8**
	1			Parties	8	PPCD	8
Moldova 1		**0 personalized actors**	**0**	**1 actor-institution**	**6**	**0 parties-actors**	**0**
	1			Parliament	6		
N4		**2 personalized actors**	**8**	**2 institutions-actors**	**8**	**1 actor-party**	**8**
	1	Greceanai Z.	4	Government	4	PCRM	8
	2	Voronin V.	4	Parliament	4		
NIT		**0 personalized actors**	**0**	**1 actor-institution**	**4**	**1 actor-party**	**4**
	1			Parties	4	PCRM	4
TV Synthesis		**2 personalized actors**	**8**	**3 institutions-actors**	**26**	**2 parties-actors**	**20**
	1	Greceanai Z.	4	Parties	12	PCRM	12
	2	Voronin V.	4	Parliament	10	PPCD	8
	3			Government	4		

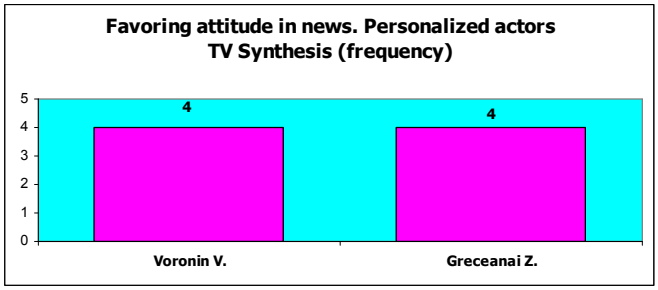
A single television of those monitored – N4 – displayed favoring attitude in news towards two personalized actors: Z.Greceanâi and V.Voronin, 4 times each (see Table 3).

EuTV, Moldova 1 and NIT displayed favoring attitude towards one institution as actor. EuTV and NIT – towards the *Parties*, and Moldova 1 – towards the *Parliament*. N4 favored, in its news, two institutions as actors – the *Government* and *Parliament*.

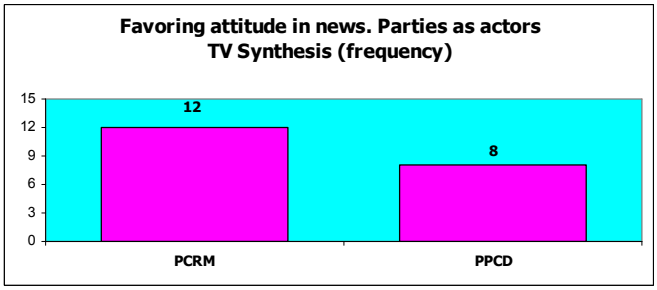
Three televisions – EuTV, N4 and NIT – favored by a single party as actor: EuTV – PPCD; N4 and NIT – PCRM.

The favoring attitude displayed in news towards personalized actors and political parties is broken down in Graphs 5-6.

Graph 5



Graph 6



4.4. Political actors in newscasts. Disfavoring attitude

Table 4

TV	POLITICAL ACTORS IN NEWS. DISFAVORING ATTITUDE						
	No.	PERSONALIZED	times	INSTITUTIONS	times	Parties	times
EuTV		**1 personalized actor**	**2**	**1 actor-institution**	**16**	**1 actor-party**	**2**
	1	Chirtoaca D.	2	LPA	16	PL	2
Moldova 1		**1 personalized actor**	**3**	**1 actor-institution**	**12**	**3 parties-actors**	**12**
	1	Filat V.	3	Parties	12	PLDM	6
	2					PL	3
	3					AMN	3
N4		**6 personalized actors**	**76**	**3 institutions-actors**	**101**	**3 parties-actors**	**92**
	1	Chirtoaca D.	28	Parties	45	PL	46
	2	Ghimpu M.	15	LPA	29	PLDM	27
	3	Filat V.	14	Parliament	27	AMN	19
	4	Urechean S.	13				
	5	Godea M.	3				
	6	Nagacevschi V.	3				
NIT		**4 personalized actors**	**56**	**3 institutions-actors**	**75**	**3 parties-actors**	**56**
	1	Chirtoaca D.	34	LPA	39	PL	44
	2	Ghimpu M.	10	Parties	22	PLDM	9
	3	Filat V.	9	Parliament	14	AMN	3
	4	Urechean S.	3				
ProTV		**1 personalized actor**	**5**	**1 actor-institution**	**5**	**0 parties-actors**	**0**
	1	Baldovici V.	5	Government	5		
TV Synthesis		**7 personalized actors**	**142**	**4 institutions-actors**	**209**	**3 parties-actors**	**162**
	1	Chirtoaca D.	64	LPA	84	PL	95
	2	Filat V.	26	Parties	79	PLDM	42
	3	Ghimpu M.	25	Parliament	41	AMN	25
	4	Urechean S.	16	Government	5		
	5	Baldovici V.	5				
	6	Godea M.	3				
	7	Nagacevschi V.	3				

5 televisions displayed disfavoring attitude towards political actors, in their news (see Table 4).

EuTV, Moldova 1 and ProTV disfavored by one personalized actor; NIT – 4 personalized actors, and N4, as during the previous period – the most – 6. Except for a single television – ProTV, the others disfavor exclusively the representatives of the opposition in their newscasts.

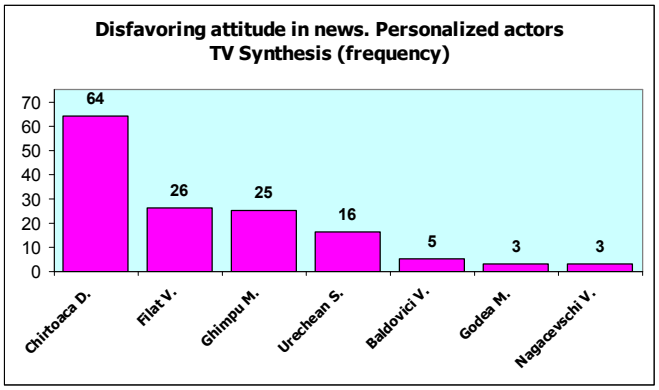
EuTV, Moldova 1 and ProTV display disfavoring attitude towards by one actor-institution: EuTV – towards the *LPA*; Moldova 1 – towards *Parties* and ProTV – towards the *Government*. N4 and NIT disfavor by three 3 institutions-actors, the same: *Parties, LPA, Parliament*.

4 televisions displayed disfavoring attitude in their news towards parties as actors.

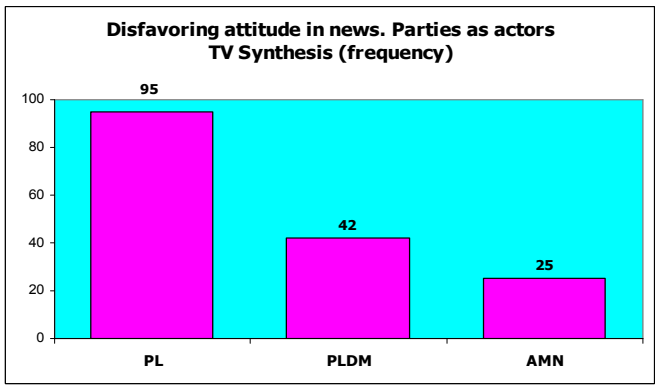
EuTV disfavored a single party - PL; Moldova 1, N4 and NIT – by three parties, the same opposition parties – PL, PLDM, AMN.

The disfavoring attitude shown towards personalized actors and political parties in newscasts is shown in Graphs 7-8.

Graph 7



Graph 8



Conclusions:

- During the pre-election period to the snap elections of July 29, 2009, the monitored televisions pursued, with certain exceptions, the same policies of editing the news covering political actors as during the previous periods by preferentially mirroring some actors in a positive context and with a favoring attitude, and predominantly covering other actors in a negative context and in a disfavoring light, by certain televisions;
- During the reference period, the televisions, and first of all Moldova 1, N4 and NIT, covered in positive context news two personalized actors – V. Voronin and Z. Greceanâi; an actor-institution – the *Government* and a political party – PCRM;
- During the monitored stations, the observed TV stations, and first of all, Moldova 1, N4 and NIT, covered in their negative context news most often a personalized actor – D. Chirtoacă; an actor-institution – the *Parties* and a political party – the PL;
- Aggregated, in the news covering political actors, the representatives of the power and of the ruling party prevail in positive context in the news; while the representatives of the opposition parties prevail in negative context news;
- Moldova 1, for the first time, did not show any favoring attitude in news towards any personalized actor and any political party;
- A single television – N4 – displays favoring attitude in news towards two personalized actors, representing the power, and jointly with NIT – towards the same political party: – the PCRM. A single party – the PPCD – is favored in EuTV's news;
- 4 of 5 televisions disfavoring political actors in their news – EuTV, Moldova 1, N4 and NIT – show this attitude exclusively towards the representatives of the opposition parties.

5. QUALITY OF NEWS COVERING POLITICAL ACTORS

The largest share of conflict-related news stories covering political actors was recorded by N4 – almost one in two.

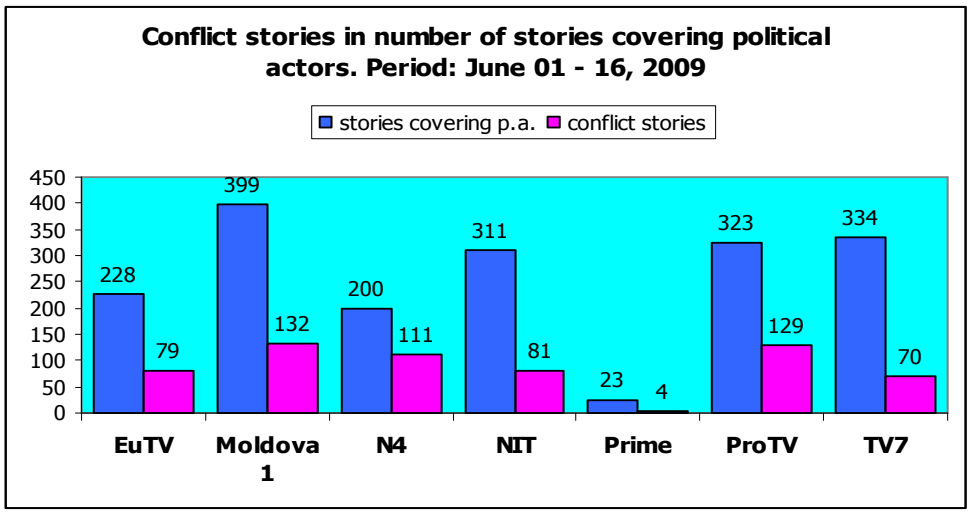
On EuTV, M1 and ProTV, almost every third story covers a conflict.

On NIT – almost one in four; on TV7 – 1 in 5 and on Prime – almost one in six covers a conflict (see Graph 1).

Thus, one notices an obvious increase in the number of conflict-related stories on all the televisions, except for EuTV, ProTV and TV7, compared to the previous monitoring period.

On Moldova 1 and la N4, this index practically doubled.

Graph 1



During the reference period, no television aired its conflict-related stories on the basis of more information sources (see Graph 2).

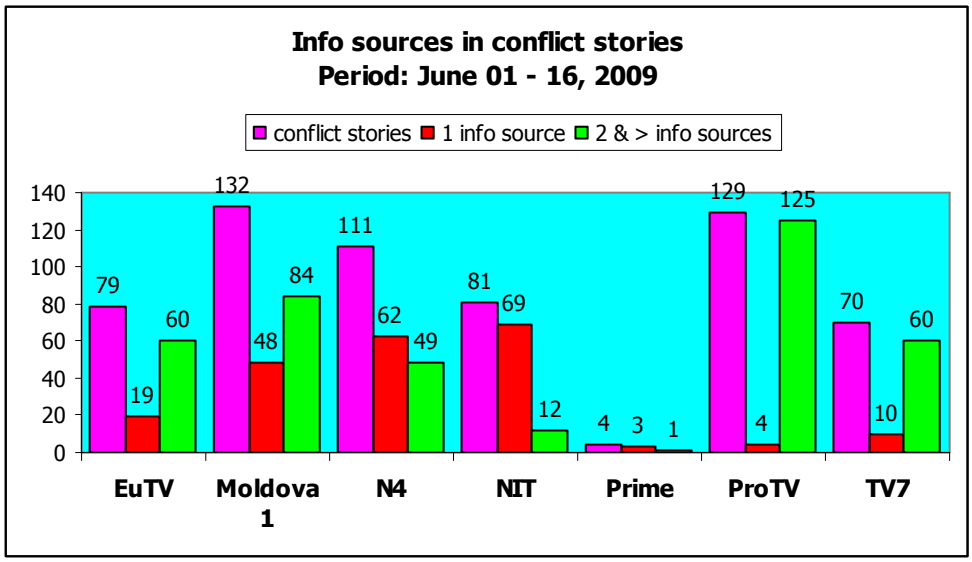
ProTV and TV7 are the closest to this professional standard.

