



**"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/electoral actors' presence in programs of TV stations during the electoral campaign for the early parliamentary elections of July 29, 2009**

**Period: June 17 – 30, 2009**

**Chișinău, 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 17 – 30, 2009

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

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

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

### MONITORING CHART:

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

#### Monitored political actors:

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

#### Quantity analysis:

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

#### Quality analysis:

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

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

Categories of information political actors are associated with:

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

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

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

## 2. POLITICAL ACTORS' PRESENCE IN NEWSCASTS: STATISTICAL DATA

Monitoring period: 17 - 30.06.2009			
Monitored TV station:	EuTV	Monitored program:	News
Number of stories covering p.a.:	255	Number of conflict stories	71
Duration of news covering p.a. (sec):	31521	1 info sources:	30
Duration of newscasts (sec):	61003	2 & > info sources	41

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.
		frequ.	duration	frequ.	duration	frequ.	duration						
+	personalized	(times)	(sec.)	(times)	(sec.)	(times)	(sec.)	(times)	(times)	(times)	(times)	(times)	(times)
1	Rosca Iu.	95	3629	89	2207	184	5836	28	0	156	0	0	184
2	Voronin V.	34	1128	81	2145	115	3273	2	4	109	0	0	115
3	Chirtoaca D.	19	551	68	1082	87	1633	0	37	50	0	1	86
4	Dodon I.	23	703	20	573	43	1276	0	0	43	0	0	43
5	Lupu M.	17	544	26	437	43	981	0	0	43	0	0	43
6	Filat V.	16	302	27	346	43	648	0	4	39	0	0	43
7	Ghimpu M.	17	339	31	291	48	630	0	4	44	0	0	48
8	Nirca N.	12	318	6	184	18	502	0	0	18	0	0	18
9	Urechean S.	10	166	26	313	36	479	0	3	33	0	0	36
10	Braghis D.	6	189	14	243	20	432	0	2	18	0	0	20
11	Petrenco G.	10	200	16	220	26	420	0	5	21	0	0	26
12	Gorodenco A.	6	318	6	96	12	414	3	0	9	0	0	12
13	Greceanai Z.	6	260	8	63	14	323	0	0	14	0	0	14
14	Tarlev V.	9	174	10	135	19	309	0	2	17	0	0	19
15	Misin V.	8	180	10	122	18	302	4	0	14	0	0	18
16	Petrache M.	6	105	3	147	9	252	0	0	9	0	0	9
17	Nagacevschi V.	11	165	4	80	15	245	0	0	15	0	0	15
18	Tureac A.	6	129	6	81	12	210	0	3	9	0	0	12
19	Turcan V.	6	114	3	96	9	210	0	0	9	0	0	9
20	Cernei O.	9	192	0	0	9	192	0	0	9	0	0	9
21	Parlog V.	10	159	4	24	14	183	0	0	14	0	0	14
22	Lazar V	4	100	6	64	10	164	0	0	10	0	0	10
23	Muravski A.	4	92	4	52	8	144	0	0	8	0	0	8
24	Popa S.	6	138	0	0	6	138	0	0	6	0	0	6
25	Urutu S.	3	60	3	78	6	138	0	0	6	0	0	6
26	Fusu C.	3	102	6	27	9	129	0	3	6	0	3	6
27	Busila R	3	60	3	60	6	120	0	0	6	0	0	6
28	Vaculovschi G.	5	80	6	33	11	113	0	0	11	0	0	11
29	Petrencu A.	2	60	2	48	4	108	0	0	4	0	0	4
30	Stratan A.	0	0	5	105	5	105	0	0	5	0	0	5
31	Negruta V.	2	74	2	30	4	104	0	0	4	0	0	4
32	Boico M.	5	42	7	62	12	104	2	0	10	0	0	12
33	Pavlov V.	3	102	0	0	3	102	0	0	3	0	0	3
34	Sarbu S.	3	54	3	42	6	96	0	0	6	0	0	6
35	Tanase A.	3	66	6	27	9	93	0	3	6	0	3	6
36	Oniscenco O.	6	90	0	0	6	90	0	0	6	0	0	6
37	Cubreacov V.	3	87	0	0	3	87	0	0	3	0	0	3
38	Untila V.	3	60	6	27	9	87	0	3	6	0	3	6
39	Diacov D.	2	48	2	34	4	82	0	0	4	0	0	4
40	Durlesteanu M.	1	8	4	68	5	76	0	0	5	0	0	5
41	Zubic V.	4	72	0	0	4	72	0	0	4	0	0	4
42	Corduneanu A.	3	27	3	42	6	69	0	0	6	0	0	6
43	Savga L.	0	0	9	67	9	67	0	4	5	0	0	9
44	Klimenko V.	3	66	0	0	3	66	0	0	3	0	0	3
45	Ciobanu V.	2	52	3	3	5	55	0	0	5	0	0	5
46	Severovan M.	3	54	0	0	3	54	0	0	3	0	0	3
47	Caruta R.	2	52	0	0	2	52	0	0	2	0	0	2
48	Secareanu S.	3	48	0	0	3	48	0	0	3	0	0	3
49	Cebanu I.	3	18	3	15	6	33	0	0	6	0	0	6
50	Ciuru I.	2	28	3	3	5	31	0	0	5	0	0	5
51	Bujor L.	3	30	0	0	3	30	0	0	3	0	0	3
52	Malai I.	2	14	2	16	4	30	0	0	4	0	0	4
53	Cotet V.	0	0	5	25	5	25	0	5	0	0	0	5
54	Pavlicenco V.	0	0	4	16	4	16	0	0	4	0	0	4
55	Colesnic Iu.	0	0	3	15	3	15	0	0	3	0	0	3
56	Corman I.	0	0	2	12	2	12	0	0	2	0	0	2
57	Cotruta C.	0	0	3	3	3	3	0	0	3	0	0	3
58	Grosu D.	0	0	3	3	3	3	0	0	3	0	0	3
59	Rabei S.	0	0	3	3	3	3	0	0	3	0	0	3

60	Turcanu D.	0	0	3	3	3	3	0	0	3	0	0	3
<b>+</b>	<b>Institutions</b>												
1	Parties	223	5162	426	5871	649	11033	24	87	538	0	9	640
2	Government	115	4142	153	3119	268	7261	34	10	224	0	0	268
3	PLA	58	1355	127	1961	185	3316	0	60	125	0	7	178
4	Presidency	31	990	78	2121	109	3111	2	4	103	0	0	109
5	Parliament	0	0	3	45	3	45	0	0	3	0	0	3
<b>+</b>	<b>Parties</b>												
1	PCRM	110	3113	176	3664	286	6777	8	14	264	0	0	286
2	PPCD	116	4011	128	2550	244	6561	30	0	214	0	0	244
3	PL	45	1070	127	1611	172	2681	3	44	125	0	4	168
4	PDM	33	913	49	710	82	1623	0	3	79	0	0	82
5	PLDM	32	607	52	576	84	1183	0	12	72	0	3	81
6	AMN	25	448	53	615	78	1063	5	9	64	0	3	75
7	UCM	15	279	15	288	30	567	0	2	28	0	0	30
8	PSD	6	189	16	249	22	438	0	2	20	0	0	22
9	PC	6	126	4	102	10	228	0	0	10	0	0	10
10	MAE	2	60	2	48	4	108	0	0	4	0	0	4
11	PNL	3	54	4	16	7	70	0	0	7	0	0	7
12	RAVN	3	66	0	0	3	66	0	0	3	0	0	3
13	PUM	0	0	3	15	3	15	0	0	3	0	0	3
14	PPR	0	0	2	4	2	4	0	0	2	0	0	2

Monitoring period: 17 - 30.06.2009			
Monitored TV station:	Moldova 1	Monitored program:	News
Number of stories covering p.a.:	370	Number of conflict stories	76
Duration of news covering p.a. (sec):	42415	1 info sources:	39
Duration of newscasts (sec):	95575	2 & > info sources	37

No.	ACTORS	APPEARANCES				Data synthesis		CONTENTS			ATTITUDE		
		Direct interventions		Mentions/appearances		Dir. int. & ment./app.		positive	negative	neutral	favor.	disfavor.	impart.
		frequ.	duration	frequ.	duration	frequ.	duration						
<b>+</b>	<b>personalized</b>	(times)	(sec.)	(times)	(sec.)	(times)	(sec.)	(times)	(times)	(times)	(times)	(times)	(times)
1	Voronin V.	49	1773	117	5307	166	7080	27	0	139	3	0	163
2	Rosca Iu.	33	925	35	1160	68	2085	10	0	58	0	0	68
3	Greceanai Z.	18	428	49	872	67	1300	10	0	57	0	0	67
4	Ghimpu M.	32	420	26	846	58	1266	0	16	42	0	4	54
5	Filat V.	28	527	19	402	47	929	0	9	38	0	0	47
6	Dodon I.	16	361	19	487	35	848	5	0	30	0	0	35
7	Savga L.	14	395	7	350	21	745	0	0	21	0	0	21
8	Gorodenco A.	7	339	15	405	22	744	4	0	18	0	0	22
9	Lupu M.	17	283	25	329	42	612	3	3	36	0	0	42
10	Catrinici L.	9	232	9	261	18	493	14	0	4	0	0	18
11	Urechean S.	12	240	9	206	21	446	0	3	18	0	0	21
12	Turcan V.	6	140	10	306	16	446	5	0	11	2	0	14
13	Chirtoaca D.	1	10	13	425	14	435	0	13	1	0	0	14
14	Tanase A.	9	176	6	180	15	356	0	3	12	0	0	15
15	Petrenco G.	9	234	3	120	12	354	0	0	12	0	0	12
16	Sarbu S.	6	116	6	190	12	306	0	0	12	0	0	12
17	Misin V.	8	226	3	75	11	301	3	0	8	0	0	11
18	Braghis D.	6	172	6	114	12	286	0	0	12	0	0	12
19	Diacov D.	4	155	7	125	11	280	0	0	11	0	0	11
20	Parlog V.	6	115	6	124	12	239	0	0	12	0	0	12
21	Nirca N.	5	149	5	75	10	224	0	0	10	0	0	10
22	Vrabie V.	7	144	0	0	7	144	2	0	5	0	0	7
23	Tarlev V.	3	76	3	60	6	136	0	0	6	0	0	6
24	Fusu C.	3	54	3	75	6	129	0	0	6	0	0	6
25	Duca G.	4	65	4	60	8	125	0	0	8	0	0	8
26	Furtuna M.	0	0	3	123	3	123	0	0	3	0	0	3
27	Ursu V.	2	100	2	20	4	120	0	0	4	0	0	4
28	Durlesteanu M.	2	52	2	65	4	117	2	0	2	0	0	4
29	Papuc G.	3	69	4	40	7	109	0	0	7	0	0	7
30	Petrencu A.	2	61	2	44	4	105	0	0	4	0	0	4
31	Boico M.	7	94	0	0	7	94	0	0	7	0	0	7
32	Vaculovschi G.	3	62	3	30	6	92	0	0	6	0	0	6
33	Zubic V.	4	56	2	30	6	86	0	0	6	0	0	6
34	Ciobanu V.	3	84	0	0	3	84	0	0	3	0	0	3
35	Untila V.	3	36	3	45	6	81	0	0	6	0	0	6
36	Ciubasenco D.	1	13	2	55	3	68	0	1	2	0	0	3
37	Spivacenco A.	0	0	3	60	3	60	3	0	0	0	0	3
38	Colesnic Iu.	4	58	0	0	4	58	0	0	4	0	0	4

39	Gutu E.	0	0	5	55	5	55	0	5	0	0	0	5
40	Corduneanu A.	2	13	2	40	4	53	0	0	4	0	0	4
41	Negruta V.	3	51	0	0	3	51	0	0	3	0	0	3
42	Grozavu N.	0	0	5	50	5	50	0	5	0	0	0	5
43	Doga V.	3	48	0	0	3	48	0	0	3	0	0	3
44	Calaras V.	3	45	0	0	3	45	0	0	3	0	0	3
45	Cosovan Gh.	2	44	0	0	2	44	0	0	2	0	0	2
46	Cebanu I.	4	41	0	0	4	41	0	0	4	0	0	4
47	Martaniuc M.	3	30	0	0	3	30	0	0	3	0	0	3
48	Gherman N.	0	0	3	30	3	30	0	0	3	0	0	3
49	Popa S.	2	22	0	0	2	22	0	0	2	0	0	2
50	Cernei O.	2	14	0	0	2	14	0	0	2	0	0	2
51	Andronic N.	0	0	1	10	1	10	0	0	1	0	0	1
52	Gutium T.	1	7	0	0	1	7	0	0	1	0	0	1
53	Ionita V.	0	0	1	5	1	5	0	0	1	0	0	1
+	<b>Institutions</b>												
1	Parties	190	3762	331	6226	521	9988	22	75	424	5	4	512
2	Government	120	3125	245	5709	365	8834	90	6	269	0	0	365
3	Presidency	47	1739	111	5051	158	6790	22	0	136	3	0	155
4	PLA	29	387	56	1329	85	1716	10	40	35	0	0	85
5	Parliament	0	0	8	95	8	95	5	0	3	0	0	8
+	<b>Parties</b>												
1	PCRM	121	3394	233	7787	354	11181	58	0	296	5	0	349
2	PPCD	41	1084	53	1470	94	2554	13	0	81	3	0	91
3	PL	41	532	74	1754	115	2286	0	42	73	0	4	111
4	PLDM	44	827	49	975	93	1802	0	18	75	0	0	93
5	PDM	21	438	57	699	78	1137	3	3	72	0	0	78
6	AMN	21	348	28	457	49	805	0	3	46	0	0	49
7	PSD	6	172	20	337	26	509	0	11	15	0	0	26
8	PC	5	149	10	149	15	298	0	0	15	0	0	15
9	UCM	3	76	6	99	9	175	0	0	9	0	0	9
10	MAE	2	61	4	79	6	140	0	0	6	0	0	6
11	PNL	0	0	6	50	6	50	0	0	6	0	0	6
12	PPR	0	0	1	10	1	10	0	0	1	0	0	1

Monitoring period: 17 - 30.06.2009			
Monitored TV station:		N4	Monitored program: News
Number of stories covering p.a.:		192	Number of conflict stories 56
Duration of news covering p.a. (sec):		24894	1 info sources: 21
Duration of newscasts (sec):		32020	2 & > info sources 35

No.	ACTORS	APPEARANCES				Data synthesis		CONTENTS			ATTITUDE		
		Direct interventions		Mentions/appearances		Dir. int. & ment./app.		positive	negative	neutral	favor.	disfavor.	impart.
		frequ.	duration	frequ.	duration	frequ.	duration						
+	personalized	(times)	(sec.)	(times)	(sec.)	(times)	(sec.)	(times)	(times)	(times)	(times)	(times)	(times)
1	Voronin V.	65	2436	73	3076	138	5512	22	3	113	3	0	135
2	Filat V.	47	779	41	797	88	1576	0	33	55	0	14	74
3	Rosca Iu.	29	849	19	624	48	1473	11	0	37	0	0	48
4	Ghimpu M.	54	653	29	805	83	1458	0	29	54	0	17	66
5	Dodon I.	33	609	17	786	50	1395	18	0	32	0	0	50
6	Chirtoaca D.	13	150	37	890	50	1040	0	25	25	0	7	43
7	Misin V.	12	291	3	210	15	501	6	0	9	0	0	15
8	Lupu M.	9	171	12	261	21	432	0	6	15	0	0	21
9	Sarbu S.	10	228	3	150	13	378	0	0	13	0	0	13
10	Greceanai Z.	6	210	9	156	15	366	3	0	12	0	0	15
11	Gorodenco A.	11	256	5	100	16	356	11	0	5	0	0	16
12	Urechean S.	11	124	21	230	32	354	0	15	17	0	7	25
13	Petresco G.	6	99	3	150	9	249	0	0	9	0	0	9
14	Tanase A.	12	102	6	135	18	237	0	6	12	0	6	12
15	Turcan V.	6	144	3	70	9	214	2	0	7	1	0	8
16	Papuc G.	3	75	3	75	6	150	3	0	3	0	0	6
17	Durlesteanu M.	3	69	3	75	6	144	3	0	3	0	0	6
18	Untila V.	3	36	6	90	9	126	0	3	6	0	0	9
19	Onofreiciuc I.	3	90	0	0	3	90	0	0	3	0	0	3
20	Petrencu A.	3	57	1	23	4	80	0	0	4	0	0	4
21	Catrini L.	2	40	1	40	3	80	0	0	3	0	0	3
22	Diacov D.	3	30	3	45	6	75	0	3	3	0	0	6
23	Fusu C.	0	0	6	60	6	60	0	3	3	0	0	6
24	Bujor L.	5	59	0	0	5	59	0	0	5	0	0	5
25	Boico M.	6	48	0	0	6	48	0	0	6	0	0	6
26	Vaculovschi G.	3	45	0	0	3	45	3	0	0	0	0	3

27	Nagacevski V.	0	0	3	36	3	36	0	0	3	0	3	0
28	Vieru C.	0	0	3	36	3	36	0	0	3	0	3	0
29	Nirca N.	2	30	0	0	2	30	0	0	2	0	0	2
30	Savga L.	1	20	1	7	2	27	0	0	2	0	0	2
31	Tkaciuk M.	2	20	0	0	2	20	0	0	2	0	0	2
32	Colesnic Iu.	3	12	0	0	3	12	0	0	3	0	0	3
33	Cernei O.	0	0	3	9	3	9	0	0	3	0	0	3
34	Osipov V.	0	0	3	9	3	9	0	0	3	0	0	3
35	Platon V.	0	0	3	9	3	9	0	0	3	0	0	3
36	Plesca I.	0	0	3	9	3	9	0	0	3	0	0	3
37	Susarenco G.	0	0	3	9	3	9	0	0	3	0	0	3
38	Baldovici V.	2	6	0	0	2	6	0	0	2	0	0	2
+	<b>Institutions</b>												
1	Parties	233	3795	299	5697	532	9492	31	167	334	2	75	455
2	Presidency	53	2040	67	2713	120	4753	16	3	101	3	0	117
3	Government	76	1777	79	2788	155	4565	52	0	103	0	0	155
4	PLA	6	126	30	876	36	1002	0	27	9	0	6	30
5	Parliament	0	0	2	100	2	100	0	0	2	0	0	2
+	<b>Parties</b>												
1	PCRM	147	4108	125	4953	272	9061	57	3	212	5	0	267
2	PL	67	803	91	2032	158	2835	0	70	88	0	25	133
3	PLDM	59	881	70	1256	129	2137	0	50	79	0	33	96
4	PPCD	32	894	28	789	60	1683	17	0	43	0	0	60
5	AMN	24	237	58	492	82	729	0	28	54	0	11	71
6	PDM	12	201	18	351	30	552	0	9	21	0	0	30
7	MAE	3	57	2	33	5	90	0	0	5	0	0	5
8	PC	2	30	1	20	3	50	0	0	3	0	0	3

Monitoring period: 17 - 30.06.2009			
Monitored TV station:	NIT	Monitored program:	News
Number of stories covering p.a.:	352	Number of conflict stories	72
Duration of news covering p.a. (sec):	50477	1 info sources:	63
Duration of newscasts (sec):	73332	2 & > info sources	9

No.	ACTORS	APPEARANCES				Data synthesis		CONTENTS			ATTITUDE		
		Direct interventions		Mentions/appearances		Dir. int. & ment./app.		positive	negative	neutral	favor.	disfavor.	impart.
		frequ.	duration	frequ.	duration	frequ.	duration						
+	personalized	(times)	(sec.)	(times)	(sec.)	(times)	(sec.)	(times)	(times)	(times)	(times)	(times)	(times)
1	Voronin V.	125	4275	173	6426	298	10701	100	0	198	0	0	298
2	Dodon I.	95	2609	31	686	126	3295	28	0	98	0	0	126
3	Greceanai Z.	45	1166	59	880	104	2046	7	0	97	0	0	104
4	Chirtoaca D.	12	174	51	1773	63	1947	0	46	17	0	20	43
5	Turcan V.	12	1680	13	142	25	1822	10	0	15	0	0	25
6	Rosca Iu.	43	954	44	688	87	1642	25	0	62	0	0	87
7	Petresco G.	24	828	6	144	30	972	3	0	27	0	0	30
8	Ghimpu M.	26	394	34	466	60	860	0	34	26	0	9	51
9	Gorodenco A.	15	372	15	147	30	519	9	0	21	0	0	30
10	Braghis D.	9	114	14	392	23	506	0	0	23	0	0	23
11	Misin V.	10	420	2	40	12	460	6	0	6	0	0	12
12	Filat V.	13	140	21	260	34	400	0	17	17	0	4	30
13	Durlesteanu M.	13	178	18	210	31	388	0	0	31	0	0	31
14	Urechean S.	0	0	26	352	26	352	0	22	4	0	14	12
15	Vrabie V.	4	92	4	88	8	180	0	0	8	0	0	8
16	Lupu M.	3	72	6	90	9	162	0	3	6	0	0	9
17	Diacov D.	3	48	6	90	9	138	0	3	6	0	0	9
18	Babiuc V.	3	105	3	30	6	135	6	0	0	0	0	6
19	Fusu C.	8	128	0	0	8	128	0	4	4	0	0	8
20	Tanase A.	4	84	2	40	6	124	0	2	4	0	0	6
21	Tarlev V.	3	48	6	72	9	120	0	0	9	0	0	9
22	Grozavu N.	2	16	5	100	7	116	0	0	7	0	0	7
23	Corduneanu A.	5	82	0	0	5	82	0	0	5	0	0	5
24	Pavlov V.	3	72	0	0	3	72	0	0	3	0	0	3
25	Bujor L.	0	0	5	60	5	60	0	0	5	0	0	5
26	Zagorodnai A.	0	0	6	60	6	60	0	0	6	0	0	6
27	Papuc G.	4	56	0	0	4	56	0	0	4	0	0	4
28	Savga L.	2	50	0	0	2	50	0	0	2	0	0	2
29	Untila V.	4	40	0	0	4	40	0	0	4	0	0	4
30	Cosarciuc V.	0	0	4	40	4	40	0	4	0	0	0	4
31	Popa S.	2	36	0	0	2	36	0	0	2	0	0	2
32	Duca G.	0	0	3	36	3	36	0	0	3	0	0	3
33	Ostalep V.	0	0	2	24	2	24	0	0	2	0	0	2

+	Institutions												
1	Presidency	125	4275	176	6468	301	10743	100	0	201	0	0	301
2	Parties	139	3544	280	5219	419	8763	66	120	233	5	15	309
3	Government	194	4442	256	4196	450	8638	101	0	349	0	0	450
4	PLA	18	332	75	2016	93	2348	0	62	31	0	20	73
5	Parliament	18	1680	52	652	70	2332	6	24	40	0	18	52
+	Parties												
1	PCRM	317	11155	330	9231	647	20386	189	0	458	5	0	642
2	PL	50	748	102	2463	152	3211	0	88	64	0	29	123
3	PPCD	48	1036	55	758	103	1794	25	0	78	0	0	103
4	PLDM	17	224	40	462	57	686	0	21	36	0	4	53
5	AMN	4	40	46	522	50	562	0	26	24	0	14	36
6	PSD	9	114	14	392	23	506	0	0	23	0	0	23
7	PDM	6	120	15	204	21	324	0	6	15	0	0	21
8	UCM	3	48	6	72	9	120	0	0	9	0	0	9

