

## Media Monitoring in the Election Campaign for the Early Parliamentary Elections of November 28, 2010

### General Media Monitoring Report 28 September – 28 November 2010

*This Report has been developed within the Project “Media Monitoring in the Election Campaign”, with the financial support of the United Kingdom Embassy to Chisinau, the Council of Europe and the East Europe Foundation, with the resources provided by the Swedish International Development Cooperation Agency (SIDA/ASDI), the Ministry of Foreign Affairs of Denmark, the National Endowment for Democracy (NED), and the United States Agency for International Development (USAID) through Eurasia Foundation. The Report has also been made possible with the generous support of the American people through the United States Agency for International Development (USAID), under AED’s Moldova Civil Society Strengthening Program (MCSSP). The opinions expressed herein are the responsibility of the author and do not necessarily reflect the views of the donors.*



## 1. General Data

**1.1 Goal of the project:** to assess the way, in which mass media covers the campaign for early elections in Moldova in order to establish whether the electoral candidates have fair access to the media and whether voters are provided with sufficient information about the candidates and their electoral platforms.

**1.2 Monitoring timeframe:** 28 September – 28 November 2010

**1.3 Criteria for selection of media outlets subject to monitoring:**

- ownership (public/private)
- audience/impact
- language

**1.4 Media outlets monitored:**

**TV:** Moldova 1, Prime TV, 2 Plus, NIT, N4, Jurnal TV, Publika TV

**Radio:** Radio Moldova, Prime FM, Vocea Basarabiei

**Print Press:** Moldova Suverană, Nezașisimaia Moldova, Flux, Jurnal de Chișinău, Timpul de dimineață, Komsomolskaia pravda v Moldove, Evenimentul Zilei, Panorama, Golos Bălți (Bălți), Vesti Gagauzii (Comrat), Cuvântul (Rezina), Gazeta de Sud (Cimișlia).

**News agencies and online publications:** Moldpres, Infotag, [www.omg.md](http://www.omg.md), [www.unimedia.md](http://www.unimedia.md)

**11.5 Monitoring schedule**

**TV:** Monday – Friday, from 6:00 to 9:00 and from 18:00 to 23:00

Saturday and Sunday, from 8:00 to 22:00

**Radio:** daily, from 6:00 to 13:00 and from 17:00 to 20:00

**Print press/Press agencies and online publications:** all content, daily.

### 1.6. The team

The project is being implemented by the Independent Journalism Centre in partnership with the Independent Press Association and the IMAS-INC Institute for Marketing and Survey, Chisinau.

## 2. Methodology

*Statistics:* The monitoring methodology has been developed by Oxford Media Research for the monitoring projects of the international organization Global Campaign for Free Expression ARTICLE 19. The characteristics of the methodology are the following: the use of 1) quantity indicators, including the type, duration, topic of coverage, news sources, frequency and length of candidates' appearance in newscasts, and 2) quality indicators, which can detect biased reporting during the coverage of events. Each news article or opinion is subject to a content and context assessment to determine whether it favors or disfavors a party or a political entity. The negative or positive content and/or context of news do not necessarily indicate the bias or partisanship of the station or publication. It is possible that a news item that is favorable or unfavorable to a subject can nonetheless be balanced and professionally correct. If, however, there is a tendency to favor or disfavor one subject for a certain period of time, we can say that we are dealing with an imbalance.

*Case studies:* A content analysis of the materials on the most important subjects broadcast by the 10 radio and TV stations have been made. Given the major impact of broadcast media on the development of public opinion and on its high credibility among the population, the analysis aimed at identifying the approach and the way of covering relevant issues. The items have been analyzed both from the perspective of observance of the quality journalism principles (objectivity, fairness, pluralism of information sources, separation of facts from opinions), and, from the perspective of using technical procedures in order to amplify or diminish certain messages.