On two televisions – EuTV and Moldova 1 – the number of conflict-related stories written on the basis of several sources exceeds the number of stories written on the basis of a single source, a state making progress especially on EuTV, in comparison with the previous situation.

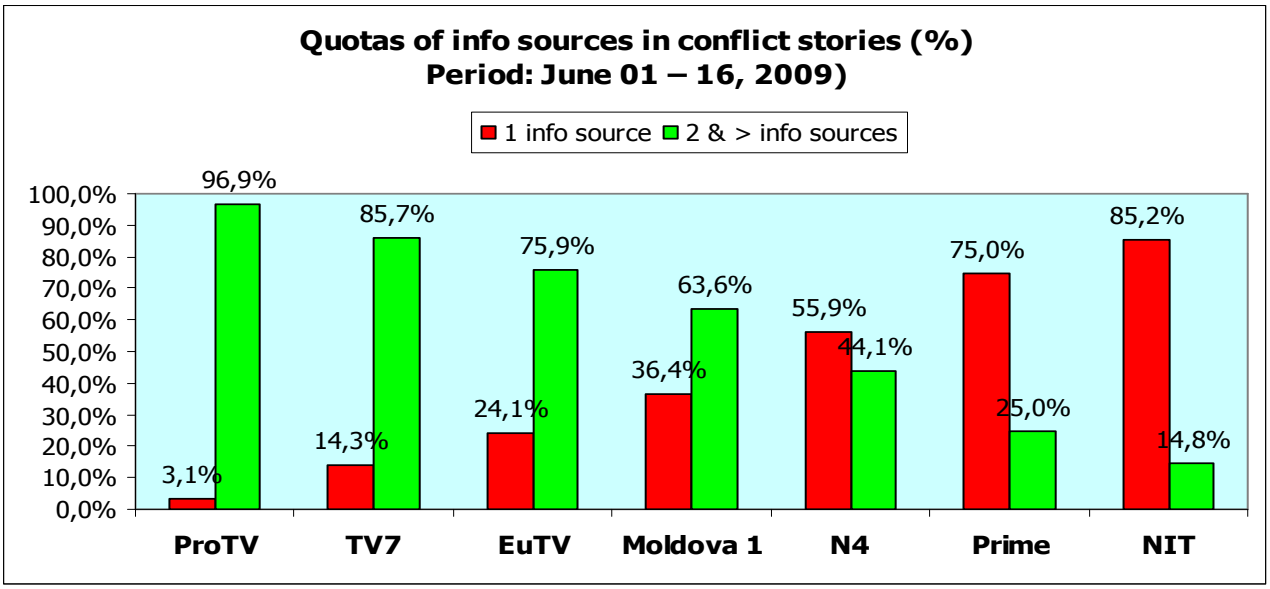
On three televisions – N4, NIT and Prime – the number of conflict-related stories written on the basis of several stories is smaller than the number of the stories written on a single info source. In terms of two and more sources, NIT displays the worst indicator, as was during the previous sessions: 15% (Prime – 25% and N4 – 44%).

Anyway, this index is improving on all the televisions, except for ProTV, where it slightly worsens (see Graph 3).

Graph 2



Graph 3



Conclusions:

During the reference period, unlike the previous session, on most of the televisions, the number of conflict-related stories written on the basis of several information sources exceeds the number of the stories written on a single source. Most often these legal provision and professional norm in writing conflict-related stories are breached by NIT.

6. POLITICAL ACTORS' PRESENCE IN PROGRAMS: STATISTICAL DATA

Monitored period:		01 - 16.06.2009	
Monitored station:	EuTV	Monitored program:	Programs
Program title:	Duration (sec.)	Program title:	Duration (sec.)
Atac asupra Moldovei	3470	Media Expres	27126
Epicentru	6240	Post-Factum	11890

No.	ACTORS	APPEARANCES				Data synthesis		CONTENTS			ATTITUDE		
TV Pr.	EuTV Programs	Direct interventions		Mentions/appearances		Dir. int. & ment./app.		positive	negative	neutral	favor.	disfavor.	impart.
+	personalized	frequ. (times)	duration (sec.)	frequ. (times)	duration (sec.)	frequ. (times)	duration (sec.)	(times)	(times)	(times)	(times)	(times)	(times)
1	Chirtoaca D.	9	190	16	3117	**25**	**3307**	0	15	10	0	8	17
2	Lupu M.	4	131	5	1914	**9**	**2045**	0	0	9	0	0	9
3	Urechean S.	6	81	18	1819	**24**	**1900**	0	10	14	0	7	17
4	Rosca Iu.	21	482	10	590	**31**	**1072**	2	0	29	0	0	31
5	Voronin V.	14	326	12	377	**26**	**703**	1	1	24	1	0	25
6	Braghis D.	6	259	9	206	**15**	**465**	0	0	15	0	0	15
7	Filat V.	13	183	15	243	**28**	**426**	0	9	19	0	4	24
8	Diacov D.	4	267	9	117	**13**	**384**	0	0	13	0	0	13
9	Greceanai Z.	5	142	9	191	**14**	**333**	2	0	12	2	0	12
10	Tarlev V.	0	0	7	314	**7**	**314**	0	0	7	0	0	7
11	Cotet V.	4	117	4	59	**8**	**176**	0	3	5	0	0	8
12	Tkaciuk M.	4	96	6	78	**10**	**174**	0	0	10	0	0	10
13	Ghimpu M.	2	34	6	96	**8**	**130**	0	5	3	0	3	5
14	Postoico M.	3	55	1	29	**4**	**84**	0	0	4	0	0	4
15	Petre V.	2	72	0	0	**2**	**72**	0	0	2	0	0	2
16	Pavlicenco V.	0	0	4	69	**4**	**69**	0	0	4	0	0	4
17	Dodon I.	3	30	3	33	**6**	**63**	0	0	6	0	0	6
18	Fusu C.	2	24	1	9	**3**	**33**	0	1	2	0	1	2
19	Cosovan V.	2	28	0	0	**2**	**28**	0	0	2	0	0	2
20	Platon V.	0	0	1	28	**1**	**28**	0	1	0	0	1	0
21	Cubreacov V.	0	0	1	23	**1**	**23**	0	0	1	0	0	1
22	Untila V.	2	22	0	0	**2**	**22**	0	0	2	0	0	2
23	Osipov V.	2	10	2	8	**4**	**18**	0	0	4	0	0	4
24	Turcan V.	0	0	3	18	**3**	**18**	0	0	3	0	0	3
25	Cernei O.	1	3	1	10	**2**	**13**	0	2	0	0	1	1
26	Gutu A.	1	8	1	2	**2**	**10**	0	0	2	0	0	2
27	Oleinic A.	1	8	1	2	**2**	**10**	0	0	2	0	0	2
28	Leanca Iu.	0	0	1	10	**1**	**10**	0	1	0	0	0	1
29	Bujor L.	1	7	0	0	**1**	**7**	0	0	1	0	0	1
30	Vieru C.	0	0	1	7	**1**	**7**	0	1	0	0	0	1
31	Ciontoloi I.	0	0	1	3	**1**	**3**	0	1	0	0	0	1
32	Lucinschi C.	0	0	1	3	**1**	**3**	0	1	0	0	0	1
33	Nantoi O.	0	0	1	3	**1**	**3**	0	1	0	0	0	1
+	**Institutions**												
1	Parties	58	1429	161	12884	**219**	**14313**	5	70	144	2	39	178
2	PLA	14	355	24	3251	**38**	**3606**	0	21	17	0	11	27
3	Government	8	172	18	1095	**26**	**1267**	2	1	23	2	0	24
4	Parliament	24	347	31	563	**55**	**910**	0	3	52	0	3	52
5	Presidency	8	272	9	171	**17**	**443**	1	0	16	1	0	16
+	**Parties**												
1	PCRM	29	649	56	3362	**85**	**4011**	4	4	77	3	0	82
2	PL	14	256	30	3422	**44**	**3678**	0	26	18	0	16	28
3	AMN	13	131	29	1953	**42**	**2084**	0	19	23	0	13	29
4	PPCD	25	582	14	809	**39**	**1391**	4	0	35	2	0	37
5	PLDM	17	300	25	513	**42**	**813**	0	18	24	0	8	34
6	PSD	6	259	12	251	**18**	**510**	0	3	15	0	0	18
7	PDM	4	267	14	168	**18**	**435**	0	5	13	0	3	15
8	UCM	0	0	10	326	**10**	**326**	0	0	10	0	0	10
9	PNL	0	0	4	69	**4**	**69**	0	0	4	0	0	4
10	MAE	0	0	1	10	**1**	**10**	0	1	0	0	0	1

Monitored period:		01 - 16.06.2009	
Monitored station:	Moldova 1	Monitored program:	Programs
Program title:	Duration (sec.)	Program title:	Duration (sec.)
Cronos	2835	Moldova-pagini de istorie	5360
E ziua ta copile	8430	Perpetuum mobile	1785
Editie speciala	3400	Rezonans	4075
In memoriam	4920	Terra Vita	3570
La datorie	4650	Vector european	10900

No.	ACTORS	APPEARANCES				Data synthesis		CONTENTS			ATTITUDE		
TV Pr.	Moldova 1 Programs	Direct interventions		Mentions/appearances		Dir. int. & ment./app.		positive	negative	neutral	favor.	disfavor.	impart.
+	personalized	frequ. (times)	duration (sec.)	frequ. (times)	duration (sec.)	frequ. (times)	duration (sec.)	(times)	(times)	(times)	(times)	(times)	(times)
1	Dodon I.	12	2118	0	0	**12**	**2118**	2	0	10	0	0	12
2	Voronin V.	18	790	11	151	**29**	**941**	6	0	23	0	0	29
3	Greceanai Z.	23	542	14	350	**37**	**892**	7	0	30	1	0	36
4	Ivanov V.	14	716	4	80	**18**	**796**	10	0	8	0	0	18
5	Durlesteanu M.	2	640	0	0	**2**	**640**	1	0	1	0	0	2
6	Lupu M.	5	173	5	180	**10**	**353**	1	3	6	0	1	9
7	Rosca Iu.	5	236	4	56	**9**	**292**	0	0	9	0	0	9
8	Chirtoaca D.	3	56	3	205	**6**	**261**	0	3	3	0	1	5
9	Tkaciuk M.	8	236	0	0	**8**	**236**	0	0	8	0	0	8
10	Stepaniuc V.	1	232	0	0	**1**	**232**	0	0	1	0	0	1
11	Filat V.	12	194	3	35	**15**	**229**	0	2	13	0	0	15
12	Urechean S.	3	38	5	188	**8**	**226**	0	4	4	0	0	8
13	Muntean Iu.	5	203	0	0	**5**	**203**	1	0	4	0	0	5
14	Postoico M.	1	80	0	0	**1**	**80**	0	0	1	0	0	1
15	Duca G.	1	67	1	10	**2**	**77**	2	0	0	0	0	2
16	Turcan V.	3	70	0	0	**3**	**70**	0	0	3	0	0	3
17	Gutu A.	2	50	0	0	**2**	**50**	0	0	2	0	0	2
18	Vrabie V.	1	28	1	20	**2**	**48**	0	0	2	0	0	2
19	Cernei O.	2	35	1	10	**3**	**45**	0	1	2	0	0	3
20	Fusu C.	3	44	0	0	**3**	**44**	0	0	3	0	0	3
21	Ghimpu M.	3	28	2	15	**5**	**43**	0	2	3	0	0	5
22	Bujor L.	2	40	0	0	**2**	**40**	0	0	2	0	0	2
23	Tanase A.	2	36	0	0	**2**	**36**	0	0	2	0	0	2
24	Musuc E.	2	30	0	0	**2**	**30**	0	0	2	0	0	2
25	Cotet V.	1	25	1	5	**2**	**30**	0	0	2	0	0	2
26	Oleinic A.	2	26	0	0	**2**	**26**	0	0	2	0	0	2
27	Malai I.	1	22	0	0	**1**	**22**	0	0	1	0	0	1
28	Todoroglo D.,	2	20	0	0	**2**	**20**	0	0	2	0	0	2
29	Tarlev V.	0	0	1	20	**1**	**20**	0	0	1	0	0	1
30	Untila V.	1	17	0	0	**1**	**17**	0	0	1	0	0	1
31	Papuc G.	0	0	2	14	**2**	**14**	0	0	2	0	0	2
32	Braghis D.	0	0	3	13	**3**	**13**	0	0	3	0	0	3
33	Barbulat M.	0	0	4	12	**4**	**12**	0	0	4	0	0	4
34	Timciuc I.	0	0	4	12	**4**	**12**	0	0	4	0	0	4
35	Diacov D.	0	0	3	11	**3**	**11**	0	0	3	0	0	3
36	Ostalep V.	0	0	1	7	**1**	**7**	0	0	1	0	0	1
37	Stratan A.	0	0	1	7	**1**	**7**	0	0	1	0	0	1
+	**Institutions**												
1	Government	56	4399	46	1352	**102**	**5751**	30	2	70	3	0	99
2	Parties	26	777	64	1895	**90**	**2672**	3	27	60	0	4	86
3	Parliament	39	872	9	281	**48**	**1153**	0	1	47	0	0	48
4	Presidency	12	628	12	251	**24**	**879**	6	0	18	0	0	24
5	PLA	14	493	6	215	**20**	**708**	2	3	15	4	1	15
+	**Parties**												
1	PCRM	89	5037	40	793	**129**	**5830**	28	0	101	1	0	128
2	PL	11	178	7	245	**18**	**423**	0	7	11	0	1	17
3	AMN	10	156	8	238	**18**	**394**	0	7	11	0	0	18
4	PLDM	15	255	6	80	**21**	**335**	0	4	17	0	0	21
5	PPCD	5	236	4	56	**9**	**292**	0	0	9	0	0	9
6	UCM	0	0	1	20	**1**	**20**	0	0	1	0	0	1
7	PSD	0	0	3	13	**3**	**13**	0	0	3	0	0	3
8	PDM	0	0	3	11	**3**	**11**	0	0	3	0	0	3
9	MAE	0	0	1	7	**1**	**7**	0	1	0	0	0	1