Monitoring period: 17 - 30.06.2009			
Monitored TV station:		Prime	Monitored program:
Number of stories covering p.a.:		16	Number of conflict stories
Duration of news covering p.a. (sec):		1364	1 info sources:
Duration of newscasts (sec):		4738	2 & > info sources
			0

No.	ACTORS	APPEARANCES				Data synthesis		CONTENTS			ATTITUDE		
TV Pr.	Prime News	Direct interventions		Mentions/appearances		Dir. int. & ment./app.		positive	negative	neutral	favor.	disfavor.	impart.
+	personalized	frequ.	duration	frequ.	duration	frequ.	duration						
		(times)	(sec.)	(times)	(sec.)	(times)	(sec.)	(times)	(times)	(times)	(times)	(times)	(times)
1	Voronin V.	7	146	7	180	14	326	2	0	12	0	0	14
2	Greceanai Z.	0	0	5	113	5	113	0	0	5	0	0	5
3	Dodon I.	1	12	3	79	4	91	0	0	4	0	0	4
4	Onofreiciuc I.	1	22	1	20	2	42	0	0	2	0	0	2
5	Vrabie V.	1	32	0	0	1	32	0	0	1	0	0	1
6	Stratan A.	0	0	2	32	2	32	0	0	2	0	0	2
7	Papuc G.	1	22	0	0	1	22	0	0	1	0	0	1
8	Rosca Iu.	0	0	1	10	1	10	0	0	1	0	0	1
9	Fusu C.	0	0	1	7	1	7	0	0	1	0	0	1
10	Solcan M.	0	0	1	7	1	7	0	0	1	0	0	1
11	Ciubasenco D.	0	0	1	4	1	4	0	0	1	0	0	1
12	Cubreacov V.	0	0	1	4	1	4	0	0	1	0	0	1
13	Filat V.	0	0	1	4	1	4	0	0	1	0	0	1
14	Ionita V.	0	0	1	4	1	4	0	0	1	0	0	1
15	Platon V.	0	0	1	3	1	3	0	0	1	0	0	1
16	Plesca I.	0	0	1	3	1	3	0	0	1	0	0	1
17	Turcan V.	0	0	1	3	1	3	0	0	1	0	0	1
18	Secareanu S.	0	0	1	2	1	2	0	0	1	0	0	1
+	Institutions												
1	Government	3	66	11	279	14	345	1	0	13	0	0	14
2	Presidency	7	146	6	177	13	323	2	0	11	0	0	13
3	Parties	0	0	18	70	18	70	0	0	18	0	0	18
4	PLA	1	22	1	20	2	42	0	0	2	0	0	2
+	Parties												
1	PCRM	9	180	19	408	28	588	2	0	26	0	0	28
2	PPCD	0	0	4	18	4	18	0	0	4	0	0	4
3	PL	0	0	3	16	3	16	0	0	3	0	0	3
4	PLDM	0	0	4	14	4	14	0	0	4	0	0	4
5	AMN	0	0	3	8	3	8	0	0	3	0	0	3

Monitoring period: 17 - 30.06.2009			
Monitored TV station:		ProTV	Monitored program:
Number of stories covering p.a.:		221	Number of conflict stories
Duration of news covering p.a. (sec):		24185	1 info sources:
Duration of newscasts (sec):		67705	2 & > info sources
			85

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.
+	personalized	frequ.	duration	frequ.	duration	frequ.	duration						
		(times)	(sec.)	(times)	(sec.)	(times)	(sec.)	(times)	(times)	(times)	(times)	(times)	(times)
1	Voronin V.	40	743	90	1764	130	2507	2	20	108	0	0	130
2	Lupu M.	32	714	46	746	78	1460	2	4	72	0	0	78
3	Rosca Iu.	31	535	36	602	67	1137	5	0	62	0	0	67
4	Ghimpu M.	36	645	33	425	69	1070	0	7	62	0	0	69



5	Filat V.	34	640	33	376	67	1016	2	5	60	0	0	67
6	Chirtoaca D.	17	293	44	675	61	968	0	17	44	0	0	61
7	Urechean S.	25	593	25	362	50	955	0	5	45	0	0	50
8	Savqa L.	14	200	19	494	33	694	0	7	26	0	0	33
9	Dodon I.	21	336	18	222	39	558	0	0	39	0	0	39
10	Nagacevschi V.	13	247	10	271	23	518	0	0	23	0	0	23
11	Grozavu N.	9	428	7	53	16	481	0	0	16	0	0	16
12	Braghis D.	14	280	13	171	27	451	0	2	25	0	0	27
13	Diacov D.	11	222	12	186	23	408	0	0	23	0	0	23
14	Turcan V.	10	255	10	148	20	403	0	2	18	0	0	20
15	Tarlev V.	9	162	10	208	19	370	0	0	19	0	0	19
16	Petrache M.	8	180	7	120	15	300	0	0	15	0	0	15
17	Greceanai Z.	6	95	18	192	24	287	3	0	21	0	0	24
18	Misin V.	10	140	11	92	21	232	0	3	18	0	0	21
19	Mocanu G	3	78	3	114	6	192	0	0	6	0	0	6
20	Petrenco G.	3	54	8	119	11	173	3	6	2	0	0	11
21	Lazar V	4	96	8	68	12	164	0	0	12	0	0	12
22	Tureac A.	3	30	6	129	9	159	0	3	6	0	0	9
23	Boico M.	10	112	7	38	17	150	0	0	17	0	0	17
24	Cebanu I.	7	136	4	12	11	148	0	0	11	0	0	11
25	Vieru C.	4	70	4	56	8	126	2	0	6	0	0	8
26	Guma V.	3	96	3	12	6	108	0	0	6	0	0	6
27	Nirca N.	0	0	4	108	4	108	0	0	4	0	0	4
28	Roscovan E	6	60	4	45	10	105	0	0	10	0	0	10
29	Tanase A.	3	33	6	60	9	93	0	0	9	0	0	9
30	Negruta V.	2	56	2	36	4	92	0	0	4	0	0	4
31	Musuc E.	2	24	7	56	9	80	0	2	7	0	0	9
32	Gorodenco A.	2	44	2	28	4	72	2	0	2	0	0	4
33	Cernei O.	1	32	2	40	3	72	0	0	3	0	0	3
34	Ciobanu V.	4	64	0	0	4	64	0	0	4	0	0	4
35	Bodrug O.	3	42	4	22	7	64	0	2	5	0	0	7
36	Papuc G.	0	0	6	63	6	63	0	3	3	0	0	6
37	Pavlicenco V.	0	0	2	60	2	60	0	0	2	0	0	2
38	Ciubasenco D.	1	32	4	22	5	54	0	0	5	0	0	5
39	Vaculovschi G.	3	24	6	27	9	51	0	0	9	0	0	9
40	Stratan A.	0	0	4	47	4	47	0	0	4	0	0	4
41	Bujor L.	3	45	0	0	3	45	0	0	3	0	0	3
42	Mereuta I.	0	0	3	45	3	45	0	0	3	0	0	3
43	Uratu S.	2	24	2	20	4	44	0	0	4	0	0	4
44	Vrabie V.	2	28	2	12	4	40	0	0	4	0	0	4
45	Parlog V.	0	0	8	36	8	36	0	4	4	0	0	8
46	Tkaciuk M.	0	0	2	36	2	36	0	0	2	0	0	2
47	Colesnic Iu.	3	18	3	15	6	33	0	0	6	0	0	6
48	Cojocaru V.	3	30	0	0	3	30	0	0	3	0	0	3
49	Serebrian O.	0	0	7	29	7	29	0	0	7	0	0	7
50	Onofreiciuc I.	0	0	3	28	3	28	0	0	3	0	0	3
51	Susarenco G.	0	0	1	27	1	27	0	0	1	0	0	1
52	Plesca I.	0	0	4	26	4	26	0	0	4	0	0	4
53	Ionita V.	0	0	4	24	4	24	0	0	4	0	0	4
54	Platon V.	0	0	4	24	4	24	0	0	4	0	0	4
55	Corman I.	0	0	4	20	4	20	0	0	4	0	0	4
56	Nantoi O.	0	0	4	20	4	20	0	0	4	0	0	4
57	Petrencu A.	0	0	2	18	2	18	0	0	2	0	0	2
58	Gherman N.	0	0	1	17	1	17	0	0	1	0	0	1
59	Sarbu S.	0	0	1	14	1	14	0	0	1	0	0	1
60	Durlesteanu M.	0	0	4	12	4	12	0	0	4	0	0	4
61	Cubreacov V.	0	0	3	9	3	9	0	0	3	0	0	3
62	Secareanu S.	0	0	3	9	3	9	0	0	3	0	0	3
63	Osipov V.	0	0	1	6	1	6	0	0	1	0	0	1
64	Stepaniuc V.	0	0	1	4	1	4	0	0	1	0	0	1
+	Institutions												
1	Parties	314	5881	521	6786	835	12667	6	63	766	0	0	835
2	Government	71	1189	164	2389	235	3578	17	43	175	0	0	235
3	Presidency	13	231	71	1309	84	1540	2	18	64	0	0	84
4	PLA	26	721	56	752	82	1473	2	17	63	0	0	82
5	Parliament	2	39	1	7	3	46	0	0	3	0	0	3
+	Parties												
1	PCRM	102	1759	217	3323	319	5082	8	45	266	0	0	319
2	PL	81	1638	115	1452	196	3090	0	29	167	0	0	196
3	PDM	53	1158	107	1353	160	2511	2	7	151	0	0	160
4	PLDM	60	1156	78	1035	138	2191	4	5	129	0	0	138

5	PPCD	38	623	59	911	97	1534	5	0	92	0	0	97
6	AMN	38	748	58	636	96	1384	0	5	91	0	0	96
7	UCM	17	342	26	471	43	813	0	0	43	0	0	43
8	PSD	14	280	16	192	30	472	0	2	28	0	0	30
9	PC	0	0	4	108	4	108	0	0	4	0	0	4
10	PNL	0	0	2	60	2	60	0	0	2	0	0	2
11	MAE	0	0	2	18	2	18	0	0	2	0	0	2

Monitoring period: 17 - 30.06.2009			
Monitored TV station:		TV7	Monitored program: News
Number of stories covering p.a.:		297	Number of conflict stories 56
Duration of news covering p.a. (sec):		34428	1 info sources: 5
Duration of newscasts (sec):		59936	2 & > info sources 51

No.	ACTORS	APPEARANCES				Data synthesis		CONTENTS			ATTITUDE		
		Direct interventions		Mentions/appearances		Dir. int. & ment./app.		positive	negative	neutral	favor.	disfavor.	impart.
		frequ.	duration	frequ.	duration	frequ.	duration						
+	personalized	(times)	(sec.)	(times)	(sec.)	(times)	(sec.)	(times)	(times)	(times)	(times)	(times)	(times)
1	Voronin V.	40	1370	68	1116	108	2486	0	26	82	0	0	108
2	Lupu M.	52	668	23	523	75	1191	15	1	59	0	0	75
3	Dodon I.	46	802	22	355	68	1157	6	0	62	0	0	68
4	Chirtoaca D.	25	520	30	630	55	1150	0	15	40	0	0	55
5	Rosca Iu.	22	619	37	474	59	1093	12	5	42	0	0	59
6	Filat V.	37	697	20	160	57	857	10	10	37	0	0	57
7	Urechean S.	32	542	20	310	52	852	5	10	37	0	0	52
8	Ghimpu M.	42	503	10	230	52	733	0	0	52	0	0	52
9	Greceanai Z.	15	240	25	340	40	580	0	0	40	0	0	40
10	Gorodenco A.	25	305	5	60	30	365	0	0	30	0	0	30
11	Misin V.	10	170	10	170	20	340	0	0	20	0	0	20
12	Tarlev V.	10	180	5	140	15	320	0	0	15	0	0	15
13	Petrenco G.	5	90	5	200	10	290	0	5	5	0	0	10
14	Braghis D.	10	150	10	90	20	240	0	0	20	0	0	20
15	Parlog V.	15	230	0	0	15	230	0	0	15	0	0	15
16	Petrache M.	5	180	5	50	10	230	0	0	10	0	0	10
17	Roscovan E.	10	190	5	25	15	215	0	0	15	0	0	15
18	Stratan A.	0	0	5	200	5	200	0	0	5	0	0	5
19	Vrabie V.	5	110	5	70	10	180	0	0	10	0	0	10
20	Oniscenco O.	10	175	0	0	10	175	5	0	5	0	0	10
21	Duca G.	5	140	5	30	10	170	0	0	10	0	0	10
22	Ciubasenco D.	5	110	5	50	10	160	0	0	10	0	0	10
23	Nirca N.	0	0	5	160	5	160	0	0	5	0	0	5
24	Tanase A.	10	150	0	0	10	150	0	0	10	0	0	10
25	Grozavu N.	5	75	5	70	10	145	0	0	10	0	0	10
26	Ionita V.	10	140	0	0	10	140	0	0	10	0	0	10
27	Tkaciuk M.	0	0	6	136	6	136	0	6	0	0	0	6
28	Bujor L.	10	120	0	0	10	120	0	0	10	0	0	10
29	Savga L.	0	0	5	110	5	110	0	5	0	0	0	5
30	Nagacevschi V.	10	100	0	0	10	100	0	0	10	0	0	10
31	Boico M.	5	40	5	60	10	100	0	0	10	0	0	10
32	Diacov D.	5	70	2	20	7	90	0	0	7	0	0	7
33	Turcan V.	2	34	7	50	9	84	0	0	9	0	0	9
34	Petrencu A.	2	54	2	28	4	82	0	0	4	0	0	4
35	Cirlig M.	5	80	0	0	5	80	0	0	5	0	0	5
36	Fusu C.	5	60	1	16	6	76	0	0	6	0	0	6
37	Untila V.	5	70	0	0	5	70	0	0	5	0	0	5
38	Cebanu I.	5	60	0	0	5	60	0	0	5	0	0	5
39	Pavlicenco V.	2	38	1	16	3	54	0	0	3	0	0	3
40	Durlesteanu M.	2	34	2	20	4	54	0	0	4	0	0	4
41	Carp L.	5	50	0	0	5	50	0	0	5	0	0	5
42	Serebrian O.	0	0	7	40	7	40	0	0	7	0	0	7
43	Moldovanu M.	1	15	3	21	4	36	0	1	3	0	0	4
44	Hadarca I.	0	0	5	25	5	25	0	0	5	0	0	5
45	Corduneanu A.	1	10	1	14	2	24	0	0	2	0	0	2
46	Cubreacov V.	0	0	5	20	5	20	0	0	5	0	0	5
47	Guma V.	0	0	5	20	5	20	0	0	5	0	0	5
48	Nantoi O.	0	0	5	20	5	20	0	0	5	0	0	5
49	Secareanu S.	0	0	5	20	5	20	0	0	5	0	0	5
50	Gutium T.	1	11	0	0	1	11	0	0	1	0	0	1
51	Padurean R.	1	9	0	0	1	9	0	0	1	0	0	1
+	Institutions												
1	Parties	335	5256	371	5327	706	10583	46	85	575	0	0	706

2	Government	110	2075	168	2767	278	4842	15	25	238	0	0	278
3	Presidency	40	1370	67	1110	107	2480	0	25	82	0	0	107
4	PLA	33	510	52	1384	85	1894	5	11	69	0	0	85
5	Parliament	5	70	0	0	5	70	0	0	5	0	0	5
+	Parties												
1	PCRM	123	2746	204	3167	327	5913	6	63	258	0	0	327
2	PL	95	1383	79	1462	174	2845	0	16	158	0	0	174
3	PLDM	72	1197	40	480	112	1677	10	10	92	0	0	112
4	PDM	57	738	54	819	111	1557	15	1	95	0	0	111
5	AMN	57	922	35	415	92	1337	5	10	77	0	0	92
6	PPCD	23	629	53	558	76	1187	12	5	59	0	0	76
7	UCM	15	360	20	340	35	700	5	0	30	0	0	35
8	PSD	10	150	15	190	25	340	5	0	20	0	0	25
9	PC	0	0	5	160	5	160	0	0	5	0	0	5
10	MAE	2	54	2	28	4	82	0	0	4	0	0	4
11	PNL	2	38	1	16	3	54	0	0	3	0	0	3

Monitoring period: 17 - 30.06.2009			
Monitored TV station:	TV Synthesis	Monitored program:	News
Number of stories covering p.a.:	1703	Number of conflict stories	423
Duration of news covering p.a. (sec):	209284	1 info sources:	165
Duration of newscasts (sec):	394309	2 & > info sources	258

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.	360	11871	609	20014	969	31885	155	53	761	6	0	963
2	Rosca Iu.	253	7511	261	5765	514	13276	91	5	418	0	0	514
3	Dodon I.	235	5432	130	3188	365	8620	57	0	308	0	0	365
4	Chirtoaca D.	87	1698	243	5475	330	7173	0	153	177	0	28	302
5	Ghimpu M.	207	2954	163	3063	370	6017	0	90	280	0	30	340
6	Filat V.	175	3085	162	2345	337	5430	12	78	247	0	18	319
7	Greceanai Z.	96	2399	173	2616	269	5015	23	0	246	0	0	269
8	Lupu M.	130	2452	138	2386	268	4838	20	17	231	0	0	268
9	Urechean S.	90	1665	127	1773	217	3438	5	58	154	0	21	196
10	Turcan V.	42	2367	47	815	89	3182	17	2	70	3	0	86
11	Gorodenco A.	66	1634	48	836	114	2470	29	0	85	0	0	114
12	Petrenco G.	57	1505	41	953	98	2458	6	16	76	0	0	98
13	Misin V.	58	1427	39	709	97	2136	19	3	75	0	0	97
14	Braghis D.	45	905	57	1010	102	1915	0	4	98	0	0	102
15	Savga L.	31	665	41	1028	72	1693	0	16	56	0	0	72
16	Tarlev V.	34	640	34	615	68	1255	0	2	66	0	0	68
17	Diacov D.	28	573	32	500	60	1073	0	6	54	0	0	60
18	Tanase A.	41	611	26	442	67	1053	0	14	53	0	9	58
19	Nirca N.	19	497	20	527	39	1024	0	0	39	0	0	39
20	Nagacevschi V.	34	512	17	387	51	899	0	0	51	0	3	48
21	Sarbu S.	19	398	13	396	32	794	0	0	32	0	0	32
22	Grozavu N.	16	519	22	273	38	792	0	5	33	0	0	38
23	Durlesteanu M.	21	341	33	450	54	791	5	0	49	0	0	54
24	Petrache M.	19	465	15	317	34	782	0	0	34	0	0	34
25	Parlog V.	31	504	18	184	49	688	0	4	45	0	0	49
26	Vrabie V.	19	406	11	170	30	576	2	0	28	0	0	30
27	Catrinici L.	11	272	10	301	21	573	14	0	7	0	0	21
28	Fusu C.	19	344	17	185	36	529	0	10	26	0	3	33
29	Boico M.	33	336	19	160	52	496	2	0	50	0	0	52
30	Untila V.	18	242	15	162	33	404	0	6	27	0	3	30
31	Papuc G.	11	222	13	178	24	400	3	3	18	0	0	24
32	Petrencu A.	9	232	9	161	18	393	0	0	18	0	0	18
33	Stratan A.	0	0	16	384	16	384	0	0	16	0	0	16
34	Tureac A.	9	159	12	210	21	369	0	6	15	0	0	21
35	Duca G.	9	205	12	126	21	331	0	0	21	0	0	21
36	Lazar V	8	196	14	132	22	328	0	0	22	0	0	22
37	Roscovan E	16	250	9	70	25	320	0	0	25	0	0	25
38	Bujor L.	21	254	5	60	26	314	0	0	26	0	0	26
39	Vaculovschi G.	14	211	15	90	29	301	3	0	26	0	0	29
40	Cernei O.	12	238	5	49	17	287	0	0	17	0	0	17
41	Ciubasenco D.	7	155	12	131	19	286	0	1	18	0	0	19
42	Cebanu I.	19	255	7	27	26	282	0	0	26	0	0	26
43	Oniscenco O.	16	265	0	0	16	265	5	0	11	0	0	16
44	Negruta V.	7	181	4	66	11	247	0	0	11	0	0	11

45	Corduneanu A.	11	132	6	96	17	228	0	0	17	0	0	17
46	Ciobanu V.	9	200	3	3	12	203	0	0	12	0	0	12
47	Popa S.	10	196	0	0	10	196	0	0	10	0	0	10
48	Mocanu G.	3	78	3	114	6	192	0	0	6	0	0	6
49	Tkaciuk M.	2	20	8	172	10	192	0	6	4	0	0	10
50	Uratu S.	5	84	5	98	10	182	0	0	10	0	0	10
51	Pavlov V.	6	174	0	0	6	174	0	0	6	0	0	6
52	Ionita V.	10	140	6	33	16	173	0	0	16	0	0	16
53	Vieru C.	4	70	7	92	11	162	2	0	9	0	3	8
54	Onofreiciuc I.	4	112	4	48	8	160	0	0	8	0	0	8
55	Zubic V.	8	128	2	30	10	158	0	0	10	0	0	10
56	Muravski A.	4	92	4	52	8	144	0	0	8	0	0	8
57	Babiu V.	3	105	3	30	6	135	6	0	0	0	0	6
58	Pavlicenco V.	2	38	7	92	9	130	0	0	9	0	0	9
59	Guma V.	3	96	8	32	11	128	0	0	11	0	0	11
60	Furtuna M.	0	0	3	123	3	123	0	0	3	0	0	3
61	Ursu V.	2	100	2	20	4	120	0	0	4	0	0	4
62	Cubreacov V.	3	87	9	33	12	120	0	0	12	0	0	12
63	Busila R.	3	60	3	60	6	120	0	0	6	0	0	6
64	Colesnic Iu.	10	88	6	30	16	118	0	0	16	0	0	16
65	Cirlig M.	5	80	0	0	5	80	0	0	5	0	0	5
66	Musuc E.	2	24	7	56	9	80	0	2	7	0	0	9
67	Secareanu S.	3	48	9	31	12	79	0	0	12	0	0	12
68	Serebrian O.	0	0	14	69	14	69	0	0	14	0	0	14
69	Klimenko V.	3	66	0	0	3	66	0	0	3	0	0	3
70	Bozrug O.	3	42	4	22	7	64	0	2	5	0	0	7
71	Spivacenco A.	0	0	3	60	3	60	3	0	0	0	0	3
72	Zagorodnai A.	0	0	6	60	6	60	0	0	6	0	0	6
73	Gutu E.	0	0	5	55	5	55	0	5	0	0	0	5
74	Severovan M.	3	54	0	0	3	54	0	0	3	0	0	3
75	Caruta R.	2	52	0	0	2	52	0	0	2	0	0	2
76	Carp L.	5	50	0	0	5	50	0	0	5	0	0	5
77	Doga V.	3	48	0	0	3	48	0	0	3	0	0	3
78	Gherman N.	0	0	4	47	4	47	0	0	4	0	0	4
79	Calaras V.	3	45	0	0	3	45	0	0	3	0	0	3
80	Mereuta I.	0	0	3	45	3	45	0	0	3	0	0	3
81	Cosovan Gh.	2	44	0	0	2	44	0	0	2	0	0	2
82	Cosarciuc V.	0	0	4	40	4	40	0	4	0	0	0	4
83	Nantoi O.	0	0	9	40	9	40	0	0	9	0	0	9
84	Plesca I.	0	0	8	38	8	38	0	0	8	0	0	8
85	Moldovanu M.	1	15	3	21	4	36	0	1	3	0	0	4
86	Platon V.	0	0	8	36	8	36	0	0	8	0	0	8
87	Susarenco G.	0	0	4	36	4	36	0	0	4	0	0	4
88	Corman I.	0	0	6	32	6	32	0	0	6	0	0	6
89	Ciuru I.	2	28	3	3	5	31	0	0	5	0	0	5
90	Cojocar V.	3	30	0	0	3	30	0	0	3	0	0	3
91	Martaniuc M.	3	30	0	0	3	30	0	0	3	0	0	3
92	Malai I.	2	14	2	16	4	30	0	0	4	0	0	4
93	Cotet V.	0	0	5	25	5	25	0	5	0	0	0	5
94	Hadarca I.	0	0	5	25	5	25	0	0	5	0	0	5
95	Ostalep V.	0	0	2	24	2	24	0	0	2	0	0	2
96	Gutium T.	2	18	0	0	2	18	0	0	2	0	0	2
97	Osipov V.	0	0	4	15	4	15	0	0	4	0	0	4
98	Andronic N.	0	0	1	10	1	10	0	0	1	0	0	1
99	Padurean R.	1	9	0	0	1	9	0	0	1	0	0	1
100	Solcan M.	0	0	1	7	1	7	0	0	1	0	0	1
101	Baldovici V.	2	6	0	0	2	6	0	0	2	0	0	2
102	Stepaniuc V.	0	0	1	4	1	4	0	0	1	0	0	1
103	Cotruta C.	0	0	3	3	3	3	0	0	3	0	0	3
104	Grosu D.	0	0	3	3	3	3	0	0	3	0	0	3
105	Rabei S.	0	0	3	3	3	3	0	0	3	0	0	3
106	Turcanu D.	0	0	3	3	3	3	0	0	3	0	0	3
+	Institutions												
1	Parties	1434	27400	2246	35196	3680	62596	195	597	2888	12	103	3565
2	Government	689	16816	1076	21247	1765	38063	310	84	1371	0	0	1765
3	Presidency	316	10791	576	18949	892	29740	144	50	698	6	0	886
4	PLA	171	3453	397	8338	568	11791	17	217	334	0	33	535
5	Parliament	25	1789	66	899	91	2688	11	24	56	0	18	73
+	Parties												
1	PCRM	929	26455	1304	32533	2233	58988	328	125	1780	15	0	2218
2	PL	379	6174	591	10790	970	16964	3	289	678	0	62	908

