



**"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: July 01 – 14, 2009**

**Chişinău, 2009**

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## 1. METHODOLOGICAL FRAME

**Period:** July 01 – 14, 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: <b>01 - 14.07.2009</b>			
Monitored TV station:	<b>EuTV</b>	Monitored program:	<b>News</b>
Number of stories covering p.a.:	<b>292</b>	Number of conflict stories	<b>149</b>
Duration of news covering p.a. (sec):	<b>31818</b>	1 info source:	<b>73</b>
Duration of newscasts (sec):	<b>61950</b>	2 & > info sources	<b>76</b>

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.	68	1864	84	1514	152	3378	36	0	116	0	0	152
2	Leanca Iu.	9	1590	3	51	12	1641	0	0	12	0	0	12
3	Urechean S.	6	132	58	822	64	954	0	34	30	0	12	52
4	Voronin V.	0	0	57	930	57	930	10	3	44	0	0	57
5	Filat V.	13	372	27	426	40	798	3	4	33	0	3	37
6	Dodon I.	18	407	26	380	44	787	0	0	44	0	0	44
7	Grozavu N.	29	621	21	164	50	785	0	6	44	0	6	44
8	Petrencu A.	16	315	18	330	34	645	0	0	34	0	0	34
9	Ghimpu M.	14	244	23	319	37	563	0	5	32	0	0	37
10	Busila R	10	325	10	160	20	485	0	0	20	0	0	20
11	Railean N.	11	229	8	253	19	482	0	0	19	0	0	19
12	Catrinici L.	10	225	11	213	21	438	0	0	21	0	0	21
13	Lupu M.	0	0	44	388	44	388	5	9	30	0	0	44
14	Osipov V.	21	234	11	130	32	364	0	0	32	0	0	32
15	Vaculovschi G.	14	315	5	45	19	360	0	0	19	0	0	19
16	Tarlev V.	8	155	18	193	26	348	0	4	22	0	0	26
17	Popov A.	6	168	3	135	9	303	0	0	9	0	0	9
18	Petresco G.	11	161	8	140	19	301	0	0	19	0	0	19
19	Diacov D.	6	132	9	168	15	300	0	3	12	0	0	15
20	Musuc E.	6	144	6	156	12	300	0	3	9	0	0	12
21	Sova V.	6	216	3	84	9	300	0	0	9	0	0	9
22	Sarbu S.	7	138	7	146	14	284	0	0	14	0	0	14
23	Cernei O.	10	159	9	93	19	252	0	0	19	0	0	19
24	Zubic V.	9	180	6	48	15	228	0	0	15	0	0	15
25	Braghis D.	6	84	8	141	14	225	0	1	13	0	0	14
26	Parlog V.	5	100	8	111	13	211	0	0	13	0	0	13
27	Tanase A.	6	114	3	78	9	192	0	0	9	0	0	9
28	Ciuru I.	9	148	4	32	13	180	0	0	13	0	0	13
29	Petrache M.	3	54	12	117	15	171	0	3	12	0	0	15
30	Cosarciuc V.	6	120	3	42	9	162	0	0	9	0	0	9
31	Formuzal M.	3	66	3	96	6	162	0	0	6	0	0	6
32	Turcanu D.	8	156	0	0	8	156	0	0	8	0	0	8
33	Ciobanu V.	6	148	0	0	6	148	0	0	6	0	0	6
34	Oniscenco O.	6	129	3	18	9	147	0	0	9	0	0	9
35	Corduneanu A.	6	117	1	14	7	131	0	0	7	0	0	7
36	Tkaciuk M.	3	72	3	45	6	117	0	0	6	0	0	6
37	Bolboceanu Iu.	3	84	3	30	6	114	0	0	6	0	0	6
38	Crudu V.	3	96	3	18	6	114	0	0	6	0	0	6
39	Godea M.	3	90	3	24	6	114	0	0	6	0	0	6
40	Pavlicenco V.	2	36	4	68	6	104	0	0	6	0	0	6
41	Caba P.	3	102	0	0	3	102	0	0	3	0	0	3
42	Andries R.	3	72	3	21	6	93	0	0	6	0	0	6
43	Mocanu G	5	92	0	0	5	92	0	0	5	0	0	5
44	Godoroja D.	3	60	3	30	6	90	0	0	6	0	0	6
45	Secareanu S.	5	90	0	0	5	90	0	0	5	0	0	5
46	Bolgar M.	3	81	0	0	3	81	0	0	3	0	0	3
47	Chirtoaca D.	3	27	7	52	10	79	0	5	5	0	0	10
48	Ciobanu I.	8	71	3	6	11	77	0	0	11	0	0	11
49	Laguta M.	2	36	9	41	11	77	0	2	9	0	0	11
50	Volentir A.	2	36	5	40	7	76	0	0	7	0	0	7
51	Ceban I.	4	66	1	6	5	72	0	0	5	0	0	5
52	Greceanai Z.	0	0	6	72	6	72	0	0	6	0	0	6
53	Turcan V.	2	38	1	32	3	70	0	0	3	0	0	3
54	Supac I.	3	69	0	0	3	69	0	0	3	0	0	3
55	Reidman O.	0	0	2	68	2	68	0	0	2	0	0	2
56	Lupan N.	0	0	3	66	3	66	0	0	3	0	0	3
57	Nirca N.	2	31	1	32	3	63	0	0	3	0	0	3
58	Gorodenco A.	0	0	2	56	2	56	0	0	2	0	0	2
59	Salaru A.	3	54	0	0	3	54	0	0	3	0	0	3
60	Gutium T.	3	36	3	15	6	51	0	0	6	0	0	6

61	Ciobanu G.	3	48	0	0	3	48	0	0	3	0	0	3
62	Rabei S.	2	48	0	0	2	48	0	0	2	0	0	2
63	Roscovan E	1	29	1	19	2	48	0	0	2	0	0	2
64	Pavlov V.	3	45	0	0	3	45	0	0	3	0	0	3
65	Creanga S.	2	40	2	4	4	44	0	0	4	0	0	4
66	Bostan G.	3	42	0	0	3	42	0	0	3	0	0	3
67	Spataru M.	2	36	0	0	2	36	0	0	2	0	0	2
68	Bolotnicov O.	0	0	9	33	9	33	0	2	7	0	0	9
69	Cotet V.	0	0	2	32	2	32	0	0	2	0	0	2
70	Papuc G.	3	24	0	0	3	24	0	0	3	0	0	3
71	Popa S.	1	18	0	0	1	18	0	0	1	0	0	1
72	Plesca I.	0	0	2	12	2	12	0	2	0	0	0	2
73	Tambalast T.	0	0	2	10	2	10	0	0	2	0	0	2
74	Munteanu Iu.	0	0	2	6	2	6	0	0	2	0	0	2
<b>+ Institutions</b>													
1	Parties	299	7600	755	9345	1054	16945	42	205	807	0	15	1039
2	Government	100	2493	167	2626	267	5119	42	9	216	0	0	267
3	PLA	66	1238	135	1820	201	3058	0	52	149	0	18	183
4	Presidency	0	0	44	432	44	432	2	3	39	0	0	44
<b>+ Parties</b>													
1	PPCD	122	3091	133	2289	255	5380	47	0	208	0	0	255
2	PCRM	73	1575	211	2949	284	4524	10	43	231	0	0	284
3	PLDM	43	2382	97	1094	140	3476	8	26	106	0	3	137
4	AMN	61	1101	170	2033	231	3134	5	74	152	0	12	219
5	PL	63	1125	115	969	178	2094	5	41	132	0	6	172
6	PDM	14	336	74	800	88	1136	5	14	69	0	0	88
7	PSD	17	317	30	391	47	708	0	1	46	0	0	47
8	MAE	16	315	26	356	42	671	0	0	42	0	0	42
9	UCM	9	162	23	297	32	459	0	7	25	0	0	32
10	PNL	2	36	12	87	14	123	0	0	14	0	0	14
11	PC	2	31	1	32	3	63	0	0	3	0	0	3
12	PEMAVE	0	0	10	42	10	42	0	0	10	0	0	10
	OL <sup>1</sup>	0	0	26	372	26	372	0	14	12	0	0	26

Monitoring period:		01 - 14.07.2009	
Monitored TV station:	Moldova 1	Monitored program:	News
Number of stories covering p.a.:	413	Number of conflict stories	148
Duration of news covering p.a. (sec):	45809	1 info source:	64
Duration of newscasts (sec):	97931	2 & > info sources	84

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.	26	732	35	1000	61	1732	7	0	54	0	0	61
2	Turcan V.	21	534	19	621	40	1155	0	0	40	1	0	39
3	Filat V.	22	734	21	209	43	943	0	9	34	0	0	43
4	Ghimpu M.	27	447	25	461	52	908	0	13	39	0	3	49
5	Munteanu Iu.	20	561	9	159	29	720	13	0	16	0	0	29
6	Urechean S.	15	303	16	374	31	677	0	7	24	0	0	31
7	Petrenco G.	15	487	5	110	20	597	0	0	20	0	0	20
8	Dodon I.	12	311	9	231	21	542	6	3	12	0	0	21
9	Catrinici L.	8	312	11	176	19	488	12	0	7	0	0	19
10	Petrencu A.	16	325	7	159	23	484	0	0	23	0	0	23
11	Tarlev V.	14	279	14	190	28	469	3	3	22	0	0	28
12	Reidman O.	12	272	6	195	18	467	6	0	12	0	0	18
13	Tanase A.	9	264	9	186	18	450	0	9	9	0	0	18
14	Savga L.	6	251	3	162	9	413	0	0	9	0	0	9
15	Baldovici V.	14	288	4	100	18	388	2	0	16	0	0	18
16	Lupu M.	0	0	16	301	16	301	0	12	4	0	0	16
17	Andronic N.	6	150	3	150	9	300	0	0	9	0	0	9
18	Sova V.	6	210	3	80	9	290	0	0	9	0	0	9
19	Smirnov E.	12	251	3	38	15	289	0	0	15	0	0	15
20	Chirtoaca D.	5	64	18	222	23	286	5	13	5	0	0	23
21	Klimenko V.	6	205	3	77	9	282	0	0	9	0	0	9
22	Parlog V.	8	110	12	170	20	280	8	0	12	0	0	20
23	Vlah I.	6	189	4	82	10	271	0	0	10	0	0	10
24	Leanca Iu.	9	159	9	75	18	234	3	0	15	0	0	18

<sup>1</sup> The observers identified as 'OL' the political actor referred to as 'Liberal opposition' and not as a separated political entity.

25	Musuc E.	6	187	3	45	9	232	0	0	9	0	0	9
26	Bulat G.	7	153	5	72	12	225	2	0	10	0	0	12
27	Muravski A.	3	175	3	35	6	210	0	3	3	0	0	6
28	Braghis D.	6	119	6	90	12	209	3	0	9	0	0	12
29	Oniscenco O.	3	149	3	51	6	200	0	0	6	0	0	6
30	Formuzal M.	1	40	3	155	4	195	0	0	4	0	0	4
31	Negruta V.	3	190	0	0	3	190	3	0	0	0	0	3
32	Gutu A.	6	126	6	60	12	186	0	0	12	0	0	12
33	Godea M.	6	127	6	56	12	183	0	0	12	0	0	12
34	Munteanu I. (N)	0	0	3	180	3	180	0	3	0	0	3	0
35	Arhire A.	5	176	0	0	5	176	0	0	5	0	0	5
36	Durlesteanu M.	5	135	3	40	8	175	0	0	8	0	0	8
37	Petrache M.	3	96	6	75	9	171	0	3	6	0	0	9
38	Voronin V.	0	0	9	161	9	161	2	3	4	0	0	9
39	Diacov D.	3	94	3	60	6	154	0	0	6	0	0	6
40	Lupan N.	0	0	7	149	7	149	3	0	4	0	0	7
41	Supac I.	3	94	3	45	6	139	0	0	6	0	0	6
42	Popov A.	3	77	3	60	6	137	0	0	6	0	0	6
43	Uratu S.	3	45	3	75	6	120	0	3	3	0	0	6
44	Ciobanu V.	6	114	0	0	6	114	6	0	0	0	0	6
45	Vaculovschi G.	6	93	3	21	9	114	3	0	6	0	0	9
46	Mocanu G	3	112	0	0	3	112	0	0	3	0	0	3
47	Spivacenco A.	0	0	3	105	3	105	3	0	0	0	0	3
48	Sarbu S.	3	67	4	35	7	102	0	0	7	0	0	7
49	Roscovan E	3	79	1	15	4	94	0	0	4	0	0	4
50	Sleahitchi M.	3	64	3	30	6	94	0	0	6	0	0	6
51	Josan N.	4	88	0	0	4	88	0	0	4	0	0	4
52	Tcaci A.	0	0	3	85	3	85	0	0	3	0	0	3
53	Ionita V.	3	59	3	21	6	80	3	0	3	0	0	6
54	Gangan I.	3	78	0	0	3	78	0	0	3	0	0	3
55	Duca G.	3	66	0	0	3	66	0	0	3	0	0	3
56	Nagacevski V.	6	63	0	0	6	63	0	0	6	0	0	6
57	Rusu M.	3	60	0	0	3	60	3	0	0	0	0	3
58	Zubic V.	0	0	4	60	4	60	0	0	4	0	0	4
59	Grosu D.	2	56	0	0	2	56	0	0	2	0	0	2
60	Osipov V.	2	20	3	35	5	55	0	0	5	0	0	5
61	Grozavu N.	3	15	3	30	6	45	0	6	0	0	0	6
62	Stavila I.	0	0	1	35	1	35	0	0	1	0	0	1
63	Tambalist T.	0	0	4	35	4	35	0	0	4	0	0	4
64	Nirca N.	1	19	1	15	2	34	0	0	2	0	0	2
65	Susarenco G.	0	0	3	30	3	30	0	0	3	0	0	3
66	Tkaciuk M.	0	0	3	30	3	30	0	0	3	0	0	3
67	Corduneanu A.	1	8	1	20	2	28	0	0	2	0	0	2
68	Bolotnicov O.	0	0	4	20	4	20	0	0	4	0	0	4
69	Gorodenco A.	0	0	1	20	1	20	0	0	1	0	0	1
70	Laguta M.	0	0	4	20	4	20	0	0	4	0	0	4
71	Volentir A.	2	18	0	0	2	18	0	0	2	0	0	2
72	Doga V.	1	16	0	0	1	16	1	0	0	0	0	1
73	Popa S.	1	10	0	0	1	10	0	0	1	0	0	1
74	Munteanu V.	1	9	0	0	1	9	0	0	1	0	0	1
75	Cernei O.	1	4	0	0	1	4	0	0	1	0	0	1
+	Institutions												
1	Parties	331	8183	644	10691	975	18874	107	181	687	2	6	967
2	Government	85	2186	261	5503	346	7689	116	14	216	0	0	346
3	PLA	45	988	87	2004	132	2992	24	51	57	0	9	123
4	Presidency	0	0	9	161	9	161	2	3	4	0	0	9
+	Parties												
1	PCRM	108	2982	158	2945	266	5927	69	31	166	1	0	265
2	PLDM	67	1811	111	1734	178	3545	15	36	127	0	3	175
3	PPCD	47	1182	60	1704	107	2886	22	0	85	1	0	106
4	PL	53	960	92	1309	145	2269	5	49	91	0	3	142
5	AMN	27	486	77	1482	104	1968	3	32	69	0	6	98
6	PDM	11	364	48	610	59	974	0	16	43	0	0	59
7	PSD	14	227	31	518	45	745	6	0	39	0	0	45
8	MAE	16	325	17	282	33	607	0	0	33	0	0	33
9	UCM	9	267	21	255	30	522	3	6	21	0	0	30
10	PSMPR	12	251	6	98	18	349	0	0	18	0	0	18
11	PPR	6	150	3	150	9	300	0	0	9	0	0	9
12	RAVN	6	205	3	77	9	282	0	0	9	0	0	9
13	PEMAVE	0	0	12	163	12	163	0	0	12	0	0	12
14	PDSMU	0	0	3	85	3	85	0	0	3	0	0	3

15	PRM	0	0	4	80	4	80	0	4	0	0	0	4
16	PC	1	19	2	25	3	44	0	0	3	0	0	3
17	PNL	0	0	7	43	7	43	0	0	7	0	0	7
	OL	0	0	32	582	32	582	0	32	0	0	0	32

Monitoring period: 01 - 14.07.2009			
Monitored TV station:		N4	Monitored program: News
Number of stories covering p.a.:		270	Number of conflict stories 139
Duration of news covering p.a. (sec):		35159	1 info source: 76
Duration of newscasts (sec):		36263	2 & > info sources 63

No.	ACTORS	APPEARANCES				Data synthesis		CONTENTS			ATTITUDE		
TV Pr.	N4 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	Ghimpu M.	32	1488	83	988	115	2476	0	79	36	0	51	64
2	Filat V.	39	1507	112	878	151	2385	0	99	52	0	52	99
3	Voronin V.	19	1130	63	1049	82	2179	30	6	46	0	0	82
4	Urechean S.	16	297	91	739	107	1036	0	85	22	0	48	59
5	Chirtoaca D.	12	187	58	754	70	941	0	49	21	0	24	46
6	Rosca Iu.	16	508	13	288	29	796	6	0	23	0	0	29
7	Lupu M.	0	0	31	701	31	701	0	18	13	0	6	25
8	Turcan V.	12	468	9	136	21	604	2	0	19	1	0	20
9	Nagacevschi V.	7	262	13	326	20	588	0	13	7	0	6	14
10	Dodon I.	6	420	11	148	17	568	3	0	14	0	0	17
11	Muntean Iu.	3	465	3	42	6	507	3	0	3	0	0	6
12	Smirnov E.	6	372	6	129	12	501	0	0	12	0	0	12
13	Vlah I.	5	425	5	75	10	500	0	0	10	0	0	10
14	Sava V.	3	417	6	72	9	489	0	0	9	0	0	9
15	Cosarciuc V.	8	455	3	27	11	482	0	3	8	0	3	8
16	Reidman O.	3	432	3	36	6	468	0	0	6	0	0	6
17	Tarlev V.	9	228	15	234	24	462	0	0	24	0	0	24
18	Petrenco G.	8	419	7	31	15	450	0	0	15	0	0	15
19	Tanase A.	21	228	18	210	39	438	0	18	21	0	6	33
20	Petrencu A.	9	351	7	68	16	419	0	0	16	0	0	16
21	Klimenko V.	3	318	3	93	6	411	0	0	6	0	0	6
22	Musuc E.	3	327	3	63	6	390	0	0	6	0	0	6
23	Godea M.	16	317	10	64	26	381	0	13	13	0	3	23
24	Braghis D.	9	240	9	132	18	372	0	0	18	0	0	18
25	Diacov D.	3	180	9	90	12	270	0	6	6	0	3	9
26	Vaculovschi G.	6	153	6	63	12	216	0	0	12	0	0	12
27	Petrache M.	3	84	6	120	9	204	0	0	9	0	0	9
28	Cernei O.	4	127	7	59	11	186	1	6	4	0	3	8
29	Catrinici L.	5	91	4	79	9	170	0	0	9	0	0	9
30	Formuzal M.	3	96	3	72	6	168	0	0	6	0	0	6
31	Fusu C.	3	66	9	63	12	129	0	6	6	0	3	9
32	Negruta V.	3	111	3	15	6	126	0	3	3	0	3	3
33	Sarbu S.	4	126	0	0	4	126	0	0	4	0	0	4
34	Susarenco G.	6	81	6	45	12	126	0	3	9	0	3	9
35	Leanca Iu.	3	99	3	24	6	123	0	3	3	0	3	3
36	Gorodenco A.	0	0	3	96	3	96	3	0	0	0	0	3
37	Ceban I.	4	92	0	0	4	92	0	0	4	0	0	4
38	Andronic N.	3	84	3	6	6	90	0	0	6	0	0	6
39	Lupan N.	0	0	3	90	3	90	0	0	3	0	0	3
40	Greceanai Z.	0	0	6	81	6	81	3	0	3	0	0	6
41	Ionita V.	3	75	0	0	3	75	0	0	3	0	3	0
42	Parlog V.	0	0	3	72	3	72	0	0	3	0	0	3
43	Tcaci A.	3	72	0	0	3	72	0	0	3	0	0	3
44	Salaru A.	3	45	3	24	6	69	0	3	3	0	0	6
45	Busila R	3	48	0	0	3	48	0	0	3	0	0	3
46	Mocanu G	0	0	3	36	3	36	0	3	0	0	0	3
47	Bolgar M.	3	30	0	0	3	30	0	0	3	0	0	3
48	Corduneanu A.	1	20	1	10	2	30	0	0	2	0	0	2
49	Nirca N.	2	30	0	0	2	30	0	0	2	0	0	2
50	Oniscenco O.	1	27	0	0	1	27	0	0	1	0	0	1
51	Savga L.	1	20	1	7	2	27	0	0	2	0	0	2
52	Gutu A.	0	0	3	21	3	21	0	0	3	0	0	3
53	Railean N.	3	21	0	0	3	21	0	0	3	0	0	3
54	Supac I.	1	21	0	0	1	21	0	0	1	0	0	1
55	Vieru C.	0	0	3	21	3	21	0	0	3	0	0	3
56	Bolotnicov O.	0	0	5	20	5	20	0	5	0	0	0	5



57	Ciobanu I.	1	5	1	15	2	20	0	0	2	0	0	2
58	Laguta M.	0	0	5	20	5	20	0	5	0	0	0	5
59	Osipov V.	0	0	5	20	5	20	0	0	5	0	0	5
60	Baldovici V.	0	0	5	15	5	15	0	0	5	0	0	5
61	Tambalist T.	0	0	3	15	3	15	0	0	3	0	0	3
62	Uratu S.	0	0	6	15	6	15	0	6	0	0	6	0
63	Cubreacov V.	0	0	3	9	3	9	0	0	3	0	0	3
64	Secareanu S.	0	0	3	9	3	9	0	0	3	0	0	3
65	Serebrian O.	0	0	3	9	3	9	0	3	0	0	0	3
+	<b>Institutions</b>												
1	Parties	289	11125	1177	15754	1466	26879	77	729	660	20	379	1067
2	Government	25	715	93	1668	118	2383	35	5	78	0	0	118
3	Presidency	19	1130	52	1006	71	2136	29	3	39	0	0	71
4	PLA	4	65	20	271	24	336	2	15	7	0	3	21
+	<b>Parties</b>												
1	PCRM	71	4742	214	3776	285	8518	98	18	169	17	0	268
2	PLDM	92	2599	256	3067	348	5666	0	217	131	0	118	230
3	PL	51	1791	224	2412	275	4203	0	187	88	0	116	159
4	AMN	37	981	154	1210	191	2191	1	122	68	0	76	115
5	PPCD	26	729	49	585	75	1314	15	0	60	3	0	72
6	PDM	3	180	69	1030	72	1210	3	39	30	0	9	63
7	PSD	12	351	35	338	47	689	0	3	44	0	0	47
8	MAE	9	351	19	236	28	587	0	0	28	0	0	28
9	UCM	9	201	27	372	36	573	0	6	30	0	3	33
10	PSMPR	6	372	12	165	18	537	0	0	18	0	0	18
11	RAVN	3	318	3	93	6	411	0	0	6	0	0	6
12	PDSMU	3	72	3	57	6	129	0	0	6	0	0	6
13	PPR	3	84	6	27	9	111	0	0	9	0	0	9
14	PC	2	30	1	20	3	50	0	0	3	0	0	3
15	PEMAVE	0	0	8	26	8	26	0	0	8	0	0	8
16	PNL	0	0	5	5	5	5	0	0	5	0	0	5
	OL	0	0	152	3649	152	3649	0	134	18	0	59	93

Monitoring period: 01 - 14.07.2009			
Monitored TV station:	NIT	Monitored program:	News
Number of stories covering p.a.:	400	Number of conflict stories	100
Duration of news covering p.a. (sec):	54192	1 info source:	71
Duration of newscasts (sec):	88357	2 & > info sources	29