Monitored period:		**01 - 16.06.2009**	
Monitored station:	**N4**	**Monitored program:**	**Programs**
Program title:	Duration (sec.)	Program title:	Duration (sec.)
Atac asupra Moldovei	**10410**	**Promo obiectiv**	**7780**
Mesajul presedintelui	**1365**	**Revista presei**	**12150**
No comment	**2940**		

No.	ACTORS	APPEARANCES				Data synthesis		CONTENTS			ATTITUDE		
TV Pr.	N4 Programs	Direct interventions		Mentions/appearances		Dir. int. & ment./app.		positive	negative	neutral	favor.	disfavor.	impart.
+	personalized	frequ. (times)	duration (sec.)	frequ. (times)	duration (sec.)	frequ. (times)	duration (sec.)	(times)	(times)	(times)	(times)	(times)	(times)

1	Filat V.	188	2268	81	781	**269**	**3049**	0	82	187	0	57	212
2	Voronin V.	69	2510	29	394	**98**	**2904**	59	3	36	57	0	41
3	Urechean S.	205	1779	25	180	**230**	**1959**	0	181	49	0	0	230
4	Chirtoaca D.	77	444	91	887	**168**	**1331**	0	105	63	0	10	158
5	Ghimpu M.	54	582	84	350	**138**	**932**	0	80	58	0	2	136
6	Pavlicenco V.	54	270	3	9	**57**	**279**	0	0	57	0	0	57
7	Greceanai Z.	0	0	14	275	**14**	**275**	8	1	5	0	0	14
8	Braghis D.	54	270	0	0	**54**	**270**	0	0	54	0	0	54
9	Cotet V.	17	174	5	31	**22**	**205**	0	0	22	0	0	22
10	Lupu M.	0	0	11	204	**11**	**204**	0	4	7	0	2	9
11	Tanase A.	54	162	0	0	**54**	**162**	0	0	54	0	0	54
12	Baldovici V.	0	0	4	100	**4**	**100**	0	0	4	0	0	4
13	Cernei O.	3	9	17	72	**20**	**81**	0	20	0	0	3	17
14	Rosca Iu.	0	0	7	80	**7**	**80**	2	2	3	0	0	7
15	Turcan V.	0	0	4	70	**4**	**70**	0	0	4	0	0	4
16	Nantoi O.	0	0	7	69	**7**	**69**	0	5	2	0	2	5
17	Tkaciuk M.	0	0	4	40	**4**	**40**	0	0	4	0	0	4
18	Dodon I.	0	0	2	34	**2**	**34**	0	0	2	0	0	2
19	Leanca Iu.	0	0	3	30	**3**	**30**	0	3	0	0	0	3
20	Petrencu A.	0	0	2	30	**2**	**30**	0	0	2	0	0	2
21	Vieru C.	0	0	3	21	**3**	**21**	0	3	0	0	0	3
22	Nagacevschi V.	0	0	2	20	**2**	**20**	0	0	2	0	0	2
23	Fusu C.	0	0	2	10	**2**	**10**	0	0	2	0	0	2
24	Postoico M.	0	0	2	10	**2**	**10**	0	0	2	0	0	2
25	Ciontoloi I.	0	0	3	9	**3**	**9**	0	3	0	0	0	3
26	Lucinschi C.	0	0	3	9	**3**	**9**	0	3	0	0	0	3
+	**Institutions**					**0**	**0**						
1	Parties	663	5748	426	4124	**1089**	**9872**	9	530	550	5	92	992
2	Presidency	69	2510	30	429	**99**	**2939**	59	3	37	57	0	42
3	PLA	43	210	71	769	**114**	**979**	0	65	49	0	7	107
4	Government	0	0	31	619	**31**	**619**	13	4	14	0	0	31
5	Parliament	0	0	26	387	**26**	**387**	0	4	22	0	2	24
+	**Parties**					**0**	**0**						
1	PLDM	259	2604	159	1586	**418**	**4190**	0	148	270	0	63	355
2	PCRM	69	2510	84	1298	**153**	**3808**	72	9	72	60	0	93
3	PL	131	1026	190	1371	**321**	**2397**	0	194	127	0	18	303
4	AMN	208	1788	60	368	**268**	**2156**	0	215	53	0	11	257
5	MAE	54	270	13	190	**67**	**460**	2	3	62	2	0	65
6	PSD	54	270	2	10	**56**	**280**	0	0	56	0	0	56
7	PPCD	0	0	10	93	**10**	**93**	2	3	5	0	0	10
8	PDM	0	0	12	88	**12**	**88**	0	8	4	0	2	10
9	PNL	0	0	3	9	**3**	**9**	0	0	3	0	0	3

Monitored period:		01 - 16.06.2009	
Monitored station:	NIT	**Monitored program:**	Programs
Program title:	Duration (sec.)	Program title:	Duration (sec.)
Atac asupra Moldovei	10410	**Videoconferinta**	1380
Maxima	6300		

No.	ACTORS	APPEARANCES				Data synthesis		CONTENTS			ATTITUDE		
TV Pr.	NIT Programs	Direct interventions		Mentions/appearances		Dir. int. & ment./app.		positive	negative	neutral	favor.	disfavor.	impart.
		frequ.	duration	frequ.	duration	frequ.	duration						
+	personalized	(times)	(sec.)	(times)	(sec.)	(times)	(sec.)	(times)	(times)	(times)	(times)	(times)	(times)
1	Greceanai Z.	1	2400	2	48	**3**	**2448**	1	0	2	0	0	3
2	Dodon I.	2	1234	1	18	**3**	**1252**	1	0	2	0	0	3
3	Voronin V.	17	856	5	118	**22**	**974**	5	0	17	3	0	19
4	Muntean Iu.	1	600	0	0	**1**	**600**	0	0	1	0	0	1
5	Petrenco G.	1	600	0	0	**1**	**600**	0	0	1	0	0	1
6	Turcan V.	1	600	0	0	**1**	**600**	0	0	1	0	0	1
7	Filat V.	13	148	8	245	**21**	**393**	0	10	11	0	4	17
8	Chirtoaca D.	9	156	6	189	**15**	**345**	0	9	6	0	3	12
9	Urechean S.	5	41	5	156	**10**	**197**	0	4	6	0	1	9
10	Ghimpu M.	1	14	8	144	**9**	**158**	0	7	2	0	1	8
11	Cotet V.	3	90	3	15	**6**	**105**	0	0	6	0	0	6
12	Rosca Iu.	1	73	1	10	**2**	**83**	1	0	1	0	0	2
13	Cernei O.	3	9	3	30	**6**	**39**	0	6	0	0	3	3
14	Lupu M.	0	0	4	34	**4**	**34**	0	0	4	0	0	4
15	Leanca Iu.	0	0	3	30	**3**	**30**	0	3	0	0	0	3
16	Tkaciuk M.	1	24	0	0	**1**	**24**	0	0	1	0	0	1
17	Bujor L.	1	12	1	10	**2**	**22**	0	0	2	0	0	2

18	Tanase A.	0	0	1	22	**1**	**22**	0	0	1	0	0	1
19	Vieru C.	0	0	3	21	**3**	**21**	0	3	0	0	0	3
20	Fusu C.	0	0	1	20	**1**	**20**	0	0	1	0	0	1
21	Nagacevschi V.	1	10	0	0	**1**	**10**	0	0	1	0	0	1
22	Ciontoloi I.	0	0	3	9	**3**	**9**	0	3	0	0	0	3
23	Lucinschi C.	0	0	3	9	**3**	**9**	0	3	0	0	0	3
24	Nantoi O.	0	0	3	9	**3**	**9**	0	3	0	0	0	3
25	Pavlicenco V.	0	0	3	9	**3**	**9**	0	0	3	0	0	3
+	**Institutions**												
1	Government	2	3600	8	248	**10**	**3848**	1	3	6	0	0	10
2	Parliament	10	1926	19	425	**29**	**2351**	1	3	25	0	3	26
3	Parties	29	395	74	1691	**103**	**2086**	6	70	27	0	22	81
4	Presidency	17	856	10	213	**27**	**1069**	5	0	22	3	0	24
5	PLA	3	90	9	84	**12**	**174**	0	6	6	0	0	12
+	**Parties**												
1	PCRM	24	6314	17	332	**41**	**6646**	12	0	29	3	0	38
2	PLDM	17	248	21	717	**38**	**965**	0	19	19	0	7	31
3	PL	10	170	21	443	**31**	**613**	0	22	9	0	7	24
4	AMN	9	62	18	256	**27**	**318**	0	19	8	0	7	20
5	PPCD	1	73	1	10	**2**	**83**	1	0	1	0	0	2
6	MAE	0	0	3	30	**3**	**30**	0	3	0	0	0	3
7	PDM	0	0	6	18	**6**	**18**	0	6	0	0	0	6
8	PNL	0	0	3	9	**3**	**9**	0	0	3	0	0	3

Monitored period:		**01 - 16.06.2009**	
Monitored station:	**Prime**	**Monitored program:**	**Programs**
Program title:	Duration (sec.)	Program title:	Duration (sec.)
Atac asupra Moldovei	**3470**		

No.	**ACTORS**	**APPEARANCES**				**Data synthesis**		**CONTENTS**			**ATTITUDE**		
TV	**Prime**	Direct interventions		Mentions/appearances		Dir. int. & ment./app.		positive	negative	neutral	favor.	disfavor.	impart.
Pr.	**Programs**	frequ.	duration	frequ.	duration	frequ.	duration						
+	**personalized**	(times)	(sec.)	(times)	(sec.)	(times)	(sec.)	(times)	(times)	(times)	(times)	(times)	(times)
1	Voronin V.	4	252	1	20	**5**	**272**	1	0	4	1	0	4
2	Chirtoaca D.	3	52	2	63	**5**	**115**	0	3	2	0	1	4
3	Filat V.	4	46	2	63	**6**	**109**	0	3	3	0	1	5
4	Cotet V.	1	30	1	5	**2**	**35**	0	0	2	0	0	2
5	Ghimpu M.	0	0	2	30	**2**	**30**	0	2	0	0	0	2
6	Urechean S.	1	3	1	20	**2**	**23**	0	1	1	0	0	2
7	Cernei O.	1	3	1	10	**2**	**13**	0	2	0	0	1	1
8	Leanca Iu.	0	0	1	10	**1**	**10**	0	1	0	0	0	1
9	Lupu M.	0	0	1	8	**1**	**8**	0	0	1	0	0	1
10	Vieru C.	0	0	1	7	**1**	**7**	0	1	0	0	0	1
11	Ciontoloi I.	0	0	1	3	**1**	**3**	0	1	0	0	0	1
12	Lucinschi C.	0	0	1	3	**1**	**3**	0	1	0	0	0	1
13	Nantoi O.	0	0	1	3	**1**	**3**	0	1	0	0	0	1
14	Pavlicenco V.	0	0	1	3	**1**	**3**	0	0	1	0	0	1
+	**Institutions**												
1	Parties	9	104	22	507	**31**	**611**	1	23	7	0	7	24
2	Presidency	4	252	2	35	**6**	**287**	1	0	5	1	0	5
3	PLA	1	30	3	28	**4**	**58**	0	2	2	0	0	4
4	Government	0	0	2	30	**2**	**30**	0	1	1	0	0	2
5	Parliament	0	0	2	23	**2**	**23**	0	0	2	0	0	2
+	**Parties**												
1	PCRM	4	252	3	48	**7**	**300**	2	0	5	1	0	6
2	PLDM	5	76	6	213	**11**	**289**	0	6	5	0	2	9
3	PL	3	52	6	123	**9**	**175**	0	7	2	0	2	7
4	AMN	2	6	5	50	**7**	**56**	0	6	1	0	2	5
5	MAE	0	0	1	10	**1**	**10**	0	1	0	0	0	1
6	PDM	0	0	2	6	**2**	**6**	0	2	0	0	0	2
7	PNL	0	0	1	3	**1**	**3**	0	0	1	0	0	1