### Abbreviations used in this report:

AIE = Alliance for European Integration

AMN = Alianța Moldova Noastră (Our Moldova Alliance Party)

AV= "Alianța Verde" (Green Alliance) Party

MAE = Acțiunea Europeană (European Action) Movement

MFN = "Forța Nouă" (New Force) Movement

MRRM = Movement of the Roma of Moldova  
PAM = Agrarian Party of Moldova  
PC = Conservatory Party  
PCRM = Communist Party of Moldova  
PDM = Democratic Party of Moldova  
PL = Liberal Party of Moldova  
PLD = Party of Law and Justice  
PLDM = Liberal Democratic Party of Moldova  
PM = Labor Party  
PMUEM = “Moldova Unită – Edinaia Moldova” (Unified Moldova) Party  
PNL = National Liberal Party  
PNȚ = Party for the Country and the People  
PPCD = Christian Democratic People’s Party  
PPM = Moldovan Patriots’ Party  
PPR = Republican People’s Party  
PRM = Republican Party of Moldova  
PSD = Social Democratic Party  
PSM = Socialist Party of Moldova  
PUM = Humanist Party of Moldova  
RAVN = “Ravnopravie” (Equal Rights) Movement  
UCM = Centrist Union of Moldova

APL = Local Public Administration  
BIS = Church  
BUS = Business  
CCA= Broadcast Coordinating Council  
CEC = Central Election Commission, electoral bureaus, and polling stations  
CET = Citizens  
DIP = Diplomats, high rank foreign officials and observers  
Doc = Documents (reports, the Constitution, surveys, etc).  
EXP = (Foreign and local) experts, observers, sociologists, analysts, etc.  
GUV = Government representatives  
JUD = Judges, lawyers, Prosecution Body, Constitutional Court  
MED = Mass media  
MIN = Prime Minister, Ministers  
PA = Police/Army/CCECC (Centre for Combating Economic Crimes and Corruption)/Customs/ SIS (Intelligence Service)  
PARL = Parliament  
PRES = President, president’s office  
SIN = Trade unions  
SOC = Civil society

AB= Afanasie Bârlădeanu  
AD =Alexandru Demian  
EN=Eugen Nazarenco  
GR= Gheorghe Rusu  
GS = Gabriel Stati  
LB = Elena Burghilă-Leonte  
ML= Maia Laguta  
NA= Natalia Axenova  
OB =Oleg Bolotnicov  
OC = Oleg Cazac  
RC= Romeo Cereteu  
SB = Sergiu Banari  
SI=Sergiu Iachim  
TT= Tatiana Țâmbalist

VC- Valentina Cușnir  
VL = Vasile Lupașcu  
VP = Valeriu Pleșca  
VS = Victor Stepaniuc  
VT = Vitalie Țaulean

### **3. General Trends**

#### *3.1 Broadcast Media*

During 28 September - 28 November 2010, the majority of the 10 monitored TV and radio stations actively covered the election campaign. The number of items and programs falling under this study increased steadily during the campaign, reaching a total of 20,733 pieces. The most frequent were news reports directly or indirectly referring to the elections, followed by opinion items and special electoral programs, including debates, in which representatives of the contestants had the possibility to present their electoral platforms and discuss the platforms of other candidates.

The behavior of the public stations Moldova 1 and Radio Moldova differed from the behavior exhibited during the 2009 election campaigns. Thus, the two stations gave up the practice of starting newscasts with the reports featuring the central administration and the governing parties. The stations ensured a pluralism of opinion in their newscasts, and other items falling under this monitoring, and also offered many electoral education pieces. In most cases, the relevant issues were covered in a neutral context. At the same time, certain electoral contestants were featured in either a positive or a negative light. From the frequency, and the context, of their appearances on the news, Moldova 1 and Radio Moldova were noted to slightly favor PLDM and PL. The parties were also favored through appearances by their leaders in their roles as the Prime Minister and the Acting President. It has to be mentioned that on 27 November, Moldova 1 had a Bucharest-Chisinau two-way exchange at the Gala of TVR International Awards for Excellence at which the Acting President and the Prime Minister both spoke. This contradicted the Broadcast Coordinating Council Recommendations not to broadcast programs with the participation of the election candidates, or items referring to the election candidates, on the eve or on the day of elections.