No.	ACTORS	APPEARANCES				Data synthesis		CONTENTS			ATTITUDE		
TV Pr.	NIT 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.	29	1032	84	1521	113	2553	56	0	57	30	0	83
2	Ghimpu M.	57	704	57	575	114	1279	0	43	71	0	21	93
3	Rosca Iu.	22	808	24	444	46	1252	12	0	34	0	0	46
4	Dodon I.	48	962	15	262	63	1224	21	0	42	8	0	55
5	Misin V.	18	1018	8	108	26	1126	10	0	16	4	0	22
6	Filat V.	42	394	64	666	106	1060	4	54	48	0	36	70
7	Petrenco G.	22	896	6	106	28	1002	6	0	22	0	0	28
8	Turcan V.	36	806	12	172	48	978	16	0	32	4	0	44
9	Urechean S.	20	344	41	541	61	885	0	27	34	0	22	39
10	Greceanai Z.	15	379	44	482	59	861	25	0	34	4	0	55
11	Tanase A.	39	438	25	341	64	779	0	16	48	0	20	44
12	Muntean Iu.	16	552	0	0	16	552	7	0	9	5	0	11
13	Smirnov E.	24	440	15	109	39	549	4	0	35	4	0	35
14	Sova V.	22	354	12	132	34	486	12	0	22	6	0	28
15	Chirtoaca D.	0	0	25	466	25	466	0	21	4	0	13	12
16	Uratu S.	12	261	3	54	15	315	0	3	12	0	3	12
17	Nagacevski V.	10	102	15	204	25	306	0	3	22	0	0	25
18	Diacov D.	4	280	6	24	10	304	0	2	8	0	0	10
19	Reidman O.	9	276	0	0	9	276	3	0	6	0	0	9
20	Formuzal M.	10	240	5	20	15	260	0	0	15	0	0	15
21	Vaculovschi G.	4	152	4	108	8	260	4	0	4	0	0	8
22	Leanca Iu.	8	184	4	48	12	232	4	4	4	0	0	12
23	Lupu M.	4	92	10	140	14	232	0	10	4	0	0	14
24	Negruta V.	14	207	4	24	18	231	0	4	14	0	5	13
25	Sarbu S.	10	184	7	41	17	225	0	0	17	0	0	17
26	Cosarciuc V.	11	203	2	10	13	213	0	2	11	0	2	11
27	Musuc E.	10	200	1	12	11	212	5	0	6	0	0	11
28	Supac I.	6	170	2	32	8	202	0	0	8	0	0	8



29	Pavlov V.	9	165	0	0	9	165	0	0	9	0	0	9
30	Susarenco G.	12	124	4	40	16	164	0	4	12	0	4	12
31	Gorodenco A.	6	78	6	72	12	150	6	0	6	0	0	12
32	Tarlev V.	4	124	4	24	8	148	4	0	4	0	0	8
33	Ceban I.	4	88	2	52	6	140	0	2	4	0	0	6
34	Ciubasenco D.	4	96	8	40	12	136	0	4	8	0	0	12
35	Vlah I.	9	72	3	45	12	117	3	0	9	0	0	12
36	Braghis D.	4	92	4	24	8	116	4	0	4	0	0	8
37	Roscovan E	2	34	4	76	6	110	0	2	4	0	0	6
38	Gherman V.	0	0	4	100	4	100	0	4	0	0	4	0
39	Oniscenco O.	4	72	5	25	9	97	0	0	9	0	0	9
40	Botnariuc T.	4	96	0	0	4	96	4	0	0	0	0	4
41	Ionita V.	5	52	5	35	10	87	0	5	5	0	5	5
42	Durlesteanu M.	3	78	0	0	3	78	0	0	3	0	0	3
43	Osipov V.	0	0	9	70	9	70	0	0	9	0	0	9
44	Catrinici L.	4	68	0	0	4	68	4	0	0	0	0	4
45	Caba P.	4	60	0	0	4	60	0	0	4	0	0	4
46	Savga L.	4	56	0	0	4	56	0	0	4	0	0	4
47	Zubic V.	4	48	0	0	4	48	0	0	4	0	0	4
48	Andries R.	2	20	2	24	4	44	0	2	2	0	0	4
49	Bujor L.	0	0	4	40	4	40	0	0	4	0	0	4
50	Fusu C.	0	0	8	40	8	40	0	4	4	0	4	4
51	Ciobanu I.	4	32	0	0	4	32	0	0	4	0	0	4
52	Hadarca I.	0	0	4	28	4	28	0	0	4	0	0	4
53	Cernei O.	0	0	5	25	5	25	0	0	5	0	0	5
54	Colesnic Iu.	0	0	4	16	4	16	0	0	4	0	0	4

+	Institutions												
1	Parties	503	10301	915	16856	1418	27157	249	451	718	101	283	1034
2	Government	58	1515	243	5733	301	7248	146	16	139	44	0	257
3	Presidency	22	748	81	1407	103	2155	49	0	54	26	0	77
4	PLA	31	569	48	831	79	1400	0	24	55	0	14	65
+	Parties												
1	PCRM	267	7250	349	6907	616	14157	289	6	321	127	0	489
2	PLDM	122	1473	201	2890	323	4363	8	144	171	0	99	224
3	PL	75	1017	144	1897	219	2914	0	100	119	0	65	154
4	AMN	49	765	111	1179	160	1944	0	54	106	0	38	122
5	PPCD	26	960	36	584	62	1544	16	0	46	0	0	62
6	PDM	8	372	33	257	41	629	0	16	25	0	0	41
7	PSMPR	24	440	15	109	39	549	4	0	35	4	0	35
8	PSD	8	216	23	123	31	339	13	0	18	0	0	31
9	PNL	0	0	8	38	8	38	0	0	8	0	0	8
10	UCM	0	0	5	15	5	15	5	0	0	0	0	5
	OL	0	0	155	5456	155	5456	0	137	18	0	87	68

Monitoring period: 01 - 14.07.2009			
Monitored TV station:		Prime	Monitored program: News
Number of stories covering p.a.:		15	Number of conflict stories 0
Duration of news covering p.a. (sec):		914	1 info source: 0
Duration of newscasts (sec):		4182	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.
		frequ.	duration	frequ.	duration	frequ.	duration						
+	personalized	(times)	(sec.)	(times)	(sec.)	(times)	(sec.)	(times)	(times)	(times)	(times)	(times)	(times)
1	Voronin V.	0	0	2	58	2	58	1	0	1	0	0	2
2	Catrinici L.	0	0	1	15	1	15	0	0	1	0	0	1
3	Greceanai Z.	0	0	1	3	1	3	0	0	1	0	0	1
4	Bolotnicov O.	0	0	1	2	1	2	0	0	1	0	0	1
5	Laguta M.	0	0	1	2	1	2	0	0	1	0	0	1
+	Institutions					0	0						
1	Government	0	0	12	207	12	207	3	0	9	0	0	12
2	Presidency	0	0	3	63	3	63	1	0	2	0	0	3
3	Parties	0	0	12	24	12	24	0	0	12	0	0	12
4	PLA	0	0	1	21	1	21	0	0	1	0	0	1
+	Parties					0	0						
1	PCRM	0	0	4	63	4	63	1	0	3	0	0	4
2	AMN	0	0	1	2	1	2	0	0	1	0	0	1
3	MAE	0	0	1	2	1	2	0	0	1	0	0	1
4	PDM	0	0	1	2	1	2	0	0	1	0	0	1
5	PEMAVE	0	0	1	2	1	2	0	0	1	0	0	1

6	PL	0	0	1	2	1	2	0	0	1	0	0	1
7	PLDM	0	0	1	2	1	2	0	0	1	0	0	1
8	PNL	0	0	1	2	1	2	0	0	1	0	0	1
9	PPCD	0	0	1	2	1	2	0	0	1	0	0	1
10	PSD	0	0	1	2	1	2	0	0	1	0	0	1

Monitoring period: 01 - 14.07.2009			
Monitored TV station:		ProTV	Monitored program: News
Number of stories covering p.a.:		291	Number of conflict stories 164
Duration of news covering p.a. (sec):		26823	1 info source: 0
Duration of newscasts (sec):		83386	2 & > info sources 164

No. TV Pr.	ACTORS ProTV News	APPEARANCES				Data synthesis		CONTENTS			ATTITUDE		
		Direct interventions		Mentions/appearances		Dir. int. & ment./app.		positive	negative	neutral	favor.	disfavor.	impart.
		frequ.	duration	frequ.	duration	frequ.	duration						
+	personalized	(times)	(sec.)	(times)	(sec.)	(times)	(sec.)	(times)	(times)	(times)	(times)	(times)	(times)
1	Turcan V.	26	589	29	371	55	960	0	15	40	0	0	55
2	Filat V.	27	660	19	175	46	835	0	1	45	0	0	46
3	Tarlev V.	20	280	24	502	44	782	0	4	40	0	0	44
4	Urechean S.	24	604	27	167	51	771	4	11	36	0	0	51
5	Lupu M.	2	66	34	411	36	477	0	12	24	0	0	36
6	Grozavu N.	23	412	3	21	26	433	4	0	22	0	0	26
7	Chirtoaca D.	11	243	7	99	18	342	0	0	18	0	0	18
8	Petrache M.	8	128	11	189	19	317	0	4	15	0	0	19
9	Braghis D.	10	250	8	53	18	303	0	1	17	0	0	18
10	Ghimpu M.	16	268	6	18	22	286	0	0	22	0	0	22
11	Munteanu Iu.	11	280	0	0	11	280	0	0	11	0	0	11
12	Savga L.	12	234	3	33	15	267	0	0	15	0	0	15
13	Petrencu A.	8	191	8	35	16	226	0	0	16	0	0	16
14	Sarbu S.	11	179	3	33	14	212	0	0	14	0	0	14
15	Voronin V.	0	0	23	195	23	195	4	12	7	0	0	23
16	Petrenco G.	10	178	6	14	16	192	0	0	16	0	0	16
17	Ciubasenco D.	4	180	0	0	4	180	0	0	4	0	0	4
18	Pavlicenco V.	6	132	4	45	10	177	0	0	10	0	0	10
19	Reidman O.	9	144	4	22	13	166	0	0	13	0	0	13
20	Gangan I.	3	54	3	99	6	153	0	0	6	0	0	6
21	Musuc E.	1	12	13	138	14	150	0	8	6	0	0	14
22	Plesca V.	4	92	4	48	8	140	0	4	4	0	0	8
23	Munteanu V.	6	120	0	0	6	120	0	0	6	0	0	6
24	Godea M.	8	112	0	0	8	112	4	0	4	0	0	8
25	Tkaciuk M.	3	63	9	47	12	110	0	7	5	0	0	12
26	Ciobanu V.	4	108	0	0	4	108	0	0	4	0	0	4
27	Cojocaru V.	4	100	0	0	4	100	0	0	4	0	0	4
28	Corduneanu A.	6	96	0	0	6	96	0	0	6	0	0	6
29	Leanca Iu.	4	92	0	0	4	92	0	0	4	0	0	4
30	Dodon I.	3	69	2	20	5	89	0	0	5	0	0	5
31	Supac I.	2	56	4	30	6	86	0	0	6	0	0	6
32	Sleahitchi M.	3	72	0	0	3	72	0	0	3	0	0	3
33	Bodrug O.	5	58	2	11	7	69	0	1	6	0	0	7
34	Cosarciuc V.	4	68	0	0	4	68	0	0	4	0	0	4
35	Nagacevschi V.	3	66	0	0	3	66	0	0	3	0	0	3
36	Tanase A.	3	48	5	16	8	64	0	0	8	0	0	8
37	Bolboceanu Iu.	3	60	0	0	3	60	0	0	3	0	0	3
38	Braga. V	4	60	0	0	4	60	0	0	4	0	0	4
39	Fusu C.	4	60	0	0	4	60	4	0	0	0	0	4
40	Mihaies R.	3	54	3	6	6	60	0	0	6	0	0	6
41	Vitiuc V.	0	0	4	60	4	60	0	0	4	0	0	4
42	Mocanu G	2	58	0	0	2	58	0	0	2	0	0	2
43	Hadarca I.	3	57	0	0	3	57	0	0	3	0	0	3
44	Salaru A.	4	56	0	0	4	56	0	0	4	0	0	4
45	Diacov D.	4	48	5	7	9	55	0	3	6	0	0	9
46	Gutu A.	3	54	0	0	3	54	0	0	3	0	0	3
47	Parlog V.	3	54	0	0	3	54	0	0	3	0	0	3
48	Godoroja D.	3	48	0	0	3	48	0	0	3	0	0	3
49	Hotineanu. V.	4	48	0	0	4	48	0	0	4	0	0	4
50	Misin V.	0	0	4	48	4	48	0	0	4	0	0	4
51	Casian I.	2	46	0	0	2	46	0	0	2	0	0	2
52	Crudu V.	3	42	0	0	3	42	0	0	3	0	0	3
53	Barladeanu N.	0	0	6	39	6	39	0	3	3	0	0	6
54	Bargan I.	2	30	0	0	2	30	0	0	2	0	0	2
55	Smirnov E.	0	0	4	28	4	28	0	0	4	0	0	4

56	Andries R.	3	27	0	0	3	27	0	0	3	0	0	3
57	Papuc G.	0	0	6	24	6	24	0	3	3	0	0	6
58	Roscovan E	4	24	0	0	4	24	0	0	4	0	0	4
59	Rosca Iu.	0	0	4	22	4	22	0	0	4	0	0	4
60	Osipov V.	3	21	0	0	3	21	0	0	3	0	0	3
61	Andronic N.	4	20	0	0	4	20	0	0	4	0	0	4
62	Zubic V.	3	18	0	0	3	18	0	0	3	0	0	3
63	Nirca N.	0	0	1	16	1	16	0	0	1	0	0	1
64	Cotet V.	0	0	3	15	3	15	0	0	3	0	0	3
65	Utica N.	0	0	3	12	3	12	0	0	3	0	0	3
66	Oniscenco O.	0	0	1	4	1	4	0	0	1	0	0	1
67	Nantoi O.	0	0	3	3	3	3	0	0	3	0	0	3
68	Serebrian O.	0	0	3	3	3	3	0	3	0	0	0	3
69	Severovan M.	0	0	3	3	3	3	0	0	3	0	0	3
+ Institutions													
1	Parties	314	6246	630	8187	944	14433	49	206	689	0	0	944
2	Government	21	375	109	1525	130	1900	0	67	63	0	0	130
3	PLA	33	568	64	698	97	1266	8	7	82	0	0	97
4	Presidency	0	0	23	195	23	195	4	12	7	0	0	23
5	Parliament	0	0	2	16	2	16	0	2	0	0	0	2
+ Parties													
1	PCRM	76	1570	208	2911	284	4481	16	121	147	0	0	284
2	PL	85	1541	77	931	162	2472	14	6	142	0	0	162
3	PLDM	58	1336	68	628	126	1964	12	8	106	0	0	126
4	AMN	38	759	62	574	100	1333	11	15	74	0	0	100
5	PSD	28	506	40	607	68	1113	4	3	61	0	0	68
6	UCM	16	260	46	535	62	795	0	8	54	0	0	62
7	PDM	10	158	67	576	77	734	4	23	50	0	0	77
8	MAE	11	245	23	333	34	578	0	0	34	0	0	34
9	PPCD	10	204	22	267	32	471	0	6	26	0	0	32
10	PNL	6	132	12	173	18	305	0	0	18	0	0	18
11	PEMAVE	4	60	10	162	14	222	0	0	14	0	0	14
12	MFN	4	92	8	88	12	180	0	4	8	0	0	12
13	PSMPR	0	0	11	98	11	98	0	0	11	0	0	11
14	PPR	4	20	4	56	8	76	0	0	8	0	0	8
15	PPNT	0	0	6	57	6	57	0	0	6	0	0	6
16	PC	0	0	1	16	1	16	0	0	1	0	0	1
	OL	0	0	24	507	24	507	0	23	1	0	0	24

Monitoring period: 01 - 14.07.2009			
Monitored TV station:		TV7	Monitored program: News
Number of stories covering p.a.:		347	Number of conflict stories 99
Duration of news covering p.a. (sec):		32389	1 info source: 18
Duration of newscasts (sec):		61426	2 & > info sources 81

No.	ACTORS TV7 Pr. News	APPEARANCES				Data synthesis		CONTENTS			ATTITUDE		
		Direct interventions		Mentions/appearances		Dir. int. & ment./app.		positive	negative	neutral	favor.	disfavor.	impart.
		frequ.	duration	frequ.	duration	frequ.	duration						
+	personalized	(times)	(sec.)	(times)	(sec.)	(times)	(sec.)	(times)	(times)	(times)	(times)	(times)	(times)
1	Turcan V.	24	438	29	400	53	838	0	5	48	0	0	53
2	Filat V.	31	555	13	250	44	805	5	0	39	0	0	44
3	Voronin V.	0	0	32	782	32	782	0	22	10	0	0	32
4	Tarlev V.	26	475	18	248	44	723	0	10	34	0	0	44
5	Ghimpu M.	30	440	5	115	35	555	0	0	35	0	0	35
6	Lupu M.	0	0	45	549	45	549	5	20	20	0	0	45
7	Reidman O.	20	370	10	150	30	520	0	0	30	0	0	30
8	Dodon I.	10	220	15	275	25	495	5	0	20	0	0	25
9	Chirtoaca D.	21	346	13	144	34	490	5	0	29	0	0	34
10	Petrencu A.	19	358	4	56	23	414	0	0	23	0	0	23
11	Railean N.	25	320	5	80	30	400	0	0	30	0	0	30
12	Ionita V.	20	295	5	90	25	385	0	0	25	0	0	25
13	Petrenco G.	16	244	8	90	24	334	0	0	24	0	0	24
14	Petrache M.	10	140	10	160	20	300	0	5	15	0	0	20
15	Urechean S.	5	110	13	175	18	285	5	0	13	0	0	18
16	Sova V.	15	230	5	50	20	280	0	0	20	0	0	20
17	Ciubasenco D.	15	240	5	30	20	270	0	0	20	0	0	20
18	Popov A.	10	220	5	50	15	270	0	0	15	0	0	15
19	Braghis D.	15	200	10	60	25	260	0	10	15	0	0	25
20	Muntean Iu.	15	210	5	50	20	260	0	5	15	0	0	20
21	Vaculovschi G.	15	200	5	50	20	250	0	0	20	0	0	20
22	Diacov D.	5	130	10	100	15	230	0	0	15	0	0	15

23	Klimenko V.	5	170	5	60	10	230	0	0	10	0	0	10
24	Tanase A.	10	150	5	60	15	210	0	0	15	0	0	15
25	Grozavu N.	10	200	0	0	10	200	0	0	10	0	0	10
26	Rosca Iu.	0	0	13	200	13	200	0	0	13	0	0	13
27	Braga. V	10	190	0	0	10	190	0	0	10	0	0	10
28	Musuc E.	0	0	10	180	10	180	0	5	5	0	0	10
29	Bolboceanu Iu.	10	160	0	0	10	160	0	0	10	0	0	10
30	Cosarciuc V.	5	100	5	60	10	160	0	0	10	0	0	10
31	Corduneanu A.	7	120	2	28	9	148	0	0	9	0	0	9
32	Munteanu V.	8	108	3	30	11	138	0	0	11	0	0	11
33	Andronic N.	5	120	0	0	5	120	0	0	5	0	0	5
34	Tkaciuk M.	5	100	2	12	7	112	0	2	5	0	0	7
35	Pavlicenco V.	4	76	2	32	6	108	0	0	6	0	0	6
36	Fusu C.	5	65	2	32	7	97	0	0	7	0	0	7
37	Parlog V.	5	90	0	0	5	90	0	0	5	0	0	5
38	Ceban I.	3	72	0	0	3	72	0	0	3	0	0	3
39	Moldovanu M.	2	30	6	42	8	72	0	2	6	0	0	8
40	Ambros M.	5	60	0	0	5	60	0	0	5	0	0	5
41	Godoroja D.	5	60	0	0	5	60	0	0	5	0	0	5
42	Ivanov A.	5	60	0	0	5	60	0	0	5	0	0	5
43	Plesca I.	0	0	3	60	3	60	0	0	3	0	0	3
44	Susarenco G.	5	60	0	0	5	60	0	0	5	0	0	5
45	Ciobanu V.	5	50	0	0	5	50	0	0	5	0	0	5
46	Ciuru I.	5	50	0	0	5	50	0	0	5	0	0	5
47	Nemerenco V.	5	50	0	0	5	50	0	0	5	0	0	5
48	Osipov V.	0	0	5	50	5	50	0	0	5	0	0	5
49	Papuc G.	0	0	5	50	5	50	0	0	5	0	0	5
50	Leanca Iu.	0	0	5	30	5	30	0	0	5	0	0	5
51	Gutium T.	2	22	0	0	2	22	0	0	2	0	0	2
52	Padurean R.	2	18	0	0	2	18	0	0	2	0	0	2
+	Institutions												
1	Parties	444	7322	600	9846	1044	17168	87	159	798	0	0	1044
2	PLA	31	510	54	958	85	1468	0	22	63	0	0	85
3	Government	5	90	56	922	61	1012	15	18	28	0	0	61
4	Presidency	0	0	30	770	30	770	0	20	10	0	0	30
5	Parliament	0	0	10	110	10	110	0	0	10	0	0	10
+	Parties												
1	PCRM	108	1884	225	3733	333	5617	15	102	216	0	0	333
2	PLDM	81	1300	84	1728	165	3028	15	0	150	0	0	165
3	PL	85	1279	57	1125	142	2404	5	7	130	0	0	142
4	AMN	45	650	54	971	99	1621	15	0	84	0	0	99
5	PDM	15	350	60	699	75	1049	5	20	50	0	0	75
6	PSD	36	555	28	388	64	943	10	15	39	0	0	64
7	UCM	30	480	35	460	65	940	10	15	40	0	0	65
8	PPCD	32	420	27	418	59	838	5	0	54	0	0	59
9	MAE	19	358	4	56	23	414	0	0	23	0	0	23
10	RAVN	5	170	5	60	10	230	0	0	10	0	0	10
11	PEMAVE	10	190	0	0	10	190	0	0	10	0	0	10
12	PPR	5	120	0	0	5	120	0	0	5	0	0	5
13	PNL	4	76	2	32	6	108	0	0	6	0	0	6
14	PRM	0	0	5	60	5	60	0	0	5	0	0	5
	OL	0	0	40	740	40	740	5	20	15	0	0	40

Monitoring period: 01 - 14.07.2009			
Monitored TV station:		TVC21	Monitored program: News
Number of stories covering p.a.:		9	Number of conflict stories 3
Duration of news covering p.a. (sec):		952	1 info source: 0
Duration of newscasts (sec):		2460	2 & > info sources 3

No.	ACTORS	APPEARANCES				Data synthesis		CONTENTS			ATTITUDE		
TV Pr.	TVC21 news	Direct interventions		Mentions/appearances		Dir. int. & ment./app.		positive	negative	neutral	favor.	disfavor.	impart.
		frequ.	duration	frequ.	duration	frequ.	duration						
+	personalized	(times)	(sec.)	(times)	(sec.)	(times)	(sec.)	(times)	(times)	(times)	(times)	(times)	(times)
1	Braghis D.	0	0	1	10	1	10	0	1	0	0	0	1
2	Diacov D.	2	46	0	0	2	46	0	0	2	0	0	2
3	Filat V.	2	68	1	28	3	96	0	0	3	0	0	3
4	Ionita V.	1	32	1	8	2	40	0	0	2	0	0	2
5	Lupu M.	0	0	1	10	1	10	0	0	1	0	0	1
6	Musuc E.	2	34	1	10	3	44	0	0	3	0	0	3
7	Negruta V.	1	20	0	0	1	20	0	0	1	0	0	1
8	Osipov V.	1	18	0	0	1	18	0	0	1	0	0	1