Monitored period:		**01 - 16.06.2009**	
Monitored station:	**ProTV**	**Monitored program:**	**Programs**
Program title:	Duration (sec.)	Program title:	Duration (sec.)
In profunzime	**34254**	**Profit**	**80**

No.	**ACTORS**	**APPEARANCES**				**Data synthesis**		**CONTENTS**			**ATTITUDE**		
TV	**ProTV**	Direct interventions		Mentions/appearances		Dir. int. & ment./app.		positive	negative	neutral	favor.	disfavor.	impart.
Pr.	**Programs**	frequ.	duration	frequ.	duration	frequ.	duration						
+	**personalized**	(times)	(sec.)	(times)	(sec.)	(times)	(sec.)	(times)	(times)	(times)	(times)	(times)	(times)

1	Filat V.	7	4004	33	57	**40**	**4061**	0	0	40	0	0	40
2	Ghimpu M.	7	3956	33	57	**40**	**4013**	0	0	40	0	0	40
3	Urechean S.	6	3615	34	174	**40**	**3789**	0	0	40	0	0	40
4	Chirtoaca D.	1	2550	0	0	**1**	**2550**	0	0	1	0	0	1
5	Voronin V.	3	288	42	1582	**45**	**1870**	0	7	38	0	0	45
6	Turcan V.	4	1258	8	447	**12**	**1705**	0	0	12	0	0	12
7	Diacov D.	6	996	9	591	**15**	**1587**	0	3	12	0	0	15
8	Braghis D.	6	540	6	366	**12**	**906**	0	0	12	0	0	12
9	Untila V.	1	886	0	0	**1**	**886**	0	0	1	0	0	1
10	Lupu M.	0	0	6	606	**6**	**606**	0	0	6	0	0	6
11	Cernei O.	1	370	1	10	**2**	**380**	0	0	2	0	0	2
12	Tarlev V.	3	171	6	207	**9**	**378**	0	0	9	0	0	9
13	Greceanai Z.	0	0	5	170	**5**	**170**	0	0	5	0	0	5
14	Serebrian O.	0	0	3	117	**3**	**117**	0	0	3	0	0	3
15	Postoico M.	0	0	3	66	**3**	**66**	0	0	3	0	0	3
16	Cotet V.	0	0	1	62	**1**	**62**	0	0	1	0	0	1
17	Pavlicenco V.	0	0	3	60	**3**	**60**	0	0	3	0	0	3
18	Rosca Iu.	0	0	3	24	**3**	**24**	0	0	3	0	0	3
19	Tkaciuk M.	0	0	1	6	**1**	**6**	0	0	1	0	0	1
+	**Institutions**												
1	Parties	40	15426	190	7162	**230**	**22588**	0	18	212	0	0	230
2	PLA	2	2920	2	72	**4**	**2992**	0	0	4	0	0	4
3	Presidency	3	288	36	1086	**39**	**1374**	0	3	36	0	0	39
4	Parliament	0	0	3	96	**3**	**96**	0	0	3	0	0	3
5	Government	0	0	2	12	**2**	**12**	0	1	1	0	0	2
+	**Parties**												
1	PL	8	6506	36	333	**44**	**6839**	0	0	44	0	0	44
2	PCRM	7	1546	73	4395	**80**	**5941**	0	15	65	0	0	80
3	AMN	8	4871	38	490	**46**	**5361**	0	0	46	0	0	46
4	PLDM	7	4004	37	407	**44**	**4411**	0	0	44	0	0	44
5	PDM	6	996	12	708	**18**	**1704**	0	3	15	0	0	18
6	PSD	6	540	9	402	**15**	**942**	0	0	15	0	0	15
7	UCM	3	171	6	207	**9**	**378**	0	0	9	0	0	9
8	PNL	0	0	3	60	**3**	**60**	0	0	3	0	0	3
9	PPCD	0	0	6	60	**6**	**60**	0	0	6	0	0	6

Monitored period:		**01 - 16.06.2009**	
Monitored station:	**TV7**	**Monitored program:**	**Programs**
Program title:	Duration (sec.)	Program title:	Duration (sec.)
Obiectiv-Europa	**9000**	**Observator**	**3000**

No.	**ACTORS**	**APPEARANCES**				**Data synthesis**		**CONTENTS**			**ATTITUDE**		
TV Pr.	**TV7 Programs**	Direct interventions		Mentions/appearances		Dir. int. & ment./app.		positive	negative	neutral	favor.	disfavor.	impart.
		frequ.	duration	frequ.	duration	frequ.	duration						
+	**personalized**	(times)	(sec.)	(times)	(sec.)	(times)	(sec.)	(times)	(times)	(times)	(times)	(times)	(times)
1	Turcan V.	2	1400	0	0	**2**	**1400**	0	0	2	0	0	2
2	Voronin V.	6	160	6	192	**12**	**352**	0	0	12	0	0	12
3	Stratan A.	4	118	2	24	**6**	**142**	0	0	6	0	0	6
4	Filat V.	0	0	2	12	**2**	**12**	0	0	2	0	0	2
5	Tanase A.	0	0	2	12	**2**	**12**	0	0	2	0	0	2
+	**Institutions**					**0**	**0**						
1	Parliament	2	1400	10	424	**12**	**1824**	0	0	12	0	0	12
2	Presidency	6	160	10	234	**16**	**394**	0	0	16	0	0	16
3	Government	4	118	8	172	**12**	**290**	2	0	10	0	0	12
4	Parties	0	0	4	44	**4**	**44**	0	0	4	0	0	4
+	**Parties**					**0**	**0**						
1	PCRM	8	1560	10	236	**18**	**1796**	0	0	18	0	0	18
2	PLDM	0	0	4	24	**4**	**24**	0	0	4	0	0	4

Monitored period:		01 - 16.06.2009	
Monitored station:	TV Synthesis	Monitored program:	Programs
Program title:	Duration (sec.)	Program title:	Duration (sec.)
Atac asupra Moldovei (EuTV)	3470	Moldova-pagini de istorie	5360
Atac asupra Moldovei (N4)	10410	No comment	2940
Atac asupra Moldovei (NIT)	10410	Obiectiv-Europa	9000
Atac asupra Moldovei (Prime)	3470	Observator	3000
Cronos	2835	Perpetuum mobile	1785
E ziua ta copile	8430	Post-Factum	11890
Editie speciala	3400	Profit	80
Epicentru	6240	Promo obiectiv	7780
In memoriam	4920	Revista presei	12150
In profunzime	34254	Rezonans	4075
La datorie	4650	Terra Vita	3570
Maxima	6300	Vector european	10900
Media Expres	27126	Videoconferinta	1380
Mesajul presedintelui	1365		

No.	ACTORS	APPEARANCES				Data synthesis		CONTENTS			ATTITUDE		
TV Pr.	TV Synthesis Programs	Direct interventions		Mentions/appearances		Dir. int. & ment./app.		positive	negative	neutral	favor.	disfavor.	impart.
+	personalized	frequ. (times)	duration (sec.)	frequ. (times)	duration (sec.)	frequ. (times)	duration (sec.)	(times)	(times)	(times)	(times)	(times)	(times)
1	Filat V.	237	6843	144	1436	**381**	**8279**	0	106	275	0	66	315
2	Urechean S.	226	5557	88	2537	**314**	**8094**	0	200	114	0	8	306
3	Voronin V.	131	5182	106	2834	**237**	**8016**	72	11	154	62	0	175
4	Chirtoaca D.	102	3448	118	4461	**220**	**7909**	0	135	85	0	23	197
5	Ghimpu M.	67	4614	135	692	**202**	**5306**	0	96	106	0	6	196
6	Greceanai Z.	29	3084	44	1034	**73**	**4118**	18	1	54	3	0	70
7	Turcan V.	10	3328	15	535	**25**	**3863**	0	0	25	0	0	25
8	Dodon I.	17	3382	6	85	**23**	**3467**	3	0	20	0	0	23
9	Lupu M.	9	304	32	2946	**41**	**3250**	1	7	33	0	3	38
10	Diacov D.	10	1263	21	719	**31**	**1982**	0	3	28	0	0	31
11	Braghis D.	66	1069	18	585	**84**	**1654**	0	0	84	0	0	84
12	Rosca Iu.	27	791	25	760	**52**	**1551**	5	2	45	0	0	52
13	Untila V.	4	925	0	0	**4**	**925**	0	0	4	0	0	4
14	Muntean Iu.	6	803	0	0	**6**	**803**	1	0	5	0	0	6
15	Ivanov V.	14	716	4	80	**18**	**796**	10	0	8	0	0	18
16	Tarlev V.	3	171	14	541	**17**	**712**	0	0	17	0	0	17
17	Durlesteanu M.	2	640	0	0	**2**	**640**	1	0	1	0	0	2
18	Cotet V.	26	436	15	177	**41**	**613**	0	3	38	0	0	41
19	Petrenco G.	1	600	0	0	**1**	**600**	0	0	1	0	0	1
20	Cernei O.	11	429	24	142	**35**	**571**	0	31	4	0	8	27
21	Tkaciuk M.	13	356	11	124	**24**	**480**	0	0	24	0	0	24
22	Pavlicenco V.	54	270	14	150	**68**	**420**	0	0	68	0	0	68
23	Postoico M.	4	135	6	105	**10**	**240**	0	0	10	0	0	10
24	Stepaniuc V.	1	232	0	0	**1**	**232**	0	0	1	0	0	1
25	Tanase A.	56	198	3	34	**59**	**232**	0	0	59	0	0	59
26	Stratan A.	4	118	3	31	**7**	**149**	0	0	7	0	0	7
27	Serebrian O.	0	0	3	117	**3**	**117**	0	0	3	0	0	3
28	Fusu C.	5	68	4	39	**9**	**107**	0	1	8	0	1	8
29	Baldovici V.	0	0	4	100	**4**	**100**	0	0	4	0	0	4
30	Nantoi O.	0	0	12	84	**12**	**84**	0	10	2	0	2	10
31	Leanca Iu.	0	0	8	80	**8**	**80**	0	8	0	0	0	8
32	Duca G.	1	67	1	10	**2**	**77**	2	0	0	0	0	2
33	Petre V.	2	72	0	0	**2**	**72**	0	0	2	0	0	2
34	Bujor L.	4	59	1	10	**5**	**69**	0	0	5	0	0	5
35	Gutu A.	3	58	1	2	**4**	**60**	0	0	4	0	0	4
36	Vieru C.	0	0	8	56	**8**	**56**	0	8	0	0	0	8
37	Vrabie V.	1	28	1	20	**2**	**48**	0	0	2	0	0	2
38	Oleinic A.	3	34	1	2	**4**	**36**	0	0	4	0	0	4
39	Musuc E.	2	30	0	0	**2**	**30**	0	0	2	0	0	2
40	Nagacevschi V.	1	10	2	20	**3**	**30**	0	0	3	0	0	3
41	Petrencu A.	0	0	2	30	**2**	**30**	0	0	2	0	0	2
42	Cosovan V.	2	28	0	0	**2**	**28**	0	0	2	0	0	2
43	Platon V.	0	0	1	28	**1**	**28**	0	1	0	0	1	0
44	Ciontoloi I.	0	0	8	24	**8**	**24**	0	8	0	0	0	8
45	Lucinschi C.	0	0	8	24	**8**	**24**	0	8	0	0	0	8
46	Cubreacov V.	0	0	1	23	**1**	**23**	0	0	1	0	0	1
47	Malai I.	1	22	0	0	**1**	**22**	0	0	1	0	0	1
48	Todoroglo D.,	2	20	0	0	**2**	**20**	0	0	2	0	0	2