3	PPCD	298	8277	380	7054	678	15331	102	5	571	3	0	675
4	PLDM	284	4892	333	4798	617	9690	14	116	487	0	40	577
5	PDM	182	3568	300	4136	482	7704	20	29	433	0	0	482
6	AMN	169	2743	281	3145	450	5888	10	81	359	0	28	422
7	UCM	53	1105	73	1270	126	2375	5	2	119	0	0	126
8	PSD	45	905	81	1360	126	2265	5	15	106	0	0	126
9	PC	13	305	24	539	37	844	0	0	37	0	0	37
10	MAE	9	232	12	206	21	438	0	0	21	0	0	21
11	PNL	5	92	13	142	18	234	0	0	18	0	0	18
12	RAVN	3	66	0	0	3	66	0	0	3	0	0	3
13	PUM	0	0	3	15	3	15	0	0	3	0	0	3
14	PPR	0	0	3	14	3	14	0	0	3	0	0	3

### 3. QUANTITY DIMENTION OF POLITICAL ACTORS' PRESENCE IN NEWSCASTS

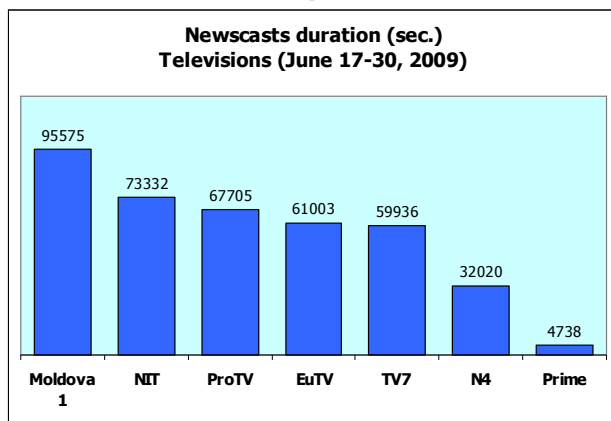
#### 3.1 General quantity data

During the first two weeks in the run-up to the early elections (17-30.06.09), 7 televisions of the 9 monitored (TVC21 and 2Plus did not air news) aired newscasts. Thus, EuTV, Moldova 1, N4, NIT, Prime, ProTV and TV7 aired newscasts with the total duration of 394,309 sec. (almost 110 h.) They broadcast 1,703 news stories covering political actors, while their total duration was 209,284 sec. (58.1 h.) Analyzing the presented data, we'll point out that the race for the snap elections of July 29 started with enhanced intensity compared to the first two weeks of the run-up to the April 5 elections (then, the runtime of the newscasts was 115.5 h, the number of stories about political actors – 1,548, and their aggregated duration – 44.4 h.) At the same time, it's worth mentioning that, during the recent monitoring sessions as related to the previous two weeks (June 01-16) the intensity of covering the electoral action has dropped (the duration of newscasts fell by 8.8%, the number of stories covering political actors – by 6%, while the duration of this type of news stories – by 12%.)

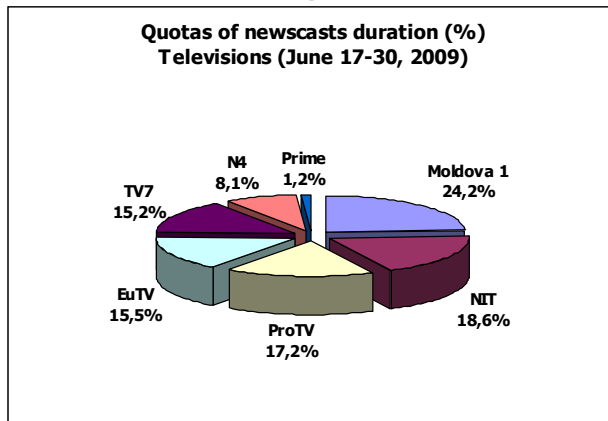
The observed TV stations distributed different airtime to newscasts. In this respect, as during the previous period, the public broadcaster Moldova 1 was leading (95,575 sec. i.e. 26.54 h), as Prime was at the opposite pole (with 4,738 sec. or about 1.3 h) (See Graph 1). The other stations aired news with durations from 9 to about 21 h. NIT aired news during 73,332 sec. Or 20.37 h, ProTV – 67,705 sec. or 19.2 h, EuTV– 61,003 sec. Or 17.34 h, TV7 – 59,936 sec. or 17.04 h and N4 – 32,020 or 9.36 h.

Graph 2 breaks down the share of each TV station in the general duration of newscasts.

**Graph 1**

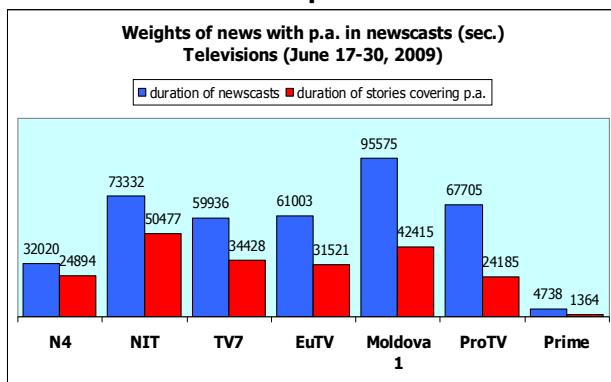


**Graph 2**

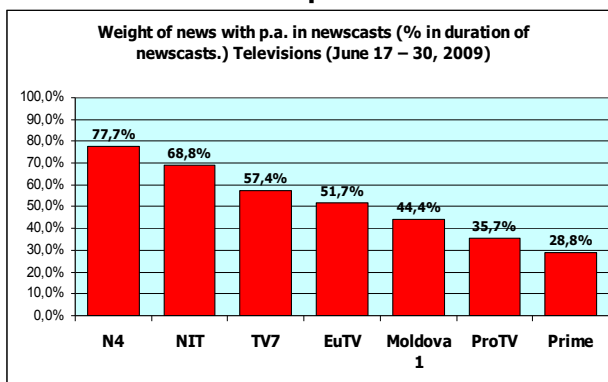


The monitored TV stations granted different airtime to the news covering political actors in the general duration of the newscasts. Thus, on N4, the duration of this category of news stories was about 78 , on NIT – about 69%, on TV7 – about 57%, on EuTV – about 52%, on Moldova 1 – over 44%, on ProTV – about 36% and on Prime – almost 29% (See Graphs 3 and 4).

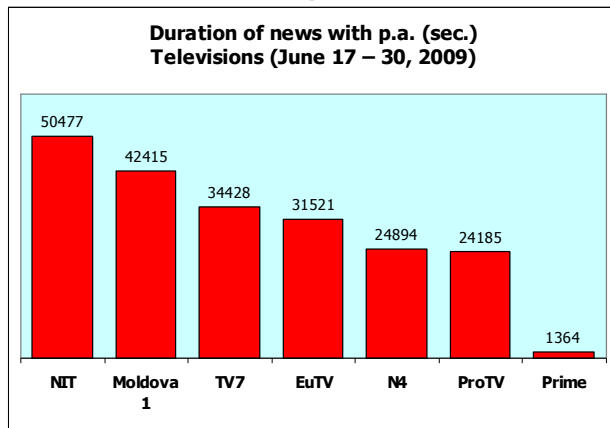
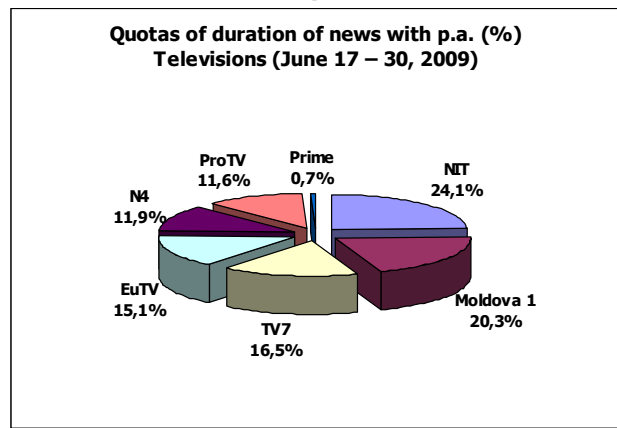
**Graph 3**



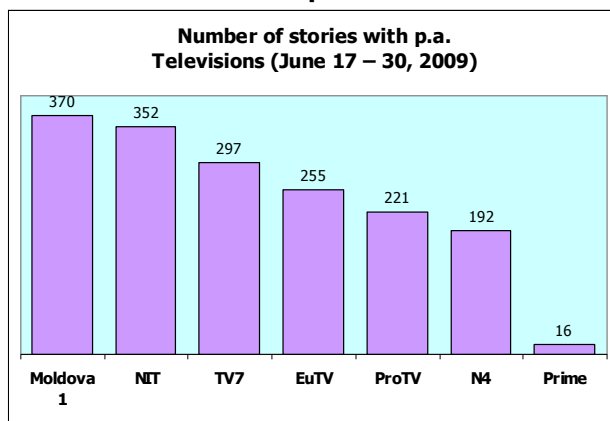
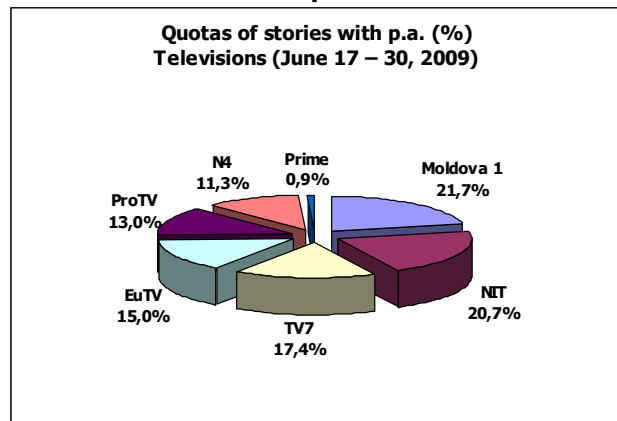
**Graph 4**



In function of the airtime allotted to the stories with political actors we get the following ranking of the TV stations: position 1 goes to NIT with 50,477 sec. i.e. 14.02 h; position 2 – to Moldova 1 with 42,415 sec. i.e. 12.18 h; position 3 – TV7 with 34,428 sec. i.e. 9.56 h, position 4 – EuTV with 31,521 sec. i.e. 9.25 h; position 5 – N4 with 24,894 sec. i.e. 6.9 h; position 6 – ProTV with 24,185 sec. i.e. 6.7 h and the last position goes to Prime – 1,354 sec. i.e. 38 min. (see Graph 5). Graph 6 breaks down the quota of news stories with political actors from every monitored station in the general context of the duration of this category of news.

**Graph 5****Graph 6**

The newscasts of the observed TV stations contained a different number of stories presenting political actors. Graph 7 shows that Moldova 1 hosted the largest number of stories of this type (370). This station is followed by NIT (352), TV7 (297), EuTV (255), ProTV (221), N4 (192) and Prime (16). Graph 8 breaks down the share of each television by number of stories with political actors.

**Graph 7****Graph 8**

The TV stations monitored during the first two weeks of the race for the July 29 elections, in general, preserved their positions earlier held in the ranking charts as to the respective indices. EuTV made an exception in this regard by improving its rating in all respects, in other words, it started to air more news.

### **3.2 Political actors**

The TV stations monitored during the reference period covered 106 personalized political actors and 19 institutionalized political actors in their newscasts, including 14 political parties.

#### **▪ Personalized actors**

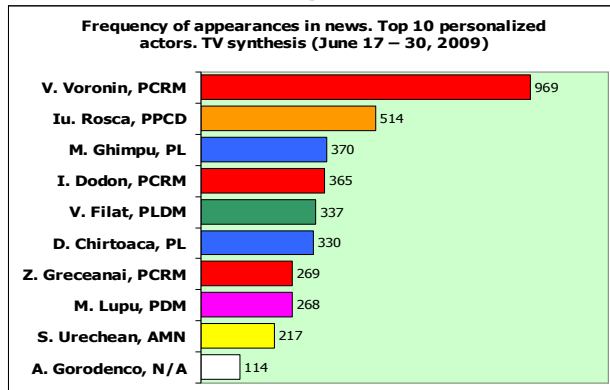
During the first two weeks of the race, those 7 stations, in their news, covered 106 personalized actors. 64 of them were covered by ProTV, 60 – by EuTV, 53 – by Moldova 1, 51 – by TV7, 38 – by N4, 33 – by NIT and 18 – by Prime.

Vladimir Voronin was the mostly covered personalized political actor in the newscasts of 6 from those 7 monitored televisions. He had 969 appearances, both direct and indirect, with the total duration of 31,885 sec. On EuTV, the mostly mirrored personalized political actor was Iurie Roșca. The aggregated appearances of Iu.Roșca in the newscasts of the monitored stations put him on the second place on the list of covered personalized political actors (514 appearances during 13,276 sec.). In top 10 of this list there are also other three representatives of the PCRM (I.Dodon, Z.Greceanî, V.Țurcan, as duration, while as frequency V. Țurcan is replaced by minister A. Gorodenco), and the political leaders: D. Chirtoacă, M. Ghimpu, PL; V. Filat, PLDM; S. Urechean, AMN and M.Lupu, PD). They had enjoyed a total of 2,002 direct and indirect appearances during 43,713 sec. i.e. each, on average, by 250 appearances during 5,464 sec, i.e. almost 4 times rarer, as frequency, than V.Voronin and 2 times – rarer than Iu.Roșca and, respectively, 6 times less, as duration, than V.Voronin and about 2.5 less than Iu.Roșca.

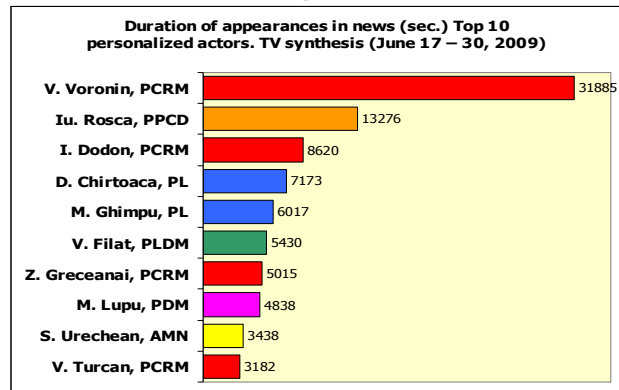
The presence of personalized actors from top 10 had a gradual character on different TV channels. This fact results from the data broken down in Graphs 9 and 10 which mirror the frequency and duration of the appearances of the top 10 personalized political actors in the newscasts of all the monitored TV services.



Graph 9



Graph 10



The monitored televisions treated, in an imbalanced way, the personalized political actors. This treatment is to be found especially in the discrepancy between the coverage offered to the first and the second actors from top 10, on the one hand, and on the other hand, between the first and the last actors.

Moldova 1 spoke about V.Voronin (the first in top 10) 166 times, 2.4 times more often than about the actor on position 2 (Iu.Roșca, 68 appearances) and 7.9 times more often than about the last actor from the top (S.Urechean, 21 appearances). V.Voronin's appearances on Moldova 1 last 7,080 sec. Their duration was 3.4 times longer than the presence of the actor on position 2 (Iu.Roșca, 2,085 sec.) and over 14 times longer than the duration of the presence of the last actor from the top (L.Catrinici, 493 sec.)

NIT covered V.Voronin (first in top 10 list) 298 times, almost 2.4 times more often than the actor on the second position (I.Dodon, 126 appearance) and about 10 times more often than the last actor in top 10 (A.Gorodenco, 30 times.) The duration of V.Voronin's appearances on NIT was 10,701 sec. i.e. over three times more than the appearance of the actor on position 2 (I. Dodon, 3,295 sec.) and 21 times more than the appearances of the last actor from the top (D.Braghiș, 506 sec.).

N4 made 138 references to V.Voronin (the first in top 10), i.e. 1.6 times more often than the actor on position 2 (V.Filat, 88 appearances) and about 8.6 times more frequently than the last actor in the top list (A.Gorodenco, 16 appearances.) The duration of V.Voronin's appearances on N4 was 5,512 sec. i.e. 3.5 times more than the presence of the actor on position 2 (V.Filat, 1,576 sec.) and about 15 times more than the presence of the last actor in the top list (Z.Greceanai, 366 sec.).

Prime mirrored V.Voronin 14 times, i.e. almost 3 times more than the holder of position 2 (Z.Greceanai, 5 appearances) and about 14 times more often than the last actor in the top (M.Solcan, 1 appearance.). V.Voronin's appearances on Prime last 326 sec. i.e. about 3 times more than the presence of the holder of the second position (Z. Greceanai, 113 sec.) and 46 times more than the appearances of the last actor from the top (M.Solcan, 7 sec.).

On EuTV and ProTV, those discrepancies, although rising compared to the previous monitoring period, remained low in intensity, and there was noticed certain improvement on TV7. Thus, on EuTV, the discrepancy between the number of appearances of the first and second actors from the top grew from 1.5 to 1.6 times, on ProTV – from 1.3 to 1.7 times, and on TV7 it dropped from 1.6 to 1.4. The imbalance between the first and the last actors from the top, respectively, on EuTV, ProTV and TV 7 was 9 (compared to 4), on ProTV – 4.8 (compared to 3.8) and TV7 – 6.8 (compared to 4.4.)

The duration of appearances of political actors on ProTV, EuTV and TV7 roughly observed the trend remarked in the case of the frequency of appearances. On those TV stations, the discrepancy between the duration of covering the first and the second personalized actors varied between 1.6 on EuTV (up 0.1 times), 1.7 on ProTV (up 0.4 times) and 2 – on TV7 (up 0.2 times), while the discrepancy between the coverage duration of the first and last personalized actors from top 10 varied between 13.5 times on EuTV (up 8), 4.8 times on ProTV (up 1.5) and 6.8 times on TV7 (up 2.4).

*The observed TV channels, during the first two weeks of the race for the early parliamentary elections of July 29, in comparison with the previous monitoring period, deepened the discrepancies in covering the personalized political actors from top 10. Those discrepancies are relevant for Moldova 1, NIT, N4, Prime, lowered – on EuTV and insignificant – on ProTV and TV7, as the latter one even made some progress.*

#### ▪ Institutionalized actors. Institutions

During the first two weeks of the July 29 electoral race, the institutionalized actors had 6,996 appearances with the total duration of 144,878 sec. Over half of those appearances and over 43 % of the airtime granted to the institutionalized actors in the newscasts of those 7 TV stations rested with the political parties. On the position two, in terms of coverage degree, was the government as an institutionalized political actor (1,765 appearances during 38,063 sec.) It was followed by the presidency (892 appearances during 29,740 sec.), the Local Public Administrations (LPA) (568 appearances during 11,791 sec.) and parliament (91 appearances during 2,688 sec.)



As during the previous periods, the monitored TV stations differently covered the institutionalized political actors. The table below quantifies the frequency and the duration of the coverage granted, in newscasts, to the government, parliament, presidency, LPA and to the political parties during the first two weeks of the run-up to the early elections of July 29, 2009.

**Table 1. Coverage of institutionalized actors**

TV STATION		Government		Parliament		Presidency		LPA		Parties	
			position		position		position		position		position
EuTV	Frequency	268	4	3	5	109	4	185	1	649	3
	Duration	7261	3	45	6	3111	4	3316	1	11033	2
Moldova 1	Frequency	365	2	8	2	158	2	85	3	521	5
	Duration	8834	1	95	2	6790	2	1716	4	9988	4
N4	Frequency	155	6	2	6	120	3	36	5	532	4
	Duration	4565	5	100	5	4753	3	1002	6	9492	5
NIT	Frequency	450	1	70	1	301	1	93	2	419	6
	Duration	8638	2	2332	1	10743	1	2348	2	8763	6
Prime	Frequency	14	7	0	7	13	7	2	7	14	7
	Duration	345	7	0	7	323	7	42	7	345	7
ProTV	Frequency	235	5	3	4	84	6	82	4	835	1
	Duration	3578	6	46	4	1540	6	1473	5	12667	1
TV7	Frequency	278	3	5	3	107	5	85	3	706	2
	Duration	4842	4	70	3	2480	5	1894	3	10583	3

During the last monitoring period, EuTV obviously enhanced its interest for the LPA. If during the first two weeks of June, this institutionalized actor occupied position 3 as frequency and position 5 – as duration of the coverage, then, during the last two weeks of June, the LPA was on position 1 (position 1 as frequency and duration). This TV station kept its interest for the political parties (position 3 – as frequency and 2 – as duration). New was the growing interest of EuTV for the presidency (position 4 as frequency and duration) and for the government (position 4 as frequency and 3 – as duration.)