9	Petrache M.	1	20	1	16	2	36	0	0	2	0	0	2
10	Petrencu A.	5	75	1	24	6	99	0	0	6	0	0	6
11	Sarbu S.	0	0	1	10	1	10	0	0	1	0	0	1
12	Susarenco G.	1	20	0	0	1	20	0	0	1	0	0	1
13	Tarlev V.	0	0	1	18	1	18	0	1	0	0	0	1
14	Tkaciuk M.	1	18	0	0	1	18	0	0	1	0	0	1
+	<b>Institutions</b>												
1	Government	0	0	3	24	3	24	0	1	2	0	0	3
2	Parties	17	351	19	306	36	657	3	6	27	0	0	36
+	<b>Parties</b>												
1	AMN	2	38	1	24	3	62	1	0	2	0	0	3
2	MAE	5	75	2	54	7	129	1	0	6	0	0	7
3	PCRM	3	52	4	32	7	84	0	2	5	0	0	7
4	PDM	2	46	1	10	3	56	0	0	3	0	0	3
5	PLDM	4	120	5	104	9	224	1	0	8	0	0	9
6	PSD	0	0	1	10	1	10	0	1	0	0	0	1
7	UCM	1	20	2	34	3	54	0	1	2	0	0	3
	OL	0	0	3	38	3	38	0	2	1	0	0	3

<b>Monitoring period:</b>		<b>01 - 14.07.2009</b>	
<b>Monitored TV station:</b>		<b>TV synthesis</b>	<b>Monitored program:</b>
<b>Number of stories covering p.a.:</b>		<b>2037</b>	<b>Number of conflict stories</b>
<b>Duration of news covering p.a. (sec):</b>		<b>228056</b>	<b>1 info source:</b>
<b>Duration of newscasts (sec):</b>		<b>435955</b>	<b>2 &amp; &gt; info sources</b>

No.	ACTORS	APPEARANCES				Data synthesis		CONTENTS			ATTITUDE		
		Direct interventions		Mentions/appearances		Dir. int. & ment./app.		positive	negative	neutral	favor.	disfavor.	impart.
TV Pr.	TV synthesis news	frequ.	duration	frequ.	duration	frequ.	duration						
+	personalized	(times)	(sec.)	(times)	(sec.)	(times)	(sec.)	(times)	(times)	(times)	(times)	(times)	(times)
1	Rosca Iu.	132	3912	173	3468	305	7380	61	0	244	0	0	305
2	Filat V.	176	4290	257	2632	433	6922	12	167	254	0	91	342
3	Voronin V.	48	2162	270	4696	318	6858	103	46	169	30	0	288
4	Ghimpu M.	176	3591	199	2476	375	6067	0	140	235	0	75	300
5	Urechean S.	86	1790	246	2818	332	4608	9	164	159	0	82	250
6	Turcan V.	121	2873	99	1732	220	4605	18	20	182	6	0	214
7	Dodon I.	97	2389	78	1316	175	3705	35	3	137	8	0	167
8	Tarlev V.	81	1541	94	1409	175	2950	7	22	146	0	0	175
9	Petrencu G.	82	2385	40	491	122	2876	6	0	116	0	0	122
10	Lupu M.	6	158	181	2500	187	2658	10	81	96	0	6	181
11	Chirtoaca D.	52	867	128	1737	180	2604	10	88	82	0	37	143
12	Leanca Iu.	33	2124	24	228	57	2352	7	7	43	0	3	54
13	Muntean Iu.	65	2068	19	257	84	2325	23	5	56	5	0	79
14	Petrencu A.	73	1615	45	672	118	2287	0	0	118	0	0	118
15	Tanase A.	88	1242	65	891	153	2133	0	43	110	0	26	127
16	Reidman O.	53	1494	25	471	78	1965	9	0	69	0	0	78
17	Musuc E.	28	904	37	604	65	1508	5	16	44	0	0	65
18	Braghis D.	50	985	46	510	96	1495	7	13	76	0	0	96
19	Grozavu N.	65	1248	27	215	92	1463	4	12	76	0	6	86
20	Smirnov E.	42	1063	28	304	70	1367	4	0	66	4	0	66
21	Diacov D.	27	910	42	449	69	1359	0	14	55	0	3	66
22	Sova V.	49	1010	23	346	72	1356	12	0	60	6	0	66
23	Vaculovschi G.	45	913	23	287	68	1200	7	0	61	0	0	68
24	Petrache M.	28	522	46	677	74	1199	0	15	59	0	0	74
25	Catrinici L.	27	696	27	483	54	1179	16	0	38	0	0	54
26	Misin V.	18	1018	12	156	30	1174	10	0	20	4	0	26
27	Cosarciuc V.	34	946	13	139	47	1085	0	5	42	0	5	42
28	Nagacevski V.	26	493	28	530	54	1023	0	16	38	0	6	48
29	Greceanai Z.	15	379	57	638	72	1017	28	0	44	4	0	68
30	Sarbu S.	35	694	22	265	57	959	0	0	57	0	0	57
31	Klimenko V.	14	693	11	230	25	923	0	0	25	0	0	25
32	Railean N.	39	570	13	333	52	903	0	0	52	0	0	52
33	Vlah I.	20	686	12	202	32	888	3	0	29	0	0	32
34	Godea M.	33	646	19	144	52	790	4	13	35	0	3	49
35	Formuzal M.	17	442	14	343	31	785	0	0	31	0	0	31
36	Savga L.	23	561	7	202	30	763	0	0	30	0	0	30
37	Popov A.	19	465	11	245	30	710	0	0	30	0	0	30
38	Parlog V.	21	354	23	353	44	707	8	0	36	0	0	44
39	Ionita V.	32	513	14	154	46	667	3	5	38	0	8	38
40	Osipov V.	27	293	33	305	60	598	0	0	60	0	0	60
41	Ciubasenco D.	23	516	13	70	36	586	0	4	32	0	0	36
42	Negruta V.	21	528	7	39	28	567	3	7	18	0	8	20

43	Busila R	13	373	10	160	23	533	0	0	23	0	0	23
44	Andronic N.	18	374	6	156	24	530	0	0	24	0	0	24
45	Supac I.	15	410	9	107	24	517	0	0	24	0	0	24
46	Sava V.	3	417	6	72	9	489	0	0	9	0	0	9
47	Oniscenco O.	14	377	12	98	26	475	0	0	26	0	0	26
48	Cernei O.	15	290	21	177	36	467	1	6	29	0	3	33
49	Uratu S.	15	306	12	144	27	450	0	12	15	0	9	18
50	Corduneanu A.	21	361	5	72	26	433	0	0	26	0	0	26
51	Ciobanu V.	21	420	0	0	21	420	6	0	15	0	0	21
52	Baldovici V.	14	288	9	115	23	403	2	0	21	0	0	23
53	Susarenco G.	24	285	13	115	37	400	0	7	30	0	7	30
54	Pavlicenco V.	12	244	10	145	22	389	0	0	22	0	0	22
55	Tkaciuk M.	12	253	17	134	29	387	0	9	20	0	0	29
56	Ceban I.	15	318	3	58	18	376	0	2	16	0	0	18
57	Zubic V.	16	246	10	108	26	354	0	0	26	0	0	26
58	Bolboceanu Iu.	16	304	3	30	19	334	0	0	19	0	0	19
59	Fusu C.	12	191	19	135	31	326	4	10	17	0	7	24
60	Gorodenco A.	6	78	12	244	18	322	9	0	9	0	0	18
61	Lupan N.	0	0	13	305	13	305	3	0	10	0	0	13
62	Mocanu G	10	262	3	36	13	298	0	3	10	0	0	13
63	Roscovan E	10	166	6	110	16	276	0	2	14	0	0	16
64	Munteanu V.	15	237	3	30	18	267	0	0	18	0	0	18
65	Gutu A.	9	180	9	81	18	261	0	0	18	0	0	18
66	Durlesteanu M.	8	213	3	40	11	253	0	0	11	0	0	11
67	Braga. V	14	250	0	0	14	250	0	0	14	0	0	14
68	Gangan I.	6	132	3	99	9	231	0	0	9	0	0	9
69	Ciuru I.	14	198	4	32	18	230	0	0	18	0	0	18
70	Bulat G.	7	153	5	72	12	225	2	0	10	0	0	12
71	Muravshi A.	3	175	3	35	6	210	0	3	3	0	0	6
72	Pavlov V.	12	210	0	0	12	210	0	0	12	0	0	12
73	Godoroja D.	11	168	3	30	14	198	0	0	14	0	0	14
74	Munteanu I. (N)	0	0	3	180	3	180	0	3	0	0	3	0
75	Salaru A.	10	155	3	24	13	179	0	3	10	0	0	13
76	Arhire A.	5	176	0	0	5	176	0	0	5	0	0	5
77	Sleahitchi M.	6	136	3	30	9	166	0	0	9	0	0	9
78	Andries R.	8	119	5	45	13	164	0	2	11	0	0	13
79	Caba P.	7	162	0	0	7	162	0	0	7	0	0	7
80	Tcaci A.	3	72	3	85	6	157	0	0	6	0	0	6
81	Crudu V.	6	138	3	18	9	156	0	0	9	0	0	9
82	Turcanu D.	8	156	0	0	8	156	0	0	8	0	0	8
83	Nirca N.	5	80	3	63	8	143	0	0	8	0	0	8
84	Plesca V.	4	92	4	48	8	140	0	4	4	0	0	8
85	Ciobanu I.	13	108	4	21	17	129	0	0	17	0	0	17
86	Laguta M.	2	36	19	83	21	119	0	7	14	0	0	21
87	Bolgar M.	6	111	0	0	6	111	0	0	6	0	0	6
88	Spivacenco A.	0	0	3	105	3	105	3	0	0	0	0	3
89	Cojocaru V.	4	100	0	0	4	100	0	0	4	0	0	4
90	Gherman V.	0	0	4	100	4	100	0	4	0	0	4	0
91	Secareanu S.	5	90	3	9	8	99	0	0	8	0	0	8
92	Papuc G.	3	24	11	74	14	98	0	3	11	0	0	14
93	Botnariuc T.	4	96	0	0	4	96	4	0	0	0	0	4
94	Volentir A.	4	54	5	40	9	94	0	0	9	0	0	9
95	Josan N.	4	88	0	0	4	88	0	0	4	0	0	4
96	Hadarca I.	3	57	4	28	7	85	0	0	7	0	0	7
97	Bolotnicov O.	0	0	19	75	19	75	0	7	12	0	0	19
98	Gutium T.	5	58	3	15	8	73	0	0	8	0	0	8
99	Moldovanu M.	2	30	6	42	8	72	0	2	6	0	0	8
100	Plesca I.	0	0	5	72	5	72	0	2	3	0	0	5
101	Bodrug O.	5	58	2	11	7	69	0	1	6	0	0	7
102	Duca G.	3	66	0	0	3	66	0	0	3	0	0	3
103	Ambros M.	5	60	0	0	5	60	0	0	5	0	0	5
104	Ivanov A.	5	60	0	0	5	60	0	0	5	0	0	5
105	Mihaies R.	3	54	3	6	6	60	0	0	6	0	0	6
106	Rusu M.	3	60	0	0	3	60	3	0	0	0	0	3
107	Tambalist T.	0	0	9	60	9	60	0	0	9	0	0	9
108	Vitiuc V.	0	0	4	60	4	60	0	0	4	0	0	4
109	Grosu D.	2	56	0	0	2	56	0	0	2	0	0	2
110	Nemerenco V.	5	50	0	0	5	50	0	0	5	0	0	5
111	Ciobanu G.	3	48	0	0	3	48	0	0	3	0	0	3
112	Hotineanu. V.	4	48	0	0	4	48	0	0	4	0	0	4
113	Rabei S.	2	48	0	0	2	48	0	0	2	0	0	2

114	Cotet V.	0	0	5	47	5	47	0	0	5	0	0	5
115	Casian I.	2	46	0	0	2	46	0	0	2	0	0	2
116	Creanga S.	2	40	2	4	4	44	0	0	4	0	0	4
117	Bostan G.	3	42	0	0	3	42	0	0	3	0	0	3
118	Bujor L.	0	0	4	40	4	40	0	0	4	0	0	4
119	Barladeanu N.	0	0	6	39	6	39	0	3	3	0	0	6
120	Spataru M.	2	36	0	0	2	36	0	0	2	0	0	2
121	Stavila I.	0	0	1	35	1	35	0	0	1	0	0	1
122	Bargan I.	2	30	0	0	2	30	0	0	2	0	0	2
123	Popa S.	2	28	0	0	2	28	0	0	2	0	0	2
124	Vieru C.	0	0	3	21	3	21	0	0	3	0	0	3
125	Padurean R.	2	18	0	0	2	18	0	0	2	0	0	2
126	Colesnic Iu.	0	0	4	16	4	16	0	0	4	0	0	4
127	Doga V.	1	16	0	0	1	16	1	0	0	0	0	1
128	Serebrian O.	0	0	6	12	6	12	0	6	0	0	0	6
129	Utica N.	0	0	3	12	3	12	0	0	3	0	0	3
130	Cubreacov V.	0	0	3	9	3	9	0	0	3	0	0	3
131	Nantoi O.	0	0	3	3	3	3	0	0	3	0	0	3
132	Severovan M.	0	0	3	3	3	3	0	0	3	0	0	3
+	Institutions												
1	Parties	2197	51128	4752	71009	6949	122137	614	1937	4398	123	683	6143
2	Government	294	7374	944	18208	1238	25582	357	130	751	44	0	1194
3	PLA	210	3938	409	6603	619	10541	34	171	414	0	44	575
4	Presidency	41	1878	242	4034	283	5912	87	41	155	26	0	257
5	Parliament	0	0	12	126	12	126	0	2	10	0	0	12
+	Parties												
1	PCRM	706	20055	1373	23316	2079	43371	498	323	1258	145	0	1934
2	PLDM	467	11021	823	11247	1290	22268	59	431	800	0	223	1067
3	PL	412	7713	710	8645	1122	16358	29	390	703	0	190	932
4	PPCD	263	6586	328	5849	591	12435	105	6	480	4	0	587
5	AMN	259	4780	630	7475	889	12255	36	297	556	0	132	757
6	PDM	63	1806	353	3984	416	5790	17	128	271	0	9	407
7	PSD	115	2172	189	2377	304	4549	33	23	248	0	0	304
8	UCM	74	1390	159	1968	233	3358	18	43	172	0	3	230
9	MAE	76	1669	92	1319	168	2988	1	0	167	0	0	168
10	PSMPR	42	1063	44	470	86	1533	4	0	82	4	0	82
11	RAVN	14	693	11	230	25	923	0	0	25	0	0	25
12	PEMAVE	14	250	41	395	55	645	0	0	55	0	0	55
13	PNL	12	244	47	380	59	624	0	0	59	0	0	59
14	PPR	18	374	13	233	31	607	0	0	31	0	0	31
15	PDSMU	3	72	6	142	9	214	0	0	9	0	0	9
16	MFN	4	92	8	88	12	180	0	4	8	0	0	12
17	PC	5	80	5	93	10	173	0	0	10	0	0	10
18	PRM	0	0	9	140	9	140	0	4	5	0	0	9
19	PPNT	0	0	6	57	6	57	0	0	6	0	0	6
	OL	0	0	432	11344	432	11344	5	362	65	0	146	286



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

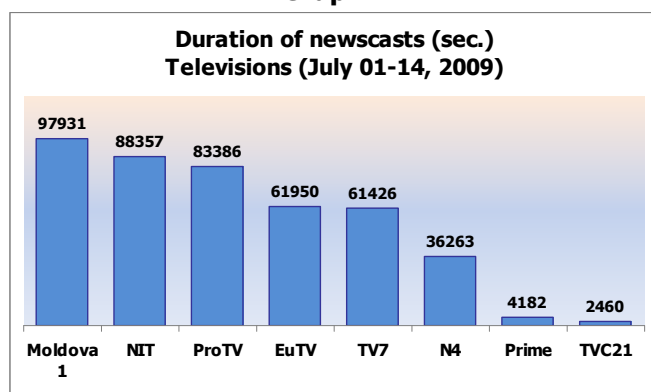
#### 3.1 General quantity data

TVC21 resumed its newscasts in the third and fourth weeks of the race for the early parliamentary elections (01-14.07.09), thus, 8 of 9 monitored TV stations aired news (as before, 2 Plus did not have news bulletins.) Thus, EuTV, Moldova 1, N4, NIT, Prime, ProTV, TV7 and TVC21 aired news with a total duration of 435,955 sec. (over 121 h) during the reference period. They comprised 2,037 news stories presenting political actors, and their aggregated duration was 228,056 sec. i.e. 63.34 h. Relating the presented data to the data of the previous monitoring session (June 17-30), we'll remark that in weeks 3 and 4 of the race, the quantity dimension of the political actors' presence in newscasts increased (the duration of these programs rose by 10.6%, the number of stories covering political actors grew by 19.6 %, as their aggregated runtime – rose by 9 %.)

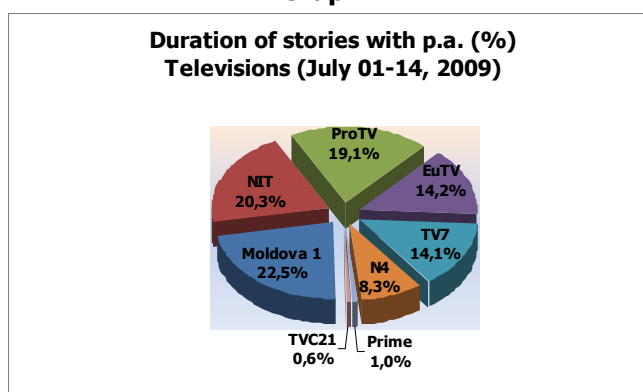
The observed TV stations allotted different airtime to their newscasts. As was during the previous period, leading in this respect was the public broadcaster Moldova 1 (97,931 sec.), as TVC21 stood at the opposite pole (with 2,460 sec.) (see Graph 1). The other channels aired newscasts lasting from 1 h and about 25 h. Thus, NIT broadcast 88,357 sec. of news, ProTV – 83,386 sec., EuTV – 61,950 sec., TV7 – 61,426 sec., N4 – 36,263 sec. and Prime – 4,182 sec.

Graph 2 presents the quota of each station in the general duration of newscasts.

**Graph 1**

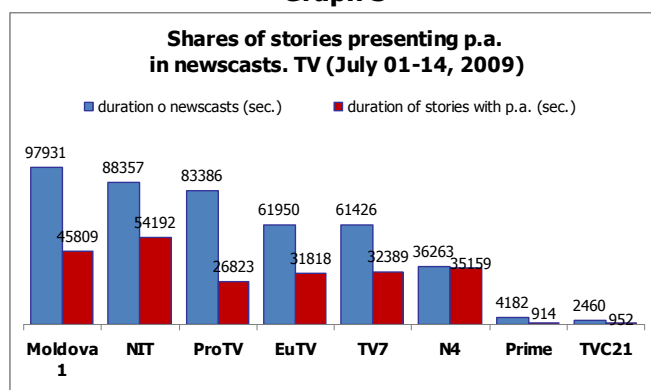


**Graph 2**

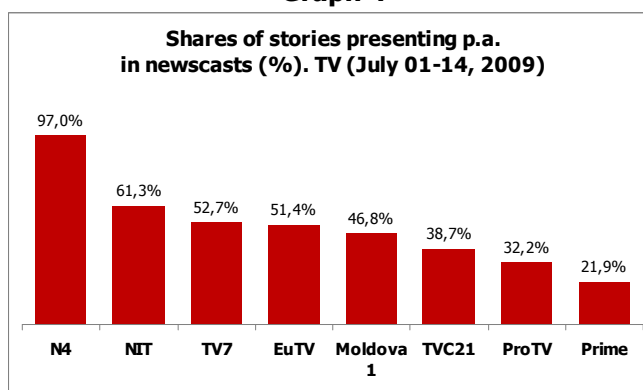


The news presenting political actors had different runtimes in the total duration of the newscasts. Thus, on N4, the duration of this category of news was about 97%, on NIT – over 61%, on TV7 – about 53%, on EuTV – about 52%, on Moldova 1 – about 47 %, on TVC21 – about 39 %, on ProTV – over 32% and on Prime – about 22 % (see Graphs 3 and 4.)

**Graph 3**



**Graph 4**



In function of the airtime allotted to stories covering political actors during the reference period, the monitored TV stations can be ranked as follows: position I goes to NIT with 54,192 sec.; Moldova 1 rests with position II with 45,809 sec.; position III – N4 with 35,159 sec.; position IV – TV7 with 32,389 sec.; position V – EuTV with 31,818 sec.; position VI – ProTV with 26,823 sec.; position VII – TVC21 with 952 sec. and, Prime comes the last with 914 sec.

The number of stories presenting political actors was different in the newscasts of the monitored televisions. Moldova 1 hosted the largest number of stories of this type (413). The station is decreasingly followed by NIT (400), TV7 (347), EuTV (292), ProTV (291), N4 (270), Prime (15) and TVC21 (9).

In weeks 3 and 4 of the race for the July 29 elections, the monitored TV stations basically preserved their position from the previous rankings in this regard. Only TVC21 was an exception because it resumed its newscasts and, consequently, its performance on this broadcasting sector was insignificant.

### 3.2 Political actors

132 personalized political actors and 26 institutionalized actors, including 21 political parties, were mirrored by the observed stations during the reference period.

#### ▪ Personalized actors

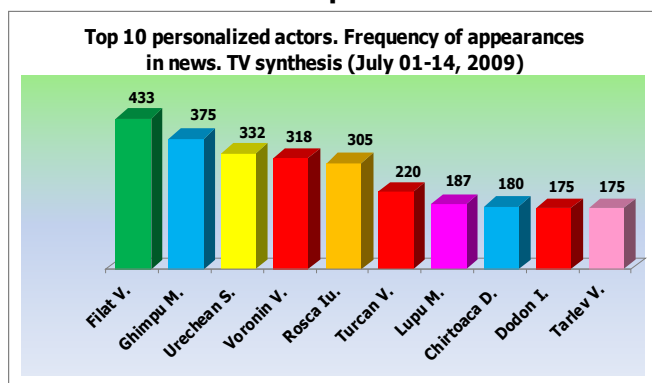
The monitored TV stations, which aired news in weeks 3 and 4 of the race for the July 29 parliamentary elections, jointly covered 132 personalized actors. 75 of them were mirrored in the newscasts of Moldova 1, 74 – of EuTV, 69 – of ProTV, 65 – of N4, 54 – of NIT, 52 – of TV7, 14 – of TVC21 and 5 – of Prime.

In the third and fourth weeks of the campaign, the monitored stations, save for NIT and Prime, for the first time stopped to grant absolute priority to Vladimir Voronin in terms of mirroring personalized actors. V.Voronin, by number of direct and indirect interventions on all the monitored TV services, rested with position IV (318 appearances), and by duration of those appearances – position III (6,858 sec.).

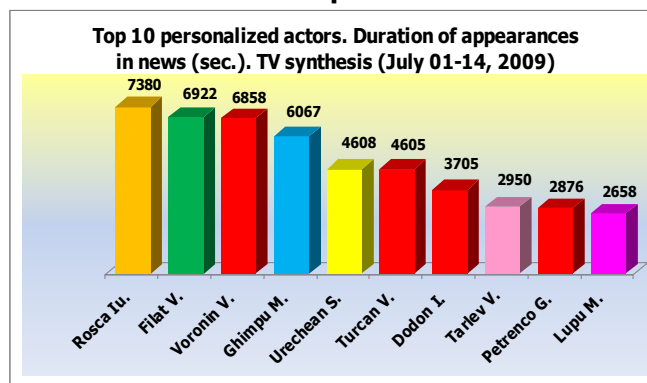
By frequency, the top 10 of the mostly covered personalized political actors on the monitored TV stations during this period is opened by V.Filat, PLDM, with 433 appearances. He is followed by M.Ghimpu, PL (375 appearances), S.Urechean, AMN (332 appearances), V.Voronin, PCRM (318 appearances), Iu.Roșca, PPCD (305 appearances), V.Țurcan, PCRM, (220 appearances), M.Lupu, PDM (187 appearances), D.Chirtoacă, PL (180 appearances), I.Dodon, PCRM (175 appearances) and V.Tarlev, PSD-UCM (175 appearances). It's worth remarking that the discrepancy between the coverage granted to the first actor from this top and the one on the last position is relatively small (about 2.5 times) (see Graph 5).