49	Osipov V.	2	10	2	8	**4**	**18**	0	0	4	0	0	4
50	Papuc G.	0	0	2	14	**2**	**14**	0	0	2	0	0	2
51	Barbulat M.	0	0	4	12	**4**	**12**	0	0	4	0	0	4
52	Timciuc I.	0	0	4	12	**4**	**12**	0	0	4	0	0	4
53	Ostalep V.	0	0	1	7	**1**	**7**	0	0	1	0	0	1
+	**Institutions**												
1	Parties	825	23879	941	28307	**1766**	**52186**	24	738	1004	7	164	1595
2	Government	70	8289	115	3528	**185**	**11817**	48	12	125	5	0	180
3	PLA	77	4098	115	4419	**192**	**8517**	2	97	93	4	19	169
4	Presidency	119	4966	109	2419	**228**	**7385**	72	6	150	62	0	166
5	Parliament	75	4545	100	2199	**175**	**6744**	1	11	163	0	8	167
+	**Parties**												
1	PCRM	230	17868	283	10464	**513**	**28332**	118	28	367	68	0	445
2	PL	177	8188	290	5937	**467**	**14125**	0	256	211	0	44	423
3	PLDM	320	7487	258	3540	**578**	**11027**	0	195	383	0	80	498
4	AMN	250	7014	158	3355	**408**	**10369**	0	266	142	0	33	375
5	PDM	10	1263	49	999	**59**	**2262**	0	24	35	0	5	54
6	PPCD	31	891	35	1028	**66**	**1919**	7	3	56	2	0	64
7	PSD	66	1069	26	676	**92**	**1745**	0	3	89	0	0	92
8	UCM	3	171	17	553	**20**	**724**	0	0	20	0	0	20
9	MAE	54	270	19	247	**73**	**517**	2	9	62	2	0	71
10	PNL	0	0	14	150	**14**	**150**	0	0	14	0	0	14

7. QUANTITY DIMENSION OF POLITICAL ACTORS' PRESENCE IN PROGRAMS

7.1 General quantity data

From June 1 through 16, 2009, seven out of those nine observed televisions aired programs attended by political actors (EuTV, Moldova 1, N4, NIT, Prime, ProTV, TV7). TVC21 and 2 Plus aired no programs covering political actors during this period.

In comparison with the previous monitoring session, broaching political issues in TV programs largely preserved the parameters noticed earlier. The number of program series covering political actors remained almost the same (24 program titles cf. 26 in May.)

Moldova 1 aired most of the series in this genre (10). The other televisions aired from 5 to 2 series of programs attended by political actors (NIT, EuTV, N4, TV7). Prime, which had not aired programs with the participation of political actors before, this time aired a program of this kind. ProTV, apart from its traditional "În profunzime", aired one more program attended by political actors, "Profit", with insignificant duration (80 seconds). "În profunzime" was the longest program during this period – 34 254 seconds. As during the previous monitoring sessions, other series of programs exceeding 10,000 seconds were broadcast by EuTV ("Media Expres", "Post Factum"), Moldova 1 ("Vector european"), N4 ("Revista presei").

A special case was broadcasting the movie "Atac asupra Moldovei" (Attack on Moldova) which, as aggregated duration, had the second runtime weight among the programs attended by political actors (27,760 seconds): for the first time during all the monitoring period the same program was aired by 4 televisions (EuTV, N4, NIT, Prime).

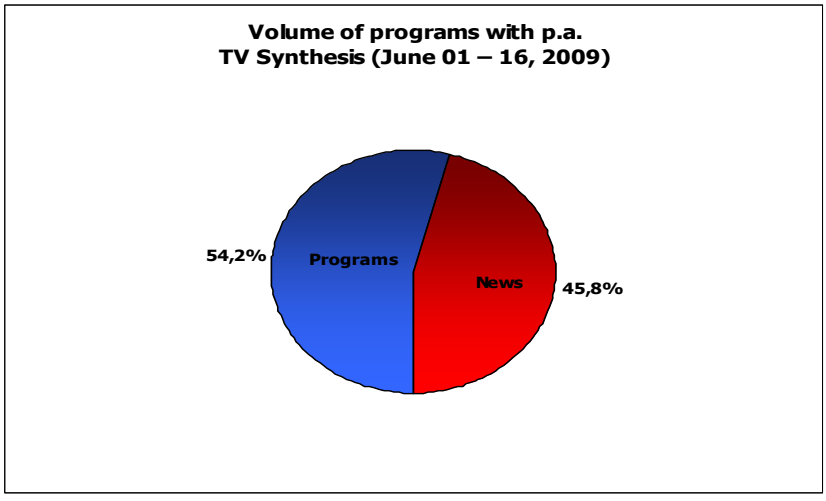
Table 1

Series of longest programs
(June 01-16, 2009)

Program title	TV station	Duration (sec.)
În profunzime	**ProTV**	**34 254**
Atac asupra Moldovei	**EuTV, N4, NIT, Prime**	**27 760**
Media Expres	**EuTV**	**27 126**
Revista presei	**N4**	**12 150**
Post factum	**EuTV**	**11 890**
Vector European	**Moldova 1**	**10 900**

The monitoring data tell of the fact that the time granted by the televisions to the programs attended by political actors was increasing: if in May this type of programs accounted for 328,124 seconds, in two weeks of June, broadcasting these programs accounted for 201,190 seconds. Thus, the volume allotted to the programs attended by political actors proved rather significant, as during the previous monitoring session, compared with the duration of the news covering political actors during this period.

Graph 1

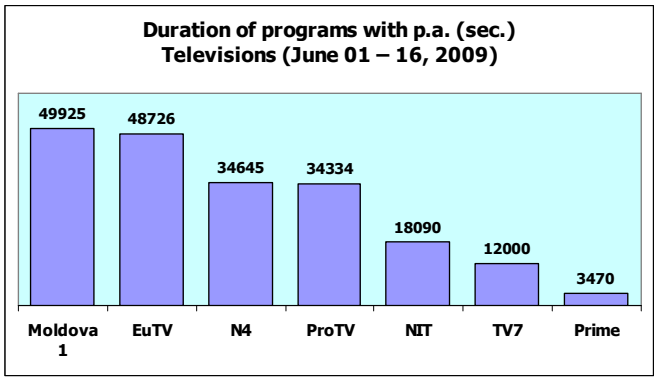


The weight of the programs with the participation of political actors was different on the observed TV stations. Some televisions (Moldova 1, EuTV, ProTV, N4) allotted in their programming, as before, more time to programs tackling political issues: from about 9.5 h to 13.9 h; other televisions (TV 7, NIT, Prime) had programs covering political actors with the total duration from 1 h to 3 h.

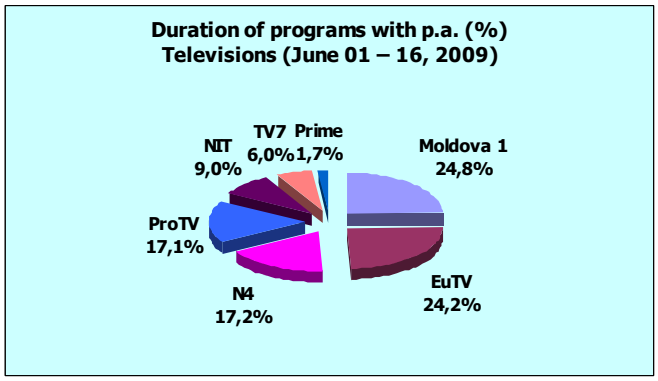
Out of the total volume of programs with the participation of political actors, the largest shares, as during the previous monitoring sessions, rested with Moldova 1 and EuTV.

These two televisions accounted practically for half of the total volume of programs of this kind (in May 2009, Moldova 1 and accounted, together, for 2/3 of the total time of the programs covering political actors). Compared to the previous monitoring period, the share from the total time allotted to programs on political issues increased on TV7, N4, NIT (see Graphs 2 and 3).

Graph 2



Graph 3



7.2 Political actors in programs

During the first two months of June, 53 personalized political actors were noticed in the programs of the monitored TV channels (in May – 67 political actors).

The time granted to institutionalized political actors was 86,649 seconds (the political parties in the programs rested with 1.5 times more time compared to the time dedicated to the other institutions (Government, Presidency, Parliament, LPA).

- **Personalized actors**

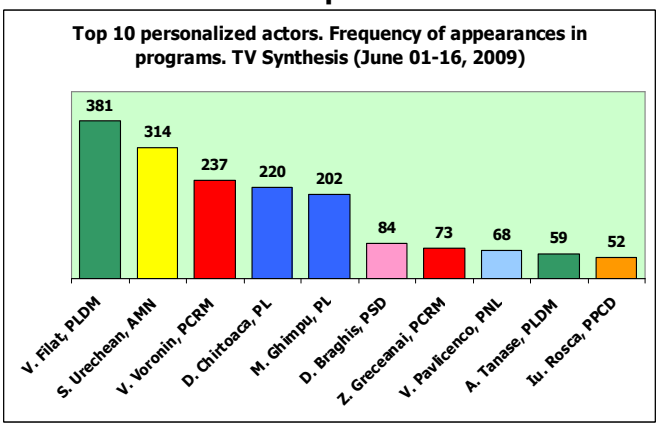
37 personalized political actors were covered in the programs aired by Moldova 1. EuTV covered 33 personalized political actors, N4 – 26 and NIT – 25 political actors. ProTV covered directly or just mentioned 19 personalized political actors, Prime – 14 actors. The fewest personalized actors were mirrored by TV7 – 5.

Among the mostly covered personalized political actors there were representatives of the PLDM, AMN, PCRM, PL. Quantifying the coverage of the personalized political actors finds that, during the reference period, by number of appearances, the top of the list is occupied by party leaders Vlad Filat, Serafim Urechean, Vladimir Voronin, Dorin Chirtoacă, Mihai Ghimpu, Dumitru Braghiş, Vitalia Pavlicenco, Dumitru Diacov, Alexandru Tănase, and other representatives of the parties, especially of the government: Z. Greceanâi, V. Ţurcan, I. Dodon. In fact, the hierarchy of the presence of political actors during the monitored period, in terms of frequency of appearances, preserved the structure from the previous monitoring periods, with small deviations due to more coverage granted to Marian Lupu and the return (compared to May) of PPCD leader Iurie Roşca to top 10.

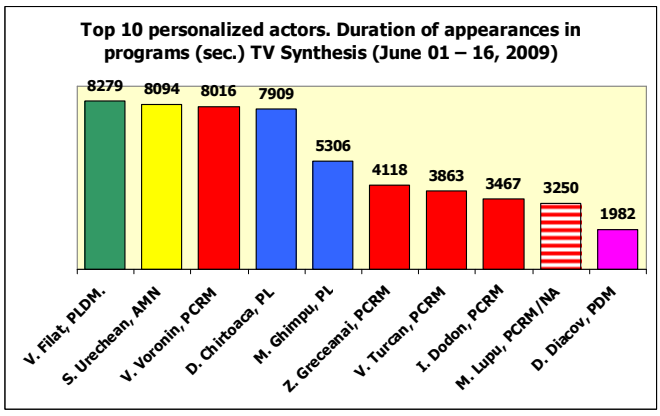
The first top 10 political actors (Graph 4) had enjoyed 1,690 appearances, the other 43 political actors present in programs gaining 364 appearances (less than for example the leader in top 10 V. Filat). The 5 political actors from the top had from 202 (M. Ghimpu) to 381 appearances (V. Filat). The second group from top 10 recorded from 52 (Iu. Roşca) to 84 appearances (D. Braghiş.)

The duration of political actors' presence in programs outlines the following hierarchy, as shown in Graph 5.

Graph 4



Graph 5



The monitoring finds the steadiness of the same names in the visibility top, as during the previous monitoring session: V. Filat, S. Urechean, V. Voronin, D. Chirtoacă. The modifications in the ranking actually do not change the situation.

From June 1 through 16, PLDM leader Vlad Filat had the widest TV coverage – 8,279 seconds. AMN leader Serafim Urechean gained 8,094 seconds, and PCRM leader Vladimir Voronin – 8,016 seconds. PL deputy president Dorin Chirtoacă got position 4 in this ranking with 7,909 seconds. Apart from top 10, only D. Braghiş and Iu. Roşca exceeded the threshold of 1,500 seconds of TV coverage. The other 41 political actors from this top gained, together, 8,535 seconds of appearances, i.e. almost the same amount as each of the first five actors from the list. Aggregated, the political actors from top 10 had 54,284 seconds of TV presence, and the other 43 political actors

gained together 11,740 seconds, i.e. 4.6 times less. In May, the attention granted to the leaders of the ranking was 2.4 times bigger.