Moldova 1, according to the data from the table, in the second half of June, as during the previous periods, widely mirrored the central power institutions (Government – position 2 as frequency and 1 – as duration, Presidency and Parliament – position 2 as frequency and duration.) During the monitored period, Moldova 1 went on reluctantly treating the LPA (position 3 – as frequency and 4 – as duration) and, especially, the parties (position 5 as frequency and 4 – as duration.)

N4 went on widely covering the Presidency (position 3 as frequency and duration) and to focus on the LPA (position 3 as duration and 4 – as frequency.) The other institutionalized political actors were treated almost uniformly – moderately, slightly dropping compared to the first half of June: the Parties (position 4 as frequency and 5 – as duration), the Government and Parliament (position 6 – as frequency and 5 – as duration.)

NIT mainly focused on the central public authorities in its news (Presidency and Parliament – position 1 as frequency and duration and Government – position 1 as frequency and 2 – as duration,) as well as on the LPA (position 2 as frequency and duration). NIT went on insignificantly treating the Parties (position 6 as frequency and duration.)

Prime, as during the previous monitoring sessions, held the last position in the ranking of the TV stations by the frequency and duration of the coverage of the government, presidency, parliament and political parties in its newscasts.

ProTV went on being more open for the topic of political parties (position 1 – as frequency and duration.) The other political actors benefited from moderate-reduced treatment on behalf of this station: the Parliament – position 4 as frequency and duration, the LPA – position 4 – as frequency and 5 – as duration, the Government – position 5 as frequency and 6 – as duration; the Presidency – position 6 as frequency and duration.

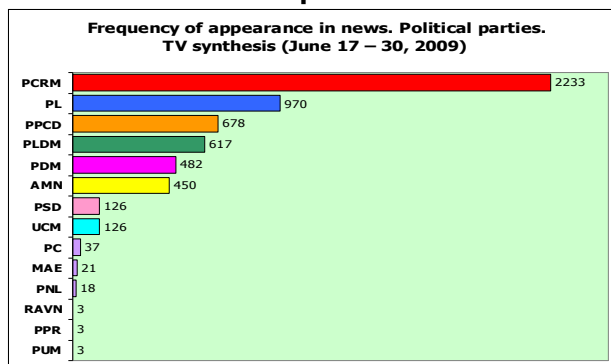
TV7 averagely covered the majority of institutionalized actors (the parties – position 2 as frequency and 3 – as duration; the LPA and parliament – position 3 as frequency and duration; the government – position 3 as frequency and 4 – as duration). TV7 mirrored the presidency most insignificantly (position 5 as frequency and duration.)

To conclude, we'll remark: Moldova 1, NIT and N4, on certain segments, went on being heralds of the central public authorities, especially of the presidency and government, and ProTV and TV7, most often, moderately treated the institutions as political actors.

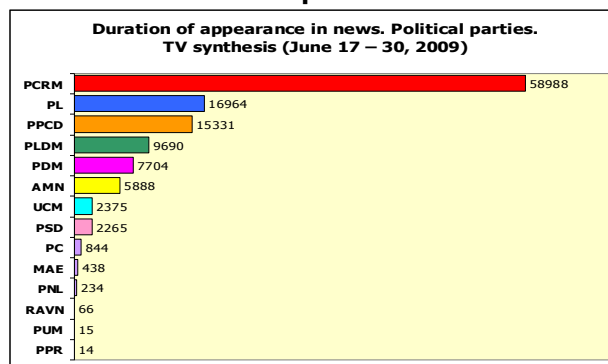
#### ▪ Institutionalized actors. Political parties

During this monitoring period, leading in covering the political parties was EuTV – in its newscasts, they mirrored 14 political parties. This TV station is followed by Moldova 1 (12 parties), ProTV and TV7 (by 11 parties each.) N4 and NIT covered by 8 political parties, and Prime – 5.

**Graph 11**



**Graph 12**



The most covered party (see Graphs 11 and 12) was the PCRML (aggregated on all the monitored televisions, it had 2,233 appearances during 58,988 sec.) It opens the parties coverage list of all the stations. At the same time, one should notice the imbalance in treating parties displayed by several monitored stations.

Thus, on Moldova 1, the PCRML had 354 appearances, i.e. 3 times more than PL, the second in the coverage list (115 appearances), about 3.7 times more than the PPCD (holder of position 3 with 94 appearances) and the PLDM (position IV, 93 appearances), 4.5 times more than the PDM (78 appearances) and 7 times more than AMN (49 appearances.) On NIT, the PCRML benefited from 647 appearances or 4.25 times more than the PL (152), over 6 times more than the PPCD (103), and over 11 times more than the PLDM (57), almost 13 times more than AMN (50).

Such discrepancies are noticed, more or less, on other TV stations and they speak about the imbalanced coverage of the political parties in their capacity of electoral actors. They are also confirmed by the correlation between the airtime granted to the party on position 1 and the airtime allotted to the other electoral contestants on each particular station. Thus, the duration of the PCRML's appearances on Moldova 1 was 11,181 sec. i.e. 4.4 times more than the appearances of the PPCD (2,554 sec.), 4.9 times more than the PL's appearances (2,286 sec.), 6.2 times – than the duration of the PLDM's appearances (1,802 sec.), 10 times – than the PDM's ones (1,137 sec.) and 14 times – than AMN (805). On NIT, the PCRML's appearances lasted for 20,386 sec., i.e. 6 times more than the PL's appearances (3,211 sec.), 11 times more than the PPCD's ones (1,794 sec.), 30 times more than the duration of the PLDM's appearances (686 sec.), 36 times more than the AMN's appearances (562 sec.)

On the other hand, it's worth mentioning that a series of TV stations displayed more balanced coverage of political parties. For instance, on ProTV, the discrepancy between the frequency of the appearance of the first 4 parties (PL, PDM, PLDM and PPCD) as related to the leading party – the PCRML was respectively 1.6, 2, 2.3 and 3; on TV7, the PCRML as related to PL, PLDM, PDM and AMN got respectively 1.9, 2.9, 3, 3.6 times more appearances. EuTV covered the PCRML 286 times, i.e. 1.2 times more often than the PPCD, 1.7 times – than PL, 3.4 times more often than PLDM and PDM. This trend is generally valid for the duration of appearances.

To conclude with, we'll point out that the coverage of the political parties by a series of monitored TV stations because of its being close to political partisanship did not encourage the political pluralism and the diversity of ideas.

### **Conclusions**

The quantitative data of the monitoring of the newscasts during the first two weeks of the run-up to the July early elections speak of the fact that observed YTV services continue to treat the political actors, both personalized and institutionalized, in different manners. NIT, Moldova 1, and on segments N4 and EuTV, showed themselves as promoters of distinct political forces (in the case of the first three services – PCRML, in the latter's case – the PPCD.) TV7 and ProTV are inclined to apply a balanced quantity approach of the political actors running for the parliament.

#### 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		5 personalized actors	39	3 actors-institutions	60	4 actors-parties	46
	1	Rosca Iu.	28	Government	34	PPCD	30
	2	Misin V.	4	Parties	24	PCRM	8
	3	Gorodenco A.	3	Presidency	2	AMN	5
	4	Boico M.	2			PL	3
	5	Voronin V.	2				
Moldova 1		12 personalized actors	84	5 actors-institutions	149	3 actors-parties	76
	1	Voronin V.	27	Government	90	PCRM	58
	2	Catrinici L.	14	Parties	22	PPCD	13
	3	Greceanai Z.	10	Presidency	22	PDM	3
	4	Rosca Iu.	10	LPA	10		
	5	Turcan V.	5	Parliament	5		
	6	Dodon I.	5				
	7	Gorodenco A.	4				
	8	Lupu M.	3				
	9	Misin V.	3				
	10	Spivacenco A.	3				
N4		7 personalized actors	82	4 actors-institutions	99	1 actor-party	74
	1	Voronin V.	22	Government	52	PCRM	57
	2	Dodon I.	18	Parties	31	PPCD	17
	3	Gorodenco A.	11	Presidency	16		
	4	Rosca Iu.	11				
	5	Misin V.	6				
	6	Durlesteanu M.	3				
	7	Greceanai Z.	3				
	8	Papuc G.	3				
	9	Vaculovschi G.	3				
	10	Turcan V.	2				
NIT		9 personalized actors	194	5 actors-institutions	273	2 actors-parties	214
	1	Voronin V.	100	Government	101	PCRM	189
	2	Dodon I.	28	Presidency	100	PPCD	25
	3	Rosca Iu.	25	Parties	66		
	4	Turcan V.	10	Parliament	6		
	5	Gorodenco A.	9				
	6	Greceanai Z.	7				
	7	Babiuc V.	6				
	8	Misin V.	6				
	9	Petrenco G.	3				
Prime		1 personalized actor	2	2 actors-institutions	3	1 actor-party	2
	1	Voronin V.	2	Presidency	2	PCRM	2
				Government	1		
ProTV		8 personalized actors	21	4 actors-institutions	27	4 actors-parties	19
	1	Rosca Iu.	5	Government	17	PCRM	8
	2	Greceanai Z.	3	Parties	6	PPCD	5
	3	Petrenco G.	3	LPA	2	PLDM	4
	4	Filat V.	2	Presidency	2	PDM	2
	5	Gorodenco A.	2				
	6	Lupu M.	2				
	7	Vieru C.	2				
	8	Voronin V.	2				
TV7		6 personalized actors	53	3 actors-institutions	66	7 actors-parties	58
	1	Lupu M.	15	Parties	46	PDM	15
	2	Rosca Iu.	12	Government	15	PPCD	12
	3	Filat V.	10	LPA	5	PLDM	10
	4	Dodon I.	6			PCRM	6
	5	Oniscenco O.	5			AMN	5
	6	Urechean S.	5			PSD	5
						UCM	5
TV Synthesis		21 personalized actors	437	5 actors-institutions	677	8 actors-parties	487
	1	Voronin V.	155	Government	310	PCRM	328
	2	Rosca Iu.	91	Parties	195	PPCD	102
	3	Dodon I.	57	Presidency	144	PDM	20
	4	Gorodenco A.	29	LPA	17	PLDM	14
	5	Greceanai Z.	23	Parliament	11	AMN	10
	6	Lupu M.	20			PSD	5
	7	Misin V.	19			UCM	5
	8	Turcan V.	17			PL	3
	9	Catrinici L.	14				
	10	Filat V.	12				

### ▪ Personalized actors

From June 17 to 30, 2009, 7 of 9 monitored televisions (except for - 2Plus and TVC21) aired news with political actors in a positive context (see Table 1).

EuTV put in its news, in a positive context, 5 personalized actors, all representing the government. In this respect leading was the personalized actor Iu.Rosca – 28 appearances, i.e. 2.5 times more than the appearances of the other 4 personalized actors. Iu.Rosca appears among the mostly covered personalized actors in news, in a positive context, and on the other televisions except for Prime.

Moldova 1 put, in positive context news, 12 personalized actors – all representing the power, with V.Voronin heading the list. In comparison with the previous period, when the number of appearances of the first 10 personalized actors in news, in a positive context, was 156, that index dropped almost twice during the last monitoring session (84).

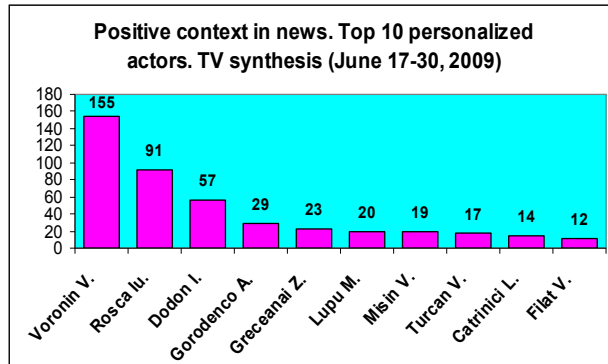
N4, on the contrary, increased, and NIT doubled the number of news stories in which personalized actors are put in a positive context. On NIT, all those 9 personalized actors represent the government. On N4, 9 of 10 personalized actors put in positive context news represent the present government.

ProTV placed, in its news in a positive context, 8 personalized actors, including 3 representatives of the political opposition, and TV7 – 6 personalized actors, half of them being representatives of the opposition.

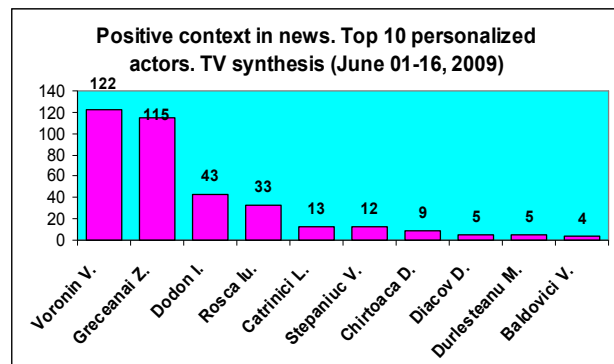
4 televisions – Moldova 1, N4, NIT and Prime – put most often in a positive context, in their newscasts, the same personalized actor – V.Voronin, NIT – did so blatantly more than with other personalized actors.

Top 10 of the mostly covered personalized actors in news, in a positive context, on those 7 televisions is broken down in Graphs 1 and 2.

**Graph 1**



**Graph 2**



### ▪ Institutionalized actors. Institutions

TV Moldova 1 placed, in its news in a positive context, all those 5 categories of actors-institutions, and most often – the *Government*, more often than all the other actors-institutions together.

And EuTV, N4, NIT and ProTV put the Government on the first position, as frequency. This index on EuTV and on ProTV is lower in comparison with the televisions giving priority to this actor-institution in putting it in positive context news.

TV7 gave priority, as frequency of appearances in news in a positive context, to the Parties as an actor-institution, and Prime – to the *Presidency*.

Aggregated, on those 7 televisions, the *Parliament* enjoyed the lowest visibility, almost 30 times less than *Government*.

### ▪ Institutionalized actors. Political parties

TV7 placed, in positive context news, the largest number of parties as political actors – 7, and Prime – the smallest – 2.

EuTV put in a positive context 4 parties -- but most often and blatantly more than the other parties – the PPCD.

Moldova 1 placed in a positive context 3 parties – PCRM, PPCD and PDM, most often – the PCRM.

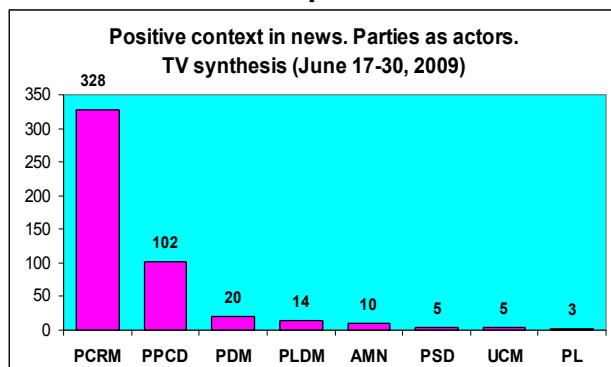
N4 and NIT put in positive context news 2 parties – the same PCRM and PPCD – the former having blatant superiority compared to the latter.

PCRM and PPCD appear in positive context in news authored by ProTV and TV7, but much more balanced than is the case of the other televisions.

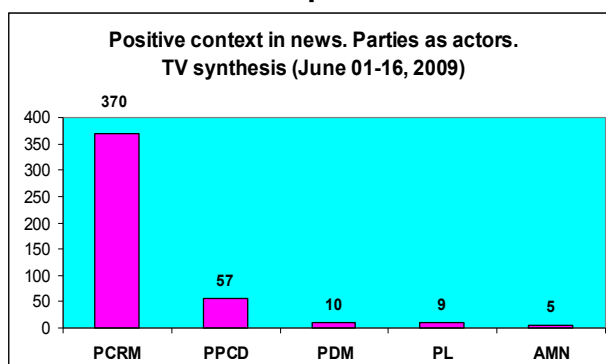
The political party as an actor mostly covered in positive context news is the PCRM, followed by the PPCD.

The frequency of the appearance, in news in a positive context, of the parties on those 7 televisions is broken down in Graphs 3 and 4. Aggregated, the PCRM was put, in positive context in news on those 7 televisions, 100 times more often than the PL, the holder of the last position and 3 times more often than the PPCD, position 2.

Graph 3



Graph 4



#### 4.2. Political actors in newscasts. Negative context

Table 2

TV	POLITICAL ACTORS IN NEWS. NEGATIVE CONTEXT						
	No.	PERSONALIZED	times	INSTITUTIONS	times	PARTIES	times
<b>EuTV</b>		<b>14 personalized actors</b>	<b>72</b>	<b>4 actors-institutions</b>	<b>161</b>	<b>7 actors-parties</b>	<b>86</b>
	1	Chirtoaca D.	37	Parties	87	PL	44
	2	Cotet V.	5	LPA	60	PCRM	14
	3	Petresco G.	5	Government	10	PLDM	12
	4	Filat V.	4	Presidency	4	AMN	9
	5	Ghimpu M.	4			PDM	3
	6	Savga L.	4			PSD	2
	7	Voronin V.	4			UCM	2
	8	Fusu C.	3				
	9	Tanase A.	3				
	10	Untila V.	3				
<b>Moldova 1</b>		<b>9 personalized actors</b>	<b>58</b>	<b>3 actors-institutions</b>	<b>121</b>	<b>5 actors-parties</b>	<b>77</b>
	1	Ghimpu M.	16	Parties	75	PL	42
	2	Chirtoaca D.	13	LPA	40	PLDM	18
	3	Filat V.	9	Government	6	PSD	11
	4	Grozavu N.	5			AMN	3
	5	Gutu E.	5			PDM	3
	6	Lupu M.	3				
	7	Tanase A.	3				
	8	Urechean S.	3				
	9	Ciubasenco D.	1				
<b>N4</b>		<b>10 personalized actors</b>	<b>126</b>	<b>3 actors-institutions</b>	<b>197</b>	<b>5 actors-parties</b>	<b>160</b>
	1	Filat V.	33	Parties	167	PL	70
	2	Ghimpu M.	29	LPA	27	PLDM	50
	3	Chirtoaca D.	25	Presidency	3	AMN	28
	4	Urechean S.	15			PDM	9
	5	Tanase A.	6			PCRM	3
	6	Lupu M.	6				
	7	Diacov D.	3				
	8	Fusu C.	3				
	9	Untila V.	3				
	10	Voronin V.	3				
<b>NIT</b>		<b>9 personalized actors</b>	<b>135</b>	<b>3 actors-institutions</b>	<b>206</b>	<b>3 actors-parties</b>	<b>141</b>
	1	Chirtoaca D.	46	Parties	120	PL	88
	2	Ghimpu M.	34	LPA	62	AMN	26
	3	Urechean S.	22	Parliament	24	PLDM	21
	4	Filat V.	17			PDM	6
	5	Cosarciuc V.	4				
	6	Fusu C.	4				
	7	Diacov D.	3				
	8	Lupu M.	3				
	9	Tanase A.	2				
<b>ProTV</b>		<b>16 personalized actors</b>	<b>79</b>	<b>4 actors-institutions</b>	<b>141</b>	<b>6 actors-parties</b>	<b>93</b>
	1	Voronin V.	20	Parties	63	PCRM	45
	2	Chirtoaca D.	17	Government	43	PL	29
	3	Ghimpu M.	7	Presidency	18	PDM	7
	4	Savga L.	7	LPA	17	AMN	5
	5	Petresco G.	6			PLDM	5
	6	Filat V.	5			PSD	2
	7	Urechean S.	5				
	8	Lupu M.	4				
	9	Parlog V.	4				
	10	Misin V.	3				

TV7		10 personalized actors	84	4 actors-institutions	146	6 actors-parties	105
	1	Voronin V.	26	Parties	85	PCRM	63
	2	Chirtoaca D.	15	Government	25	PL	16
	3	Filat V.	10	Presidency	25	AMN	10
	4	Urechean S.	10	LPA	11	PLDM	10
	5	Tkaciuk M.	6			PPCD	5
	6	Petresco G.	5			PDM	1
	7	Rosca Iu.	5				
	8	Savga L.	5				
	9	Lupu M.	1				
	10	Moldovanu M.	1				
<b>TV Synthesis</b>		<b>29 personalized actors</b>	<b>505</b>	<b>5 actors-institutions</b>	<b>972</b>	<b>8 actors-parties</b>	<b>662</b>
	1	Chirtoaca D.	153	Parties	597	PL	289
	2	Ghimpu M.	90	LPA	217	PCRM	125
	3	Filat V.	78	Government	84	PLDM	116
	4	Urechean S.	58	Presidency	50	AMN	81
	5	Voronin V.	53	Parliament	24	PDM	29
	6	Lupu M.	17			PSD	15
	7	Petresco G.	16			PPCD	5
	8	Savga L.	16			UCM	2
	9	Tanase A.	14				
	10	Fusu C.	10				

#### ▪ Personalized actors

6 of the 7 televisions (save for Prime) put personalized actors in news,, in a negative context (see Table 2). In this regard, in terms of number of actors, blatant are ProTV – 16 and EuTV – 14, and in terms of frequency of appearances – NIT – 135 and N4 – 126. Compared to the previous monitoring session, on N4 and Moldova 1, the number of appearances of the personalized actors in news in a negative context dwindled. On N4 – from 146 times (6 actors) to 126 times (10 actors), and on Moldova 1 – from 84 times (5 actors) to 58 times (9 actors.)

Moldova 1 and NIT put, in a negative context, by 9 personalized actors – all representing the opposition.

On N4, 9 of those 10 personalized actors put in a negative context in news represent the political opposition.

On EuTV, 7 of the first 10 personalized actors put in news in a negative context represent the opposition.

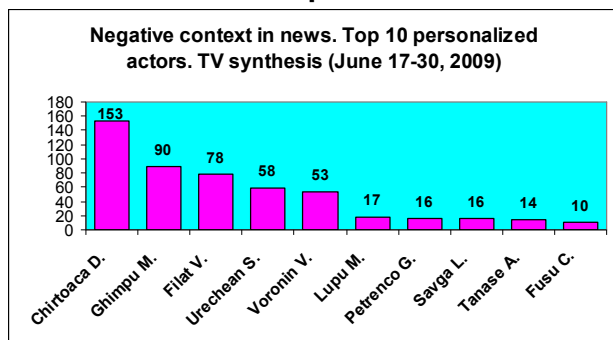
On ProTV and on TV7, half of the personalized actors placed in negative context in news come from the opposition. These stations are more balanced in terms of frequency of appearances.

Aggregated, those 6 televisions put in a negative context in their news 29 personalized actors (17 during the previous monitoring sessions.)

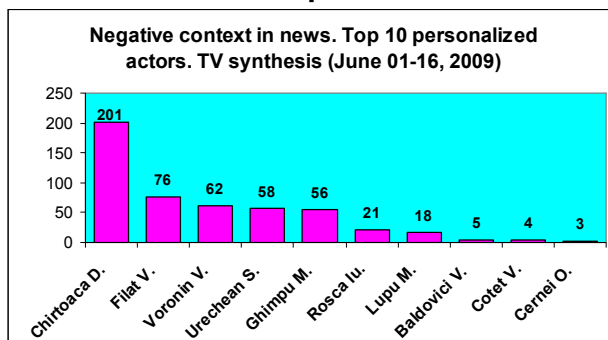
The mostly covered personalized actor in a negative context is D. Chirtoacă, as last period. He is on the first position on EuTV and NIT, on the second – on ProTV, TV7 and Moldova 1.