The private station NIT largely favored PCRM as a candidate, featuring the party in a large number of positive news items. The results of the monitoring suggested that the station behaved as a 'pocket television': NIT reporters accompanied PCRM candidates to the majority of their meetings with the electorate and conducted an open election campaign for the party. At the same time, NIT failed to ensure a pluralism of opinion in its news bulletins, broadcasting primarily items concerning the AIE parties and PCRM. The other electoral contestants, with rare exceptions, did not have access to the news on NIT. On 27 and 28 November, NIT ignored the CCA Recommendation and broadcast a number of news items containing appearances by the election candidates, some of which were reproduced from foreign televisions, promoting PCRM.

Private TV stations with national coverage, Prime TV, 2 Plus, and the radio station Prime FM, covered the campaign mainly in news bulletins. Judging by the frequency of quotes and the context of appearances by the candidates on the news, as well as in other types of programs, Prime TV was noted to favor PDM. The same tendency was evident on 2 Plus and Prime FM. It has to be mentioned that the partisanship by these three media outlets became evident during the last three weeks of the campaign, when PDM representatives started to be largely featured in the news items and other types of programs. Prime TV did not take into account the CCA Recommendation not to broadcast programs (entertaining, analytical, talk shows) with the participation of the election candidates on the eve of the elections. On 27 November, the station repeated its broadcast of the show „Confidențe cu Rodica Ciorănică” (Confessions with Rodica Cioranica) on which Vlad Plahotniuc, candidate No.2 on the PDM list, was a guest. The 2 Plus station, which rebroadcasts TVR, also showed the Chisinau-Bucharest two-way exchange, in which the Prime Minister and the Acting President participated.

The station with regional coverage, N4, ensured a pluralism of opinion by quoting a number of contestants, including independent candidates. Judging by the high frequency of its appearance in news items, and the positive context of the coverage, it is possible to say that N4 favored PLDM. The station offered more air time on television to this candidate to describe the election activities by the party, as well as to give details on the activities of the Prime Minister.

On the news station Publika TV, there was no clear trend to favor any electoral contestant. The station ensured a pluralism of opinion and offered sufficient information on the elections to the viewers, so that the voters could make informed choices.

Jurnal TV favored the Party for the Country and the People, offering it significant air time both in news items and programs, where PNȚ representatives appeared as mafia fighters, especially against Vlad Plahotniuc, a democratic candidate. The partisanship tendency in favor of PNȚ became evident during the last three weeks of the election campaign, when representatives of this party were the most frequent invitees to the broadcast programs. At the same time, given the frequency of PCRM's appearances in a negative context, one can say that Jurnal TV disfavored PCRM as a candidate. On 27 November, Jurnal TV broadcast a Bucharest-Chisinau two-way exchange with Mihai Ghimpu and Vlad Filat speaking, thus ignoring the CCA Recommendations.

On Vocea Basarabiei, a favoring for PL and PLDM could be noticed, particularly demonstrated by the frequency and the length of speaking time given to the party representatives, and the Acting President along with the Prime Minister. Also, Vocea Basarabiei disfavored PCRM, which most frequently appeared in a negative context.

### 3.2 Print Press/News Agencies/Online Publications

During 28 September - 28 November 2010, the print press, including the news agencies and online publications, published a total of 4,762 pieces. These included news reports, opinion articles, political and electoral advertisements, election education pieces, interviews and other types under the special electoral programs category, as well as opinions polls from the citizens of the Vox populi type. The thematic pieces occupied a surface area of 1,205.779 squared centimeters in newspapers and occupied 3,486.204 characters (no spaces) in the daily content of the monitored news agencies and online publications.