This attention is differently displayed by each television. Among the political actors intensely covered by EuTV, there are Iu. Roşca, D. Chirtoacă, V. Filat, V. Voronin, S. Urechean. PPCD leader Iu. Roşca had the largest number of appearances on this station – 31 (21 – live interventions), and D. Chirtoacă and M. Lupu are on the first two places as duration of appearances on EuTV. In fact, out of 3,307 seconds granted to D. Chirtoacă on this station, 3,117 are indirect mentions. The same is valid for Marian Lupu: of 2,045 seconds, 1,914 account for indirect mentions or for Serafim Urechean: of 1,900 seconds, 1,819 are mentions. As duration of live appearances on EuTV, Iu. Roşca heads the ranking (482 seconds) and V. Voronin (326 seconds).

Of those 37 personalized political actors covered in Moldova 1's programs, the first positions are shared by Z. Greceanâi and V. Voronin, with 37 and, respectively, 29 appearances in programs. As duration of presence, these PCRM representatives are in the top of the list, being overcome by only I. Dodon, with 2,118 seconds of presence in programs (more than the time granted to V. Voronin and Z. Greceanâi, together, 1,833 seconds). In Moldova 1's programs, the first actors from the list (V. Voronin, Z. Greceanâi, I. Dodon) gain together 3,951 seconds of visibility, approximately the same amount (4,222 seconds) as all the other 34 personalized political actors.

On N4, the mostly covered political actors were, as during other monitoring sessions, V. Filat, S. Urechean, D. Chirtoacă, M. Ghimpu V. Voronin. As duration of direct TV presence, leading was V. Voronin (2,510 seconds), while as total duration of presence – V. Filat (3,079 seconds). Most of the mentions go to D. Chirtoacă (91 indirect appearances with the duration of 887 seconds).

And in NIT's programs, V. Voronin had the largest number of appearances (22, of which 17 – direct ones). The recorded data find a massive visibility on this station granted to the representatives of the Government (the first six in NIT's top 10 being Z. Greceanâi, I. Dodon, V. Voronin, Iu. Muntean, G. Petrenco V. Ţurcan, preponderantly with direct intervention.) Thus, the first six political actors from the ranking account for 6,474 seconds of TV presence, the other 19 political actors mirrored resting with 1,340 seconds.

In ProTV's programs, several political actors had direct interventions: V. Filat, M. Ghimpu, S. Urechean, D. Chirtoacă, D. Diacov, D. Braghiş (each – 6-7). V. Voronin had 3 direct appearances, but was mentioned most of the times (42, with the largest duration of mentions – 1,582 seconds). V. Filat was the leader of visibility on this station, as duration (4,061 seconds) and as number and duration of direct appearances (7 appearances during 4,004 seconds.)

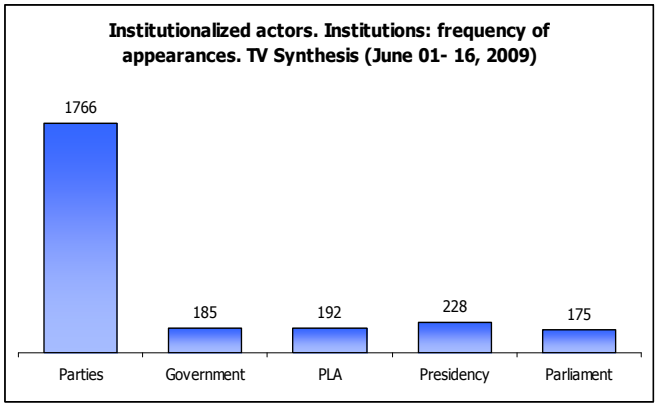
The political actors visibility in TV7's programs was insignificant. During the reference period, TV7 covered 5 political actors, as the longest duration was recorded by V. Ţurcan (1,400 seconds), while the largest number of appearances (12) by V. Voronin, both representing the PCRM.

In a single program displaying political actors – the movie "Atac asupra Moldovei", Prime covered 14 political actors, V. Voronin being the first as duration of appearances (272 seconds). The other political actors from the movie gained 154 seconds of direct presence. PCRM leader is followed as visibility duration by D. Chirtoacă (115 seconds and V. Filat (109 seconds).

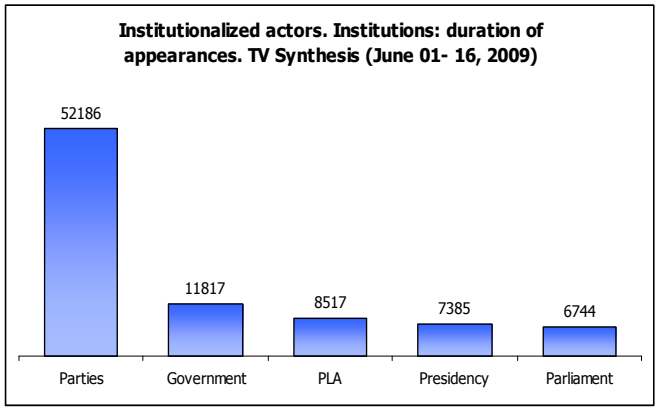
- **Institutionalized actors. Institutions**

The televised presence of institutionalized political actors (Parliament, Presidency, Government, Local Public Administration, Political Parties), during the reference period, highlights approximately the same dynamics that was found during the previous monitoring session (see graphs 6 and 7). The space granted to cover political parties exceeds 1.5 times (in May – 1.3 times) the airtime used to present the activity of the other institutionalized political actors (52,186 sec. compared to 34,463 sec.) The division of the channels' attention in favor of covering the parties is displayed by the high number of appearances of parties on tv (1766), while the other institutionalized actors had a significantly smaller number of appearances, the Government getting 185, the LPA – 192, the Presidency – 228 and the Parliament – 175 appearances. Thus, the frequency of the presence of the afore-mentioned institutions in TV programs was 2.3 times smaller than the frequency of presenting parties. The parties also benefited from the largest number of direct appearances – 825, the other institutions gaining from 70 (Government) to 119 direct appearances (Presidency).

Graph 6



Graph 7



The duration of the presence of institutionalized political actors tells of the fact that the parties benefited from 52,186 seconds of appearances, while the other institutionalized actors – from 34,463 seconds of appearances.

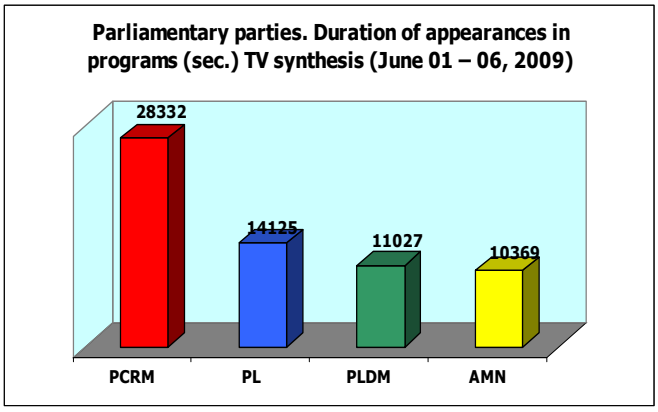
Compared to May, the share granted to the Parliament, LPA, Presidency and Government in the programs attended by political actors remained the same, as the LPA's visibility increased.

- **Institutionalized actors. Political parties**

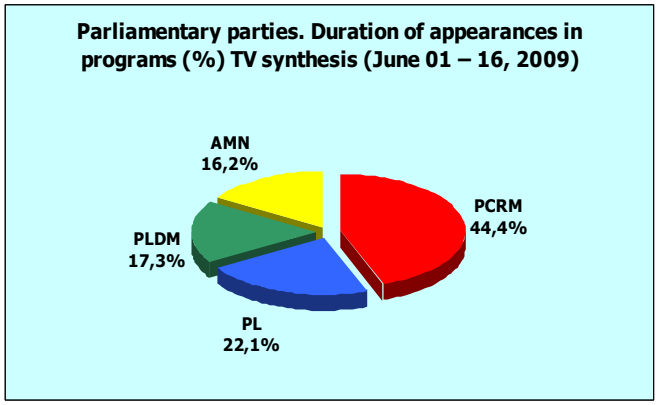
Monitoring the duration of televised presence of the political parties tells of massively covering the parliamentary parties: PCRM, PL, PLDM, AMN. The data of the monitoring tell of the fact that PCRM benefited from significant visibility, compared to the time granted to the other parliamentary parties together (28,332 seconds to 35,521 seconds granted to PLDM, AMN and PL).

Thus, the data from the reference period prove that the mostly covered political party was the PCRM (see Graphs 8 and 9). The disproportion related even to the second party on the list is overwhelming, the PCRM getting twice as much time of televised space as the second party on the list (PL).

Graph 8

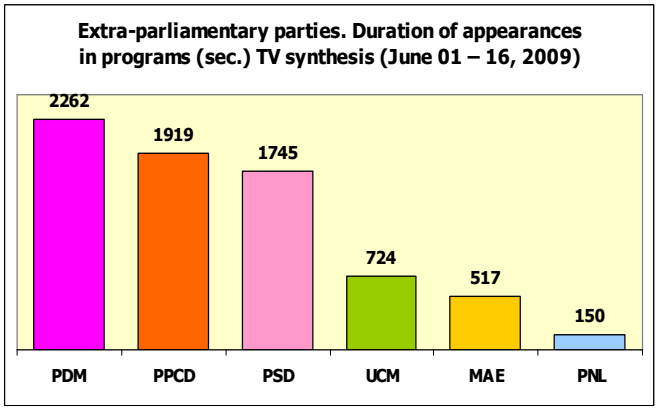


Graph 9

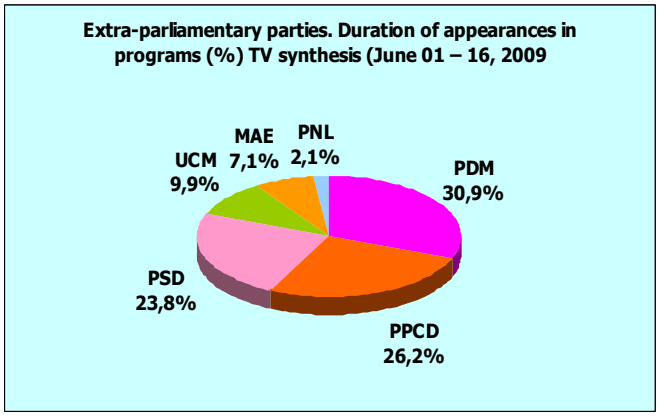


The PDM is the mostly covered extra-parliamentary party (2,262 seconds). To the same degree significant was the duration of the visibility of other two extra-parliamentary parties: the PPCD and the PSD. The other extra-parliamentary parties enjoying the televisions' attention (UCM, MAE, PNL) together gained 1,391 seconds of televised presence (see Graphs 10 and 11.)

Graph 10



Graph 11



Each channel displayed its own priorities in presenting political parties. Moldova 1 allotted most of the time to the PCRM (5,830 seconds), the other parliamentary parties together gaining 1,152 seconds, i.e. 5 times less. On this station, the PCRM had the largest number of appearances (89 to 41, gained by all the other parties).

On EuTV, 10 parties were mirrored. The PCRM benefited from the largest airtime on this station – 4,011 seconds. AMN, PLDM and PL got together 6,575 seconds. The PPCD gained 1,391 seconds of presence, but 25 direct appearances, being the second in the ranking.

N4 presented 9 Parties, as the PLDM gained the longest airtime among the parliamentary parties, and AMN – the shortest. Unlike other stations, the mirrored parties had a significant number of direct appearances in N4's programs. The televised time allotted to the parliamentary parties was 13.5 times longer than the one allotted to the extra-parliamentary parties.

In ProTV's programs, priority was given to the parliamentary parties: PCRM, PL, PLDM and AMN, with airtime ranging from 4,400 to 6,800 seconds, and with 7-8 direct interventions.

NIT referred to 8 parties in its programs, granting special attention to the PCRM (6,646 seconds of presence compared to 2,036 seconds, allotted to the other parties all together.) In fact, the extra-parliamentary parties got here but 140 seconds of televised presence.

TV7 covered 2 parties (PCRM and PLDM), unequally presented as time as number of appearances (respectively, 18 appearances for the PCRM and 4 appearances for the PLDM, but as duration, PCRM recorded 1,796 seconds of appearance, as PLDM – 24 seconds.

Prime covered 7 Parties, PCRM and PLDM getting the highest attention compared to the other parties.