7 of 10 personalized actors most often mirrored in a negative context in news represent the opposition (see Graphs 5 and 6.)

**Graph 5**



**Graph 6**



#### ▪ Institutionalized actors. Institutions

6 monitored televisions put actors-institutions in a negative context in news.

EuTV, ProTV and TV7 placed by 4 actors-institutions, the same, 'avoiding' the *Parliament*.

Moldova 1, N4 and NIT placed, in negative context news, by 3 actors-institutions, different. The *Government* as an actor is not on N4 and NIT. The *Government* and the *Presidency* are not put in a negative context on a single television – NIT, and the *Presidency* – on Moldova 1.

The Parties as an actor-institution were put in negative context (597 times), the *LPA* being on position 2 (217 times.)

Most rarely in a negative context in news were put the actors-institutions: *Parliament*, *Presidency* and *Government*.

#### ▪ Institutionalized actors. Political parties

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

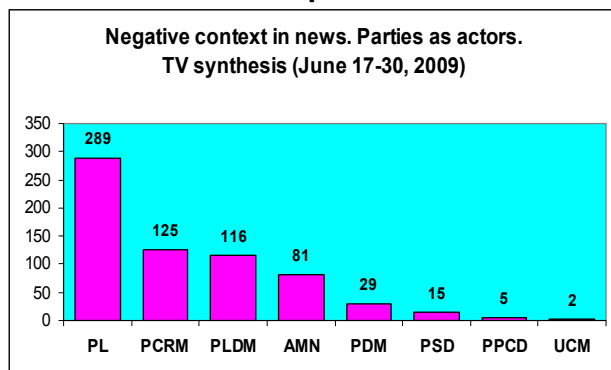
EuTV put the largest number of parties in news in a negative context – 7, and NIT – the smallest – 4.

EuTV, N4, ProTV and TV7 also put the ruling party in negative context in their news.

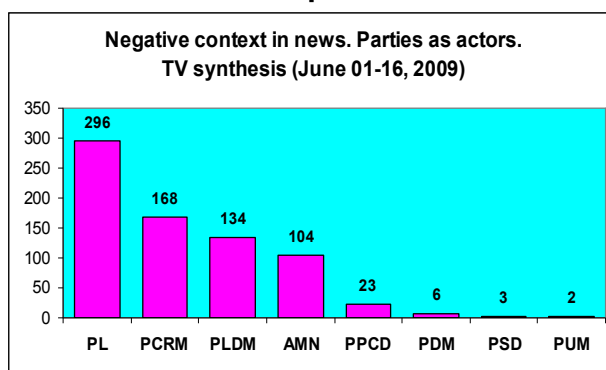
Moldova 1 and NIT put only the opposition parties in their news in a negative context (see Table 2.)

Aggregated, the parties having entered Parliament on April 5 occupy the first positions as frequency of appearances in a negative context. As was last time, the PL is on the first position. The PL, PLDM and AMN appear 3.8 times more often than the ruling party (see Graphs 7 and 8).

**Graph 7**



**Graph 8**



#### 4.3 Political actors in newscasts. Favoring attitude

**Table 3**

TV	POLITICAL ACTORS IN NEWS. FAVORING ATTITUDE						
	No.	PERSONALIZED	times	INSTITUTIONS	times	PARTIES	times
<b>Moldova 1</b>		<b>2 personalized actors</b>	<b>5</b>	<b>2 actors-institutions</b>	<b>8</b>	<b>2 actors-parties</b>	<b>8</b>
	1	Voronin V.	3	Parties	5	PCRM	5
		Turcan V.	2	Presidency	3	PPCD	3
<b>N4</b>		<b>2 personalized actors</b>	<b>4</b>	<b>2 actors-institutions</b>	<b>5</b>	<b>1 actor-party</b>	<b>5</b>
	1	Voronin V.	3	Presidency	3	PCRM	5
	2	Turcan V.	1	Parties	2		
<b>NIT</b>		<b>0 personalized actors</b>	<b>0</b>	<b>1 actor-institution</b>	<b>5</b>	<b>1 actor-party</b>	<b>4 5</b>
	1			Parties	5	PCRM	5
<b>TV Synthesis</b>		<b>2 personalized actors</b>	<b>9</b>	<b>2 actors-institutions</b>	<b>18</b>	<b>2 actors-parties</b>	<b>18</b>
	1	Voronin V.	6	Parties	12	PCRM	15
	2	Turcan V.	3	Presidency	6	PPCD	3

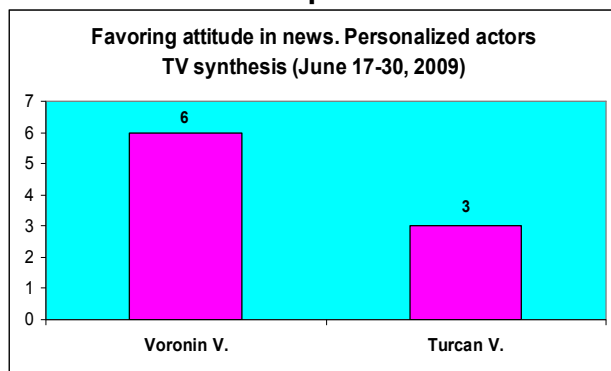
If during the previously monitored period, but a television – N4 – displayed a favoring attitude, in news, towards personalized actors, this station is joined by Moldova 1 in the last session. Both televisions display favoring attitude, in news, towards two personalized actors, the same – V.Voronin and V.Turcan (see Table 3.)

Moldova 1 favors two political parties as actors – PCRM and PPCD.

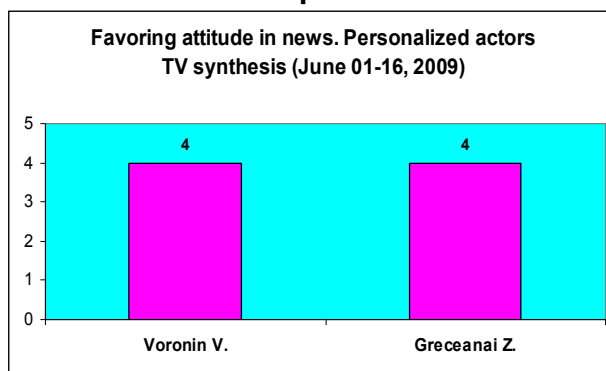
N4 and NIT favor by one party, the same – PCRM.

The favoring attitude displayed in news towards personalized actors and political parties is broken down in Graphs 9-12.

**Graph 9**

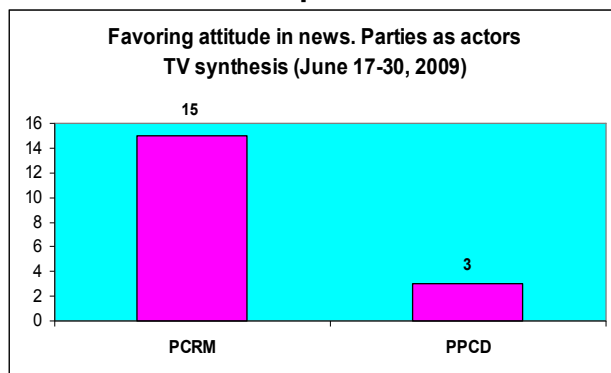


**Graph 10**

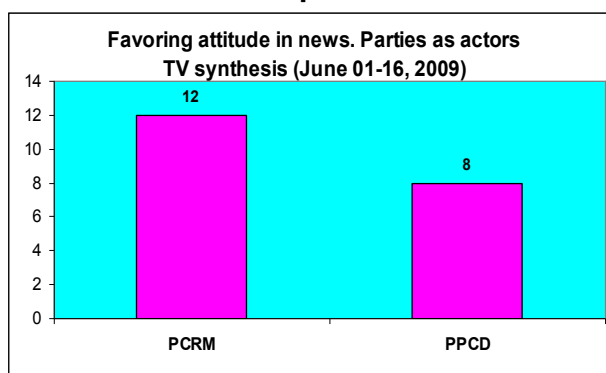




Graph 11



Graph 12



#### 4.4. Political actors in newscasts. Disfavoring attitude

Table 4

TV	POLITICLA ACTORS IN NEWS. DISFAVORING ATTITUDE						
	No.	PERSONALIZED	times	INSTITUTIONS	times	PARTIES	times
<b>EuTV</b>		<b>4 personalized actors</b>	<b>10</b>	<b>2 actors-institution</b>	<b>16</b>	<b>3 actors-parties</b>	<b>10</b>
	1	Fusu C.	3	Parties	9	PL	4
	2	Tanase A.	3	LPA	7	PLDM	3
	3	Untila V.	3			AMN	3
	4	Chirtoaca D.	1				
<b>Moldova 1</b>		<b>1 personalized actor</b>	<b>4</b>	<b>1 actor-institution</b>	<b>4</b>	<b>1 actor-party</b>	<b>4</b>
	1	Ghimpu M.	4	Parties	4	PL	4
<b>N4</b>		<b>7 personalized actors</b>	<b>57</b>	<b>2 actors-institutions</b>	<b>81</b>	<b>3 actors-parties</b>	<b>69</b>
	1	Ghimpu M.	17	Parties	75	PLDM	33
	2	Filat V.	14	LPA	6	PL	25
	3	Chirtoaca D.	7			AMN	11
	4	Urechean S.	7				
	5	Tanase A.	6				
	6	Nagacevschi V.	3				
	7	Vieru C.	3				
<b>NIT</b>		<b>4 personalized actors</b>	<b>47</b>	<b>3 actors-institutions</b>	<b>53</b>	<b>3 actors-parties</b>	<b>47</b>
	1	Chirtoaca D.	20	LPA	20	PL	29
	2	Urechean S.	14	Parliament	18	AMN	14
	3	Ghimpu M.	9	Parties	15	PLDM	4
	4	Filat V.	4				
<b>TV Synthesis</b>		<b>9 personalized actors</b>	<b>118</b>	<b>3 actors-institutions</b>	<b>154</b>	<b>3 actors-parties</b>	<b>130</b>
	1	Ghimpu M.	30	Parties	103	PL	62
	2	Chirtoaca D.	28	LPA	33	PLDM	40
	3	Urechean S.	21	Parliament	18	AMN	28
	4	Filat V.	18				
	5	Tanase A.	9				
	6	Fusu C.	3				
	7	Untila V.	3				
	8	Nagacevschi V.	3				
	9	Vieru C.	3				

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

Moldova 1 disfavored a single personalized actor in its news – M.Ghimpu, and a single party – the PL.

EuTV and NIT disfavored by 4 personalized actors – all representing the political opposition.

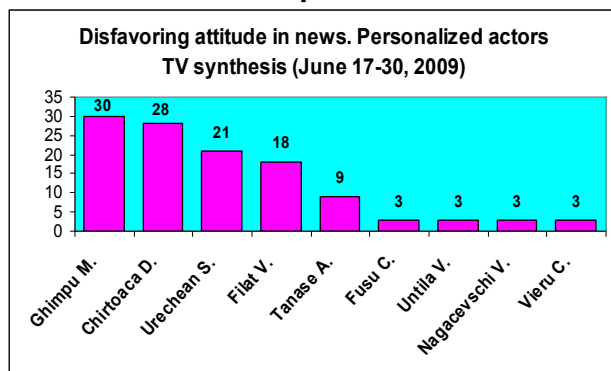
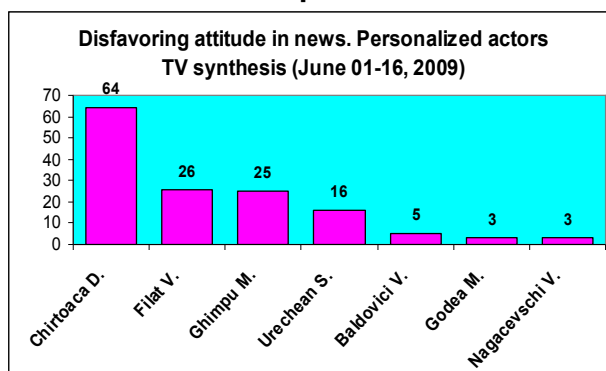
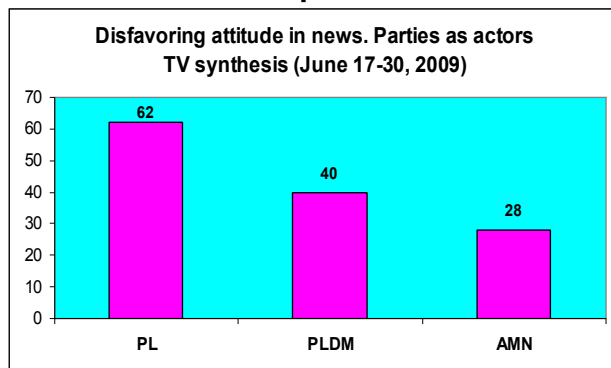
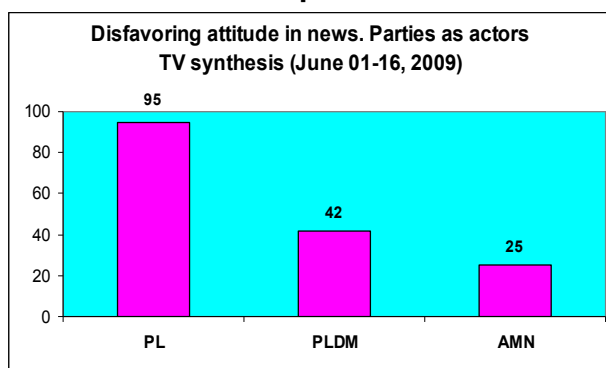
N4 disfavored the largest number of actors in its news – 7, all representing the opposition.

The personalized actor towards whom the afore-mentioned televisions displayed disfavoring attitude in their news was M.Ghimpu (last time – D.Chirtoacă.)

EuTV, N4 and NIT disfavored, in news, by three political parties – the same PL, PLDM and AMN. The PL remains the party towards which, as during the previous period, the disfavoring attitude was shown most often.

The disfavoring attitude displayed in news towards personalized actors and parties is shown in Graphs 13-16.



**Graph 13****Graph 14****Graph 15****Graph 16****Conclusions:**

- During the first two weeks of the run-up to the early Parliamentary elections of July 29, 2009, the monitored televisions went on editing their news in the previously adopted manner;
- The televisions, and first of all EuTV, Moldova 1, N4 and NIT, largely covered in news, in a positive context, personalized political actors representing the government and, most often – V. Voronin and Iu. Roșca (for the first time.) The PCRM and PPCD are the political parties most often put in a positive context in news, due, first of all, to the same televisions;
- During the reference period, the televisions, and especially EuTV and NIT, covered, in a negative context in their news, most often a personalized actor – D. Chirtoacă and a party – the PL;
- Aggregated, in the news mirroring political actors, the representatives of the power and of the ruling party prevail in a positive context; while the representatives of the opposition parties prevail in a negative context;
- Moldova 1, after not displaying favoring attitude towards any politician or political party, for the first time during the period June 1-16, returned to the partisanship practice used in the April 5 elections;
- Moldova 1, N4 and NIT are the only televisions which display favoring attitude in their news towards some political actors and, jointly with EuTV, disfavoring attitude towards other political actors. The disfavoring attitude is exclusively shown towards the representatives of the opposition and opposition parties;
- Prime, ProTV and TV7 are the only televisions not favoring or disfavoring political actors in their programs.

## 5. QUALITY OF NEWS PRESENTING POLITICAL ACTORS

All the televisions having broadcast news presenting political actors also broadcast conflict-related stories. The largest quota of conflict stories presenting political actors was recorded by ProTV, the smallest – by TV7.

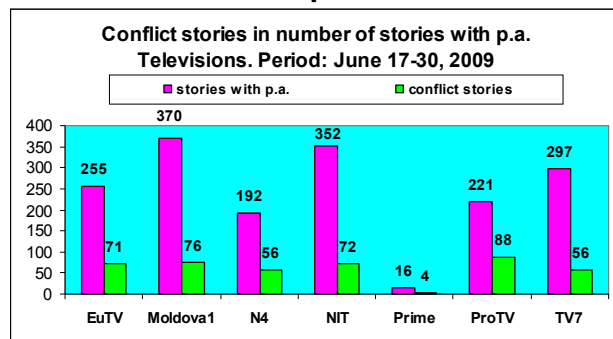
On EuTV and N4 every 3<sup>rd</sup>-4<sup>th</sup> story was about some conflict.

On Prime – 1 in 4; on Moldova 1 and Ia NIT – almost 1 in 5 (see Graphs 1 and 2.)

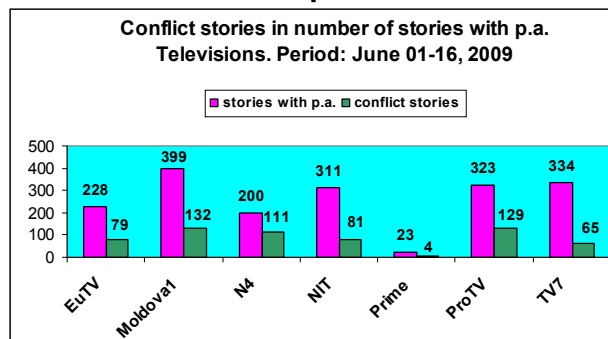
Compared to the previous monitoring session, during this period, one notices a drop in the number of conflict-related stories on all the televisions (save for Prime.)

On Moldova 1, this index fell almost twice, and on N4, practically, twice.

**Graph 1**



**Graph 2**



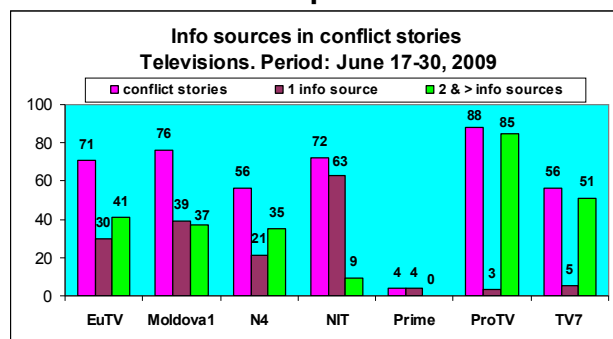
During the reference period, no television edited all the conflict-related stories on the basis of several information sources (see Graphs 3-6). Compared to the previous monitoring session, this index worsened during the last period.

ProTV and TV7 are the closest to the correct model of editing conflict-related news stories.

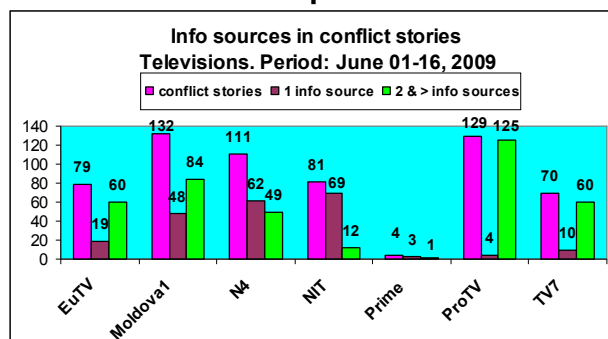
On two televisions – EuTV and N4 – the number of conflict stories written on the basis of several sources exceeds the number of the stories with only one information source. In this regard, N4 made progress in comparison with the previous period, EuTV and, especially Moldova 1 – made it worse, and NIT stood at the same level practically.

Prime TV, although having aired few conflict stories, none of them is edited on the basis of several info sources.

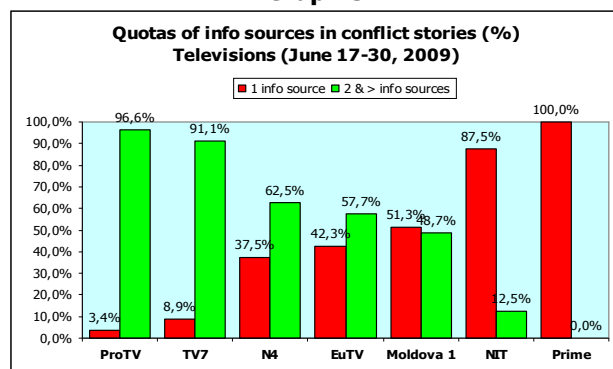
**Graph 3**



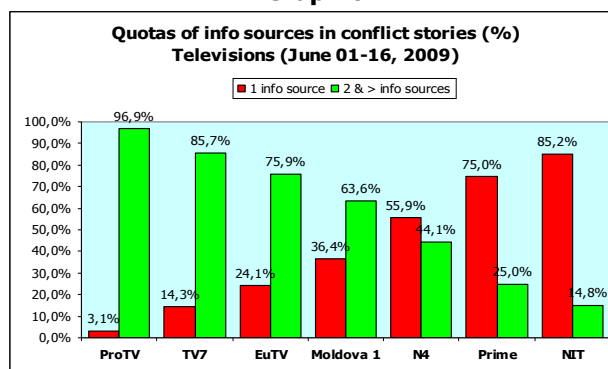
**Graph 4**



**Graph 5**



**Graph 6**



### Conclusions:

During the last monitoring period, unlike the previous period, the number of conflict-related stories dropped on most televisions. The most precarious situation in this respect is noticed at Prime and NIT channels.