As duration, the top 10 of the mostly covered personalized political actors on the monitored TV stations during this period is headed by Iu.Roșca (7,380 sec.). He is decreasingly followed by V.Filat (6,922 sec.), V.Voronin (6,858), M.Ghimpu (6,067 sec.), S.Urechean (4,608 sec.), V.Țurcan (4,605 sec.), I.Dodon (3,705 sec.), V.Tarlev (2,950 sec.), G.Petrenco, PCRM (2,950 sec.) and M.Lupu (2,658 sec.). The discrepancy between the coverage of the first and last actors in the top list, as duration, is 2.77 times. (see Graph 6).

**Graph 5**



**Graph 6**



The present configuration of the top 10 list of personalized actors was probably modified by optical changes, in terms of quantity, occurring during weeks 3 and 4 of the election race. These modifications apparently are due to the fact the acting Moldovan president publicly stated on June 24, 2009, that the officials running in the race totally renounce to being present on the public broadcasting.

The new hierarchy of the personalized political actors was also determined by the specific conjuncture of the ongoing race for the parliament (fewer competitors run in these elections, some of them appearing in new formulas – e.g. PDM, PSD-UCM, plus a series of other factors).

Another peculiarity in covering the institutionalized political actors during the last monitoring session consisted in their diversification in the top 10 list. Representatives of 7-8 political parties entered the frequency list, as representatives of 6-7 parties entered the duration-related list.

EuTV spoke most frequently and the longest about Iurie Roșca (152 appearances with the duration of 3,378 sec.). In this station's top 10 list, as frequency, he was blatantly much above other personalized actors: S.Urechean (64 appearances), V.Voronin (57 appearances), N.Grozavu (50 appearances), I.Dodon and M.Lupu (by 44 appearances), M.Ghimpu (37 appearances), A.Petrencu (34 appearances) and V.Osipov (32 appearances.) A similar situation is noticed in its duration-related top 10.

Moldova 1 also covered Iu.Roșca the most (61 appearances during 1,732 sec.). For the first time, V.Voronin was not in the top 10 list of this station. He rests with position 32 by number of appearances and position 38 – by duration of appearances. Three PCRM representatives were on the frequency-related list (V.Țurcan, 40 appearances, Iu.Muntean, 29 appearances, I.Dodon, 21 appearances), two representatives of the PL (M.Ghimpu, 52 appearances and D.Chirtoacă, 23 appearances), by a representative of the PLDM (V.Filat, 43 appearances), AMN (S.Urechean, 31 appearances), PSD-UCM (V.Tarlev, 28 appearances) and MAE (A.Petrencu, 23 appearances), while, as duration, respectively – 5 PCRM representatives (V.Țurcan, 1,155 sec., Iu.Muntean, 720 sec., G.Petrencu, 597 sec., I.Dodon, 542 sec., L.Catrinici, 488 sec), by a representative of the PLDM (V.Filat, 943 sec.), PL (M.Ghimpu, 908 sec.), AMN (S.Urechean, 677 sec.), MAE (A.Petrencu, 484 sec.).

N4 mostly covered the leaders of the PLDM and the PL (V.Filat rested with position I in the top list, as frequency, and position II – in the duration-related list, and M.Ghimpu, vice versa, position II – as frequency and

position I – as duration.) The traditional leader of the top 10 on this station, V.Voronin, occupied position IV as frequency and position III – as duration. The other positions on the frequency top list went to S.Urechean, AMN, D.Chirtoacă, PL, A.Tănase, PLDM, M.Lupu, PDM, Iu.Roșca, PPCD, M.Godea, PLDM, V.Tarlev, PSD-UCM, as as duration – to S.Urechean, AMN, D.Chirtoacă, PL, Iu.Roșca, PPCD, M.Lupu, PDM, V.Țurcan, PCRM, V.Nagacevschi, PLDM, and I.Dodon, PCRM.

NIT and Prime basically went on granting priority to Vladimir Voronin as a personalized political actor. On NIT, he occupied position 2 as frequency of coverage (113 appearances compared to the holder of position I, M.Ghimpu, 114 appearances) and the first – as duration (2,553 sec., twice more than the holder of position 2 – M.Ghimpu, 1,279 sec.). The other positions on NIT's top list, as frequency, were held by 3 PCRM representatives (I.Dodon, 63 appearances, Z.Greceanâi, 59 appearances and V.Țurcan, 48 appearances), by 2 representatives of the PLDM (V.Filat, 106 appearances and A.Tănase, 64 appearances), by a representative of the AMN (S.Urechean, 61 appearances), PPCD (Iu.Roșca, 46 appearances) and PSMPR (E.Smirnov, 39 appearances.) As duration, this station's top 10 list had 5 PCRM representatives (I.Dodon, 1,224 sec., V.Mișin, 1,126 sec., G.Petrencu, 1,002 sec., V.Țurcan, 978 sec., Z.Greceanâi, 861 sec.), by a representative of the PPCD (Iu.Roșca, 1,252 sec.), PLDM (V.Filat, 1,060 sec.) and AMN (S.Urechean, 885 sec.). On Prime, V.Voronin headed the top list appearing during 58 sec. two times.

The top 10 lists of ProTV, TV7 and TVC21 are remarked by the diversity of personalized political actors. Vladimir Țurcan, a PCRM representative, was the mostly covered, as frequency and duration, by ProTV and TV7. V.Voronin held position 7 on ProTV as frequency of coverage and did not enter the duration-related top 10 list, while on TV7 – he respectively got positions 7 and 3. TVC21 mostly covered MAE leader A.Petrencu.

*In the third and fourth weeks of the race for the early parliamentary elections July 29, the personalized political actors enjoyed a different coverage compared to the previous monitoring session. The peculiarity consists in the fact that on most of the TV stations, barring NIT and Prime, Vladimir Voronin stopped being the leader of the top 10 list, as he even did not enter this list in several cases. At the same time, one remarks a wider diversity of the actors in top 10, as the discrepancies in their being mirrored as frequency and duration dwindled.*

#### ▪ Institutionalized actors. Institutions

In weeks 3 and 4 of the race, the actors-institutions enjoyed 9,101 appearances with the aggregated duration of 164,298 sec. Thus, this category of actors, as related to the previous monitoring session, were covered by 23% more frequently, as the duration of their appearances was longer by 12 %. The Parliament was the least covered institution (12 appearances on 2 tv stations during 126 sec.), as the political parties gathered the largest number of TV appearances (6,949) during 122,137 sec. As frequency and duration, the parties exceeded almost 3 times all the other actors together.

The monitored TV stations, as during the previous periods, differently mirrored the institutionalized political actors. The Table below quantifies the frequency and duration of covered the government, parliament, presidency, local public administrations (LPA) and political parties in the newscasts of the monitored stations during July 1-14, 2009.

**Table 1. Covering institutionalized actors**

TV STATION		Government		Parliament		Presidency		LPA		Parties	
			position		position		position		position		position
EuTV	Frequency	267	3	0	-	44	3	201	1	1054	3
	Duration	5119	3	0	-	432	4	3058	1	16945	5
Moldova 1	Frequency	346	1	0	-	9	6	132	2	975	5
	Duration	7689	1	0	-	161	6	2992	2	18874	3
N4	Frequency	118	5	0	-	71	2	24	6	1466	1
	Duration	2383	4	0	-	2136	2	336	6	26879	2
NIT	Frequency	301	2	0	-	103	1	79	5	1418	2
	Duration	7248	2	0	-	2155	1	1400	4	27157	1
Prime	Frequency	12	7	0	-	3	7	1	7	12	8
	Duration	207	7	0	-	63	7	21	7	24	8
ProTV	Frequency	130	4	2	2	23	5	97	3	944	6
	Duration	1900	5	16	2	195	5	1266	5	14433	6
TV7	Frequency	61	6	10	1	30	4	85	4	1044	4
	Duration	1012	6	110	1	770	3	1468	3	17168	4
TVC21	Frequency	3	8	0	-	0	-	0	-	36	7
	Duration	24	8	0	-	0	-	0	-	657	7

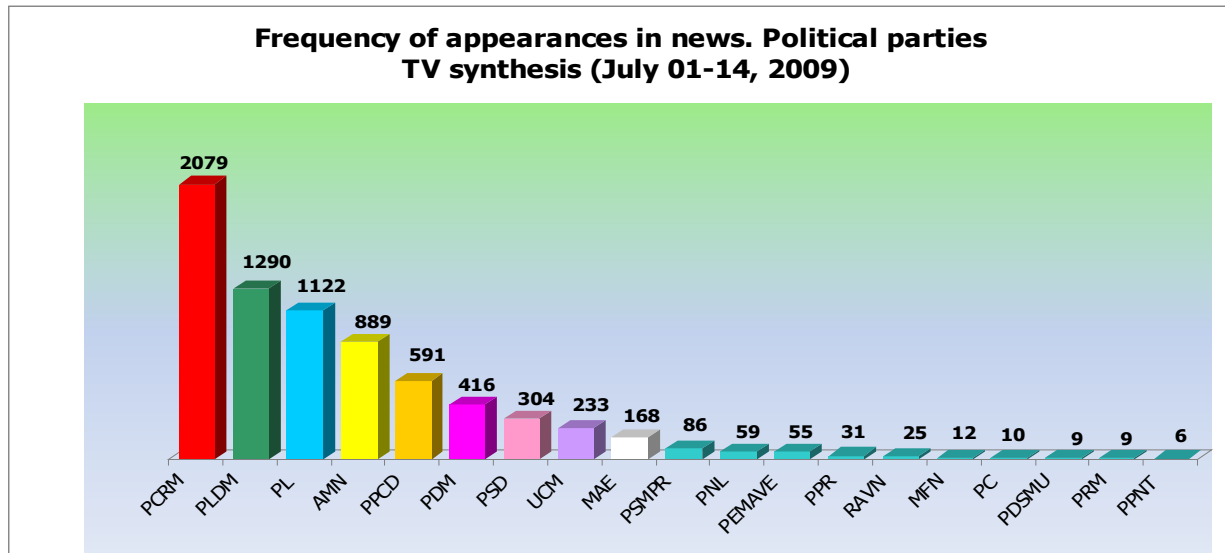
*To conclude with, we'll point out that Moldova 1 went on covering the government's work with high priority (position I as frequency and duration) and receded from the presidency (position 6 as frequency and duration). NIT gave priority in mirroring the presidency (position 1 as frequency and duration) and the government (position 2 as frequency and duration.) As before, N4 showed itself closer to the presidency (position 2). For the first time, NIT and N4 displayed enhanced interest for political parties (position 2 as frequency and position 1 and, respectively, position 1 as frequency and position 2 as duration.) The other stations displayed a moderate attitude towards the actors-institutions.*

### ▪ Institutionalized actors. Political parties

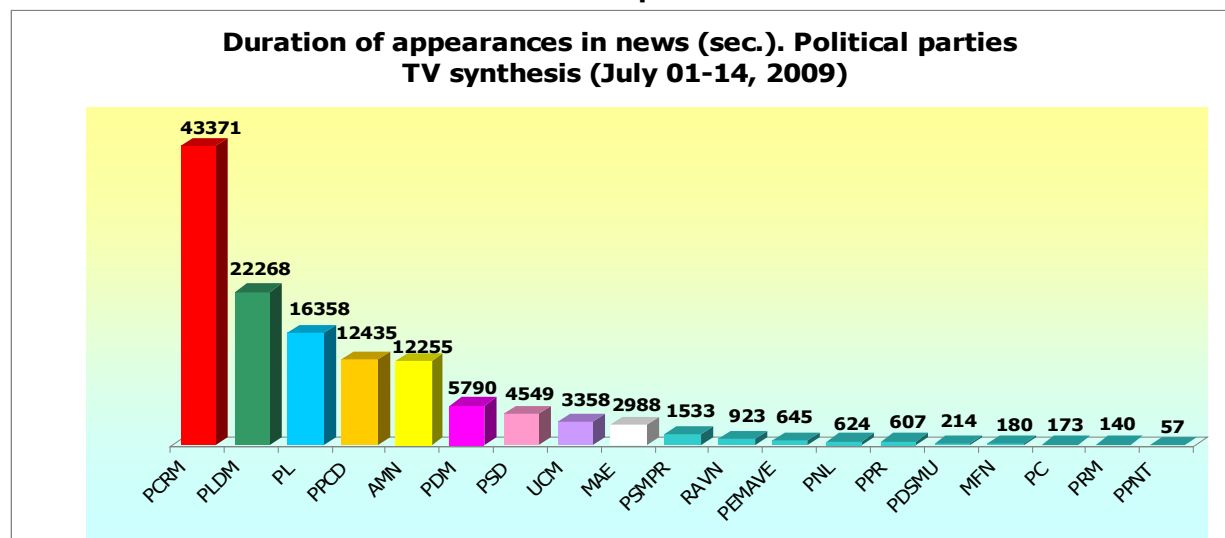
Moldova 1 mirrored the largest number of political parties (17). This television is followed, in this regard, by N4 and ProTV (each having covered by 16 parties), TV7 (14), EuTV (12), Prime and NIT (by 10), TVC21 (7).

The PCRM went on being the mostly covered party also in weeks 3 and 4 of the race (on all the monitored televisions it had 2,079 appearances during 43,371 sec.). Blatantly distant from the leader, PLDM was on position 2 (1,290 appearances during 22,268 sec.). This electoral contestant was followed by the PL (1,122 appearances during 16,358 sec.), AMN (889 appearances during 12,255 sec.), the PPCD (591 appearances during 12,435 sec.), the PDM (416 appearances during 5,790 sec.). The other parties enjoyed fewer than 400 appearances, as their aggregated duration did not exceed the quota of 5,000 sec.

**Graph 7**



**Graph 8**



During this period, the political parties went on being covered in an unbalanced manner. Thus, on Moldova 1, the PCRM had 266 appearances, i.e. 1.5 times more than the PLDM, the second in the coverage list (178 appearances), about 1.8 times more than the PL (position 3 with 145 appearances), 2.5 times more than the PPCD (position IV, 107 appearances) and AMN (position V, 104 appearances), 4.5 times more than the PDM (position VI, 59 appearances) etc.

On NIT, the PCRM enjoyed 616 appearances, i.e. 1.9 times more than the PLDM (323), 2.8 times more than the PL (219), 3.85 times more than the AMN (160), almost 10 times more than the PPCD (62). To remark that on these stations the discrepancies noticed during the last monitoring period were declining in comparison with the first two weeks of the run-up, when the discrepancies were 2-3 times bigger.

This trend is also noticed when comparing the airtime allotted to the party holding the first position and the airtime enjoyed by other electoral contestants on these stations. Thus, the duration of the PCRM's appearances on Moldova 1 was 5,927 sec. i.e. 1.7 times more than the appearances of the PLDM (3,545 sec.), 2 times more than the duration of appearances of the PPCD (2,886 sec.), 2.6 times more than the duration of the appearances of the PL (2,269 sec.), 3 times more than the AMN (1,968 sec.) and 6 times more than the appearances of the PDM (974 sec.).

On NIT, the decrease in the respective discrepancies was not as evident as on Moldova 1. Thus, the PCRM's appearances on NIT last 14,157 sec., i.e. 3.2 times more than the PLDM's appearances (4,363 sec.), 4.85 times more than the appearances of the PL (2,914 sec.), 7.2 times more than the duration of the AMN's appearances (1,944 sec.), 9 times more than the PPCD's appearances (1,544 sec.).

This way, Moldova 1 and NIT got closer, and sometimes even exceeded these parameters as noticed on other monitored services (EuTV, N4, ProTV, TV7), which, during the previous sessions, often displayed their attachment for the relatively balanced treatment of political parties. EuTV covered the PCRM 284 times, i.e. 1.1 times more often than the PPCD (255 appearances), 1.2 times more often than the AMN (231 appearances), 1.6 times more often than the PL (178 appearances) and 2 times more often than the PLDM (140 appearances). On N4, the PLDM was the mostly covered party (348 appearances). It thus exceeded 1.2 times the PCRM (285 appearances), 1.3 times – the PL (275 appearances), 1.8 times – the AMN (191 appearances), 4.6 times – the PPCD (75 appearances). On ProTV, the discrepancy between the frequency of the appearances of the PCRM, the leading party, and PL, PLDM, AMN, PDM respectively was 1.75, 2.25, 2.8 and 3.7 times. On TV7, the PCRM compared to the PLDM, PL, AMN and PDM enjoyed respective 2, 2.3, 3.4 and 4.4 times more appearances. This trend is actually valid for the duration of appearances.

*The quantitative coverage of the political parties in the third and fourth weeks made progress likely to strengthen political pluralism in the news of the monitored TV stations.*

### **Conclusions**

In the third and fourth weeks of the run-up to the parliamentary poll, certain progress was noticed in the quantitative coverage of personalized and institutionalized political actors on most of the observed televisions. The question is about diversifying leaders and personalized actors from the top 10 list, about decreasing the discrepancies between the coverage of the political parties. It's to be seen if this progress is also found in terms of the quality of covering personalized and institutionalized political actors. The next monitoring session is to demonstrate the degree in which the remarked progress bears a systemic and long-term character and whether it will have any consequences for the quality dimension in approaching the political actors.

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

##### 4.1. Political actors in newscasts. Positive context

Table 1

TV	POLITICAL ACTORS IN NEWS. POSITIVE CONTEXT						
	No.	PERSONALIZED	times	INSTITUTIONS	times	PARTIES	times
EuTV		4 personalized actors	54	3 actors-institutions	86	6 actors-parties	80
	1	Rosca Iu.	36	Government	42	PPCD	47
	2	Voronin V.	10	Parties	42	PCRM	10
	3	Lupu M.	5	Presidency	2	PLDM	8
	4	Filat V.	3			AMN	5
	5					PDM	5
	6					PL	5
Moldova 1		21personalized actors	69	5 actors-institutions	149	7 actors-parties	123
	1	Muntean Iu.	13	Government	116	PCRM	69
	2	Catrinici L.	12	Parties	107	PPCD	22
	3	Parlog V.	8	LPA	24	PLDM	15
	4	Rosca Iu.	7	Presidency	2	PSD	6
	5	Ciobanu V.	6			PL	5
	6	Dodon I.	6			AMN	3
	7	Reidman O.	6			UCM	3
	8	Chirtoaca D.	5				
	9	Braghis D.	3				
	10	Ionita V.	3				
N4		8 personalized actors	51	4 actors-institutions	143	4 actors-parties	117
	1	Voronin V.	30	Parties	77	PCRM	98
	2	Rosca Iu.	6	Government	35	PPCD	15
	3	Dodon I.	3	Presidency	29	PDM	3
	4	Gorodenco A.	3	LPA	2	AMN	1
	5	Greceanai Z.	3				
	6	Muntean Iu.	3				
	7	Turcan V.	2				
	8	Cernei O.	1				
NIT		21personalized actors	171	3 actors-institutions	444	6 actors-parties	335
	1	Voronin V.	56	Parties	249	PCRM	289
	2	Greceanai Z.	25	Government	146	PPCD	16
	3	Dodon I.	21	Presidency	49	PSD	13
	4	Turcan V.	16			PLDM	8
	5	Rosca Iu.	12			UCM	5
	6	Sova V.	12			PSMPR	4
	7	Misin V.	10				
	8	Muntean Iu.	7				
	9	Gorodenco A.	6				
	10	Petrenco G.	6				
Prime		1 personalized actor	1	2 actors-institutions	4	1 actor-party	1
	1	Voronin V	1	Government	3	PCRM	1
				Presidency	1		
ProTV		5 personalized actors	20	3 actors-institutions	61	6 actors-parties	61
	1	Fusu C.	4	Parties	49	PCRM	16
	2	Godea M.	4	LPA	8	PL	14
	3	Grozavu N.	4	Presidency	4	PLDM	12
	4	Urechean S.	4			AMN	11
	5	Voronin V.	4			PDM	4
	6					PSD	4
TV7		5 personalized actors	25	2 actors-institutions	102	8 actors-parties	85
	1	Chirtoaca D.	5	Parties	87	AMN	15
	2	Dodon I.	5	Government	15	PCRM	15
	3	Filat V.	5			PLDM	15
	4	Lupu M.	5			PSD	10
	5	Urechean S.	5			UCM	10
	6					PDM	5
	7					PL	5
	8					PPCD	5
						OL <sup>2</sup>	5
TVC21		personalized actors		1 actor-institution	3	3 actors-parties	3

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



				Parties	3	AMN	1
						MAE	1
						PLDM	1
<b>TV Synthesis</b>		<b>38 personalized actors</b>	<b>318</b>	<b>4 actors-institutions</b>	<b>1092</b>	<b>10 actors-parties</b>	<b>804</b>
	1	Voronin V.	103	Parties	614	PCRM	498
	2	Rosca Iu.	61	Government	357	PPCD	105
	3	Dodon I.	35	Presidency	87	PLDM	59
	4	Greceanai Z.	28	LPA	34	AMN	36
	5	Muntean Iu.	23			PSD	33
	6	Turcan V.	18			PL	29
	7	Catrinici L.	16			UCM	18
	8	Filat V.	12			PDM	17
	9	Sova V.	12			PSMPR	4
	10	Chirtoaca D.	10			MAE	1
						OL	5

#### ▪ Personalized actors

From July 1 through 14, 2009, 8 of 9 observed televisions (except for 2Plus) aired news with political actors placed in a positive context (see Table 1.)

The largest number of personalized actors were put in positive context in the news by Moldova 1 and NIT – by 21 (last time 12 and 9, respectively.)

The smallest number was placed by TVC21 and Prime – zero and 1, respectively.

N4 placed 4 personalized actors, ProTV and TV7 – by 5, and EuTV – 4.

EuTV placed, in its news in a positive context, 2 personalized actors representing the government and 2 – representing the opposition. By number of appearances the personalized actor Iu.Rosca stays blatantly above the others.

On Moldova 1, unlike the previous session, when all the personalized actors put in positive context news were representatives of the government, this time, 3 representatives of the opposition joined the list. The number of appearances of the first 10 personalized actors went on falling, reaching 69 this time (last time – 84).

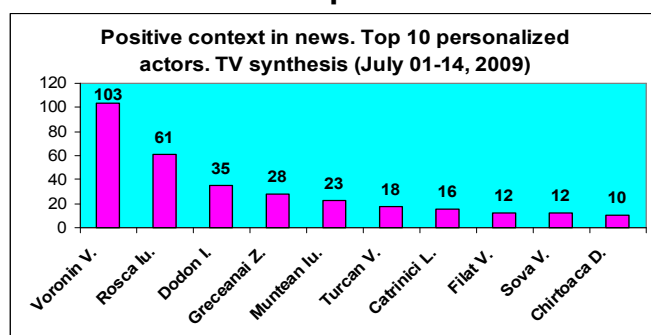
On N4, 7 of 8 personalized actors placed in positive context news represent the power (last time - 9 of 10). V.Voronin is on the first position with 30 appearances – more than the number of appearances of the other 7 personalized actors together.

NIT also places V.Voronin on the first position with 56 appearances, and, as during the previous session, all the top 10 list joins representatives of the present government.