Conclusions

From June 1 through 16, 2009, the observed televisions focused their attention on presenting the parliamentary parties and their leaders, who thus became the mostly covered political actors in programs during this period.

As during the previous monitoring periods, some televisions granted priority in terms of quantity to certain political actors, EuTV, Moldova 1, NIT, N4 being eloquent examples in this regard. Particularly, the monitoring data find that, in the programs aired by those TV stations, the distribution of the time allotted to mirror political actors was unequal, as some political actor were hyper-covered, while there was insufficient information about other political actors.

8. QUALITY DIMENSION OF POLITICAL ACTORS' PRESENCE IN PROGRAMS

8.1 Political actors in programs. Positive context

Table 1

TV	POLITICAL ACTORS IN PROGRAMS. POSTIVE CONTEXT						
	No.	PERSONALIZED	times	INSTITUTIONS	times	Parties	times
EuTV		**3 personalized actors**	**5**	**3 institutions-actors**	**8**	**2 parties-actors**	**8**
	1	Greceanai Z.	2	Parties	5	PCRM	4
	2	Rosca Iu.	2	Government	2	PPCD	4
	3	Voronin V.	1	Presidency	1		
Moldova 1		**8 personalized actors**	**30**	**4 institutions-actors**	**41**	**1 actor-party**	**28**
	1	Ivanov V.	10	Government	30	PCRM	28
	2	Greceanai Z.	7	Presidency	6		
	3	Voronin V.	6	Parties	3		
	4	Dodon I.	2	LPA	2		
	5	Duca G.	2				
	6	Durlesteanu M.	1				
	7	Lupu M.	1				
	8	Muntean Iu.	1				
N4		**3 personalized actors**	**69**	**3 institutions-actors**	**81**	**1 actor-party**	**76**
	1	Voronin V.	59	Presidency	59	PCRM	72
	2	Greceanai Z.	8	Government	13	MAE	2
	3	Rosca Iu.	2	Parties	9	PPCD	2
NIT		**4 personalized actors**	**8**	**4 institutions-actors**	**13**	**2 parties-actors**	**13**
	1	Voronin V.	5	Parties	6	PCRM	12
	2	Dodon I.	1	Presidency	5	PPCD	1
	3	Greceanai Z.	1	Government	1		
	4	Rosca Iu.	1	Parliament	1		
Prime		**1 personalized actor**	**1**	**2 institutions-actors**	**2**	**1 actor-party**	**2**
	1	Voronin V.	1	Presidency	1	PCRM	2
	2			Parties	1		
TV7		**0 personalized actors**	**0**	**1 actor-institution**	**2**	**0 parties-actors**	**0**
	1			Government	2		
TV Synthesis		**9 personalized actors**	**113**	**5 institutions-actors**	**147**	**3 parties-actors**	**127**
	1	Voronin V.	72	Presidency	72	PCRM	118
	2	Greceanai Z.	18	Government	48	PPCD	7
	3	Ivanov V.	10	Parties	24	MAE	2
	4	Rosca Iu.	5	LPA	2		
	5	Dodon I.	3	Parliament	1		
	6	Duca G.	2				
	7	Durlesteanu M.	1				
	8	Lupu M.	1				
	9	Muntean Iu.	1				

- **Personalized actors**

The monitored televisions, during the reference period, most often covered in programs, in a positive context, the personalized acted – PCRM leader V. Voronin. From June 1 to 16, 2009, he gained 72 appearances: on N4 (59), Moldova 1 (6), NIT (5), EuTV (1) and Prime (1).

On position 2 in this top list is premier Z. Greceanâi with 18 mentions in a positive context: on N4 (8), Moldova 1 (7), EuTV (2) and NIT (1).

Among personalized political actors covered in positive context programs, there are also Environment Minister V. Ivanov, PPCD leader Iu. Roşca, deputy prime minister I. Dodon, etc.

No representative of opposition parties appears in a positive context in programs, during the reference period. M Lupu appears once in a positive context on Moldova 1 on June 13, i.e. when he was not an affiliated political actor.

The personalized actors appear most often in a positive context in the programs of N4 (69 times.)

Pro TV and TV7 present no personalized actor in a positive context in programs.

- **Institutionalized actors. Institutions**

On 5 out of 7 stations having aired programs with political actors – N4, Moldova 1, EuTV, NIT and Prime, the *Presidency* benefits from most of the positive mentions (72).

Aggregated, on those 5 televisions, the *Government* is presented in programs, in a positive context, 48 times, of which 30 times – on the public station Moldova 1.

The Parties appear in a positive context 24 times, while the LPA -- 2 times.

ProTV is the only television putting no institutionalized political actor in a positive context.

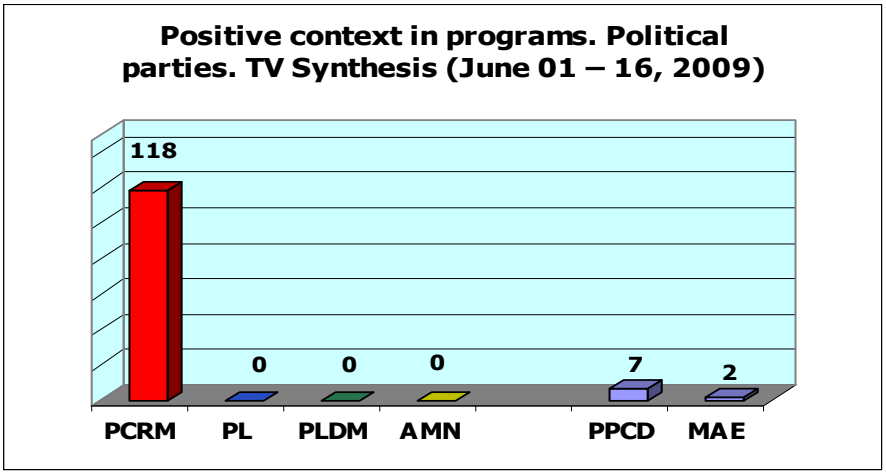
- **Institutionalized actors. Political parties**

The top of the parties positively covered in programs is dominated by PCRM and PPCD (see Graph 1).

The PCRM appears in a positive context in programs 118 times, of which: on N4 - 72 times; on Moldova 1 - 28 times; on NIT - 12 times; on EuTV - 4 times and Prime - 2 times. The PPCD is put in a favorable context 7 times:

on EuTV - 4 times; on N4 - 2 times and on NIT – once. The only political party mentioned in programs, in a positive context, is MAE, on N4 (2 times).

Graph 1



8.2. Political actors in programs. Negative context

Table 2

TV	POLITICLA ACTORS IN PROGRAMS. NEGATIVE CONTEXT						
	No.	PERSONALIZED	times	INSTITUTIONS	times	Parties	times
EuTV		**14 personalized actors**	**52**	**4 institutions-actors**	**95**	**7 parties-actors**	**76**
	1	Chirtoaca D.	15	Parties	70	PL	26
	2	Urechean S.	10	LPA	21	AMN	19
	3	Filat V.	9	Parliament	3	PLDM	18
	4	Ghimpu M.	5	Government	1	PDM	5
	5	Cotet V.	3			PCRM	4
	6	Cernei O.	2			PSD	3
	7	Fusu C.	1			MAE	1
	8	Platon V.	1				
	9	Ciontoloi I.	1				
	10	Leanca Iu.	1				
Moldova 1		**6 personalized actors**	**15**	**4 institutions-actors**	**33**	**4 parties-actors**	**19**
	1	Urechean S.	4	Parties	27	PL	7
	2	Chirtoaca D.	3	LPA	3	AMN	7
	3	Lupu M.	3	Government	2	PLDM	4
	4	Filat V.	2	Parliament	1	MAE	1
	5	Ghimpu M.	2				
	6	Cernei O.	1				
N4		**14 personalized actors**	**495**	**5 institutions-actors**	**606**	**7 parties-actors**	**580**
	1	Urechean S.	181	Parties	530	AMN	215
	2	Chirtoaca D.	105	LPA	65	PL	194
	3	Filat V.	82	Parliament	4	PLDM	148
	4	Ghimpu M.	80	Government	4	PCRM	9
	5	Cernei O.	20	Presidency	3	PDM	8
	6	Nantoi O.	5			MAE	3
	7	Lupu M.	4			PPCD	3
	8	Ciontoloi I.	3				
	9	Leanca Iu.	3				
	10	Lucinschi C.	3				
NIT		**10 personalized actors**	**51**	**4 institutions-actors**	**82**	**5 parties-actors**	**69**
	1	Filat V.	10	Parties	70	PL	22
	2	Chirtoaca D.	9	LPA	6	AMN	19
	3	Ghimpu M.	7	Parliament	3	PLDM	19
	4	Cernei O.	6	Government	3	PDM	6
	5	Urechean S.	4			MAE	3
	6	Ciontoloi I.	3				
	7	Leanca Iu.	3				
	8	Lucinschi C.	3				
	9	Nantoi O.	3				
	10	Vieru C.	3				
Prime		**10 personalized actors**	**16**	**3 institutions-actors**	**26**	**5 parties-actors**	**22**
	1	Chirtoaca D.	3	Parties	23	PL	7
	2	Filat V.	3	LPA	2	AMN	6
	3	Cernei O.	2	Government	1	PLDM	6
	4	Ghimpu M.	2			PDM	2
	5	Ciontoloi I.	1			MAE	1
	6	Leanca Iu.	1				
	7	Lucinschi C.	1				

	8	Nantoi O.	1				
	9	Urechean S.	1				
	10	Vieru C.	1				
ProTV		**2 personalized actors**	**10**	**3 institutions-actors**	**22**	**2 parties-actors**	**18**
	1	Voronin V.	7	Parties	18	PCRM	15
	2	Diacov D.	3	Presidency	3	PDM	3
	3			Government	1		
TV Synthesis		**18 personalized actors**	**639**	**5 institutions-actors**	**864**	**8 parties-actors**	**784**
	1	Urechean S.	200	Parties	738	AMN	266
	2	Chirtoaca D.	135	LPA	97	PL	256
	3	Filat V.	106	Government	12	PLDM	195
	4	Ghimpu M.	96	Parliament	11	PCRM	28
	5	Cernei O.	31	Presidency	6	PDM	24
	6	Voronin V.	11			MAE	9
	7	Nantoi O.	10			PPCD	3
	8	Ciontoloi I.	8			PSD	3
	9	Leanca Iu.	8				
	10	Lucinschi C.	8				

- **Personalized actors**

The leaders of the opposition parliamentary parties – S. Urechean (AMN), V. Filat (PLDM), M. Ghimpu and D. Chirtoacă (PL) – lead the ranking of personalized political actors with the most of appearances in a negative context in the programs of the observed televisions.

S. Urechean appears 200 times in a negative context: on N4 (181 times), on EuTV (10 times), on Moldova 1 (4 times), on NIT (4 times) and on Prime (once.)

D. Chirtoacă gains 135 negative appearances: on N4 (105 times), EuTV (15), NIT (9), Moldova 1 (3) and Prime (3).

V. Filat is mentioned in a negative context 106 times: on N4 (82 times), NIT (10 times), EuTV (9 times), Prime (3 times) and Moldova 1 (2).

M. Ghimpu is put 96 times in a negative context: on N4 (80 times), NIT (7 times), EuTV (5), Moldova 1 (2) and Prime (2).

PCRM leader V. Voronin, who is leading in the ranking of personalized political actors with most of appearances in programs in a positive context, also appears in a negative context 7 times on ProTV.

About ¾ (495 of 639) of the negative context mentions referring to the personalized actors are found on N4.

TV7 presents no personalized political actors in programs in a negative context.

- **Institutionalized actors. Institutions**

On the observed televisions airing programs with institutionalized political actors, the *Parties* gain most of appearances in a negative context (738). Of them, 530 negative mentions are accounted for by N4.

97 negative mentions refer to the *LPA*, 12 – to the *Government,* 11 – to the *Parliament,* 6 – to the *Presidency.*

- **Institutionalized actors. Political parties**

The opposition parties from the Parliament - AMN, PL and PLDM – appear most often in a negative context in the programs aired from June 1 through 16, 2009. They are on the first 3 positions in this ranking on 5 of the monitored televisions: N4, NIT, EuTV, Prime and Moldova 1 (see Graph 2).

AMN is presented in a negative context in programs 266 times.