## 6. POLITICAL ACTORS' PRESENCE IN PROGRAMS: STATISTICAL DATA

Monitored period:		17 - 30.06.2009	
Monitored station:	EuTV	Monitored program:	Programs
Program title:	Duration (sec.)	Program title:	Duration (sec.)
Epicentru	12080	Post-Factum	9792
Media Expres	4788	Total titles: 3	26660

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	Rosca Iu.	23	6002	19	1017	42	7019	11	0	31	7	0	35
2	Voronin V.	22	640	14	1848	36	2488	2	2	32	0	0	36
3	Lupu M.	3	102	10	1676	13	1778	0	3	10	0	3	10
4	Urechean S.	5	119	7	734	12	853	0	7	5	0	6	6
5	Chirtoaca D.	3	71	14	724	17	795	0	8	9	0	3	14
6	Braghis D.	0	0	3	581	3	581	0	1	2	0	1	2
7	Tarlev V.	0	0	6	556	6	556	0	1	5	0	1	5
8	Filat V.	6	98	7	165	13	263	0	0	13	0	0	13
9	Diacov D.	2	50	6	82	8	132	0	0	8	0	0	8
10	Ghimpu M.	1	9	3	112	4	121	0	0	4	0	0	4
11	Fusu C.	1	26	2	94	3	120	0	1	1	0	1	1
12	Vaculovschi G.	2	48	6	44	8	92	4	0	4	4	0	4
13	Platon V.	0	0	2	88	2	88	0	2	0	0	2	0
14	Parlog V.	4	84	0	0	4	84	0	0	4	0	0	4
15	Greceanai Z.	2	64	4	20	6	84	0	0	6	0	0	6
16	Uratu S.	2	58	2	20	4	78	0	0	4	0	0	4
17	Ciubasenco D.	0	0	2	74	2	74	0	0	2	0	0	2
18	Cotet V.	2	54	2	14	4	68	0	2	2	0	0	4
19	Cubreacov V.	2	58	0	0	2	58	0	0	2	0	0	2
20	Jantuan S.	0	0	2	50	2	50	0	2	0	0	0	2
21	Boico M.	2	20	2	20	4	40	0	0	4	0	0	4
22	Zolotco M.	0	0	2	38	2	38	0	2	0	0	0	2
23	Cernei O.	0	0	2	36	2	36	0	0	2	0	0	2
24	Secareanu S.	2	32	0	0	2	32	0	0	2	0	0	2
25	Cebanu I.	2	12	2	20	4	32	0	0	4	0	0	4
26	Petrenco G.	1	20	1	7	2	27	0	0	2	0	0	2
27	Durlesteanu M.	0	0	1	27	1	27	0	0	1	0	0	1
28	Ciobanu V.	1	25	0	0	1	25	0	0	1	0	0	1
29	Bujor L.	2	20	0	0	2	20	0	0	2	0	0	2
30	Ciuru I.	1	16	0	0	1	16	0	0	1	0	0	1
31	Ionita V.	0	0	2	16	2	16	0	0	2	0	0	2
32	Plesca I.	0	0	2	16	2	16	0	2	0	0	2	0
33	Colesnic Iu.	0	0	2	10	2	10	0	0	2	0	0	2
34	Osipov V.	0	0	2	8	2	8	0	0	2	0	0	2
+	Institutions												
1	Parties	43	882	144	8837	187	9719	14	41	131	10	28	148
2	Government	22	5998	22	955	44	6953	10	0	34	8	0	36
3	Presidency	22	640	10	1610	32	2250	2	2	28	0	0	32
4	PLA	4	108	14	588	18	696	0	12	6	0	3	15
+	Parties												
1	PPCD	25	5869	30	1472	55	7341	17	0	38	13	0	42
2	PCRM	33	1056	35	2861	68	3917	4	5	59	2	0	66
3	PDM	5	152	23	2344	28	2496	0	7	21	0	3	25
4	PL	9	176	28	1214	37	1390	0	11	25	0	6	30
5	AMN	7	139	26	1162	33	1301	2	15	16	0	14	19
6	UCM	0	0	8	856	8	856	0	1	7	0	1	7
7	PLDM	8	152	18	513	26	665	0	4	22	0	2	24
8	PSD	0	0	4	589	4	589	0	1	3	0	1	3

Monitored period:		17 - 30.06.2009	
Monitored station:	Moldova 1	Monitored program:	Programs
Program title:	Duration (sec.)	Program title:	Duration (sec.)
Cronos	1980	Terra Vita	3540
Editie speciala	3400	Vector european	5800
Gagauz Ogea	3500	Viata publica	3315
La datorie	4680	Zona Libera	6000
Rezonans	2875	Total titles: 9	35090

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.
		frequ.	duration	frequ.	duration	frequ.	duration						
+	personalized	(times)	(sec.)	(times)	(sec.)	(times)	(sec.)	(times)	(times)	(times)	(times)	(times)	(times)
1	Rosca Iu.	7	2726	9	500	16	3226	3	0	13	0	0	16
2	Dodon I.	13	2095	2	45	15	2140	2	0	13	0	0	15
3	Voronin V.	9	236	6	410	15	646	2	0	13	0	0	15
4	Durlesteanu M.	2	640	0	0	2	640	1	0	1	0	0	2
5	Ivanov V.	10	314	2	120	12	434	2	0	10	0	0	12
6	Formuzal M.	2	220	2	120	4	340	2	0	2	0	0	4
7	Apocstol I.	8	276	2	22	10	298	4	0	6	0	0	10
8	Filat V.	5	189	0	0	5	189	0	0	5	0	0	5
9	Vrabie V.	3	76	7	103	10	179	2	0	8	0	0	10
10	Chirtoaca D.	0	0	2	110	2	110	0	2	0	0	1	1
11	Lupu M.	4	60	4	45	8	105	0	0	8	0	0	8
12	Diacov D.	2	50	4	40	6	90	0	1	5	0	1	5
13	Malai I.	2	70	2	17	4	87	1	0	3	0	0	4
14	Greceanai Z.	2	26	2	20	4	46	1	0	3	0	0	4
15	Ghimpu M.	0	0	2	40	2	40	0	1	1	0	1	1
16	Colesnic Iu.	2	34	0	0	2	34	0	0	2	0	0	2
17	Turcan V.	1	32	0	0	1	32	0	0	1	0	0	1
18	Urechean S.	1	15	1	15	2	30	0	1	1	0	1	1
19	Bujor L.	2	18	0	0	2	18	0	0	2	0	0	2
20	Boico M.	2	16	0	0	2	16	0	0	2	0	0	2
21	Petrencu A.	1	15	0	0	1	15	0	0	1	0	0	1
22	Ciubasenco D.	0	0	1	15	1	15	0	1	0	0	1	0
23	Ionita V.	0	0	1	15	1	15	0	1	0	0	1	0
24	Cebanu I.	2	10	0	0	2	10	0	0	2	0	0	2
25	Cubreacov V.	0	0	1	10	1	10	1	0	0	0	0	1
26	Secareanu S.	0	0	1	10	1	10	1	0	0	0	0	1
+	Institutions												
1	Government	45	6103	28	1257	73	7360	17	0	56	1	0	72
2	Parties	18	420	48	1001	66	1421	3	12	51	0	5	61
3	Presidency	9	236	10	470	19	706	2	0	17	0	0	19
4	PLA	2	220	4	195	6	415	2	2	2	0	1	5
5	Parliament	6	139	7	255	13	394	0	0	13	0	0	13
+	Parties												
1	PPCD	7	2726	16	856	23	3582	6	0	17	0	0	23
2	PCRM	38	2734	14	601	52	3335	7	0	45	0	0	52
3	PLDM	7	207	8	66	15	273	0	3	12	0	2	13
4	PDM	6	110	10	91	16	201	0	1	15	0	1	15
5	PL	2	10	9	171	11	181	0	4	7	0	2	9
6	AMN	3	49	6	36	9	85	0	2	7	0	1	8

Monitored period: 17 - 30.06.2009			
Monitored station:	N4	Monitored program:	Programs
Program title:	Duration (sec.)	Program title:	Duration (sec.)
Promo obiectiv	3150	Revista presei	9420
		Total titles: 2	12570

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.
		frequ.	duration	frequ.	duration	frequ.	duration						
+	personalized	(times)	(sec.)	(times)	(sec.)	(times)	(sec.)	(times)	(times)	(times)	(times)	(times)	(times)
1	Voronin V.	21	231	32	961	53	1192	25	4	24	23	0	30
2	Filat V.	63	693	26	172	89	865	0	23	66	0	21	68
3	Urechean S.	63	735	7	49	70	784	0	6	64	0	0	70
4	Chirtoaca D.	42	252	34	374	76	626	0	53	23	0	5	71
5	Ghimpu M.	21	273	31	163	52	436	0	28	24	0	0	52
6	Rosca Iu.	0	0	16	335	16	335	3	3	10	3	0	13
7	Lupu M.	0	0	6	135	6	135	0	3	3	0	2	4
8	Cotet V.	21	126	0	0	21	126	0	0	21	0	0	21
9	Pavlicenco V.	21	105	1	15	22	120	0	1	21	0	0	22
10	Dodon I.	0	0	4	116	4	116	2	0	2	0	0	4
11	Braghis D.	21	105	0	0	21	105	0	0	21	0	0	21
12	Tanase A.	21	63	0	0	21	63	0	0	21	0	0	21
13	Greceanai Z.	0	0	1	25	1	25	0	0	1	0	0	1
14	Nantoi O.	0	0	2	20	2	20	0	0	2	0	0	2
15	Tarlev V.	0	0	2	14	2	14	0	0	2	0	0	2
16	Tkaciuk M.	0	0	1	10	1	10	0	0	1	0	0	1

17	Stratan A.	0	0	2	6	2	6	0	2	0	0	0	2
18	Diacov D.	0	0	1	4	1	4	0	0	1	0	0	1
+	<b>Institutions</b>												
1	Parties	273	2352	165	1593	438	3945	2	145	293	1	29	410
2	Presidency	21	231	26	721	47	952	25	2	20	23	0	24
3	Government	0	0	24	512	24	512	5	6	13	2	0	22
4	PLA	0	0	17	287	17	287	0	13	4	0	5	12
+	<b>Parties</b>												
1	PCRM	21	231	44	1164	65	1395	27	8	30	23	0	42
2	PLDM	105	882	53	327	158	1209	0	46	112	0	23	135
3	PL	63	525	70	581	133	1106	0	85	48	0	9	124
4	AMN	63	735	9	79	72	814	0	6	66	0	0	72
5	PPCD	0	0	22	361	22	361	5	5	12	3	0	19
6	MAE	21	105	5	62	26	167	0	1	27	0	0	28
7	PDM	0	0	9	159	9	159	0	3	6	0	2	7
8	PSD	21	105	0	0	21	105	0	0	21	0	0	21
9	PNL	0	0	1	15	1	15	0	1	0	0	0	1
10	UCM	0	0	2	14	2	14	0	0	2	0	0	2

<b>Monitored period:</b> 17 - 30.06.2009			
<b>Monitored station:</b>	<b>NIT</b>	<b>Monitored program:</b>	<b>Programs</b>
<b>Program title:</b>	<b>Duration (sec.)</b>	<b>Program title:</b>	<b>Duration (sec.)</b>
<b>Maxima</b>	<b>2100</b>	<b>Rezonans</b>	<b>4200</b>
		<b>Total titles: 2</b>	<b>6300</b>

No.	ACTORS	APPEARANCES				Data synthesis		CONTENTS			ATTITUDE		
TV Pr.	NIT Programs	Direct interventions		Mentions/appearances		Dir. int. & ment./app.		positive	negative	neutral	favor.	disfavor.	impart.
		frequ.	duration	frequ.	duration	frequ.	duration						
+	personalized	(times)	(sec.)	(times)	(sec.)	(times)	(sec.)	(times)	(times)	(times)	(times)	(times)	(times)
1	Voronin V.	12	670	2	700	14	1370	8	0	6	0	0	14
2	Chirtoaca D.	2	32	4	120	6	152	0	2	4	0	2	4
3	Ghimpu M.	3	56	6	50	9	106	0	3	6	0	2	7
4	Petrenco G.	4	100	0	0	4	100	0	0	4	0	0	4
5	Urechean S.	0	0	4	100	4	100	0	4	0	0	2	2
6	Filat V.	2	28	4	44	6	72	0	2	4	0	2	4
7	Cotet V.	0	0	2	20	2	20	0	0	2	0	0	2
8	Rosca Iu.	0	0	2	20	2	20	0	0	2	0	0	2
+	<b>Institutions</b>												
1	Presidency	12	670	4	740	16	1410	8	0	8	0	0	16
2	Parties	11	216	28	542	39	758	2	16	21	0	8	31
3	Parliament	0	0	2	68	2	68	0	0	2	0	0	2
4	PLA	0	0	2	20	2	20	0	0	2	0	0	2
+	<b>Parties</b>												
1	PCRM	16	770	4	724	20	1494	10	0	10	0	0	20
2	PL	5	88	12	190	17	278	0	5	12	0	4	13
3	AMN	0	0	4	100	4	100	0	4	0	0	2	2
4	PLDM	2	28	6	68	8	96	0	4	4	0	2	6
5	PPCD	0	0	2	20	2	20	0	0	2	0	0	2

<b>Monitored period:</b> 17 - 30.06.2009			
<b>Monitored station:</b>	<b>ProTV</b>	<b>Monitored program:</b>	<b>Programs</b>
<b>Program title:</b>	<b>Duration (sec.)</b>	<b>Program title:</b>	<b>Duration (sec.)</b>
<b>In profunzime</b>	<b>11214</b>	<b>Promo "In prof."</b>	<b>2176</b>
<b>Profit</b>	<b>192</b>	<b>Total titles: 3</b>	<b>13582</b>

No.	ACTORS	APPEARANCES				Data synthesis		CONTENTS			ATTITUDE		
TV Pr.	ProTV Programs	Direct interventions		Mentions/appearances		Dir. int. & ment./app.		positive	negative	neutral	favor.	disfavor.	impart.
		frequ.	duration	frequ.	duration	frequ.	duration						
+	personalized	(times)	(sec.)	(times)	(sec.)	(times)	(sec.)	(times)	(times)	(times)	(times)	(times)	(times)
1	Chirtoaca D.	2	5100	0	0	2	5100	0	0	2	0	0	2
2	Cernei O.	2	740	2	20	4	760	0	0	4	0	0	4
3	Lupu M.	0	0	2	738	2	738	0	0	2	0	0	2
4	Voronin V.	0	0	69	322	69	322	0	3	66	0	0	69
5	Rosca Iu.	0	0	1	183	1	183	0	0	1	0	0	1
6	Cotet V.	0	0	2	124	2	124	0	0	2	0	0	2
7	Filat V.	0	0	65	69	65	69	0	0	65	0	0	65
8	Ghimpu M.	0	0	64	64	64	64	0	0	64	0	0	64
9	Urechean S.	0	0	64	64	64	64	0	0	64	0	0	64
10	Greceanai Z.	0	0	2	48	2	48	0	0	2	0	0	2
11	Turcan V.	0	0	2	36	2	36	0	0	2	0	0	2
12	Tarlev V.	0	0	1	32	1	32	0	0	1	0	0	1

13	Dodon I.	0	0	2	29	2	29	0	0	2	0	0	2
14	Petrache M.	0	0	1	27	1	27	0	0	1	0	0	1
15	Braghis D.	0	0	1	14	1	14	0	0	1	0	0	1
16	Diacov D.	0	0	1	14	1	14	0	0	1	0	0	1
+	<b>Institutions</b>												
1	PLA	4	5840	4	144	8	5984	0	0	8	0	0	8
2	Parties	0	0	216	2850	216	2850	0	6	210	0	0	216
3	Government	0	0	5	97	5	97	0	0	5	0	0	5
4	Presidency	0	0	65	82	65	82	0	0	65	0	0	65
+	<b>Parties</b>												
1	PL	2	5100	65	204	67	5304	0	0	67	0	0	67
2	PCRM	0	0	79	1139	79	1139	0	6	73	0	0	79
3	AMN	2	740	67	179	69	919	0	0	69	0	0	69
4	PDM	0	0	3	752	3	752	0	0	3	0	0	3
5	PPCD	0	0	2	309	2	309	0	0	2	0	0	2
6	PLDM	0	0	68	217	68	217	0	0	68	0	0	68
7	UCM	0	0	3	201	3	201	0	0	3	0	0	3
8	PSD	0	0	2	152	2	152	0	0	2	0	0	2

<b>Monitored period:</b> 17 - 30.06.2009			
<b>Monitored station:</b> TV7		<b>Monitored program:</b> Programs	
Program title:		Duration (sec.)	
Objectiv-Europa		4500	
Observer		1800	
Total titles: 2		7200	

No.	ACTORS	APPEARANCES				Data synthesis		CONTENTS			ATTITUDE		
		Direct interventions		Mentions/appearances		Dir. int. & ment./app.		positive	negative	neutral	favor.	disfavor.	impart.
		frequ.	duration	frequ.	duration	frequ.	duration						
+	personalized	(times)	(sec.)	(times)	(sec.)	(times)	(sec.)	(times)	(times)	(times)	(times)	(times)	(times)
1	Chirtoaca D.	0	0	2	12	2	12	0	2	0	0	0	2
2	Fusu C.	4	100	0	0	4	100	0	0	4	0	0	4
3	Klimenko V.	8	272	0	0	8	272	0	0	8	0	0	8
4	Petrencu A.	8	326	0	0	8	326	0	0	8	0	0	8
5	Rosca Iu.	0	0	4	32	4	32	0	0	4	0	0	4
6	Stratan A.	0	0	2	48	2	48	0	0	2	0	0	2
7	Tanase A.	4	60	0	0	4	60	0	0	4	0	0	4
8	Untila V.	2	28	0	0	2	28	0	0	2	0	0	2
9	Voronin V.	0	0	6	272	6	272	0	2	4	0	0	6
+	<b>Institutions</b>												
1	PLA	0	0	4	24	4	24	0	2	2	0	0	4
2	Government	0	0	6	156	6	156	0	0	6	0	0	6
3	Parties	26	786	4	48	30	834	0	2	28	0	0	30
4	Presidency	0	0	6	272	6	272	0	2	4	0	0	6
+	<b>Parties</b>												
1	AMN	2	28	0	0	2	28	0	0	2	0	0	2
2	MAE	8	326	0	0	8	326	0	0	8	0	0	8
3	PCRM	0	0	8	312	8	312	0	4	4	0	0	8
4	PL	4	100	2	12	6	112	0	2	4	0	0	6
5	PLDM	4	60	0	0	4	60	0	0	4	0	0	4
6	PPCD	0	0	4	32	4	32	0	0	4	0	0	4
7	RAVN	8	272	0	0	8	272	0	0	8	0	0	8

<b>Monitored period:</b> 17 - 30.06.2009			
<b>Monitored station:</b> TV synthesis		<b>Monitored program:</b> Programs	
Program title:		Duration (sec.)	
Cronos		1980	
Editie speciala		3400	
Epicentru		12080	
Gagauz Ogea		3500	
In profunzime		11214	
La datorie		4680	
Maxima		2100	
Media Expres		4788	
Obiectiv-Europa		5400	
Observer		1800	
Post-Factum		9792	
Profit		192	
Promo " I. p."		2176	
Promo obiectiv		3150	
Revista presei		9420	
Rezonans		4200	
Rezonans		2875	
Terra Vita		3540	
Vector european		5800	
Viata publica		3315	
Zona Libera		6000	
Total titles: 21		101402	

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

1	Rosca Iu.	30	8728	51	2087	81	10815	17	3	61	10	0	71
2	Chirtoaca D.	49	5455	56	1340	105	6795	0	67	38	0	11	94
3	Voronin V.	64	1777	129	4513	193	6290	37	11	145	23	0	170
4	Lupu M.	7	162	22	2594	29	2756	0	6	23	0	5	24
5	Dodon I.	13	2095	8	190	21	2285	4	0	17	0	0	21
6	Urechian S.	69	869	83	962	152	1831	0	18	134	0	9	143
7	Filat V.	76	1008	102	450	178	1458	0	25	153	0	23	155
8	Cernei O.	2	740	4	56	6	796	0	0	6	0	0	6
9	Ghimpu M.	25	338	106	429	131	767	0	32	99	0	3	128
10	Braghis D.	21	105	4	595	25	700	0	1	24	0	1	24
11	Durlesteanu M.	2	640	1	27	3	667	1	0	2	0	0	3
12	Tarlev V.	0	0	9	602	9	602	0	1	8	0	1	8
13	Ivanov V.	10	314	2	120	12	434	2	0	10	0	0	12
14	Petrencu A.	9	341	0	0	9	341	0	0	9	0	0	9
15	Formuzal M.	2	220	2	120	4	340	2	0	2	0	0	4
16	Cotet V.	23	180	6	158	29	338	0	2	27	0	0	29
17	Apostol I.	8	276	2	22	10	298	4	0	6	0	0	10
18	Klimenko V.	8	272	0	0	8	272	0	0	8	0	0	8
19	Diacov D.	4	100	12	140	16	240	0	1	15	0	1	15
20	Fusu C.	5	126	2	94	7	220	0	1	5	0	1	5
21	Greceanai Z.	4	90	9	113	13	203	1	0	12	0	0	13
22	Vrabie V.	3	76	7	103	10	179	2	0	8	0	0	10
23	Petresco G.	5	120	1	7	6	127	0	0	6	0	0	6
24	Tanase A.	25	123	0	0	25	123	0	0	25	0	0	25
25	Pavlicenco V.	21	105	1	15	22	120	0	1	21	0	0	22
26	Vaculovschi G.	2	48	6	44	8	92	4	0	4	4	0	4
27	Ciubasenco D.	0	0	3	89	3	89	0	1	2	0	1	2
28	Platon V.	0	0	2	88	2	88	0	2	0	0	2	0
29	Malai I.	2	70	2	17	4	87	1	0	3	0	0	4
30	Parlog V.	4	84	0	0	4	84	0	0	4	0	0	4
31	Uratu S.	2	58	2	20	4	78	0	0	4	0	0	4
32	Cubreacov V.	2	58	1	10	3	68	1	0	2	0	0	3
33	Turcan V.	1	32	2	36	3	68	0	0	3	0	0	3
34	Boico M.	4	36	2	20	6	56	0	0	6	0	0	6
35	Stratan A.	0	0	4	54	4	54	0	2	2	0	0	4
36	Jantuan S.	0	0	2	50	2	50	0	2	0	0	0	2
37	Colesnic Iu.	2	34	2	10	4	44	0	0	4	0	0	4
38	Secareanu S.	2	32	1	10	3	42	1	0	2	0	0	3
39	Cebanu I.	4	22	2	20	6	42	0	0	6	0	0	6
40	Bujor L.	4	38	0	0	4	38	0	0	4	0	0	4
41	Zolotco M.	0	0	2	38	2	38	0	2	0	0	0	2
42	Ionita V.	0	0	3	31	3	31	0	1	2	0	1	2
43	Untila V.	2	28	0	0	2	28	0	0	2	0	0	2
44	Petrache M.	0	0	1	27	1	27	0	0	1	0	0	1
45	Ciobanu V.	1	25	0	0	1	25	0	0	1	0	0	1
46	Nantoi O.	0	0	2	20	2	20	0	0	2	0	0	2
47	Ciuru I.	1	16	0	0	1	16	0	0	1	0	0	1
48	Plesca I.	0	0	2	16	2	16	0	2	0	0	2	0
49	Tkaciuk M.	0	0	1	10	1	10	0	0	1	0	0	1
50	Osipov V.	0	0	2	8	2	8	0	0	2	0	0	2
+	Institutions												
1	Parties	371	4656	605	14871	976	19527	21	222	734	11	70	896
2	Government	67	12101	85	2977	152	15078	32	6	114	11	0	141
3	PLA	10	6168	45	1258	55	7426	2	29	24	0	9	46
4	Presidency	64	1777	121	3895	185	5672	37	6	142	23	0	162
5	Parliament	6	139	9	323	15	462	0	0	15	0	0	15
+	Parties												
1	PPCD	32	8595	76	3050	108	11645	28	5	75	16	0	92
2	PCRM	108	4791	184	6801	292	11592	48	23	221	25	0	267
3	PL	85	5999	186	2372	271	8371	0	107	163	0	21	249
4	PDM	11	262	45	3346	56	3608	0	11	45	0	6	50
5	AMN	77	1691	112	1556	189	3247	2	27	160	0	17	172
6	PLDM	126	1329	153	1191	279	2520	0	57	222	0	29	250
7	UCM	0	0	13	1071	13	1071	0	1	12	0	1	12
8	PSD	21	105	6	741	27	846	0	1	26	0	1	26
9	MAE	29	431	5	62	34	493	0	1	35	0	0	36
10	RAVN	8	272	0	0	8	272	0	0	8	0	0	8
11	PNL	0	0	1	15	1	15	0	1	0	0	0	1

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

### 7.1 General quantity data

From June 17 through 30, 2009, electoral messages were sent by the political actors both through newscasts and programs broadcast by the TV channels. Six of the monitored televisions had programs with the participation of political actors (EuTV, Moldova 1, N4, NIT, ProTV, TV7). TVC21, 2 Plus and Prime did not air programs with the participation of political actors during this session.