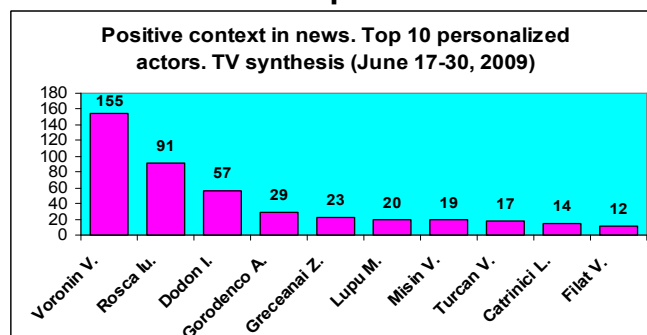
On ProTV and TV7, 4 of 5 personalized actors represent the political opposition. On both stations, the number of the personalized actors' appearances in positive context in news is the same for each actor.

The top list of the mostly covered personalized actors in news in a positive context on those 8 stations is broken down in Graph 1. The first 3 positions, as during the previous session, (Graph 2), are held by the same personalized political actors.

**Graph 1**



**Graph 2**



#### ▪ Institutionalized actors. Political parties

TV7, as last time, put, in positive context in its news, the largest number of political parties as actors – 8, and Prime – the smallest – 1.

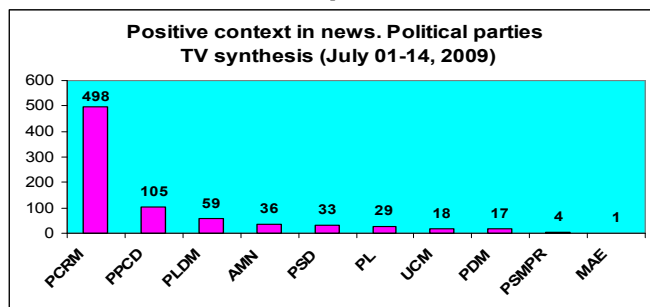
On EuTV, Moldova 1, N4 and NIT, the first two positions as frequency of appearances in news, in a positive context, are held by two parties – the same – the PCRM and the PPCD.

As during the previous period, the PCRM is the mostly covered party in a positive context, followed by the PPCD.

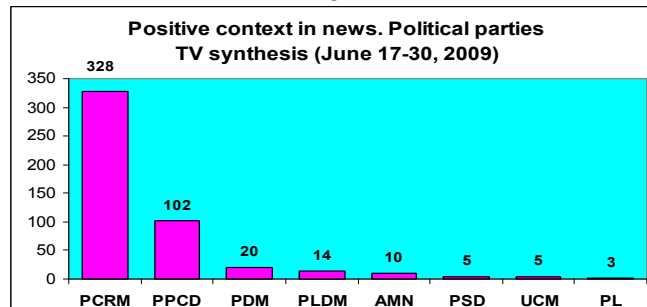
The frequency of appearances of the political parties in positive context news on those 8 TV channels is broken down in Graph 3. Thus, the PCRM appeared in positive context news on 8 televisions, 124 times more often than the PSMPR, the holder of the last position and almost 5 times more often than the PPCD, the holder of position 2. Last time (Graph 4) this discrepancy was not so wide.



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
EuTV		16personalized actors	76	4 actors-institutions	169	7 actors-parties	224
	1	Urechean S.	34	Parties	205	AMN	74
	2	Lupu M.	9	LPA	52	PCRM	43
	3	Grozavu N.	6	Government	9	PL	41
	4	Chirtoaca D.	5	Presidency	3	PLDM	26
	5	Ghimpu M.	5			PDM	14
	6	Filat V.	4			UCM	7
	7	Tarlev V.	4			PSD	1
	8	Voronin V.	3			OL	14
	9	Diacov D.	3			INDEP <sup>3</sup>	4
	10	Musuc E.	3				
Moldova 1		14 personalized actors	78	4 actors-institutions	249	7 actors-parties	206
	1	Chirtoaca D.	13	Parties	181	PL	49
	2	Ghimpu M.	13	LPA	51	PLDM	36
	3	Lupu M.	12	Government	14	AMN	32
	4	Filat V.	9	Presidency	3	PCRM	31
	5	Tanase A.	9			PDM	16
	6	Urechean S.	7			UCM	6
	7	Grozavu N.	6			PRM	4
	8	Dodon I.	3			OL	32
	9	Tarlev V.	3				
	10	Voronin V.	3				
N4		10 personalized actors	386	4 actors-institutions	752	7 actors-parties	736
	1	Filat V.	99	Parties	729	PLDM	217
	2	Urechean S.	85	LPA	15	PL	187
	3	Ghimpu M.	79	Government	5	AMN	122
	4	Chirtoaca D.	49	Presidency	3	PDM	39
	5	Lupu M.	18			PCRM	18
	6	Tanase A.	18			UCM	6
	7	Godea M.	13			PSD	3
	8	Nagacevschi V.	13			OL	134
	9	Voronin V.	6			INDEP	10
	10	Cernei O.	6				
NIT		20 personalized actors	188	3 actors-institutions	491	5 actors-parties	457
	1	Filat V.	54	Parties	451	PLDM	144
	2	Ghimpu M.	43	LPA	24	PL	100
	3	Urechean S.	27	Government	16	AMN	54
	4	Chirtoaca D.	21			PDM	16
	5	Tanase A.	16			PCRM	6
	6	Lupu M.	10			OL	137
	7	Ionita V.	5				
	8	Leanca Iu.	4				
	9	Ciubasenco D.	4				
	10	Fusu C.	4				
ProTV		16 personalized actors	80	5 actors-institutions	294	9 actors-parties	217
	1	Turcan V.	15	Parties	206	PCRM	121
	2	Voronin V.	12	Government	67	PDM	23
	3	Lupu M.	12	Presidency	12	AMN	15
	4	Urechean S.	11	LPA	7	PLDM	8

<sup>3</sup> The monitors identified as „INDEP” the independent candidates /non-affiliated politicians, which do not represent a separate political entity.

	5	Musuc E.	8	Parliament	2	UCM	8
	6	Tkaciuk M.	7			PL	6
	7	Petrache M.	4			PPCD	6
	8	Plesca V.	4			MFN	4
	9	Tarlev V.	4			PSD	3
	10	Barladeanu N.	3			OL	23
<b>TV7</b>		<b>10 personalized actors</b>	<b>88</b>	<b>4 actors-institutions</b>	<b>219</b>	<b>5 actors-parties</b>	<b>179</b>
	1	Voronin V.	22	Parties	159	PCRM	102
	2	Lupu M.	20	LPA	22	PDM	20
	3	Braghis D.	10	Presidency	20	PSD	15
	4	Tarlev V.	10	Government	18	UCM	15
	5	Munteanu Iu.	5			PL	7
	6	Musuc E.	5			OL	20
	7	Petrache M.	5				
	8	Turcan V.	5				
	9	Moldovanu M.	2				
	10	Tkaciuk M.	2				
<b>TVC21</b>		<b>2 personalized actors</b>	<b>2</b>	<b>2 actors-institutions</b>	<b>7</b>	<b>3 actors-parties</b>	<b>6</b>
		Braghis D.	1	Parties	6	PCRM	2
		Tarlev V.	1	Government	1	PSD	1
						UCM	1
						OL	2
<b>TV Synthesis</b>		<b>45 personalized actors</b>	<b>787</b>	<b>5 actors-institutions</b>	<b>2281</b>	<b>10 actors-parties</b>	<b>2017</b>
	1	Filat V.	167	Parties	1937	PLDM	431
	2	Urechean S.	164	LPA	171	PL	390
	3	Ghimpu M.	140	Government	130	PCRM	323
	4	Chirtoaca D.	88	Presidency	41	AMN	297
	5	Lupu M.	81	Parliament	2	PDM	128
	6	Voronin V.	46			UCM	43
	7	Tanase A.	43			PSD	23
	8	Tarlev V.	22			PPCD	6
	9	Turcan V.	20			MFN	4
	10	Musuc E.	16			PRM	4
						OL	362
						INDEP	14

#### ▪ Personalized actors

7 televisions put personalized actors in news in a negative context (see Table 2.) The largest number of personalized actors, in this respect, rests with NIT – 20; the smallest – TVC21 – 2.

On EuTV and Moldova 1, 8 of the first 10 personalized actors put in negative context stories represent the opposition.

On N4, 9 of 10 personalized actors represent the opposition.

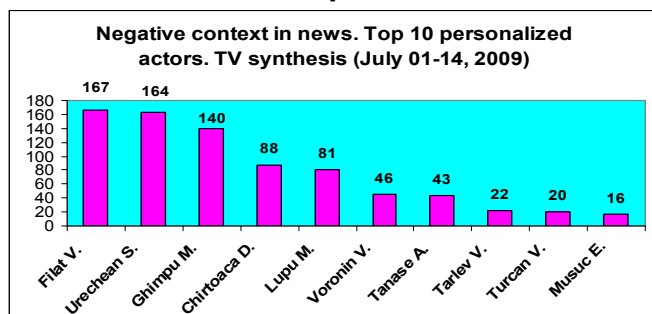
On NIT, the whole top 10 list represents the opposition.

On ProTV and TV7, half of the 10 personalized actors most often put in a negative context in news represent the opposition.

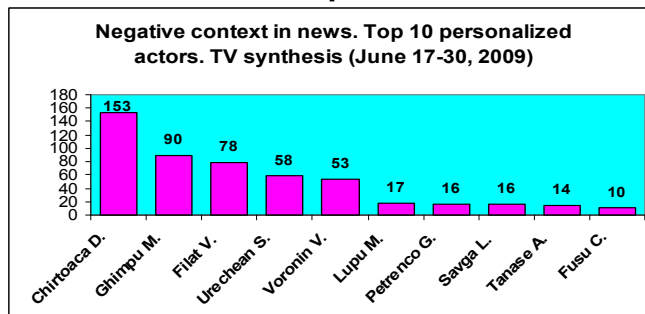
Aggregated, those 7 televisions put in negative context news stories 45 personalized actors (29 – during the previous monitoring session.)

The mostly covered personalized actor in a negative context is V. Filat. D. Chirtoacă, the holder of the first position during the previous period, is now on position 4. As it was last time (Graph 6), 7 of 10 personalized actors most often put in negative context in news come from the opposition (see Graph 5).

**Graph 5**



**Graph 6**



▪ **Institutionalized actors. Political parties**

EuTV, most often, put in negative context news 3 parties: AMN, PCRM and PL.

Moldova 1, most often, put in negative context news 4 parties: PL, PLDM, AMN, and PCRM.

N4, most often, put in negative context news 3 parties: PLDM, PL and AMN.

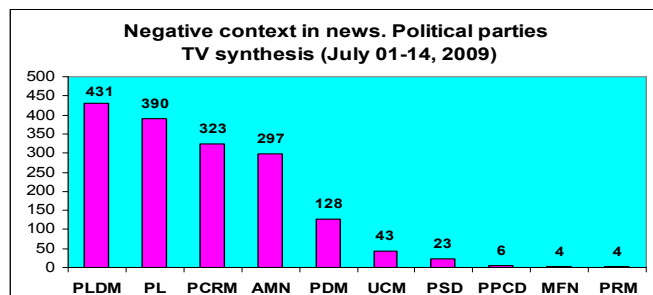
NIT, most often, put in negative context news 2 parties: PLDM and PL.

ProTV and TV7, most often, put in negative context news 1 party - PCRM.

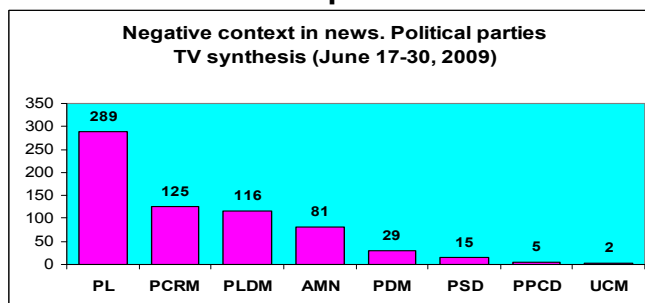
All the televisions put in negative context news, with different frequency, the ruling party and the opposition parties.

Aggregated, the frequency of appearances of parties in news, in a negative context, is broken down in Graph 7 (Graph 8 contains data about the previous monitoring session.)

**Graph 7**



**Graph 8**



### 4.3 Political actors in newscasts. Favoring attitude

**Table 3**

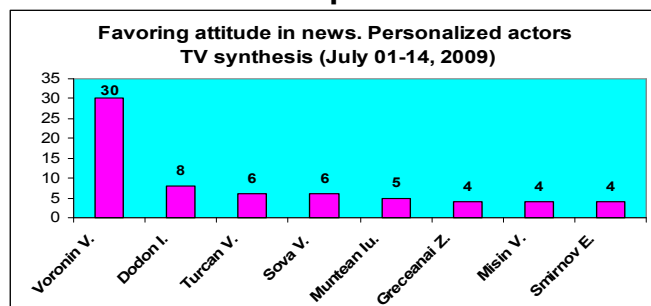
TV	POLITICLA ACTORS IN NEWS. FAVORING ATTITUDE						
	No.	PERSONALIZED	times	INSTITUTIONS	times	PARTIES	times
<b>Moldova 1</b>		<b>1 personalized actor</b>	<b>1</b>	<b>1 actor-institution</b>	<b>2</b>	<b>2 actors-parties</b>	<b>2</b>
	1	Turcan V.	1	PARTIES	2	PCRM	1
						PPCD	1
<b>N4</b>		<b>1 personalized actor</b>	<b>1</b>	<b>1 actor-institution</b>	<b>1</b>	<b>2 actors-parties</b>	<b>20</b>
	1	Turcan V.	1	PARTIES	20	PCRM	17
	2					PPCD	3
<b>NIT</b>		<b>8 personalized actors</b>	<b>65</b>	<b>3 actors-institutions</b>	<b>171</b>	<b>2 actors-parties</b>	<b>131</b>
	1	Voronin V.	30	PARTIES	101	PCRM	127
	2	Dodon I.	8	Government	44	PSMPR	4
	3	Sova V.	6	Presidency	26		
	4	Muntean Iu.	5				
	5	Greceanai Z.	4				
	6	Turcan V.	4				
	7	Misin V.	4				
	8	Smirnov E.	4				
<b>TV Synthesis</b>		<b>8 personalized actors</b>	<b>67</b>	<b>3 actors-institutions</b>	<b>193</b>	<b>3 actors-parties</b>	<b>153</b>
	1	Voronin V.	30	PARTIES	123	PCRM	145
	2	Dodon I.	8	Government	44	PPCD	4
	3	Turcan V.	6	Presidency	26	PSMPR	4
	4	Sova V.	6				
	5	Muntean Iu.	5				
	6	Greceanai Z.	4				
	7	Misin V.	4				
	8	Smirnov E.	4				

During the reference period, 3 televisions, Moldova 1, N4 and NIT, displayed, in news, favoring attitude toward personalized political actors – all representing and supportive of the government (see Table 3.)

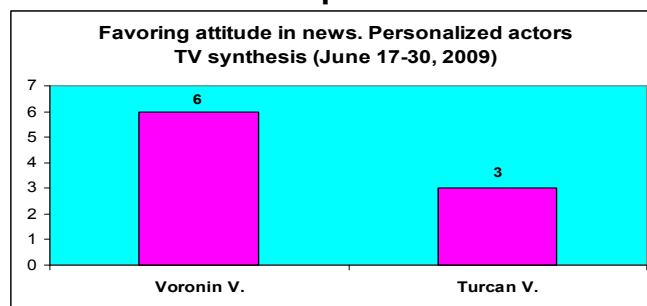
If during the previous monitoring session (see Graphs 10, 12) 2 televisions – N4 and Moldova 1 – displayed favoring attitude in their news towards 2 personalized actors, the same – V.Voronin and V.Turcan – this time, NIT comes back. If the first two televisions favor 1 personalized actor, by one time, then NIT favors 8 of them, and most often -- V.Voronin.

The favoring attitude, displayed in news towards personalized actors and political parties, is broken down in Graphs 9, 11.

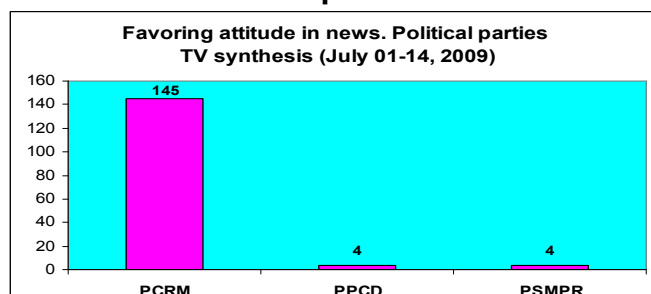
Graph 9



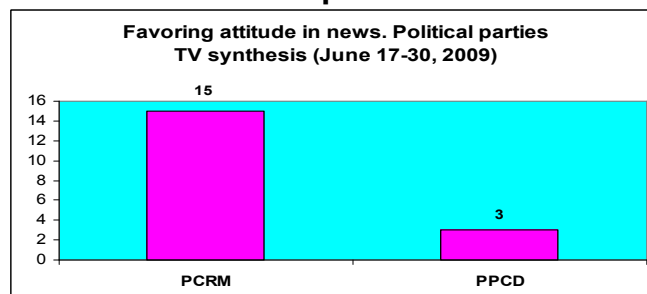
Graph 10



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>3 personalized actors</b>	<b>21</b>	<b>2 actors-institutions</b>	<b>33</b>	<b>3 actors-parties</b>	<b>21</b>
	1	Urechean S.	12	LPA	18	AMN	12
	2	Grozavu N.	6	Parties	15	PL	6
	3	Filat V.	3			PLDM	3
<b>Moldova 1</b>		<b>2 personalized actors</b>	<b>6</b>	<b>2 actors-institutions</b>	<b>15</b>	<b>3 actors-parties</b>	<b>12</b>
	1	Ghimpu M.	3	LPA	9	AMN	6
		Munteanu I. (N)	3	Parties	6	PL	3
						PLDM	3
<b>N4</b>		<b>17 personalized actors</b>	<b>205</b>	<b>2 actors-institutions</b>	<b>382</b>	<b>5 actors-parties</b>	<b>381</b>
	1	Filat V.	52	Parties	379	PLDM	118
	2	Ghimpu M.	51	LPA	3	PL	116
	3	Urechean S.	48			AMN	76
	4	Chirtoaca D.	24			PDM	9
	5	Lupu M.	6			UCM	3
	6	Nagacevschi V.	6			OL	59
	7	Tanase A.	6				
	8	Uratu S.	6				
	9	Cernei O.	3				
	10	Cosarciuc V.	3				
<b>NIT</b>		<b>12 personalized actors</b>	<b>134</b>	<b>2 actors-institutions</b>	<b>297</b>	<b>3 actors-parties</b>	<b>289</b>
	1	Filat V.	36	Parties	283	PLDM	99
	2	Urechean S.	22	LPA	14	PL	65
	3	Ghimpu M.	21			AMN	38
	4	Tanase A.	20			OL	87
	5	Chirtoaca D.	13				
	6	Ionita V.	5				
	7	Negruta V.	5				
	8	Fusu C.	4				
	9	Gherman V.	4				
	10	Susarenco G.	4				
<b>TV Synthesis</b>		<b>20 personalized actors</b>	<b>350</b>	<b>2 actors-institutions</b>	<b>727</b>	<b>5 actors-parties</b>	<b>703</b>
	1	Filat V.	91	Parties	683	PLDM	223
	2	Urechean S.	82	LPA	44	PL	190
	3	Ghimpu M.	75			AMN	132
	4	Chirtoaca D.	37			PDM	9
	5	Tanase A.	26			UCM	3
	6	Uratu S.	9			OL	146
	7	Ionita V.	8				
	8	Negruta V.	8				
	9	Fusu C.	7				
	10	Susarenco G.	7				

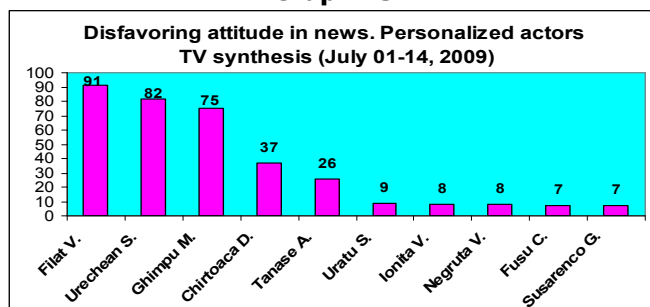
4 televisions, the same as during the previous monitoring sessions, displayed, in news, disfavoring attitude towards political actors (see Table 4).

N4 disfavored, in its news, 17 personalized actors; NIT – 12; EuTV – 3 and Moldova 1 – 2.

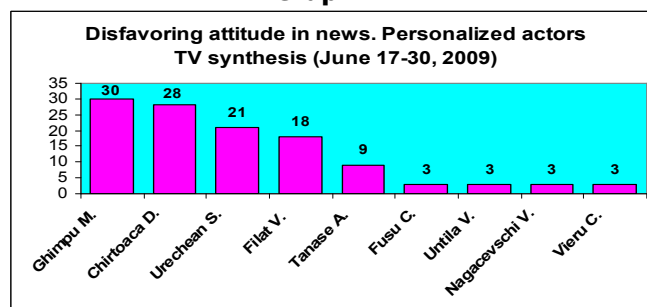
All the personalized actors, towards which favoring attitude in news was shown, are representatives of the opposition.

Most often, disfavoring attitude was shown towards V.Filat and his PLDM (last time – towards M.Ghimpu and his PL) (see Graphs 13, 15) (Graphs 14, 16 cover the previous monitoring session.)

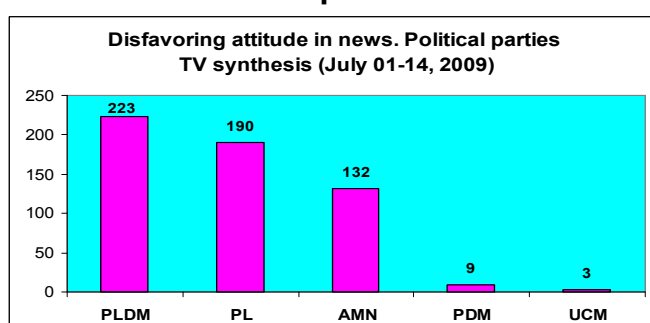
**Graph 13**



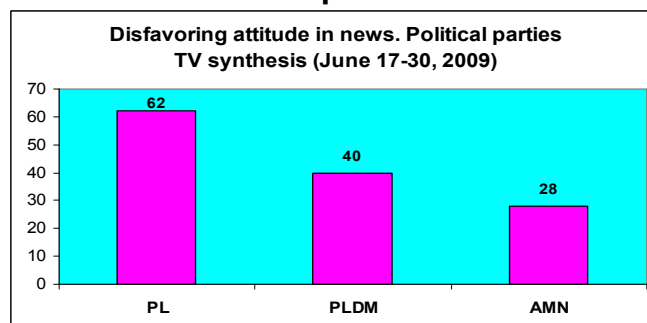
**Graph 14**



**Graph 15**



**Graph 16**



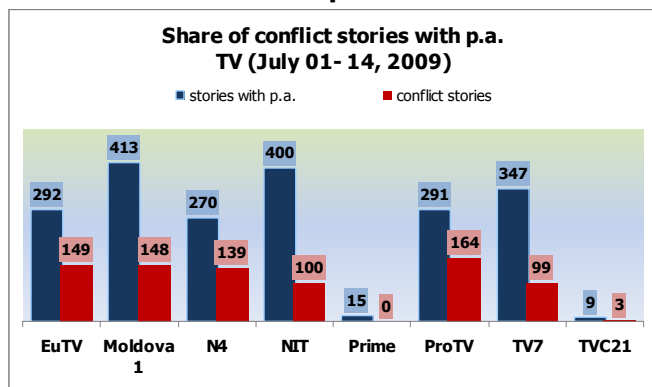
## Conclusions:

- During the reference period, the monitored televisions (aggregated) enhanced and diversified the number of political actors placed in positive or negative contexts in news;
- The televisions, mostly EuTV, Moldova 1, N4 and NIT, massively covered in news, in a positive context, personalized political actors representing the government and, most often, as during the previous session – V. Voronin and Iu. Roșca;
- Aggregated, the mostly covered personalized actors in news, in a negative context, were representatives of the opposition. Position one, in this respect, goes to V.Filat and his PLDM (during the June 17-30 period – to D. Chirtoacă and his PL);
- Aggregated, in the news covering political actors, representatives of the ruling party and of the government prevail in a positive context; while the representatives of the opposition (parties) prevail in a negative context;
- Three televisions – Moldova 1, N4 and NI – displayed favoring attitude in news, and jointly with EuTV – favoring attitude towards political actors. Favoring attitude was displayed towards representatives of the government, and disfavoring attitude – towards representatives of the opposition;
- Prime, ProTV, TV7 and TVC21 did not favor or disfavor political actors.