The 12 monitored newspapers published 2,636 pieces of relevant information (news reports, opinion articles, and other items) about the elections and the electoral contestants. The largest number of articles appeared in *Timpul de dimineață*, *Moldova Suverană*, *Nezavisimaia Moldova*, *Jurnal de Chișinău* and *Panorama*, while the smallest in *Golos Bălți* and *Vesti Gagauzii*.

The two monitored news agencies published 635 news articles in the space of two months, around 60% of which were published by *Infotag*.

The monitored online publications posted 1,490 pieces of information, 60% of which were posted by [www.omg.md](http://www.omg.md).

The overall ratio between the surface area allotted to news items, and that to opinion articles, in the monitored newspapers during the entire election campaign was unfavorable to news items, which indicated the general preference to present opinions and interpretations to the readers rather than the actual facts. This was especially the case in *Nezavisimaia Moldova*, *Moldova Suverană*, *Flux*, and *Evenimentul Zilei*.

The amount of political advertisements by the election candidates placed in the monitored newspapers reached around 240 thousand squared centimeters.

With minor exceptions, the press covered the election campaign from the perspective of the electoral candidates they sympathized with, or the ones their owners or editors depended on. They failed to ensure a pluralism of opinion and to offer the right to reply, contradicting the provisions of professional deontology.

The website [www.omg.md](http://www.omg.md) and the newspapers *Nezavisimaia Moldova* and *Moldova Suverană* demonstrated political partisanship in favor of PCRM as a candidate, which was intensely promoted in news items and opinion articles. Often, they launched various charges discrediting the Alliance for European Integration (AIE) and its member parties, particularly PLDM and PL, without offering them the right to reply. The tone of the published pieces showed the biased nature of these media outlets.

*Timpul de dimineață* and *Jurnal de Chișinău* disfavored PCRM as a candidate in the absolute majority of their journalistic items, favoring the parties with liberal orientations and the non-communist parties in general. *Jurnal de Chișinău* also portrayed PDM as a candidate primarily in a negative light.

The newspapers *Flux* and *Evenimentul Zilei* portrayed the electoral candidates with the most chances to accede to the Parliament (especially PCRM, PLDM, PL), as well as the other parties engaged in the elections in a negative context, with exception of a single electoral candidate of which they only wrote positively. In the case of *Flux* it was PPCD, while for *Evenimentul Zilei* it was PDM. *Panorama* disfavored PCRM, and presented the other electoral candidates both in a positive and a negative light, favoring PUM as a candidate.

The online publication [www.unimedia.md](http://www.unimedia.md) presented PCRM as a candidate in a primarily unfavorable context, while the ratio between positive and negative news reports referring to PLDM and PL as election candidates showed a favoring tendency. The same editorial behavior was noticed in the regional newspapers *Cuvântul* and *Gazeta de Sud*.

The public newspapers *Vesti Gagauzii* and *Golos Bălți* did not show interest in covering the election campaign, failing to fulfill the professional obligation they had to the citizens with the right to vote.

During the entire election campaign, the news agency *Infotag* demonstrated relatively balanced editorial behavior and presented the opinions, and different positions, of the parties in the context of the election campaign. *Moldpres* State Information Agency broadcast a number of news items that featured the leader of PLDM, Vlad Filat, and the leader of PL, Mihai Ghimpu, in their roles as the Prime Minister and the Acting President correspondingly.

The newspaper *Komsomolskaia pravda v Moldove* was modestly involved in covering the election campaign in news items and opinion articles, and instead placed many of political advertisements (over 20% of the total advertisements in the 12 monitored newspapers).