The monitoring data find that, during the reference period, the TV coverage of the political process was marked by a drop in intensity compared with the previous monitoring session: the airtime allotted to the programs with the participation of the political actors during these two weeks was twice less than in the period June 1-16, 2009 (101,402 seconds compared to 201,190 seconds.)

Dropping was the number of the program series presenting political actors (from 26 in May and 24 in the first half of June to 21 series during the last period.)

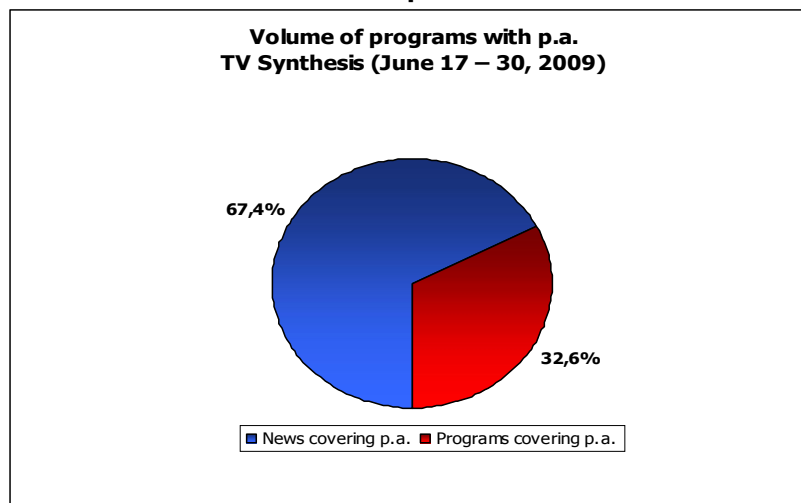
Moldova 1 had most of the series of programs (9). The other televisions aired by 2-3 series of programs with the participation of political actors. As during the previous monitoring sessions, the longest program series were broadcast by EuTV ("Epicentru", "Post-Factum", „Media Expres”), Moldova 1 („Zona Liberă”, "Vector european”), N4 („Revista preseii”), ProTV ("În profunzime”).

**Table 1**

<b>Longest program series (period: June 17-30, 2009)</b>		
Program title	TV station	Duration (sec.)
<b>Epicentru</b>	<b>EuTV</b>	<b>12 080</b>
<b>În profunzime</b>	<b>ProTV</b>	<b>11 214</b>
<b>Revista preseii</b>	<b>N4</b>	<b>9 420</b>
<b>Post-Factum</b>	<b>EuTV</b>	<b>9 272</b>
<b>Zona Liberă</b>	<b>Moldova 1</b>	<b>6 000</b>
<b>Vector european</b>	<b>Moldova 1</b>	<b>5 800</b>
<b>Obiectiv-Europa</b>	<b>TV 7</b>	<b>5 400</b>
<b>Media Expres</b>	<b>EuTV</b>	<b>4 788</b>

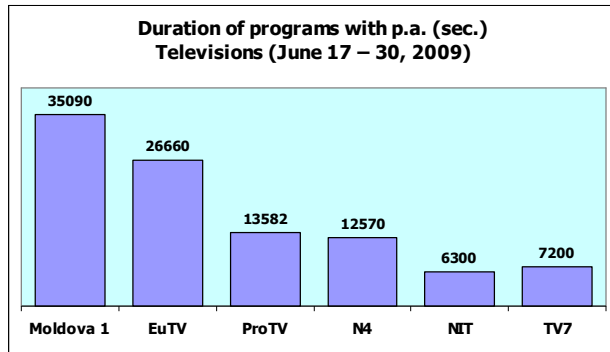
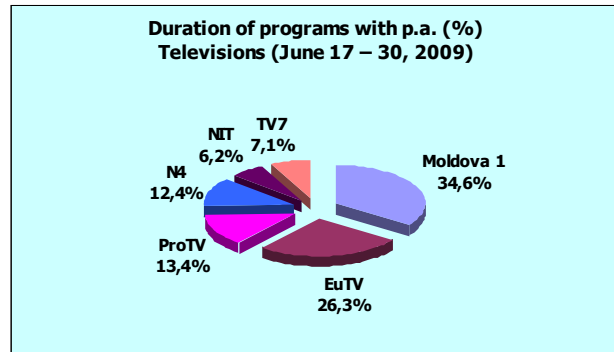
The airtime allotted to the programs with the participation of political actors in TV programs proved to be, unlike the previous monitoring sessions, shorter in relation to the time allotted to the coverage of political actors in news. So, if in May and the first two weeks of June, the programs with the participation of political actors had significant runtime, almost equaling the duration of the presence of political actors in news, from June 17 through 30, the weight of the programs in the total airtime presenting political actors dropped to 1/3.

**Graph 1**



The TV space allotted to the programs with political actors was different on different monitored stations. Some televisions (Moldova 1, EuTV) allotted, in their programs, as before, extended airtime to programs tackling political subjects: 9.75 h (Moldova 1), 7.4 h (EuTV). Other televisions (ProTV, N4, TV7, NIT) had programs with political actors with the total duration from 1.75 h to 3.8 h.



**Graph 2****Graph 3**

Out of the total volume of the programs with political actors, the largest quota rested with Moldova 1 and EuTV, as was in the previous monitoring sessions. Constantly, these two stations jointly account for from half to 2/3 of the total airtime allotted by televisions to the programs with the participation of political actors; during the period June 17-30, this index accounted for 61% of the total.

### **7.2 Political actors in programs**

During the reference period, in the programs of the monitored TV stations, 50 personalized political actors were covered (in first 2 weeks of June – 53 political actors.)

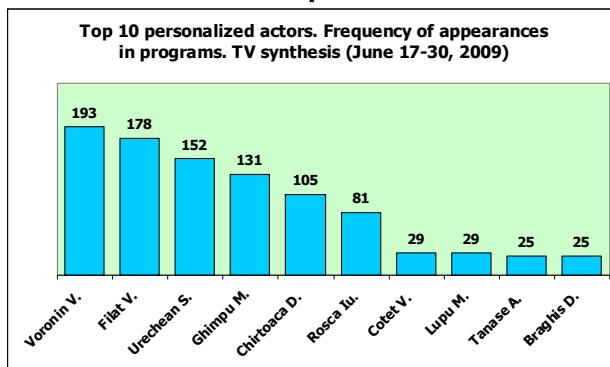
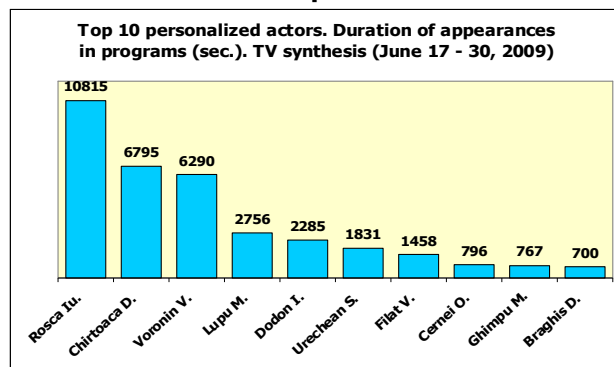
The time allotted to the institutionalized political actors in programs was 48,165 seconds (almost twice less as duration compared to the previous monitoring session.) This time, the airtime of presenting political parties (11) in programs (19,527 seconds) was not much different as compared to other institutionalized political actors: the coverage of the Government, for instance was 15,078 seconds (in first two weeks of June, the political parties had the visibility 1.5 times bigger on the monitored televisions as compared to the time allotted to cover the other institutions.)

#### **▪ Personalized actors**

Most personalized actors – 34 – were present (directly or mentioned) in the programs aired by EuTV. Moldova 1 covered 26 personalized political actors (11 less than during June 1-16.) The number of personalized political actors was smaller, during the reference period, on all the other televisions (except for EuTV), as related to the data concerning the previous monitoring session: N4 – 18 (26 during June 1-16); NIT – 8 (25 during June 1-16.) ProTV covered 16 personalized political actors, and TV7 – 9 personalized political actors, in their programs.

Representatives of PCRM, PLDM, AMN, PL, PPCD were among the mostly covered personalized political actors. Quantifying the coverage of the personalized political actors finds that, during the reference period, the names in the top list are the same Vladimir Voronin, Vlad Filat, Serafim Urechean, Mihai Ghimpu, Dorin Chirtoacă, Iurie Roșca, Alexandru Tănase, Dumitru Braghiș, the party leaders appeared more often and it's not new. However, in terms of frequency of appearances, names as Marian Lupu and Vlad Coteț appeared in the top 10 list, during the monitoring session.

The first 10 political actors from the top list (Graph 4) had 951 appearances, the other 40 political actors presented in programs rested with 238 appearances. The first six political actors from the top had from 81 (Iu. Roșca) to 193 appearances (V. Voronin). The second group from top 10 recorded from 25 (D. Braghiș, A. Tănase) to 29 (M. Lupu, V. Coteț) appearances.

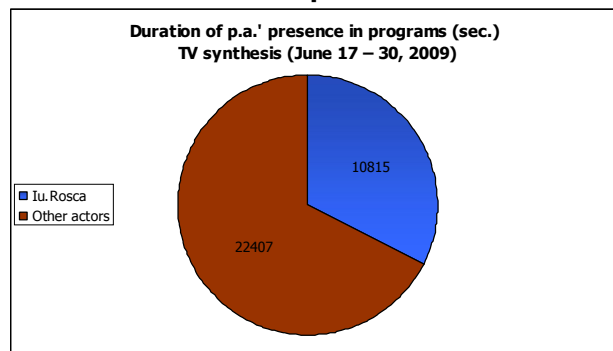
**Graph 4****Graph 5**

PCRM leader Vladimir Voronin had most of the appearances in TV broadcasts (193), followed by Vlad Filat (178) and S. Urechean (151). These three political actors had the most live appearances – 76 (V. Filat), 69 – S. Urechean, 64 – V. Voronin. The largest part of political actors – 35 – had an insignificant number of appearances – from 1 to 10.

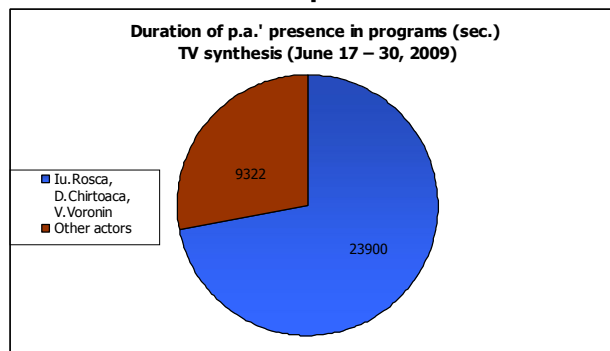
In terms of duration of political actors' presence in programs (Graph 5), the monitoring finds the constant character of the same names staying in the visibility top, as during the previous monitoring session: V. Filat, S. Urechean, V. Voronin, D. Chirtoacă, M. Ghimpu, D. Braghiș.

Iurie Roșca significantly advanced in the top – from position 10 during June 1-16 to position 1 during the reference period. The detachment from the other personalized political actors is very blatant, if taking into account that the time allotted to the TV visibility of Iurie Roșca (10,815 sec.) is comparable with the aggregated duration of the TV presence of the two political actors following him in the top (D. Chirtoacă and V. Voronin). In general, the recorded data point out that a political actor – Iurie Roșca – benefited, during the reference period, from 32.5 % of the total time of the programs with the participation of political actors (Graph 6).

**Graph 6**



**Graph 7**



The first three political actors from the top – Iu. Roșca, D. Chirtoacă and V. Voronin (Graph 7) – jointly had 23,900 seconds of TV appearances, the other political actors resting with 9,322 seconds.

Aggregated, the political actors from top 10 had 34,493 seconds of televised presence, and the other 40 political actors jointly rested with 5,703 seconds, i.e. 6 times less. In other words, the monitoring data find that the televisions focused on an insignificant number of political leaders. In May, this indicator showed figures speaking about 2.4 times more attention granted to the leaders from top 10, in the first 2 weeks of June this index was 4.6.

The visibility of political actors was different on different stations.

EuTV intensely covered Iu. Roșca, V. Voronin, D. Chirtoacă, V. Filat, S. Urechean. During June 17-30, the list was joined by M. Lupu. PPCD leader Iu. Roșca had the largest number of appearances on this station – 42 (of which 23 – live interventions), being followed by V. Voronin (36 appearances, of which 22 – live.) In fact, Iu. Roșca and V. Voronin jointly have 45 direct appearances on EuTV, and all other 32 political actors jointly – 46 direct appearances. Also Iu. Roșca and V. Voronin are leading in terms of duration of political actors' presence on this station. Iu. Roșca benefited from 7,019 seconds of TV presence (of which 6,002 seconds of direct interventions), V. Voronin had, on EuTV, 2,488 seconds of appearances (including, 640 seconds – live, i.e. 10 times less than Iu. Roșca.) During the previous monitoring session, the duration of direct appearances of these two political actors was smaller: 482 seconds – Iu. Roșca and 326 seconds – V. Voronin.

Marian Lupu's presence on EuTV, the third from the top, scores 1,778 seconds, of which 1,676 go to indirect appearances.

Iurie Roșca also holds the first position among political actors in Moldova 1's programs, both in terms of frequency of appearances, and duration of appearances. Moldova 1 mostly covered, during this period, Iu. Roșca (16 TV appearances), I. Dodon (15) and V. Voronin (15). The same political actors had most of the airtime: Iurie Roșca – 3,226 seconds, blatantly detaching from all the others, I. Dodon – 2,140 seconds and V. Voronin – 646 seconds. All the other political actors presented in TV programs joint benefited from 2,763 seconds of appearances (direct and indirect.)

On N4, the mostly covered political actors, as during the previous periods, were V. Filat, D. Chirtoacă, S. Urechean, V. Voronin, M. Ghimpu. As duration of TV presence, leading on N4 is V. Voronin (1,192 seconds), and as frequency – V. Filat (89 appearances.) V. Filat and S. Urechean score most of the direct appearances (by 63.) D. Chirtoacă records most of the mentions (34 indirect appearances.)

In NIT's programs, V. Voronin had, as before, the largest number of appearances: 14, of which 12 – direct, and the longest duration of presence – 1,370 seconds. All the other political actors mirrored in NIT's programs jointly gather 570 seconds of appearances.

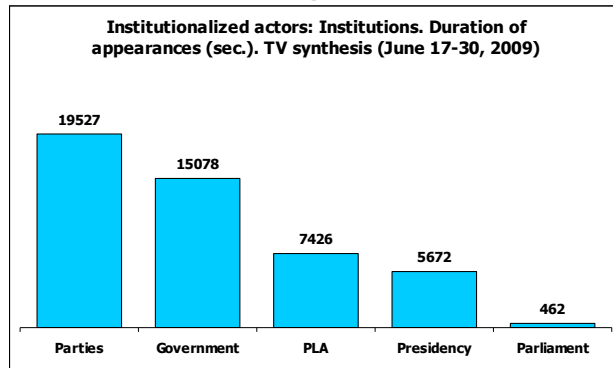
In ProTV's programs, two political actors had direct interventions: D. Chirtoacă and O. Cernei. D. Chirtoacă practically dominated ProTV's televised space, he scored 5,100 seconds – twice more than all the other political actors present in this station's programs (2,556 seconds). As for mentions, V. Voronin scored the most (69 mentions during 322 seconds), V. Filat (65 mentions during 69 seconds). M. Lupu got 2 mentions with the total duration of 738 seconds.

The smallest number of political actors (9) were presented in TV7's programs. A. Petrencu, V. Klimenko, V. Voronin were among the ones enjoying the largest number of appearances and longer duration.

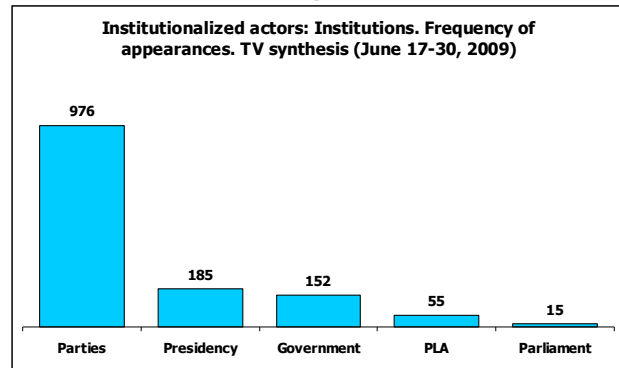
- **Institutionalized actors. Institutions**

The televised presence of institutionalized political actors (Parliament, Presidency, Government, Local Public Administration, Political Parties) during the reference period highlights the trend to insure a more balanced presentation of the work of the institutions, unlike the picture outlined during the previous monitoring periods, when one noticed the televisions focused more on the political parties (see Graphs 8 and 9). The space allotted to the presentation of political parties does not exceeds so blatantly the airtime allotted to present the work of the other institutionalized political actors (19,527 sec. compared to 15,078 sec. – Government, 7,426 sec. – LPA, 5,672 sec. – Presidency, 462 sec. – Parliament), the relation now being 19,527 seconds compared to 28,638 seconds, allotted to the other institutions all together – the reverse of the one recorded during the previous monitoring sessions, when the Parties benefited from more attention as related to the other institutions (fir instance, during June 1-16, 2009, the parties had 1.5 times more TV time than all the other institutions together).

**Graph 8**



**Graph 9**



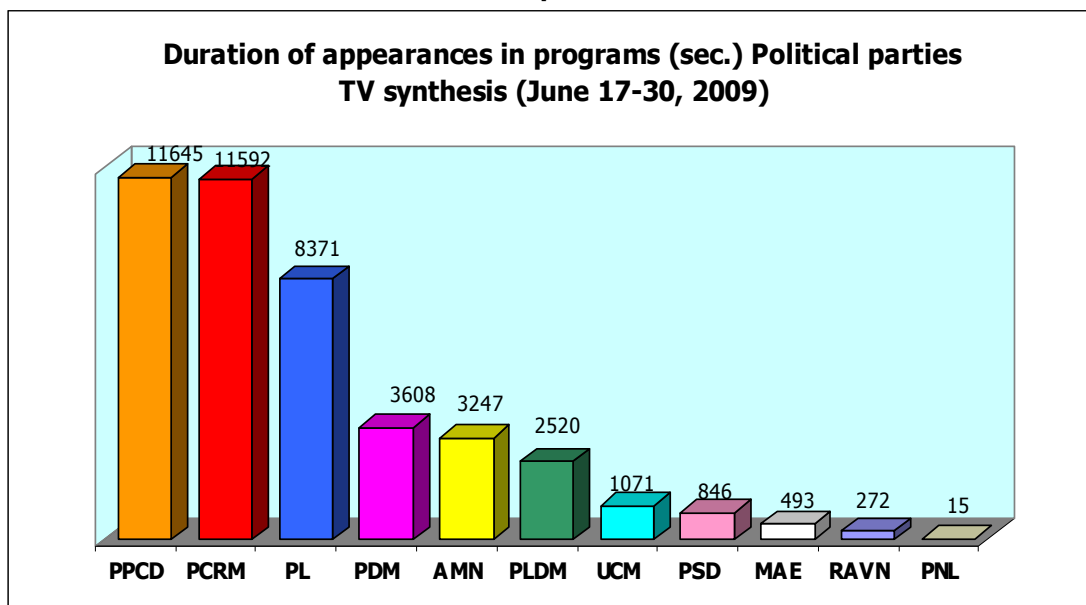
It's true, the number of appearances of the political parties anyway exceeds the number of appearances of the other institutions, the frequency of the presence of the afore-mentioned institutions in the programs of the TV stations being 2.4 times smaller than the frequency of the Parties' appearances.

The Parties benefited from the largest number of live TV appearances.

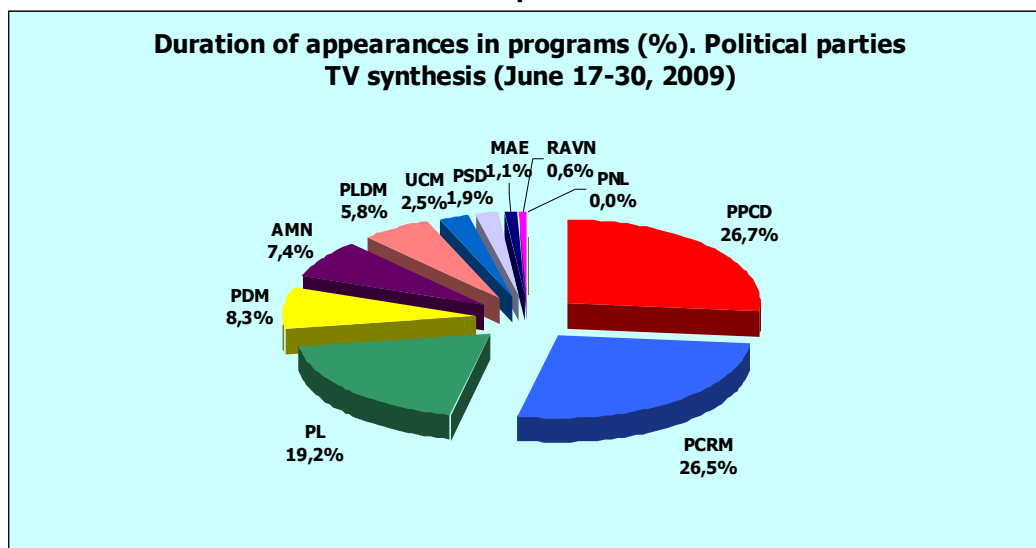
- **Institutionalized actors. Political parties**

Monitoring the duration of the televised presence of Political Parties speaks about a more significant coverage of the PPCD and of the parties entering the parliament after the April 5 elections: PCRM, PL, PLDM and AMN, as the PDM also joined the list. The monitoring data show that the PPCD and the PCRM benefited from important visibility time, exceeding the time allotted to the other 9 parties together: 23,237 seconds compared to 20,443 seconds (see Graphs 10 and 11).

**Graph 10**



**Graph 11**



Each TV stations displayed its own priorities in presenting the political parties. Moldova 1 allotted most of the time to the presentation of the PCRM (3,582 sec.) and PPCD (3,335 sec.), the other parties jointly gathering 789 seconds, i.e. 8.8 times less.

EuTV covered 8 parties. The PPCD and the PCRM benefited from the widest coverage on this television.

In ProTV 's programs, the PL and PCRM were widely presented.

NIT covered 5 parties in its programs, granting particular attention to the PCRM (1,494 seconds compared to 494 seconds, allotted to the other parties together).

TV7 mirrored the PCRM followed by MAE and RAVN, which had a significant presence on this TV station.

### **Conclusions**

From June 17 to 30, 2009, the monitored televisions focused on presenting the political parties and their leaders, which thus became the mostly covered political actors in programs during the respective period.

Ads during the previous monitoring sessions, in terms of quantity, some televisions granted priority to certain political actors. Particularly, the monitoring data find that, in the programs, the distribution of the airtime allotted to cover the political actors was unfair, as some political actors were excessively covered, as some others were insufficiently mirrored.