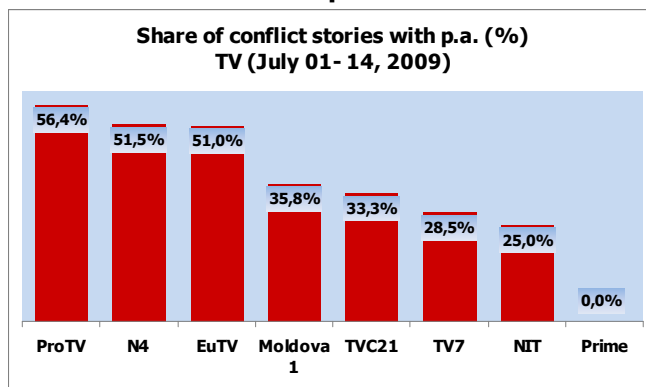
## 5. QUALITY OF NEWS COVERING POLITICLA ACTORS

Prime is the only television which did not broadcast conflict-related stories with political actors (see Graphs 1, 2).

**Graph 1**

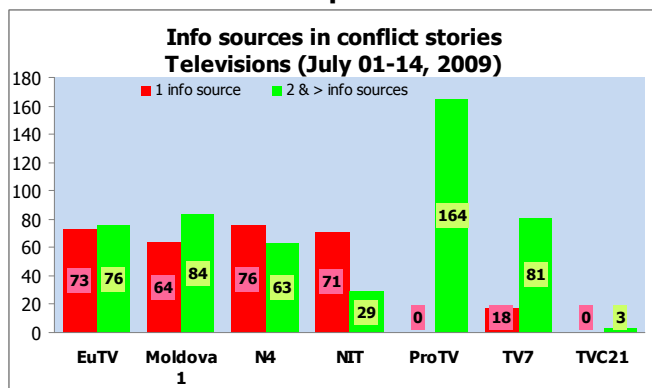


**Graph 2**

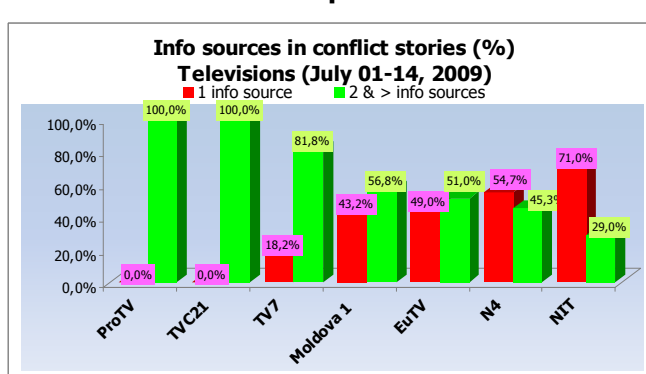


During the reference period, two televisions – ProTV and TVC21 – produced all the conflict related stories on the basis of several information sources (see Graphs 3, 4).

**Graph 1**



**Graph 2**



### Conclusions:

In comparison to the previous monitoring session, the percentage of the conflict-related stories written on the basis of 2 or several information sources bettered on Moldova 1 and, on the contrary, worsened on N4. The other televisions stood in almost the same situation as was remarked during the previous monitoring session.

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

Monitored period: <b>01 - 14.07.2009</b>			
Monitored station:	<b>EuTV</b>	Monitored program:	<b>Programs</b>
Program title:	Duration (sec.)	Program title:	Duration (sec.)
<b>Epacentru</b>	<b>11376</b>	<b>Post-Factum</b>	<b>8618</b>
<b>Media Expres</b>	<b>19052</b>	<b>Titles: 3</b>	<b>39046</b>

No. TV Pr.	ACTORS EuTV Programs	APPEARANCES				Data synthesis		CONTENTS			ATTITUDE		
		Direct interventions		Mentions/appearances		Dir. int. & ment./app.		positive	negative	neutral	favor.	disfavor.	impart.
		frequ.	duration	frequ.	duration	frequ.	duration						
+	personalized	(times)	(sec.)	(times)	(sec.)	(times)	(sec.)	(times)	(times)	(times)	(times)	(times)	(times)
1	Lupu M.	2	104	12	2054	14	2158	0	4	10	0	2	12
2	Urechean S.	6	60	18	1534	24	1594	0	10	14	0	8	16
3	Rosca Iu.	24	582	12	864	36	1446	8	0	28	4	0	32
4	Chirtoaca D.	0	0	6	1192	6	1192	0	6	0	0	4	2
5	Turcanu D.	6	502	4	320	10	822	4	2	4	0	0	10
6	Tarlev V.	2	32	12	330	14	362	0	2	12	0	2	12
7	Voronin V.	2	42	12	290	14	332	0	2	12	0	0	14
8	Pavlicenco V.	2	10	6	316	8	326	0	0	8	0	0	8
9	Popov A.	4	152	2	152	6	304	0	0	6	0	0	6
10	Ghimpu M.	2	60	10	208	12	268	0	6	6	0	4	8
11	Osipov V.	14	140	4	74	18	214	0	0	18	0	0	18
12	Platon V.	0	0	4	212	4	212	0	4	0	0	2	2
13	Braghis D.	2	64	6	120	8	184	0	2	6	0	0	8
14	Gherman V.	0	0	2	178	2	178	0	2	0	0	0	2
15	Cernei O.	6	98	4	76	10	174	0	0	10	0	0	10
16	Petrencu A.	2	72	4	58	6	130	0	0	6	0	0	6
17	Petrache M.	0	0	2	128	2	128	0	0	2	0	0	2
18	Catrinici L.	4	72	2	52	6	124	0	0	6	0	0	6
19	Corduneanu A.	4	112	2	8	6	120	0	0	6	0	0	6
20	Filat V.	2	16	6	86	8	102	0	4	4	0	4	4
21	Ciubasenco D.	0	0	2	88	2	88	0	0	2	0	0	2
22	Nirca N.	2	22	4	56	6	78	0	0	6	0	0	6
23	Vaculovschi G.	4	78	0	0	4	78	4	0	0	0	0	4
24	Dodon I.	4	40	4	32	8	72	0	0	8	0	0	8
25	Railean V.	4	20	2	38	6	58	0	0	6	0	0	6
26	Zubic V.	2	44	2	12	4	56	0	0	4	0	0	4
27	Tkaciuk M.	2	44	2	10	4	54	0	0	4	0	0	4
28	Ciobanu V.	2	52	0	0	2	52	2	0	0	0	0	2
29	Muravschii Al.	2	52	0	0	2	52	0	0	2	0	0	2
30	Creanga S.	2	40	2	10	4	50	0	0	4	0	0	4
31	Lazar V.	2	44	0	0	2	44	0	0	2	0	0	2
32	Volentir A.	2	34	2	10	4	44	0	0	4	0	0	4
33	Parlog V.	2	36	2	6	4	42	0	0	4	0	0	4
34	Savga L.	2	24	2	8	4	32	0	0	4	0	0	4
35	Ciuru I.	4	30	0	0	4	30	2	0	2	0	0	4
36	Misin V.	0	0	2	28	2	28	0	0	2	0	0	2
37	Andronic N.	0	0	2	24	2	24	0	0	2	0	0	2
38	Nagacevschi V.	0	0	2	16	2	16	0	0	2	0	0	2
39	Salaru A.	2	14	0	0	2	14	0	0	2	0	0	2
+	Institutions												
1	Parties	88	1860	226	12200	314	14060	16	74	224	4	44	266
2	Government	32	722	22	1032	54	1754	8	2	44	4	0	50
3	PLA	4	112	14	1562	18	1674	0	12	6	0	6	12
4	Presidency	2	42	10	202	12	244	0	2	10	0	0	12
+	Parties												
1	PPCD	44	1356	32	3010	76	4366	24	4	48	8	0	68
2	PDM	12	386	24	2550	36	2936	0	6	30	0	2	34
3	AMN	30	318	46	2578	76	2896	0	22	54	0	16	60
4	PL	4	74	32	2044	36	2118	0	22	14	0	14	22
5	PCRM	8	126	36	1762	44	1888	0	6	38	0	0	44
6	PLDM	8	100	30	712	38	812	0	14	24	0	12	26
7	UCM	2	32	16	488	18	520	0	2	16	0	2	16
8	PNL	2	10	6	316	8	326	0	0	8	0	0	8
9	MAE	2	72	6	198	8	270	0	0	8	0	0	8
10	PSD	2	64	10	190	12	254	0	2	10	0	0	12
11	PC	2	22	6	196	8	218	0	0	8	0	0	8
12	PPR	0	0	2	24	2	24	0	0	2	0	0	2
13	OL <sup>4</sup>	0	0	10	434	10	434	0	6	4	0	2	8

<sup>4</sup> The observers identified as 'OL' the political actor referred to as 'Liberal opposition' and not as a separated political entity.



Monitored period:		01 - 14.07.2009	
Monitored station:	Moldova 1	Monitored program:	Programs
Program title:	Duration (sec.)	Program title:	Duration (sec.)
La datorie	4814	Zona Libera	3040
Terra Vita	3280	Titles: 3	11134

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	Bulat G.	2	760	0	0	2	760	1	0	1	0	0	2
2	Rosca Iu.	4	198	2	120	6	318	2	0	4	0	0	6
3	Vrabie V.	7	236	8	72	15	308	6	0	9	0	0	15
4	Malai I.	1	48	2	17	3	65	1	0	2	0	0	3
5	Greceanai Z.	0	0	3	45	3	45	2	0	1	0	0	3
6	Voronin V.	0	0	1	15	1	15	1	0	0	0	0	1
+	Institutions												
1	Government	14	1242	21	464	35	1706	17	0	18	0	0	35
2	PLA	6	140	0	0	6	140	2	0	4	0	0	6
3	Presidency	0	0	1	15	1	15	1	0	0	0	0	1
+	Parties												
1	PPCD	4	198	2	120	6	318	2	0	4	0	0	6
2	PCRM	0	0	4	60	4	60	3	0	1	0	0	4

Monitored period:		01 - 14.07.2009	
Monitored station:	N4	Monitored program:	Programs
Program title:	Duration (sec.)	Program title:	Duration (sec.)
Revista presei	8719	Titles: 1	8719

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	Lupu M.	0	0	12	339	12	339	0	11	1	0	3	9
2	Voronin V.	0	0	16	335	16	335	7	2	7	6	0	10
3	Chirtoaca D.	0	0	12	273	12	273	0	12	0	0	6	6
4	Urechean S.	0	0	10	177	10	177	0	7	3	0	7	3
5	Ghimpu M.	0	0	12	153	12	153	0	11	1	0	7	5
6	Filat V.	0	0	8	110	8	110	0	8	0	0	8	0
7	Tkaciuk M.	0	0	2	90	2	90	0	0	2	0	0	2
8	Rosca Iu.	0	0	9	65	9	65	4	2	3	2	0	7
9	Petrencu A.	0	0	3	42	3	42	0	1	2	0	2	1
10	Sova V.	0	0	1	35	1	35	0	0	1	0	0	1
11	Oniscenco G.	0	0	1	27	1	27	0	0	1	0	0	1
12	Dodon I.	0	0	1	20	1	20	0	0	1	0	0	1
13	Diacov D.	0	0	1	18	1	18	0	0	1	0	0	1
14	Petrache M.	0	0	2	17	2	17	0	1	1	0	0	2
15	Tarlev V.	0	0	1	16	1	16	0	0	1	0	0	1
16	Klimenko V.	0	0	1	8	1	8	0	0	1	0	0	1
17	Muntean Iu.	0	0	2	8	2	8	0	0	2	0	0	2
18	Pavlicenco V.	0	0	1	8	1	8	0	1	0	0	0	1
19	Greceanai Z.	0	0	2	6	2	6	0	0	2	0	0	2
20	Musuc E.	0	0	1	6	1	6	0	0	1	0	0	1
21	Turcan V.	0	0	2	6	2	6	0	0	2	0	0	2
22	Tanase A.	0	0	1	3	1	3	0	1	0	0	0	1
+	Institutions												
1	Parties	0	0	171	2865	171	2865	14	101	56	11	53	107
2	Presidency	0	0	12	248	12	248	7	0	5	4	0	8
3	Government	0	0	13	186	13	186	4	4	5	0	0	13
4	PLA	0	0	4	93	4	93	0	3	1	0	1	3
+	Parties												
1	PCRM	0	0	45	897	45	897	15	8	22	11	0	34
2	PL	0	0	35	584	35	584	0	29	6	0	13	22
3	PDM	0	0	14	360	14	360	0	12	2	0	3	11
4	PLDM	0	0	17	262	17	262	0	14	3	0	12	5
5	AMN	0	0	16	201	16	201	0	9	7	0	9	7
6	PPCD	0	0	14	132	14	132	6	3	5	4	0	10
7	MAE	0	0	5	56	5	56	0	2	3	0	2	3
8	UCM	0	0	3	33	3	33	0	1	2	0	0	3
9	PSMPR	0	0	2	28	2	28	0	0	2	0	0	2

10	PNL	0	0	2	11	2	11	0	2	0	0	0	2
11	PSD	0	0	2	9	2	9	0	1	1	0	0	2
12	RAVN	0	0	1	8	1	8	0	0	1	0	0	1
13	PPR	0	0	2	4	2	4	0	0	2	0	0	2
14	PEMAVE	0	0	1	3	1	3	0	1	0	0	0	1
	OL	0	0	24	525	24	525	0	19	5	0	14	10

Monitored period: 01 - 14.07.2009			
Monitored station:	NIT	Monitored program:	Programs
Program title:	Duration (sec.)	Program title:	Duration (sec.)
Rezonans	5710	Titles: 1	5710

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	Reidman O.	9	223	0	0	9	223	3	0	6	1	0	8
2	Turcan V.	5	173	0	0	5	173	0	0	5	0	0	5
3	Lupu M.	1	142	1	10	2	152	0	2	0	0	1	1
4	Sova V.	3	126	0	0	3	126	1	0	2	0	0	3
5	Tkaciuk M.	2	86	0	0	2	86	1	0	1	0	0	2
6	Urechean S.	0	0	3	85	3	85	0	3	0	0	1	2
7	Ghimpu M.	3	52	1	18	4	70	0	1	3	0	2	2
8	Godea M.	1	32	1	31	2	63	0	1	1	0	1	1
9	Tanase A.	2	48	1	12	3	60	0	1	2	0	1	2
10	Voronin V.	0	0	4	58	4	58	0	0	4	2	0	2
11	Greceanai Z.	0	0	3	56	3	56	0	0	3	2	0	1
12	Leanca Iu.	1	35	1	18	2	53	0	1	1	0	1	1
13	Petrenco G.	1	17	1	31	2	48	1	0	1	1	0	1
14	Gutu A.	1	44	0	0	1	44	0	0	1	0	0	1
15	Filat V.	1	11	2	19	3	30	0	2	1	0	1	2
16	Chirtoaca D.	0	0	3	26	3	26	0	2	1	0	1	2
17	Nagacevski V.	1	11	1	8	2	19	0	2	0	0	1	1
18	Salaru A.	0	0	2	15	2	15	0	1	1	0	0	2
19	Munteanu V.	0	0	2	12	2	12	0	1	1	0	0	2
20	Dodon I.	0	0	2	8	2	8	0	0	2	2	0	0
21	Osipov V.	0	0	1	8	1	8	0	0	1	0	0	1
22	Rosca Iu.	0	0	1	1	1	1	0	0	1	0	0	1
+	Institutions												
1	Parties	31	1000	44	2403	75	3403	9	28	38	6	19	50
2	Government	0	0	10	575	10	575	4	2	4	5	1	4
3	PLA	0	0	1	139	1	139	0	1	0	0	0	1
4	Presidency	0	0	2	9	2	9	0	0	2	1	0	1
+	Parties												
1	PCRM	20	625	12	779	32	1404	8	0	24	9	0	23
2	PL	4	96	12	483	16	579	0	8	8	0	4	12
3	AMN	0	0	8	555	8	555	0	5	3	0	3	5
4	PLDM	6	137	8	374	14	511	0	9	5	0	7	7
5	PDM	1	142	3	51	4	193	1	2	1	0	2	2
6	PPCD	0	0	1	1	1	1	0	0	1	0	0	1
	OL	0	0	5	182	5	182	0	4	1	0	3	2

Monitored period: 01 - 14.07.2009			
Monitored station:	ProTV	Monitored program:	Programs
Program title:	Duration (sec.)	Program title:	Duration (sec.)
In profunzime	19080	Titles: 1	19080

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	Lupu M.	0	0	4	1476	4	1476	0	0	4	0	0	4
2	Voronin V.	0	0	4	412	4	412	0	2	2	0	0	4
3	Rosca Iu.	0	0	2	366	2	366	0	0	2	0	0	2
4	Greceanai Z.	0	0	2	76	2	76	0	0	2	0	0	2
5	Tarlev V.	0	0	2	64	2	64	0	0	2	0	0	2
6	Petrache M.	0	0	2	54	2	54	0	0	2	0	0	2
7	Dodon I.	0	0	2	50	2	50	0	0	2	0	0	2
8	Braghis D.	0	0	2	28	2	28	0	0	2	0	0	2
9	Diacov D.	0	0	2	28	2	28	0	0	2	0	0	2
10	Filat V.	0	0	2	10	2	10	0	0	2	0	0	2

11	Chirtoaca D.	0	0	3	6	3	6	0	3	0	0	0	3
12	Godea M.	0	0	3	6	3	6	0	0	3	0	0	3
13	Turcan V.	0	0	3	6	3	6	0	0	3	0	0	3
+	<b>Institutions</b>												
1	Parties	0	0	54	5123	54	5123	0	10	44	0	0	54
2	Government	0	0	4	126	4	126	0	0	4	0	0	4
+	<b>Parties</b>												
1	PCRM	0	0	18	1836	18	1836	0	4	14	0	0	18
2	PDM	0	0	6	1504	6	1504	0	0	6	0	0	6
3	PPCD	0	0	4	618	4	618	0	0	4	0	0	4
4	UCM	0	0	6	402	6	402	0	0	6	0	0	6
5	PSD	0	0	4	304	4	304	0	0	4	0	0	4
6	PL	0	0	5	286	5	286	0	3	2	0	0	5
7	AMN	0	0	2	190	2	190	0	0	2	0	0	2
8	PLDM	0	0	10	73	10	73	0	0	10	0	0	10
	OL	0	0	3	36	3	36	0	3	0	0	0	3

<b>Monitored period:</b>		<b>01 - 14.07.2009</b>	
<b>Monitored station:</b>		<b>TV7</b>	<b>Monitored program:</b>
<b>Program title:</b>		<b>Duration (sec.)</b>	<b>Program title:</b>
<b>Obiectiv-Europa</b>		<b>1200</b>	<b>Titles: 1</b>
			<b>Programs</b>
			<b>Duration (sec.)</b>
			<b>1200</b>

No.	ACTORS	APPEARANCES				Data synthesis		CONTENTS			ATTITUDE		
TV Pr.	YV7 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)
+	Institutions												
1	Parliament	0	0	1	8	1	8	0	0	1	0	0	1
+	Parties												

<b>Monitored period:</b>		<b>01 - 14.07.2009</b>	
<b>Monitored station:</b>			<b>Monitored program:</b>
<b>Program title:</b>		<b>Duration (sec.)</b>	<b>Program title:</b>
<b>Epicentru</b>		<b>11376</b>	<b>Post-Factum</b>
<b>In profunzime</b>		<b>19080</b>	<b>Revista presei</b>
<b>La datorie</b>		<b>4815</b>	<b>Rezonans</b>
<b>Media Expres</b>		<b>19052</b>	<b>Terra Vita</b>
<b>Obiectiv-Europa</b>		<b>1200</b>	<b>Zona Libera</b>
			<b>Titles: 10</b>
			<b>84890</b>

No.	ACTORS	APPEARANCES				Data synthesis		CONTENTS			ATTITUDE		
TV Pr.	TV synthesis Programs	Direct interventions		Mentions/appearances		Dir. int. & ment./app.		positive	negative	neutral	favor.	disfavor.	impart.
		frequ.	duration	frequ.	duration	frequ.	duration						
+	personalized	(times)	(sec.)	(times)	(sec.)	(times)	(sec.)	(times)	(times)	(times)	(times)	(times)	(times)
1	Lupu M.	3	246	29	3879	32	4125	0	17	15	0	6	26
2	Rosca Iu.	28	780	26	1416	54	2196	14	2	38	6	0	48
3	Urechean S.	6	60	31	1796	37	1856	0	20	17	0	16	21
4	Chirtoaca D.	0	0	24	1497	24	1497	0	23	1	0	11	13
5	Voronin V.	2	42	37	1110	39	1152	8	6	25	8	0	31
6	Turcanu D.	6	502	4	320	10	822	4	2	4	0	0	10
7	Bulat G.	2	760	0	0	2	760	1	0	1	0	0	2
8	Ghimpu M.	5	112	23	379	28	491	0	18	10	0	13	15
9	Tarlev V.	2	32	15	410	17	442	0	2	15	0	2	15
10	Pavlicenco V.	2	10	7	324	9	334	0	1	8	0	0	9
11	Vrabie V.	7	236	8	72	15	308	6	0	9	0	0	15
12	Popov A.	4	152	2	152	6	304	0	0	6	0	0	6
13	Filat V.	3	27	18	225	21	252	0	14	7	0	13	8
14	Tkaciuk M.	4	130	4	100	8	230	1	0	7	0	0	8
15	Reidman O.	9	223	0	0	9	223	3	0	6	1	0	8
16	Osipov V.	14	140	5	82	19	222	0	0	19	0	0	19
17	Braghis D.	2	64	8	148	10	212	0	2	8	0	0	10
18	Platon V.	0	0	4	212	4	212	0	4	0	0	2	2
19	Petrache M.	0	0	6	199	6	199	0	1	5	0	0	6
20	Turcan V.	5	173	5	12	10	185	0	0	10	0	0	10
21	Greceanai Z.	0	0	10	183	10	183	2	0	8	2	0	8
22	Gherman V.	0	0	2	178	2	178	0	2	0	0	0	2
23	Cernei O.	6	98	4	76	10	174	0	0	10	0	0	10
24	Petrencu A.	2	72	7	100	9	172	0	1	8	0	2	7
25	Sova V.	3	126	1	35	4	161	1	0	3	0	0	4
26	Dodon I.	4	40	9	110	13	150	0	0	13	2	0	11
27	Catrinici L.	4	72	2	52	6	124	0	0	6	0	0	6