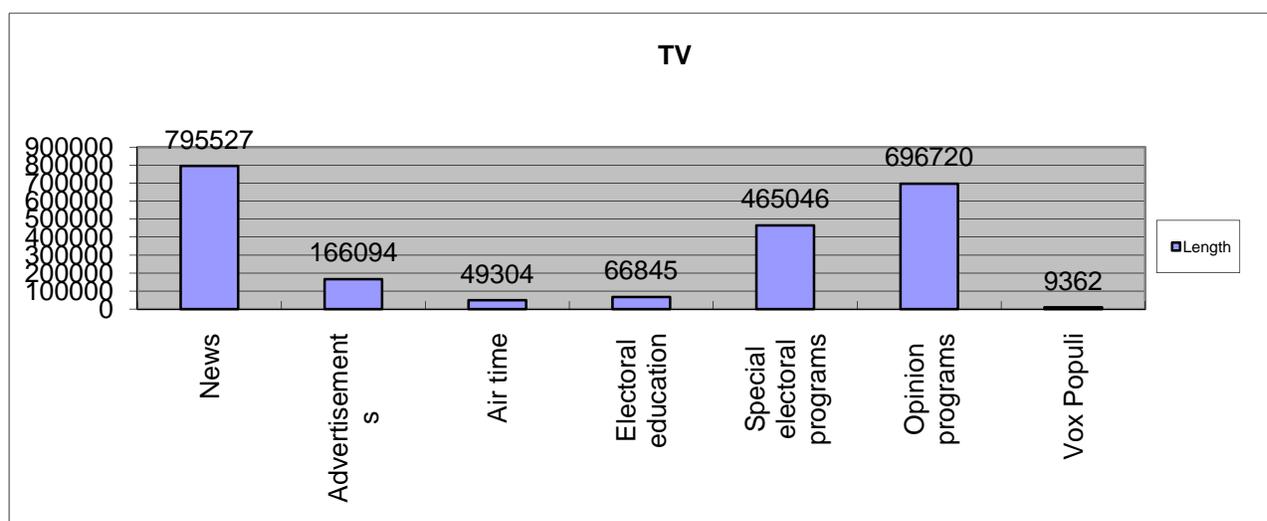
#### 4. Broadcast Monitoring Data

##### 4.1 Involvement in the Election Campaign

###### 4.1.1 TV

During the election campaign, the seven monitored TV stations broadcast a total number of 13,427 items with direct and indirect electoral impact, with the total length of 624.6 hours. In terms of frequency, news items came first (6,677), followed by advertisements (5,023 spots). While in terms of length it was news items (220.9 hours) then opinion programs (312 programs with the length of 193.5 hours), followed by special electoral programs (147), which were allotted a total of 129.2 hours by the 7 stations. The least amount of air time was allotted to Vox Populi.

Diagram 1. Length of items with electoral connotation broadcast by the 7 TV stations during 28 September – 28 November, in seconds