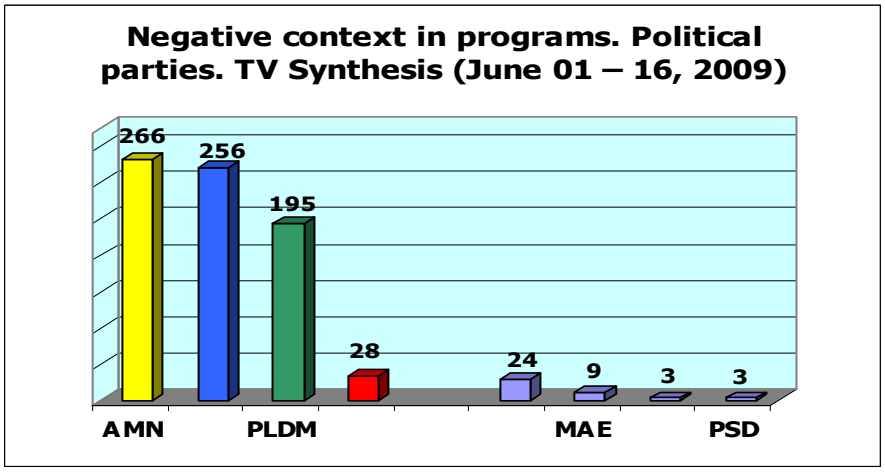
PL appears in such a context 256 times.

PLDM is me mentioned in a negative context 195 times.

The PCRM follows, with 28 negative references, of which 15 – on ProTV.

PDM gains 24 appearances in a negative context.

Graph 2



8.3. Political actors in programs. Favoring attitude

Table 3

TV	POLITICAL ACTORS IN PROGRAMS. FAVORING ATTITUDE						
	No.	PERSONALIZED	times	INSTITUTIONS	times	Parties	times
EuTV		**2 personalized actors**	**3**	**3 institutions-actors**	**5**	**2 parties-actors**	**5**
	1	Greceanai Z.	2	Parties	2	PCRM	3
	2	Voronin V.	1	Government	2	PPCD	2
	3			Presidency	1		
Moldova 1		**1 personalized actor**	**1**	**2 institutions-actors**	**7**	**1 actor-party**	**1**
	1	Greceanai Z.	1	LPA	4	PCRM	1
	2			Government	3		
N4		**1 personalized actor**	**57**	**2 institutions-actors**	**62**	**2 parties-actors**	**62**
	1	Voronin V.	57	Presidency	57	PCRM	60
	2			Parties	5	MAE	2
NIT		**1 personalized actor**	**3**	**1 actor-institution**	**3**	**1 actor- party**	**3**
	1	Voronin V.	3	Presidency	3	PCRM	3
Prime		**1 personalized actor**	**1**	**1 actor-institution**	**1**	**1 actor- party**	**1**
	1	Voronin V.	1	Presidency	1	PCRM	1
TV Synthesis		**2 personalized actors**	**65**	**4 institutions-actors**	**78**	**3 parties-actors**	**72**
	1	Voronin V.	62	Presidency	62	PCRM	68
	2	Greceanai Z.	3	Parties	7	PPCD	2
	3			Government	5	MAE	2
	4			LPA	4		
	5						

- **Personalized actors**

V. Voronin and Z. Greceanâi are the only personalized political actors favored in programs.
V. Voronin is favored 62 times, and Z. Greceanâi – 3.
V. Voronin is favored by N4 (57 times), NIT (3), EuTV (1) and Prime (1).
Z Greceanâi is favored on EuTV (2 times) and Moldova 1 (1).
ProTV and TV7 favor no political actors.

- **Institutionalized actors. Institutions**

Presidency is most often favored in programs, 62 times: on N 4 - 57 times; on NIT - 3 times; on Eu TV and Prime – once.

Presidency is favored almost 4 times more often than the other institutionalized actors – *Parties, Government, LPA and Parliament* – all together.

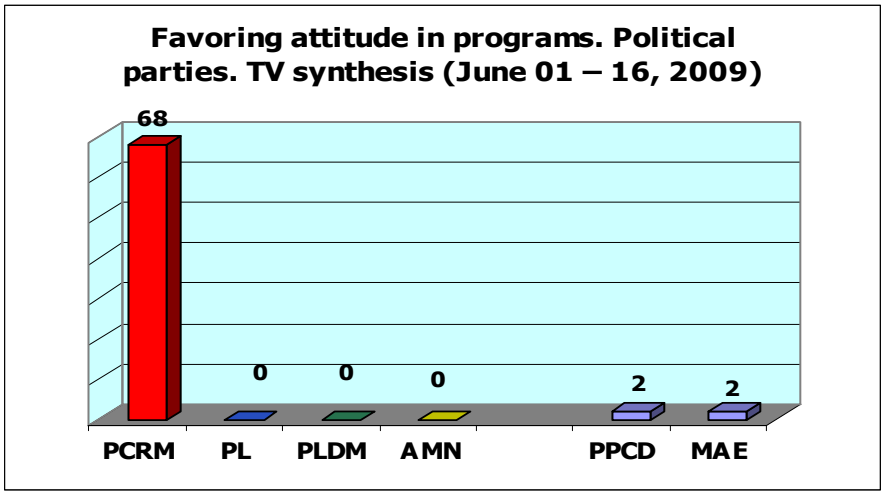
Parties are favored in programs 7 times, the *Government* – 5 times, and the *LPA* – 4 times.

- **Institutionalized actors. Political parties**

The PCRM is the political party as an actor towards which, in programs, the televisions displayed favoring attitude 68 times. This party is favored on N4 (60 times), EuTV (3), NIT (3), Moldova 1 and Prime – once.

Apart from the PCRM, the respective televisions favored, in their programs, other two parties: PPCD (on EuTV, 2 times) and MAE (on N4, 2 times). (See Graph 3).

Graph 3



8.4. Political actors in programs. Disfavoring attitude

Table 4

TV	POLITICAL ACTORS IN PROGRAMS. DISFAVORING ATTITUDE						
	No.	PERSONALIZED	times	INSTITUTIONS	times	Parties	times
EuTV		**7personalized actors**	**25**	**3 institutions-actors**	**53**	**4 parties-actors**	**40**
	1	Chirtoaca D.	8	Parties	39	PL	16
	2	Urechean S.	7	LPA	11	AMN	13
	3	Filat V.	4	Parliament	3	PLDM	8
	4	Ghimpu M.	3			PDM	3
	5	Cernei O.	1				
	6	Fusu C.	1				
	7	Platon V.	1				
Moldova 1		**2 personalized actors**	**2**	**2 institutions-actors**	**5**	**1 party-actor**	**1**
	1	Chirtoaca D.	1	Parties	4	PL	1
	2	Lupu M.	1	LPA	1		
N4		**6 personalized actors**	**76**	**3 institutions-actors**	**101**	**4 parties-actors**	**94**
	1	Filat V.	57	Parties	92	PLDM	63
	2	Chirtoaca D.	10	LPA	7	PL	18
	3	Cernei O.	3	Parliament	2	AMN	11
	4	Ghimpu M.	2			PDM	2
	5	Nantoi O.	2				
	6	Lupu M.	2				
NIT		**5 personalized actors**	**12**	**2 institutions-actors**	**25**	**3 parties-actors**	**21**
	1	Filat V.	4	Parties	22	PL	7
	2	Chirtoaca D.	3	Parliament	3	AMN	7
	3	Cernei O.	3			PLDM	7
	4	Ghimpu M.	1				
	5	Urechean S.	1				
Prime		**3 personalized actors**	**3**	**1 actor-institution**	**3**	**3 parties-actors**	**6**
	1	Chirtoaca D.	1	Parties	7	PL	2
	2	Filat V.	1			AMN	2
	3	Cernei O.	1			PLDM	2
TV Synthesis		**9 personalized actors**	**118**	**3 institutions-actors**	**191**	**4 parties-actors**	**162**
	1	Filat V.	66	Parties	164	PLDM	80
	2	Chirtoaca D.	23	LPA	19	PL	44
	3	Urechean S.	8	Parliament	8	AMN	33
	4	Cernei O.	8			PDM	5
	5	Ghimpu M.	6				
	6	Lupu M.	3				
	7	Nantoi O.	2				
	8	Fusu C.	1				
	9	Platon V.	1				

- **Personalized actors**

PLDM leader V. Filat is the personalized political actor mostly disfavored in the programs of the monitored televisions. He was disfavored 66 times, of which 57 times on N4.

A PL leader, D. Chirtoacă, is disfavored 23 times, most often on N4 (10 times) and EuTV (8 times.)

M. Ghimpu (PL), S. Urechean (AMN), O. Cernei (AMN), etc. are also disfavored.

ProTV and TV7 disfavored no personalized actor.

- **Institutionalized actors. Institutions**

The Parties were disfavored most frequently, 164 times, on 5 of the monitored televisions.

The LPA were disfavored 19 times, and the *Parliament* – 8 times.

The Presidency and the Government were never disfavored, during the monitoring session.

- **Institutionalized actors. Political parties**

Four parties were disfavored during the reference period: PLDM, PL, AMN and PDM (see Graph 4)

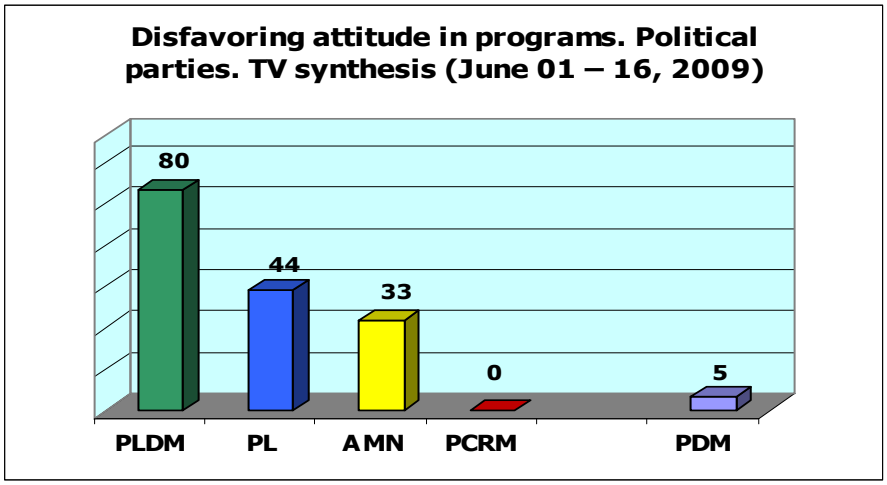
PLDM is disfavored 80 times: most often on N4 (63 times); on Eu TV (8); on NIT (7 times) and Prime (2 times).

PL was disfavored 44 times: on N4 (18), EuTV (16), NIT (7), on Prime (2 times) and on Moldova 1 (once)

AMN was disfavored 33 times: on EuTV (13); N4 (11); NIT (7) and on Prime (2 times).

PDM was disfavored 5 times: on EuTV (3 times) and N4 (2 times.)

Graph 4



Conclusions

5 of the monitored televisions, which aired programs presenting political actors – N4, NIT, EuTV, Moldova 1 and Prime – do not display equidistance in presenting personalized and institutionalized political actors. The representatives of the political opposition appear on these stations preponderantly in a negative context. The representatives of the ruling party, with minor exceptions, are presented in a positive context, as the above-mentioned televisions display favoring attitude towards the latter ones.

General Conclusions

During the pre-election period on the eve of the early parliamentary elections of July 29, 2009 (01 – 16 June, 2009) the offer of televised information diminished, as TVC21 renounced its news service.

During the reference period, the observed televisions, with minor exceptions, pursued the same policies of editing news stories and programs covering personalized and institutionalized political actors as during the run-up to the April 5 parliamentary elections.

The monitored televisions, which broadcast news and programs, and, first of all, Moldova 1, N4 and NIT, differently covered, as frequency and duration, political actors, thus creating unequal and imbalanced visibility to them.

The monitored televisions and, especially Moldova 1, N4 and NIT, put in a positive context and favored in news stories and/or programs, preponderantly or exclusively, political actors representing the political power and, on the contrary, put in a negative context and disfavored in news and/or programs, preponderantly or exclusively, political actors representing the opposition and, especially the ones entering parliament after the poll of April 5, 2009. TV Moldova 1, for the first time since the beginning of the monitoring sessions, did not display in news favoring attitude towards any personalized actor or towards any political party.

Unlike the previous monitoring sessions, the results of the latter one find that, on most of the televisions, the number of conflict-related stories written on the basis of more information sources exceeds the number of stories written on the basis of a single source. Most often, the legal requirements and the professional norms in writing the conflict stories are breached by NIT. On the contrary, Pro TV Chisinau and TV7 proved their devotion to the standards of independent journalism.

The still insignificant improvements noticed at the monitored televisions in the dynamics of quality indices must be stepped up with determination, in order to offer the viewer the opportunity of being adequately informed in the wake of a qualified vote.