28	Corduneanu A.	4	112	2	8	6	120	0	0	6	0	0	6
29	Ciubasenco D.	0	0	2	88	2	88	0	0	2	0	0	2
30	Nirca N.	2	22	4	56	6	78	0	0	6	0	0	6
31	Vaculovschi G.	4	78	0	0	4	78	4	0	0	0	0	4
32	Godea M.	1	32	4	37	5	69	0	1	4	0	1	4
33	Malai I.	1	48	2	17	3	65	1	0	2	0	0	3
34	Tanase A.	2	48	2	15	4	63	0	2	2	0	1	3
35	Raileanu V.	4	20	2	38	6	58	0	0	6	0	0	6
36	Zubic V.	2	44	2	12	4	56	0	0	4	0	0	4
37	Leanca Iu.	1	35	1	18	2	53	0	1	1	0	1	1
38	Ciobanu V.	2	52	0	0	2	52	2	0	0	0	0	2
39	Muravski Al.	2	52	0	0	2	52	0	0	2	0	0	2
40	Creanga S.	2	40	2	10	4	50	0	0	4	0	0	4
41	Petrenco G.	1	17	1	31	2	48	1	0	1	1	0	1
42	Diacov D.	0	0	3	46	3	46	0	0	3	0	0	3
43	Gutu A.	1	44	0	0	1	44	0	0	1	0	0	1
44	Lazar V.	2	44	0	0	2	44	0	0	2	0	0	2
45	Volentir A.	2	34	2	10	4	44	0	0	4	0	0	4
46	Parlog V.	2	36	2	6	4	42	0	0	4	0	0	4
47	Nagacevski V.	1	11	3	24	4	35	0	2	2	0	1	3
48	Savga L.	2	24	2	8	4	32	0	0	4	0	0	4
49	Ciuru I.	4	30	0	0	4	30	2	0	2	0	0	4
50	Salaru A.	2	14	2	15	4	29	0	1	3	0	0	4
51	Misin V.	0	0	2	28	2	28	0	0	2	0	0	2
52	Oniscenco G.	0	0	1	27	1	27	0	0	1	0	0	1
53	Andronic N.	0	0	2	24	2	24	0	0	2	0	0	2
54	Munteanu V.	0	0	2	12	2	12	0	1	1	0	0	2
55	Klimenko V.	0	0	1	8	1	8	0	0	1	0	0	1
56	Munteanu Iu.	0	0	2	8	2	8	0	0	2	0	0	2
57	Musuc E.	0	0	1	6	1	6	0	0	1	0	0	1
+	Institutions												
1	Parties	119	2860	495	22591	614	25451	39	213	362	21	116	477
2	Government	46	1964	70	2383	116	4347	33	8	75	9	1	106
3	PLA	10	252	19	1794	29	2046	2	16	11	0	7	22
4	Presidency	2	42	25	474	27	516	8	2	17	5	0	22
5	Parliament	0	0	1	8	1	8	0	0	1	0	0	1
+	Parties												
1	PCRM	28	751	115	5334	143	6085	26	18	99	20	0	123
2	PPCD	48	1554	53	3881	101	5435	32	7	62	12	0	89
3	PDM	13	528	47	4465	60	4993	1	20	39	0	7	53
4	AMN	30	318	72	3524	102	3842	0	36	66	0	28	74
5	PL	8	170	84	3397	92	3567	0	62	30	0	31	61
6	PLDM	14	237	65	1421	79	1658	0	37	42	0	31	48
7	UCM	2	32	25	923	27	955	0	3	24	0	2	25
8	PSD	2	64	16	503	18	567	0	3	15	0	0	18
9	PNL	2	10	8	327	10	337	0	2	8	0	0	10
10	MAE	2	72	11	254	13	326	0	2	11	0	2	11
11	PC	2	22	6	196	8	218	0	0	8	0	0	8
12	PPR	0	0	4	28	4	28	0	0	4	0	0	4
13	PSMPR	0	0	2	28	2	28	0	0	2	0	0	2
14	RAVN	0	0	1	8	1	8	0	0	1	0	0	1
15	PEMAVE	0	0	1	3	1	3	0	1	0	0	0	1
	OL	0	0	42	1177	42	1177	0	32	10	0	19	23

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

### 7.1 General quantity data

From July 1 to 14, 2009, thematic programs as ways of airing political messages were broadcast by six TV stations: EuTV, Moldova 1, N4, NIT, ProTV, TV7. TVC21, 2 Plus and Prime did not air programs with political actors, during this period.

During the reference period, the monitoring data tell of a drop of the weight of programs as tools of presenting political actors, as related to other types of programs: the TV space granted to programs attended by political actors was, in the first two weeks of July, significantly smaller than during previous monitoring sessions (84,890 seconds compared to 101,402 seconds in June 17-30.)

Dropping is the number of programs directly or indirectly approaching political actors: this period, the number of such genre of programs was 10 (cf.: in May, the televisions used to air 26 genres of programs attended by political actors.)

Moldova 1 and EuTV had by three series of programs. The other televisions aired but a series of programs attended by political actors. As during the earlier stages of the monitoring, the longest series of programs were on EuTV („Epicentru”, „Post Factum”, „Media Expres”) and ProTV („În profunzime”), and on N4 („Revista presei”).

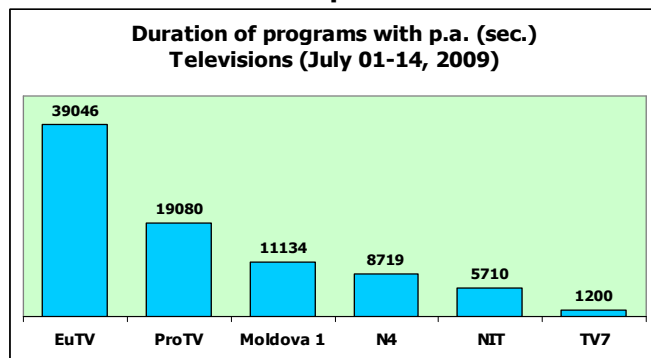
**Table 1**  
**List of longest programs covering political actors**  
**(period: July 1-14, 2009)**

Program title	TV station	Duration (sec.)
<b>În profunzime</b>	<b>ProTV</b>	<b>19 080</b>
<b>Media Expres</b>	<b>EuTV</b>	<b>19 052</b>
<b>Epicentru</b>	<b>EuTV</b>	<b>11 376</b>
<b>Revista presei</b>	<b>N4</b>	<b>8 719</b>
<b>Post-Factum</b>	<b>EuTV</b>	<b>8 618</b>

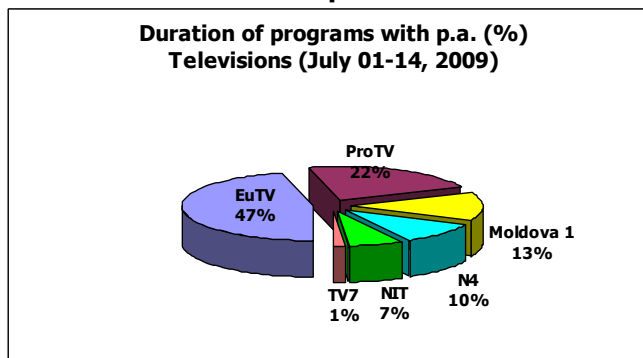
The televised spaces accounted for by the programs covering political actors was different on the monitored TV stations. Some televisions (EuTV, ProTV) granted, in their programs, as before, more time to programs covering political topics: from 39,046 seconds to 19,080 seconds (ProTV). Moldova 1 reduced the time allotted to air programs with the participation of political actors (see Graph 1).

EuTV allotted the longest time to programs covering political actors, as it actually had been during the earlier monitored periods. Constantly, this TV channels accounts from 1/3 to half of total time allotted by televisions to programs with the participation of political actors; from July 1 through 14, this index was 47 % of the whole (see Graph 2).

**Graph 1**



**Graph 2**



### 7.2 Political actors in programs

During the reference period, 57 personalized political actors were present in the programs of the monitored TV channels (during the previous period – 50 political actors.)

The time allotted to institutionalized political actors was 32,368 seconds (15,797 less than during the previous monitoring sessions.) The volume dedicated to covering political parties (15) in the aired programs (25,451 seconds) was 4 times bigger than the time allotted to cover the other institutionalized political actors.

#### ▪ Personalized actors

Most of the personalized political actors – 39 – were (directly or as mentioned) in EuTV's programs. Moldova 1 covered 6 personalized political actors (20 fewer than during the June 17-30 period.) The number of personalized political actors was insignificant, during the reference period, on N4 (22 actors) and NIT (22 actors.) In ProTV's programs, there were 13 personalized political actors.

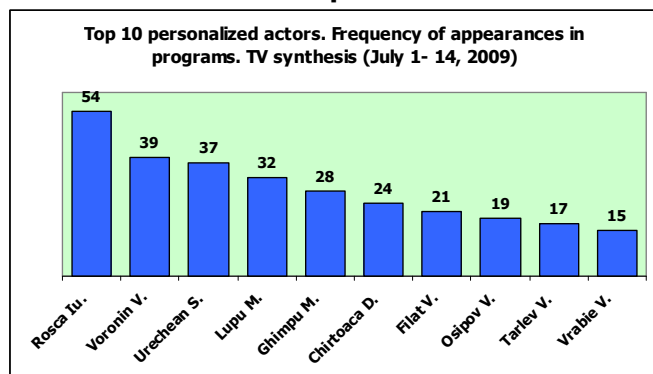
Among the mostly covered personalized political actors there were representatives of the PCRM, PLDM, AMN, PL, PPCD. Quantifying the coverage of personalized political actors during the reference period finds that, by number of appearances, party leaders are in the top list: Iurie Roșca, Vladimir Voronin, Serafim Urechean, Marian Lupu, Mihai Ghimpu, Dorin Chirtoacă, Vlad Filat, as names as V. Osipov, V. Tarlev, V. Vrabie are also in the top 10 list, which is not new.

The first in the top list (as frequency of appearances) is Iurie Roșca with 54 appearances (14 direct interventions, the same number as all the other 9 political actors from top 10, aggregated.) Positions 2 and 3 rest with V. Voronin (39 appearances) and S. Urechean (37 appearances.)

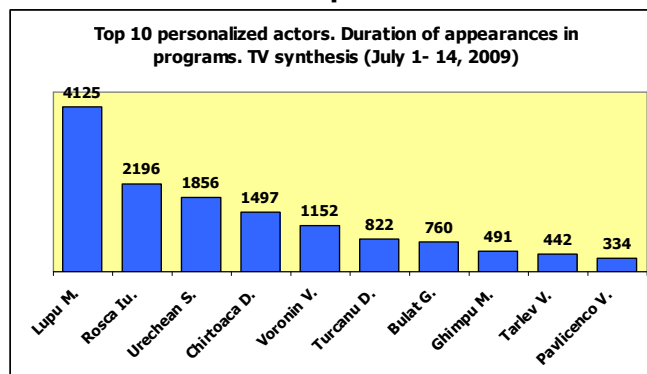
Marian Lupu, with 32 appearances, holds position 4 in the ranking, exceeding other party leaders as M. Ghimpu or V. Filat (See Graph 3.)

By the by, Marian Lupu was a leader in terms of visibility in the first weeks of July. M. Lupu's presence in programs was 4,125 seconds (3,879 seconds of indirect (mentioned) appearances.) Iu. Roșca, S. Urechean, D. Chirtoacă, V. Voronin (See Graph 4) are permanently in the list of 10 mostly covered actors.

**Graph 3**



**Graph 4**



EuTV presented a wide spectrum of political actors. As during the previous monitoring periods, the mostly covered politician on this station was Iu. Roșca (36 appearances, 1.5 times more than the second on the list, S. Urechean, with 24 appearances / mentions.) A significant number of appearances rests with another exponent of the AMN, V. Osipov (18, of which 14 – live.) By duration of appearances, Marian Lupu enjoyed more coverage than other politicians, as he accounted for the largest visibility volume (2,158 seconds, 104 of them – live.)

The mostly mirrored actors by N4 were, as earlier, V. Voronin, M. Lupu, D. Chirtoacă, S. Urechean, M. Ghimpu, Iu. Roșca, V. Filat. As duration of TV presence, leading on N4 were M. Lupu (339 seconds) and V. Voronin (335 seconds).

On Moldova 1, all the 6 personalized political actors were representing the government. As duration and as frequency of appearances, the first on the list were V. Vrabie, Iu. Roșca and G. Bulat.

In NIT's programs, most of the appearances were accounted for by O. Reidman (9), followed by V. Țurcan (4) and V. Voronin and M. Ghimpu (by 4 appearances.)

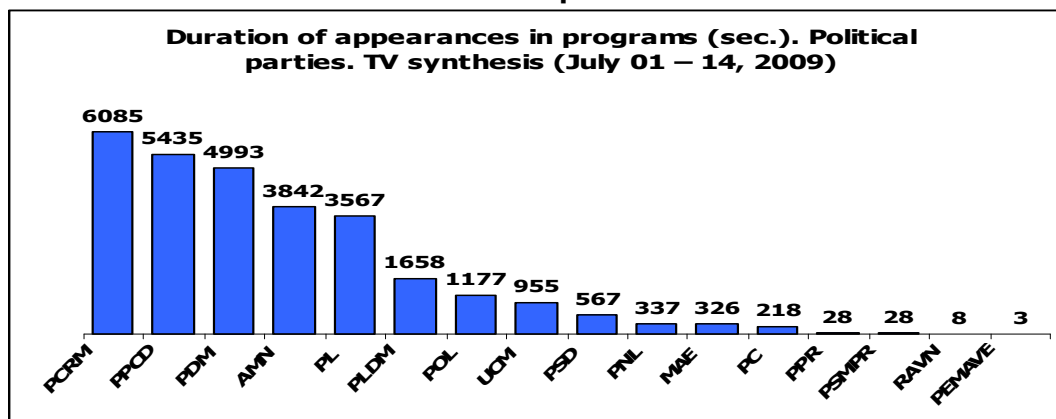
In ProTV's programs, the hierarchy both as duration and frequency of appearances was headed by M. Lupu, followed by V. Voronin and Iu. Roșca (all in indirect appearances.) The other personalized political actors covered by ProTV remained far behind in terms of duration.

#### ▪ Institutionalized actors. Political parties

Monitoring the televised presence of political parties finds that more attention was paid to the PCRM and the PPCD than to the other parties. These two parties, aggregated, enjoyed 11,520 seconds of tv presence (quantifying the time allotted to PL, PLDM, AMN, and to the OL<sup>5</sup>, shows that three political parties enjoyed 9,184 seconds of visibility.) The PDM moved forward a lot (4,993 seconds) during the reference period.

The other parties had less significant presence (under 1,000 seconds) (See Graph 5).

**Graph 5**



Every single channel displayed its own priorities in presenting political parties.

In Programs, Moldova 1 presented 2 parties – PCRM and PPCD.

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

N4 allotted the largest amount of time to present the PCRM.

On EuTV, 13 parties were covered. The PPCD enjoyed the longest coverage space on this station.

In ProTV's programs, 13 parties were mirrored, the longest time being granted to PDM, PCRM and PPCD.

NIT referred to 7 parties in its programs, special attention being granted to the PCRM (1,404 seconds, cf. 2,021 seconds, allotted to all the other parties).

### **Conclusions**

From July 1 through 14, 2009, the monitored televisions had fewer programs with the participation of political actors: the weight of this genre of programs dropped, as related to the previous monitoring periods. However, the televisions which decided to exploit programs as tools conveying electoral messages continued to do so in the election race.

Unlike other monitoring sessions, the PDM entered the list of the mostly covered parties (PCRM, PPCD, PL, PLDM, AMN) during this reference period.

Sharing the time allotted to cover political actors was unequal, as some political actors went on enjoying large portions, as rule the PCRM and the PPCD, as there was insufficient information about other political actors. However, it seems that the requirements impelled by the election race had certain impact on the editorial policies of the TV channels, the recorded imbalances being somewhat decreased, during the reference period.



## 8. QUALITATIVE DIMENSION OF POLITICAL ACTORS' PRESENCE IN PROGRAMS

### 8.1 Political actors in programs. Positive context

**Table 1**

TV	POLITICAL ACTORS IN PROGRAMS. POSITIVE CONTEXT				
	No.	PERSONALIZED	times	PARTIES	times
<b>EuTV</b>		<b>5 personalized actors</b>	<b>20</b>	<b>1 actor-party</b>	<b>24</b>
	1	Rosca Iu.	8	PPCD	24
	2	Turcanu D.	4		
	3	Vaculovschi G.	4		
	4	Ciobanu V.	2		
	5	Ciuru I.	2		
<b>Moldova 1</b>		<b>6 personalized actors</b>	<b>13</b>	<b>2 actors-parties</b>	<b>5</b>
	1	Vrabie V.	6	PCRM	3
	2	Rosca Iu.	2	PPCD	2
	3	Greceanai Z.	2		
	4	Bulat G.	1		
	5	Malai I.	1		
	6	Voronin V.	1		
<b>N4</b>		<b>2 personalized actors</b>	<b>11</b>	<b>2 actors-parties</b>	<b>21</b>
	1	Voronin V.	7	PCRM	15
	2	Rosca Iu.	4	PPCD	6
<b>NIT</b>		<b>4 personalized actors</b>	<b>6</b>	<b>2 actor-parties</b>	<b>9</b>
	1	Reidman O.	3	PCRM	8
	2	Sova V.	1	PDM	1
	3	Tkaciuk M.	1		
	4	Petrenco G.	1		
<b>TV Synthesis</b>		<b>14 personalized actors</b>	<b>50</b>	<b>3 actors-parties</b>	<b>59</b>
	1	Rosca Iu.	14	PPCD	32
	2	Voronin V.	8	PCRM	26
	3	Vrabie V.	6	PDM	1
	4	Turcanu D.	4		
	5	Vaculovschi G.	4		
	6	Reidman O.	3		
	7	Greceanai Z.	2		
	8	Ciobanu V.	2		
	9	Ciuru I.	2		
	10	Bulat G.	1		

#### ▪ Personalized actors

Deputy premier Iu. Roșca, the PPCD president, was the mostly covered political actor in the July 1-14 period. He was mentioned 14 times in a positive context, of which 6 times on Eu TV. By number of appearances in a positive context, Roșca exceeds almost 2 times PCRM leader V. Voronin, who had been constantly leading for the last months. Most of Voronin's positive appearances were noticed on N4 (7 of 8.)

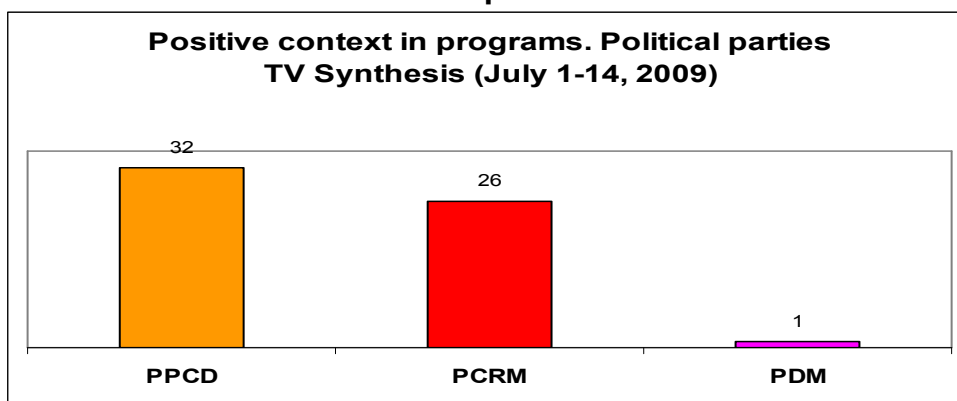
Those two are followed in the general ranking by Defense Minister V. Vrabie, who was intensely covered by Moldova 1 (6 times), as well as by PPCD candidates D. Turcanu and Gh. Vaculovschi, mentioned in a positive context on EuTV (by 4 times). The next on the list, O. Reidman, a PCRM candidate, benefited from 3 positive appearances on NIT.

ProTV and TV7 mention no political actors in a positive context.

#### ▪ Institutionalized actors. Political parties

The only parties in a positive context (save for the PDM) remain the PPCD (32 times) and the PCRM (26 times). The PPCD appears in such a context on EuTV (24 times), and on N4 (6 times) and Moldova 1 (2 times.) The PCRM benefits from positive context especially on N4 (15 times), and on NIT (8 times) and Moldova 1 (3 times).

**Graph 1**



## 8.2. Political actors in programs. Negative context

**Table 2**

Table 2					
TV	POLITICAL ACTORS IN PROGRAMS. NEGATIVE CONTEXT				
	No.	PERSONALIZED	times	PARTIES	times
EuTV		11 personalized actors	44	8 actors-parties	84
	1	Urechean S.	10	AMN	22
	2	Chirtoaca D.	6	PL	22
	3	Ghimpu M.	6	PLDM	14
	4	Lupu M.	4	PDM	6
	5	Platon V.	4	PCRM	6
	6	Filat V.	4	PPCD	4
	7	Turcanu D.	2	UCM	2
	8	Tarlev V.	2	PSD	2
	9	Voronin V.	2	OL <sup>6</sup>	6
	10	Braghis D.	2		
	11	Gherman V.	2		
N4		11 personalized actors	56	11 actors-parties	99
	1	Chirtoaca D.	12	PL	29
	2	Lupu M.	11	PLDM	14
	3	Ghimpu M.	11	PDM	12
	4	Filat V.	8	AMN	9
	5	Urechean S.	7	PCRM	8
	6	Voronin V.	2	PPCD	3
	7	Rosca Iu.	2	MAE	2
	8	Petrencu A.	1	PNL	2
	9	Petrache M.	1	UCM	1
	10	Pavlicenco V.	1	PSD	1
	11	Tanase A.	1	PEMAVE	1
				OL	19
NIT		11 personalized actors	19	4 actors-parties	28
	1	Urechean S.	3	PLDM	9
	2	Lupu M.	2	PL	8
	3	Filat V.	2	AMN	5
	4	Chirtoaca D.	2	PDM	2
	5	Nagacevschi V.	2	OL	4
	6	Ghimpu M.	1		
	7	Godea M.	1		
	8	Tanase A.	1		
	9	Leanca Iu.	1		
	10	Salaru A.	1		
	11	Munteanu V.	1		
Pro TV		2 personalized actors	5	2 actors-parties	10
	1	Chirtoaca D.	3	PCRM	4
	2	Voronin V.	2	PL	3
				OL	3
TV Synthesis		21 personalized actors	123	11 actors-parties	223
	1	Chirtoaca D.	23	PL	62
	2	Urechean S.	20	PLDM	37
	3	Ghimpu M.	18	AMN	36
	4	Lupu M.	17	PDM	20
	5	Filat V.	14	PCRM	18
	6	Voronin V.	6	PPCD	7
	7	Platon V.	4	UCM	3
	8	Rosca Iu.	2	PSD	3
	9	Turcanu D.	2	PNL	2
	10	Tarlev V.	2	MAE	2
	11			PEMAVE	1
				OL	32

### ▪ Personalized actors

The leader of opposition Liberal parties – D. Chirtoacă, M. Ghimpu (PL), S. Urechean (AMN), V. Filat (PLDM) – and PDM's front runner M. Lupu, are the personalized political actors with most of negative context appearances in programs.

D. Chirtoacă is shown in a negative context on N4 (12 times), EuTV (6 times), ProTV (3 times) and NIT (2 times.). S. Urechean appears in an unfavorable light on EuTV (10 times), N4 (7 times) and NIT (3 times.). M. Ghimpu is put in a negative context on N4 (11 times), EuTV (6 times) and NIT (1 time.). M. Lupu is put in a negative context on N4 (11 times), EuTV (4 times) and NIT (2 times.). V. Filat appears in such a context on N4 (8 times), EuTV (4 times) and NIT (2 times.)