## 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
<b>EuTV</b>		<b>3 personalized actors</b>	<b>17</b>	<b>3 actors-institutions</b>	<b>26</b>	<b>3 actors-parties</b>	<b>23</b>
	1	Rosca Iu.	11	Parties	14	PPCD	17
	2	Vaculovschi G.	4	Government	10	PCRM	4
	3	Voronin V.	2	Presidency	2	AMN	2
<b>Moldova 1</b>		<b>12 personalized actors</b>	<b>22</b>	<b>4 actors-institutions</b>	<b>24</b>	<b>2 actors-parties</b>	<b>13</b>
	1	Apostol I.	4	Government	17	PCRM	7
	2	Rosca Iu.	3	Parties	3	PPCD	6
	3	Dodon I.	2	LPA	2		
	4	Formuzal M.	2	Presidency	2		
	5	Ivanov V.	2				
	6	Voronin V.	2				
	7	Vrabie V.	2				
	8	Cubreacov V.	1				
	9	Durlesteanu M.	1				
	10	Greceanai Z.	1				
	11	Malai I.	1				
	12	Secareanu S.	1				
<b>N4</b>		<b>3 personalized actors</b>	<b>30</b>	<b>3 actors-institutions</b>	<b>32</b>	<b>2 actors-parties</b>	<b>32</b>
	1	Voronin V.	25	Presidency	25	PCRM	27
	2	Rosca Iu.	3	Government	5	PPCD	5
	3	Dodon I.	2	Parties	2		
<b>NIT</b>		<b>1 personalized actor</b>	<b>8</b>	<b>2 actors-institutions</b>	<b>10</b>	<b>1 actor-party</b>	<b>10</b>
	1	Voronin V.	8	Presidency	8	PCRM	10
	2			Parties	2		
<b>TV Synthesis</b>		<b>13 personalized actors</b>	<b>77</b>	<b>4 actors-institutions</b>	<b>92</b>	<b>3 actors-parties</b>	<b>78</b>
	1	Voronin V.	37	Presidency	37	PCRM	48
	2	Rosca Iu.	17	Government	32	PPCD	28
	3	Vaculovschi G.	4	Parties	21	AMN	2
	4	Apostol I.	4	LPA	2		
	5	Dodon I.	4				
	6	Formuzal M.	2				
	7	Ivanov V.	2				
	8	Vrabie V.	2				
	9	Cubreacov V.	1				
	10	Durlesteanu M.	1				

#### ▪ Personalized actors

PCRM leader V. Voronin remains the personalized political actors mostly covered in a positive context. In the programs aired by the main TV stations from Moldova from June 17 through 30, 2009, Voronin is mentioned 37 times in a positive context, what is about half of the total mentions of this kind. V. Voronin is placed in a positive context on N4 (25 times), NIT (8 times), EuTV (2 times) and Moldova 1 (2 times.)

On the second position in this top list climbing is deputy premier Iu. Roșca, the PPCD's president. He was placed in a positive context mostly by EuTV (11 times), but also by Moldova 1 and N4 (3 times each.) With remarkable frequency (4 times each) positively are mentioned I. Apostol and I. Dodon (PCRM) and Gh. Vaculovschi (PPCD).

Moldova 1 places the largest number of personalized political actors in a positive context– 12. Instead, N4 is remarkable through the largest number of positive mentions, which are made only regarding three personalized political actors (V. Voronin, Iu. Roșca and I. Dodon.)

ProTV and TV7 put no political actors in a positive context in their programs.

#### ▪ Institutionalized actors. Institutions

*Presidency* (37 times) and *Government* (32 times) are the institutions most often put in a positive context. *Presidency* appears with enhanced frequency on N4 and NIT, and *Government*, on Moldova 1 and EuTV.

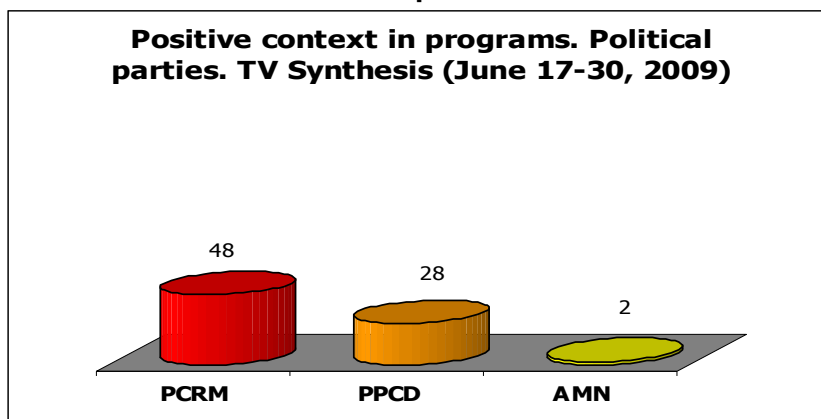
*Parties* gather 21 positive mentions, and the LPA – 2.

#### ▪ Institutionalized actors. Political parties

The overwhelming majority of positive mentions are made in the address of the PCRM (48 times) and PPCD (28 times). The PCRM appears in such a context on N4 (27 times), NIT (10 times), Moldova 1 (7 times) and EuTV (4 times). The PPCD is mentioned in this context on EuTV (17 times), Moldova 1 (6 times) and N 4 (5 times.)

AMN is put in a positive context on EuTV (2 times), (see Graph 1).

Graph 1



## 8.2. Political actors in programs. Negative context

Table 2

TV	POLITICAL ACTORS IN PROGRAMS. NEGATIVE CONTEXT						
	No.	PERSONALIZED	times	INSTITUTIONS	times	PARTIES	times
<b>EuTV</b>		<b>12 personalized actors</b>	<b>33</b>	<b>3 actors-institutions</b>	<b>55</b>	<b>7 actors-parties</b>	<b>44</b>
	1	Chirtoaca D.	8	Parties	41	AMN	15
	2	Urechean S.	7	LPA	12	PL	11
	3	Lupu M.	3	Presidency	2	PDM	7
	4	Platon V.	2			PCRM	5
	5	Plesca I.	2			PLDM	4
	6	Cotet V.	2			PSD	1
	7	Jantuan S.	2			UCM	1
	8	Voronin V.	2				
	9	Zolotco M.	2				
	10	Braghis D.	1				
	11	Fusu C.	1				
	12	Tarlev V.	1				
<b>Moldova 1</b>		<b>6 actors-institutions</b>	<b>7</b>	<b>2 actors-institutions</b>	<b>14</b>	<b>4 actors-parties</b>	<b>10</b>
	1	Chirtoaca D.	2	Parties	12	PL	4
	2	Ciubasenco D.	1	LPA	2	PLDM	3
	3	Diacov D.	1			AMN	2
	4	Ghimpu M.	1			PDM	1
	5	Ionita V.	1				
	6	Urechean S.	1				
<b>N4</b>		<b>9 personalized actors</b>	<b>123</b>	<b>4 actors-institutions</b>	<b>166</b>	<b>8 actors-parties</b>	<b>155</b>
	1	Chirtoaca D.	53	Parties	145	PL	85
	2	Ghimpu M.	28	LPA	13	PLDM	46
	3	Filat V.	23	Government	6	PCRM	8
	4	Urechean S.	6	Presidency	2	AMN	6
	5	Voronin V.	4			PPCD	5
	6	Lupu M.	3			PDM	3
	7	Rosca Iu.	3			MAE	1
	8	Stratan A.	2			PNL	1
	9	Pavlicenco V.	1				
<b>NIT</b>		<b>4 personalized actors</b>	<b>11</b>	<b>1 actor-institution</b>	<b>16</b>	<b>3 actors-parties</b>	<b>13</b>
	1	Urechean S.	4	Parties	16	PL	5
	2	Ghimpu M.	3			AMN	4
	3	Chirtoaca D.	2			PLDM	4
	4	Filat V.	2				
<b>Pro TV</b>		<b>1 personalized actor</b>	<b>3</b>	<b>1 actor- institution</b>	<b>6</b>	<b>1 actor-party</b>	<b>6</b>
	1	Voronin V.	3	Parties	6	PCRM	6
<b>TV 7</b>		<b>2 personalized actors</b>	<b>4</b>	<b>3 actors-institutions</b>	<b>6</b>	<b>2 actors-parties</b>	<b>6</b>
	1	Chirtoaca D.	2	LPA	2	PCRM	4
	2	Voronin V.	2	Parties	2	PL	2
	3			Presidency	2		
<b>TV Synthesis</b>		<b>20 personalized actors</b>	<b>181</b>	<b>4 actors-institutions</b>	<b>263</b>	<b>10 actors-parties</b>	<b>244</b>
	1	Chirtoaca D.	67	Parties	222	PL	107
	2	Ghimpu M.	32	LPA	29	PLDM	57
	3	Filat V.	25	Government	6	AMN	27
	4	Urechean S.	18	Presidency	6	PCRM	23
	5	Voronin V.	11			PDM	11
	6	Lupu M.	6			PPCD	5
	7	Rosca Iu.	3			PSD	1
	8	Platon V.	2			UCM	1
	9	Plesca I.	2			MAE	1
	10	Cotet V.	2			PNL	1

### ▪ Personalized actors

The leaders of some opposition parties – D. Chirtoacă, M. Ghimpu (PL), V. Filat (PLDM) and S. Urechean (AMN) – are on the list of personalized political actors with most of appearances in a negative context in TV programs.

PL deputy president D. Chirtoacă gathers more than a half (67 of 181) of the total number of negative mentions: on N4 (53 times), EuTV (8 times), Moldova 1, NIT and TV7 (by 2 times.)

On position 2 in this top list is another PL leader M. Ghimpu. He gathers 32 appearances in a negative context: on N4 (28 times), NIT (3 times) and Moldova 1 (1 time.)

V. Filat is mentioned in a negative context 25 times: on N4 (23 times) and NIT (2 times). This time, Filat does not appear in such a context on Eu TV, which had kept putting him in a negative context regularly.

S. Urechean appears 18 times in a negative context: on EuTV (7 times), N4 (6 times), NIT (4 times) and Moldova 1 (once.)

PCRM president V. Voronin gathers 11 negative mentions: on N4 (4), ProTV (3), EuTV (2) and TV7 (2).

The PDM's fresh leader M. Lupu appears 6 times in a negative context: on EuTV and N4 (3 times each.)

2/3 (123 of 181) of the negative context mentions regarding personalized actors are made by N4.

### ▪ Institutionalized actors. Institutions

*Parties* gather most of the appearances in a negative context (222). Of those, 145 negative mentions are accounted for by N4.

29 negative mentions are made regarding the *LPA*, by 6 – *Government* and *Presidency*.

### ▪ Institutionalized actors. Political parties

PL, PLDM and AMN are in the top list of the parties placed in a negative context, in programs (see Graph 2).

PL is negatively covered by all the monitored TV stations, save for ProTV, and namely on N4 (85 times), EuTV (11 times), NIT (5 times), Moldova 1 (4 times) and TV7 (2 times.)

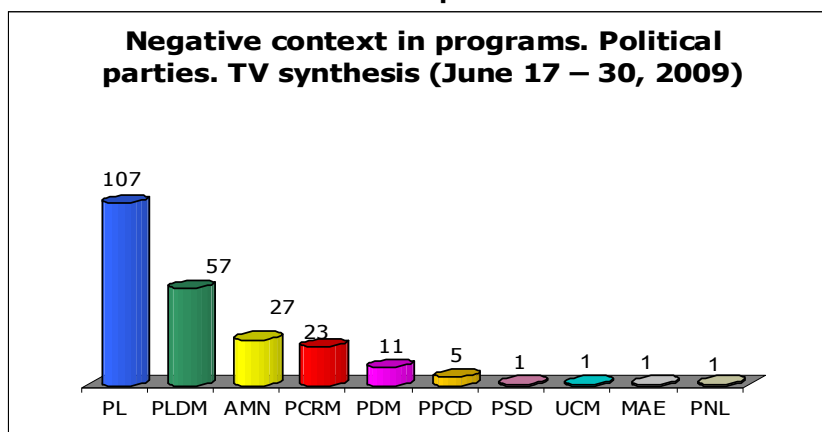
PLDM appears in a negative light on N4 (46 times), NIT, EuTV (by 4 times each) and Moldova 1 (3 times.)

AMN gathers 27 negative mentions, on EuTV (15), N4 (6), NIT (4) and Moldova 1 (2).

The PCRM is on position 4, which is put in a negative context by N4 (8 times), EuTV (5 times), ProTV (6 times) and TV7 (4 times.)

PDM is negatively mentioned 11 times, on EuTV (7 times), N4 (3 times) and Moldova 1 (once).

Graph 2



### 8.3. Political actors in programs. Favoring attitude

TV	POLITICAL ACTORS IN PROGRAMS. FAVORING ATTITUDE						
	No.	PERSONALIZED	times	INSTITUTIONS	times	PARTIES	times
<b>EuTV</b>		<b>2 personalized actors</b>	<b>11</b>	<b>2 actors-institutions</b>	<b>18</b>	<b>2 actors-parties</b>	<b>15</b>
	1	Rosca Iu.	7	Parties	10	PPCD	13
	2	Vaculovschi G.	4	Government	8	PCRM	2
<b>Moldova 1</b>		<b>0 personalized actor</b>	<b>0</b>	<b>1 actor-institution</b>	<b>1</b>	<b>0 actors-parties</b>	<b>0</b>
	1			Government	1		
<b>N4</b>		<b>2 personalized actors</b>	<b>26</b>	<b>3 actors-institutions</b>	<b>26</b>	<b>2 actors-parties</b>	<b>26</b>
	1	Voronin V.	23	Presidency	23	PCRM	23
	2	Rosca Iu.	3	Government	2	PPCD	3
	3			Parties	1		
<b>TV Synthesis</b>		<b>3 personalized actors</b>	<b>27</b>	<b>3 actors-institutions</b>	<b>55</b>	<b>2 actors-parties</b>	<b>41</b>
	1	Voronin V.	23	Presidency	23	PCRM	25
	2	Rosca Iu.	10	Government	11	PPCD	16
	3	Vaculovschi G.	4	Parties	11		

- **Personalized actors**

2 televisions favor personalized political actors: EuTV (Iu. Rosca and Gh. Vaculovschi) and N4 ( V. Voronin and Iu. Roșca).

- **Institutionalized actors. Institutions**

*Presidency* is most often favored in programs, 23 times, only on N4.

*Parties* and *Government* are favored in programs by 11 times each.

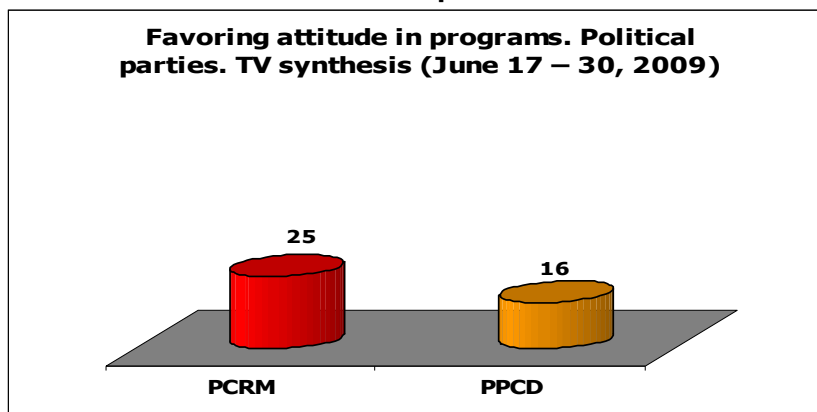
- **Institutionalized actors. Political parties**

PCRM and PPCD are the only parties towards which the televisions displayed favorable attitude in their programs.

PCRM benefited from such an attitude from N4 (23 times) and EuTV (2 times.)

The same televisions favor the PPCD: EuTV -- 13 times, and N4 – 3 times. (See Graph 3).

**Graph 3**



#### 8.4. Political actors in programs. Disfavoring attitude

TV	POLITICAL ACTORS IN PROGRAMS. DISFAVORING ATTITUDE						
	No.	PERSONALIZED	times	INSTITUTIONS	times	PARTIES	times
<b>EuTV</b>		<b>8 personalized actors</b>	<b>19</b>	<b>2 actors-institutions</b>	<b>31</b>	<b>6 actors-parties</b>	<b>27</b>
	1	Urechean S.	6	Parties	28	AMN	14
	2	Chirtoaca D.	3	LPA	3	PL	6
	3	Lupu M.	3			PDM	3
	4	Platon V.	2			PLDM	2
	5	Plesca I.	2			PSD	1
	6	Braghis D.	1			UCM	1
	7	Fusu C.	1				
	8	Tarlev V.	1				
<b>Moldova 1</b>		<b>2 personalized actors</b>	<b>6</b>	<b>2 actors-institutions</b>	<b>6</b>	<b>1 actor-party</b>	<b>6</b>
	1	Chirtoaca D.	1	Parties	5	PL	2
	2	Ciubasenco D.	1	LPA	1	PLDM	2
	3	Diacov D.	1			AMN	1
	4	Ghimpu M.	1			PDM	1
	5	Ionita V.	1				
	6	Urechean S.	1				
<b>N4</b>		<b>3 personalized actors</b>	<b>28</b>	<b>2 actors-institutions</b>	<b>34</b>	<b>3 actors-parties</b>	<b>34</b>
	1	Filat V.	21	Parties	29	PLDM	23
	2	Chirtoaca D.	5	LPA	5	PL	9
	3	Lupu M.	2			PDM	2
<b>NIT</b>		<b>4 personalized actors</b>	<b>8</b>	<b>1 actor-institution</b>	<b>8</b>	<b>3 actors-parties</b>	<b>8</b>
	1	Urechean S.	2	Parties	8	PL	4
	2	Ghimpu M.	2			AMN	2
	3	Chirtoaca D.	2			PLDM	2
	4	Filat V.	2				
<b>TV Synthesis</b>		<b>13 personalized actors</b>	<b>60</b>	<b>2 actors-institutions</b>	<b>79</b>	<b>6 actors-parties</b>	<b>75</b>
	1	Filat V.	23	Parties	70	PLDM	29
	2	Chirtoaca D.	11	LPA	9	PL	21
	3	Urechean S.	9			AMN	17
	4	Lupu M.	5			PDM	6
	5	Ghimpu M.	3			PSD	1
	6	Platon V.	2			UCM	1
	7	Plesca I.	2				
	8	Braghis D.	1				
	9	Ciubasenco D.	1				
	10	Diacov D.	1				



- **Personalized actors**

PLDM leader V. Filat is the personalized political actor mostly disfavored in the programs of the monitored televisions. He is disfavored 23 times, of which 21 times on N4.

A PL leader, D. Chirtoacă, is disfavored 11 times: on N4 (5 times), EuTV (3 times), NIT (2 times) and Moldova 1 (1 time).

S. Urechean (AMN) is disfavored 9 times, most often on EuTV (6 times.)

M. Lupu is disfavored 5 times: on EuTV (3 times) and N4 (2 times.)

ProTV and TV7 disfavored no personalized actor in their programs.

- **Institutionalized actors. Institutions**

*Parties* were most often disfavored, 70 times.

*LPA* were disfavored 9 times, and *Parliament, Presidency* and *Government* - never.

- **Institutionalized actors. Political parties**

The most disfavored parties in programs are the opposition Liberal parties: PLDM, PL and AMN. They are joined by the PDM (see Graph 4).

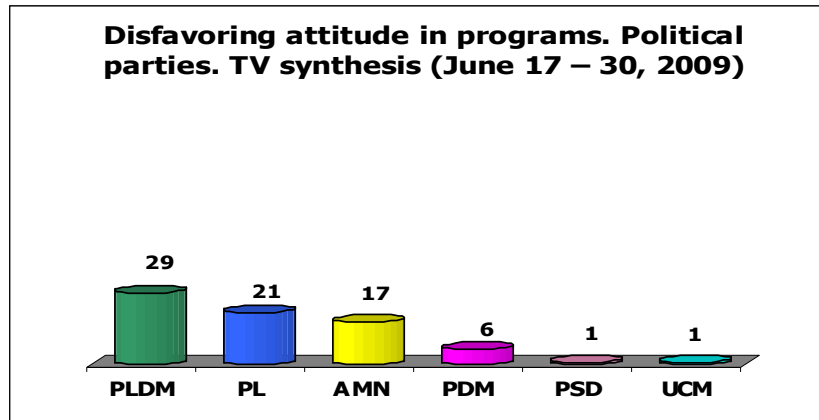
PLDM is disfavored 29 times: on N4 (23 times), Eu TV, NIT and Moldova 1 (by 2 times.)

PL is disfavored 21 times: on N4 (9 times), EuTV (6 times), NIT (4 times) and Moldova 1 (2 times.)

AMN is disfavored 17 times: on EuTV (14 times), NIT (2 times) and Moldova 1 (once).

PDM appears in such a position 6 times: on Eu TV (3 times) and N 4 (2 times.)

**Graph 4**



## Conclusions

Two TV stations – ProTV and TV7 – keep, with some exceptions, being equidistant with the political actors.

N4, NIT, EuTV and Moldova 1 go on favoring the ruling party, PCRM, and much more often than before – PPCD. The state officials appear on those stations in a favorable light, while the representatives of the opposition parties are unilaterally presented in a negative context.

## GENERAL CONCLUSIONS

The quantity data and the quality indices of the monitoring session that last for the first two weeks of the run-up to the early parliamentary elections of July 29, 2009, speak of the fact that the televisions go on differently treating the political actors. Moldova 1, N4, NIT and EuTV further remain promoters of distinct political forces (in the case of the former three – the PCRM, in the case of the latter – the PPCD). TV7 and ProTV incline to secure a balanced quantity approach of the actors involved in the race and to treat them in a balanced and impartial manner, as a rule

EuTV, Moldova 1, N4 and NIT largely covered, in their news in a positive context, personalized political actors representing the government, and most frequently, – Vladimir Voronin and Iurie Roșca (for the first time). The PCRM and the PPCD are the political parties put in a positive context in news most frequently by the same televisions. The leaders of PL, PLDM and AMN were most often placed in a negative context. Aggregated, in the news presenting political actors, the representatives of the government and of the ruling party prevail in positive context, while the representatives of the opposition and opposition parties prevail in a negative context.

Moldova 1, after not displaying favoring attitude towards any politician or political party, for the first time during the period June 1-16, returned to the partisanship practice used in the April 5 elections. Moldova 1, N4 and NIT are the only televisions, which display favoring attitude in news towards some political actors and, jointly with EuTV – disfavoring attitude towards other political actors. The disfavoring attitude is displayed exclusively towards the representatives of the opposition and towards the opposition parties. Prime, ProTV and TV7 are the only televisions which did not favor or disfavor, in their news, any political actors.

The imbalance of presenting political actors is also heavy in other programs than newscasts. N4, NIT, EuTV and Moldova 1 continue to favor the PCRM, and much more frequently than before – the PPCD. The state officials appear on those stations in a favorable light, while the representatives of the opposition parties are unilaterally presented in a negative context. ProTV and TV7 keep, with some exceptions, being equidistant with the political actors in programs.

The results of processing the data from the first 2 weeks of electoral race speak about ignoring the legal provisions and the ethical professional norms by most of the observed TV stations. And the practice is continued, although during the previous campaign, for similar conducts, the TV operators were publicly warned by the Broadcasting Coordinating Council and were obliged to insure political balance and pluralism.