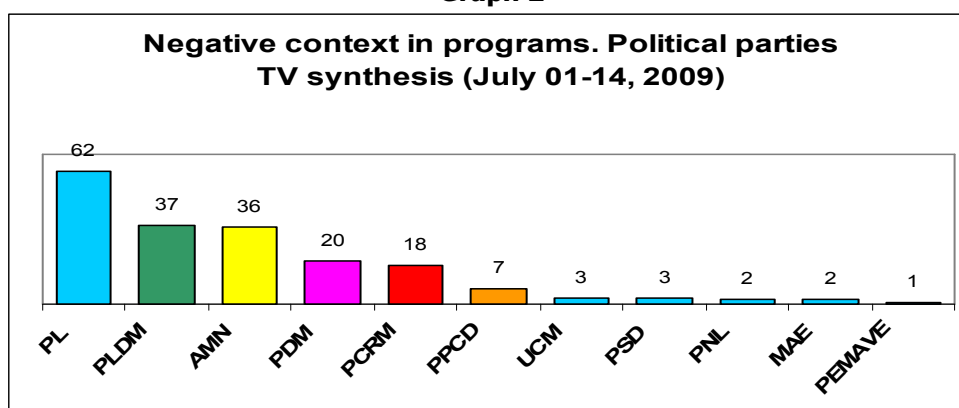
The absolute majority of negative context mentions (over 90 %) rest with the representatives of opposition parties. Almost half (56 of 123) of the negative context mentions regarding the personalized actors are accounted for by N4.

<sup>6</sup> The observers identified as 'OL' the political actor referred to as 'Liberal opposition' and not as a separated political entity.

- **Institutionalized actors. Political parties**

PL is the party most often put in a negative context (62 times.) The PL appears in this context most often on N4 (29 times) and EuTV (22 times.) Also in this top ranking are the PLDM (37 negative mentions) and the AMN (36 negative mentions). Other 32 mentions in a negative context are made in the address of those 3 Liberal Opposition parties (OL) together. The PDM gathers 20 negative appearances, and the PCRM – 18.

**Graph 2**



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

**Table 3**

POLITICAL ACTORS IN PROGRAMS. FAVORING ATTITUDE					
TV	No.	PERSONALIZED	times	PARTIES	times
EuTV		1 personalized actor	4	1 actor-party	8
	1	Rosca Iu.	4	PPCD	8
N4		2 personalized actors	8	2 actors-parties	15
	1	Voronin V.	6	PCRM	11
	2	Rosca Iu.	2	PPCD	4
NIT		5 personalized actors	8	1 actor-party	9
	1	Voronin V.	2	PCRM	9
	2	Greceanai Z.	2		
	3	Dodon I.	2		
	4	Reidman O.	1		
	5	Petrenco G.	1		
TV Synthesis		6 personalized actors	20	2 actors-parties	32
	1	Voronin V.	8	PCRM	20
	2	Rosca Iu.	6	PPCD	12
	3	Greceanai Z.	2		
	4	Dodon I.	2		
	5	Reidman O.	1		
	6	Petrenco G.	1		

- **Personalized actors**

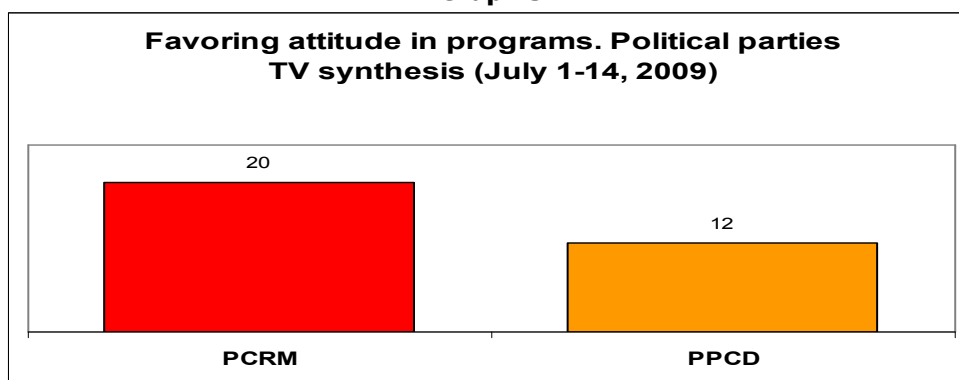
The trend remarked for the last weeks was also preserved during the reference period: V. Voronin (8 times) and Iu. Roșca (6 times) are most often favored in programs. EuTV and N4 excel in this regard. The top list is also joined by other 4 PCRM front runners – premier Z. Greceanăi, deputy premier I. Dodon, presidential advisor O. Reidman and former deputy speaker G. Petrenco. All four appear on NIT.

- **Institutionalized actors. Political parties**

The PCRM and the PPCD are the only parties towards which the televisions displayed favoring attitude in programs.

The PCRM benefited from such an attitude on the part of N4 (11 times) and NIT (9 times). The PPCD was favored by EuTV (8 times) and N4 (4 times.)

**Graph 3**



## 8.4. Political actors in programs. Disfavoring attitude

**Table 4**

POLITICAL ACTORS IN PROGRAMS. DISFAVORING ATTITUDE					
TV	No.	PERSONALIZED	times	PARTIES	times
<b>EuTV</b>		<b>7 personalized actors</b>	<b>26</b>	<b>5 actors-parties</b>	<b>48</b>
	1	Urechean S.	8	AMN	16
	2	Chirtoaca D.	4	PL	14
	3	Ghimpu M.	4	PLDM	12
	4	Filat V.	4	PDM	2
	5	Lupu M.	2	UCM	2
	6	Tarlev V.	2	OL	2
	7	Platon V.	2		
<b>N4</b>		<b>6 personalized actors</b>	<b>33</b>	<b>5 actors-parties</b>	<b>51</b>
	1	Filat V.	8	PL	13
	2	Urechean S.	7	PLDM	12
	3	Ghimpu M.	7	AMN	9
	4	Chirtoaca D.	6	PDM	3
	5	Lupu M.	3	MAE	2
	6	Petrencu A.	2	OL	14
<b>NIT</b>		<b>9 personalized actors</b>	<b>10</b>	<b>4 actors-parties</b>	<b>19</b>
	1	Ghimpu M.	2	PLDM	7
	2	Lupu M.	1	PL	4
	3	Urechean S.	1	AMN	3
	4	Godea M.	1	PDM	2
	5	Tanase A.	1	OL	3
	6	Leanca Iu.	1		
	7	Filat V.	1		
	8	Chirtoaca D.	1		
	9	Nagacevschi V.	1		
<b>TV Synthesis</b>		<b>12 personalized actors</b>	<b>71</b>	<b>6 actors-parties</b>	<b>120</b>
	1	Urechean S.	16	PL	31
	2	Ghimpu M.	13	PLDM	31
	3	Filat V.	13	AMN	28
	4	Chirtoaca D.	11	PDM	7
	5	Lupu M.	6	UCM	2
	6	Tarlev V.	2	MAE	2
	7	Platon V.	2	OL	19
	8	Petrencu A.	2		
	9	Godea M.	1		
	10	Tanase A.	1		
	11	Leanca Iu.	1		
	12	Nagacevschi V.	1		

### ▪ Personalized actors

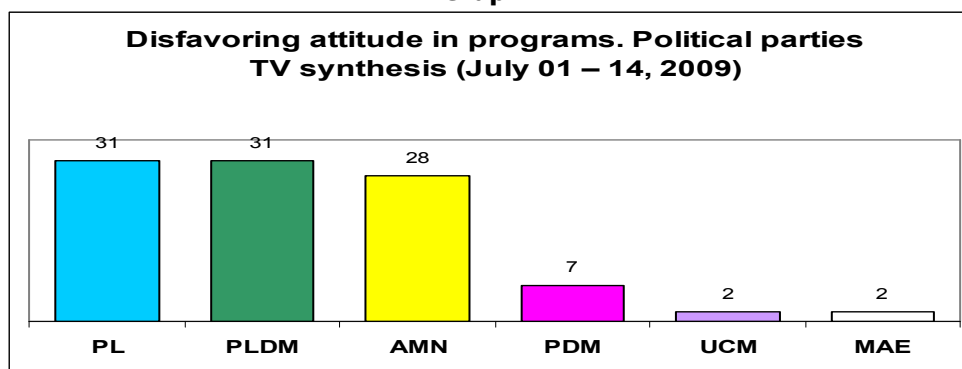
The leaders of the Liberal opposition parties – S. Urechean, M. Ghimpu, V. Filat and Dorin Chirtoacă – are the personalized political actors most often disfavored in programs. Aggregated, they were disfavored 3 times in 4 (53 times of 71), especially on EuTV and N4 and, rarer on NIT. M. Lupu (PDM) is disfavored 6 times, on EuTV, N4 and NIT.

ProTV, TV7 and Moldova 1 disfavored no personalized actor in programs.

### ▪ Institutionalized actors. Political parties

The most disfavored parties in programs are the opposition Liberal parties: PLDM, PL and AMN. They were viewed in over 90 % of the cases in which journalists disfavored parties in programs.

**Graph 4**



## Conclusions

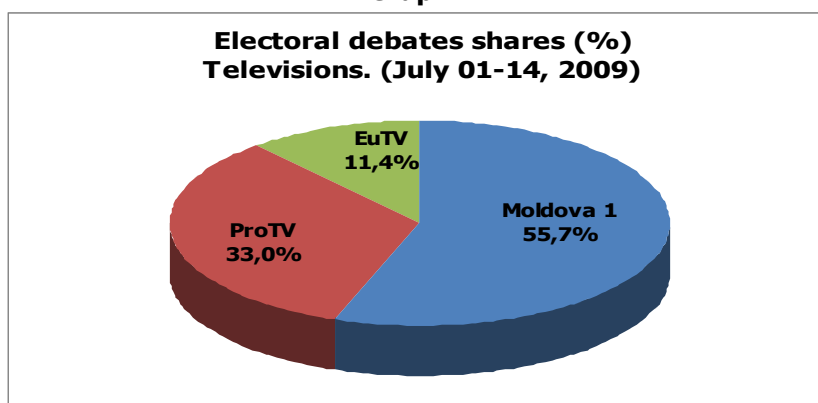
The PCRM and the PPCD, as well as the leaders of these political parties, benefit from the widest coverage in programs, in a positive context, on 4 TV channels – N4, EuTV, NIT and Moldova 1. This trend certified during the previous electoral race is visible in the ongoing campaign.

## 9. POLITICAL ACTORS' PRESENCE IN ELECTORAL DEBATES

The July 1-14 monitoring period was marked by engaging electoral contestants in debate programs. The TV time allotted to this genre of programs was not significant, during this period (36,954 seconds) as related to the newscasts (228,056 seconds) or programs with the participation of electoral participants (84,890 seconds.)

Three televisions (Moldova 1, EuTV and ProTV) held electoral debates, offering viewers the direct political message focusing on the running competitors' platforms, views and opinions. The time allotted by televisions to the electoral debates was different on televisions: Moldova 1 – 20,560 sec.; ProTV – 12,180 sec.; EuTV – 4,204 sec. (see Graph 1).

**Graph 1**



In holding the debates, Moldova 1 is to be remarked, as it organized 12 programs of this type starting July 9.

The debates were attended (by some competitors 2 times, by others 3 times), by representatives of 10 electoral competitors. The PCRM, PLDM, PNL and MAE attended by three debate rounds. The others – but 2.

As during the previous race, Moldova 1 followed, during the reference period, the formula of two participants per program.

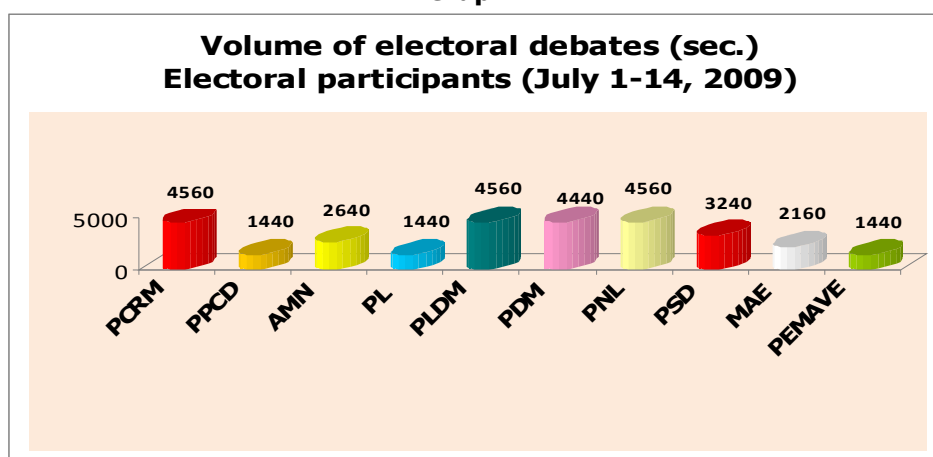
ProTV launched the debates several days later than Moldova 1, managing to hold three programs. Its debates were attended by three electoral competitors, and namely representatives of the PCRM, PLDM and PNL (by 2 rounds), AMN and PDM (by one round each.)

EuTV held one electoral debate during the reporting period, which was attended by representatives of the PDM and the PSD.

Starting the debates on the monitored stations was done in accordance with the earlier established rules. The chosen formats imply the participation of 2-3 electoral participants in every program. The programs are moderated by a journalist. The timing was just.

During the reference period, the electoral contestants benefited from different timings, in function of the number of programs they attended (See Graph 2).

**Graph 2**



## 10. ELECTORAL ADVERTISING

**Table 1**  
**Data on airing electoral advertising**  
(Period: June 26 – July 14, 2009)

	PCRM	PPCD	AMN	PL	PLDM	PDM	PNL	PSD	MAE	PEM	
<b>EuTV</b>	1650	840	840			1950					<b>5280</b>
<b>Moldova 1</b>	2050	840	1560	240	960	1920					<b>7570</b>
<b>N4</b>	1720	600									<b>2320</b>
<b>NIT</b>	1890	480	1200		840	1620					<b>6030</b>
<b>ProTV</b>	600	720	1680	240	1680	1860					<b>6780</b>
<b>TV7</b>	1950	840	1380	120	1080	1680					<b>7050</b>
<b>TVC21</b>	30	300	480								<b>810</b>
	<b>9890</b>	<b>4620</b>	<b>7140</b>	<b>600</b>	<b>4560</b>	<b>9030</b>					<b>35840</b>

During the reference period, 6 electoral contestants aired electoral ads (see Table 1). Two of them – the PCRM and the PPCD – aired their advertising on 7 monitored stations. The AMN aired its ads on monitored 6 stations; PDM – on 5; PLDM – on 4; PL – 3.

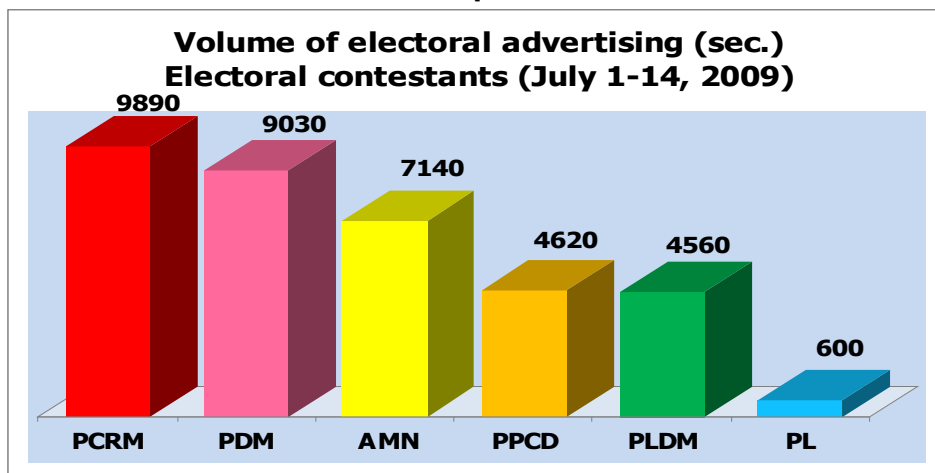
Moldova 1, NIT, ProTV and TV7 started to air electoral ads on June 26; EuTV and N4 – on June 29; TVC21 – on July 06, 2009.

The PCRM started to air its ads on June 26; PDM – on June 29; AMN and PLDM – July 1; PPCD – on July 8; PL – on July 13, 2009.

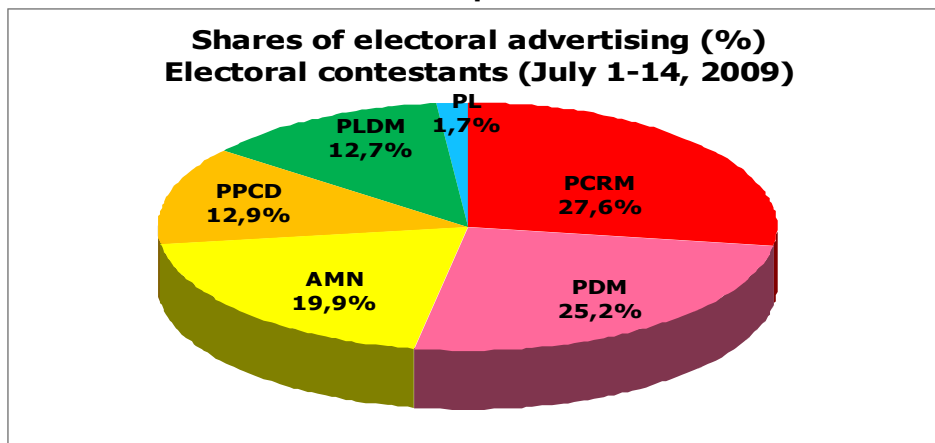
The largest volume of electoral advertising was aired by the PCRM, followed by the PDM and AMN (see Graph 1). The smallest amount was broadcast by the PL – 16 times less than the PCRM, 15 times less than the PDM and 12 times less than the AMN.

Two electoral competitors – the PCRM and the PDM, during the reference period, put slightly more than a half (52.8%) of the total ads aired by the monitored televisions (see Graph 2).

**Graph 1**

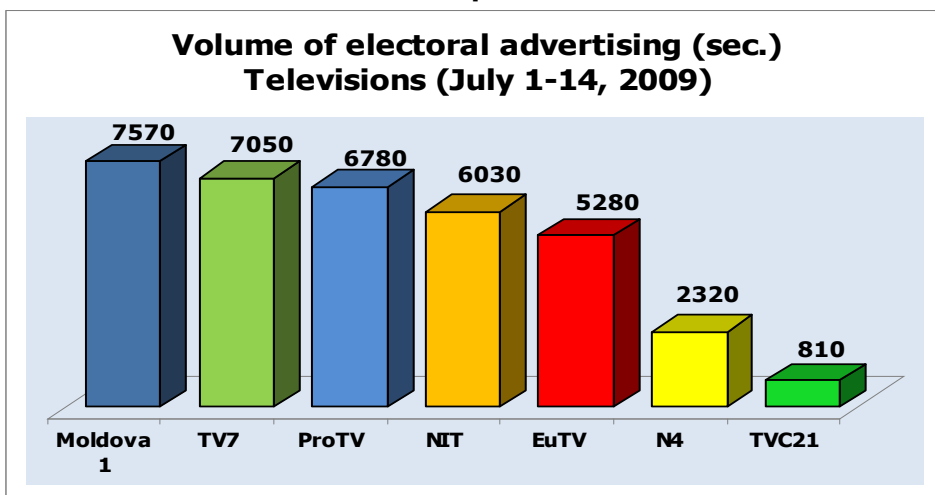


**Graph 2**



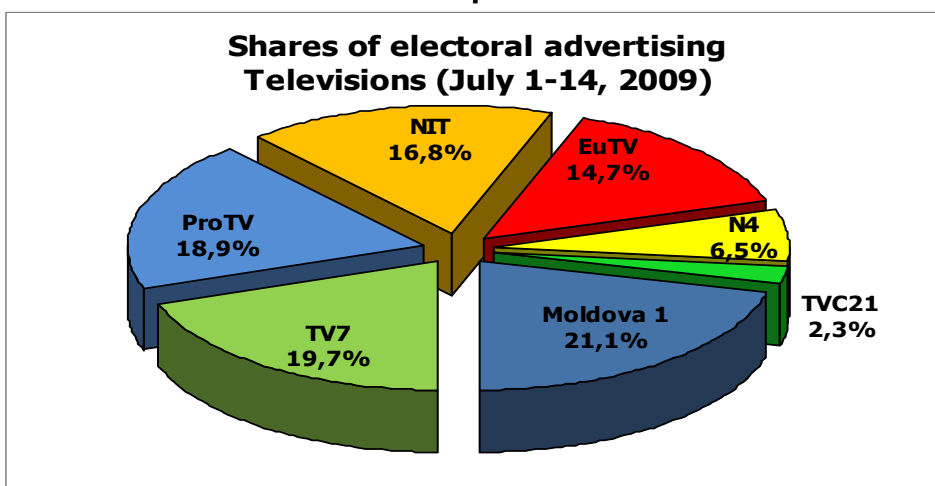
During the reference period, the largest volume of electoral advertising was aired by Moldova 1 and TV7. The smallest – by TVC21 and N4 (See Graph 3).

Graph 3



Three televisions – Moldova 1, TV7 and ProTV – aired almost 60 per cent (59,7%) of the electoral ads aired by those 7 televisions, during the reference period (see Graph 4.)

Graph 4



#### Findings:

- On EuTV, on July 11, the electoral ads of the PCRM and the PDM were aired in volume of 150 sec. For each one, and on July 4 – of the PDM, in volume of 150 sec. This is a derogation from the law;
- On NIT, on July 13, the content of a PCRM electoral ad was aired in a news bulletin. This is a derogation from the law;
- On N4, in the Press Review (Revista presei) of July 3, 6, 8, 9, 10, 13 and 14, the authors had on their table a newspaper with the slogan "Zashchitim nachu Rodinu" (*Let's defend our motherland - Rus.*), during the entire duration of the program. This can be construed as campaigning for an electoral participant.

#### Conclusions:

During the reference period, the televisions, save for EuTV, NIT and N4, observed the legal requirements regarding the broadcasting of electoral advertising.



## GENERAL CONCLUSIONS

The results of monitoring the main TV channels, from July 01 through 14, 2009, during the election campaign for the early parliamentary elections, point out the differentiated treatment of the political actors in terms of quantity and quality. So, in terms of quantity dimension of newscasts and programs, certain progress has been made in the more balanced coverage of the political actors by most of the observed televisions, while in terms of quality, using the program services of certain televisions in order to produce certain media effects with political and electoral impact was more obvious.

In newscasts, during this period, the monitored televisions enhanced and diversified the number of political actors put in negative and positive contexts. EuTV, Moldova 1, N4 and NIT massively covered, in their news in a positive context, personalized political actors representing the government, and, in a negative context – the representatives of the opposition. Moldova 1, N4 and NIT displayed, in newscasts, favoring attitudes towards the representatives of the party in power and, jointly with EuTV, disfavoring attitudes towards the political actors representing the opposition. Prime, ProTV, TV7 and TVC21 did not favor or disfavor any political actors.

During the reference period, the televisions had fewer programs attended by political actors, their weight decreased, as compared to the earlier monitoring sessions. The distribution of the airtime was unfair, as some political actors went on being massively covered, as a rule these are the PCRM and PPCD, while there was insufficient information about the other political actors. However, the requirements impelled by the electoral race seem to have a certain impact over the editorial policies of the TV stations, the recorded imbalances being decreased during the reference period. The PCRM and the PPCD, and their leaders, benefited from the widest coverage in programs, in a positive context, on behalf of 4 TV stations – N4, EuTV, NIT and Moldova 1. This trend noticed during the previous election campaign is visible during the ongoing race.

During the observed period, the televisions, save for EuTV, NIT and N4, respected the legal requirements regarding the electoral advertising, the main derogations being: exceeding the time limit of 120 sec. per electoral participant per day (EuTV); inserting an electoral ad into a newscast (NIT); airing hidden advertising for an electoral contestant (N4).

Note: It's worth remarking that the content analysis of election-related programs aired by certain TV stations conducts to the idea that some journalists identify themselves with the race protagonists considering its their duty to promote the messages and platforms of the electoral contestants they obviously share and to combat the ones of the opponents. This phenomenon deserves to the paid attention by the Broadcasting Coordinating Council to be considered with more attention and rigor.