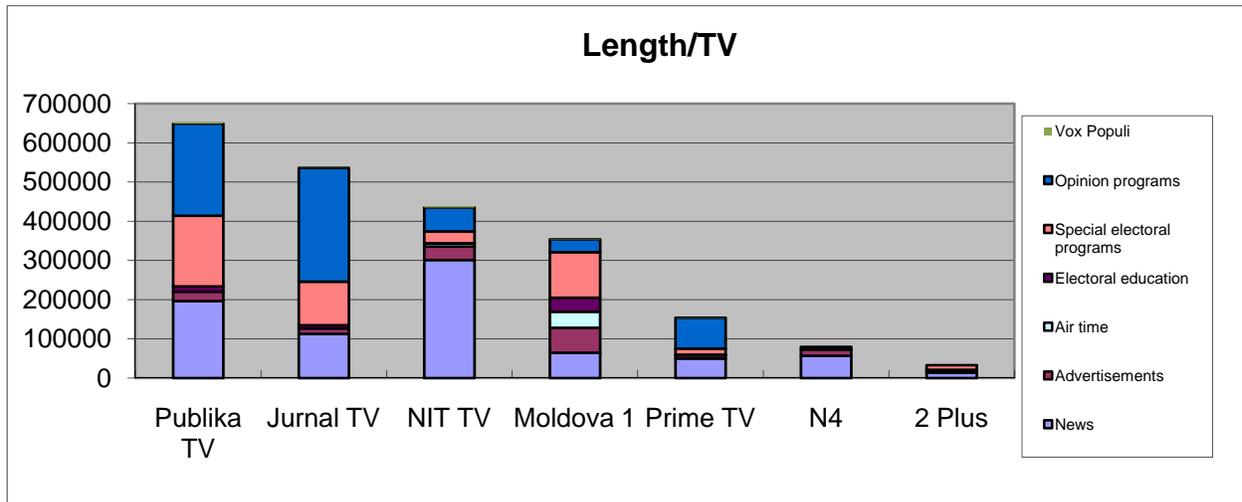


The largest amount of relevant items was aired by Publika TV, followed by Jurnal TV, NIT, and the public station Moldova 1. Publika TV aired the largest number of special electoral programs, Jurnal TV of opinion programs,

while NIT covered the campaign mostly in news items. Moldova 1 broadcast the largest number of electoral education programs and offered the most of the free airtime. Prime TV and 2 Plus were less active in covering the election campaign, while the 2 stations with national coverage had a relatively small amount of items falling under this monitoring (Diagram 1.1).

Politics and the electoral process were the prevailing topics in the news bulletins on the 7 monitored stations.

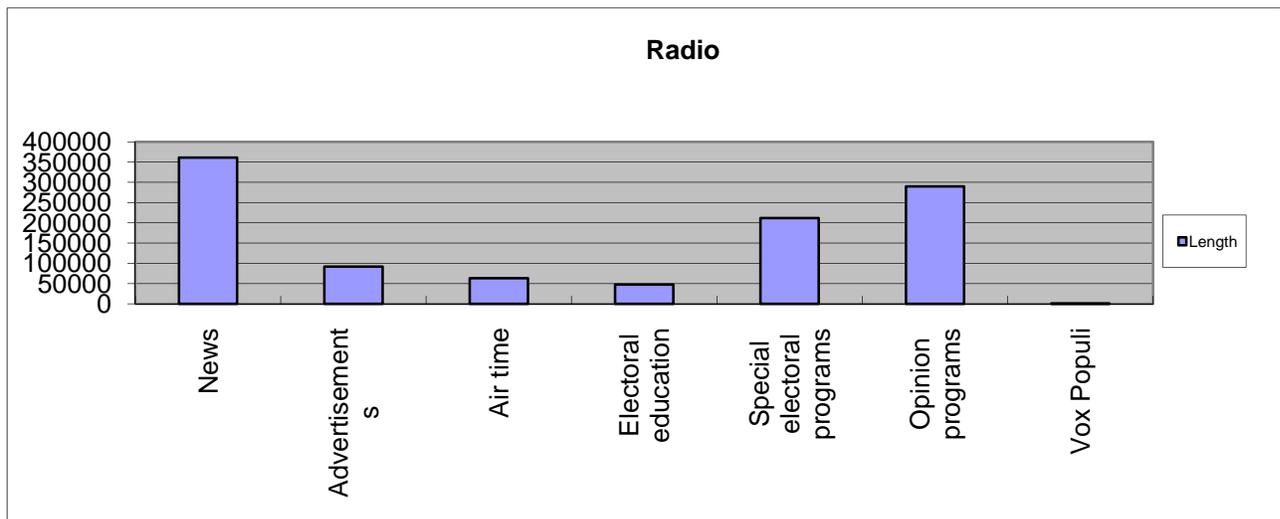
Diagram 1.1. Length and type of electoral items broadcast by the TV stations during 28 September – 28 November, in seconds



#### 4.1.2 Radio

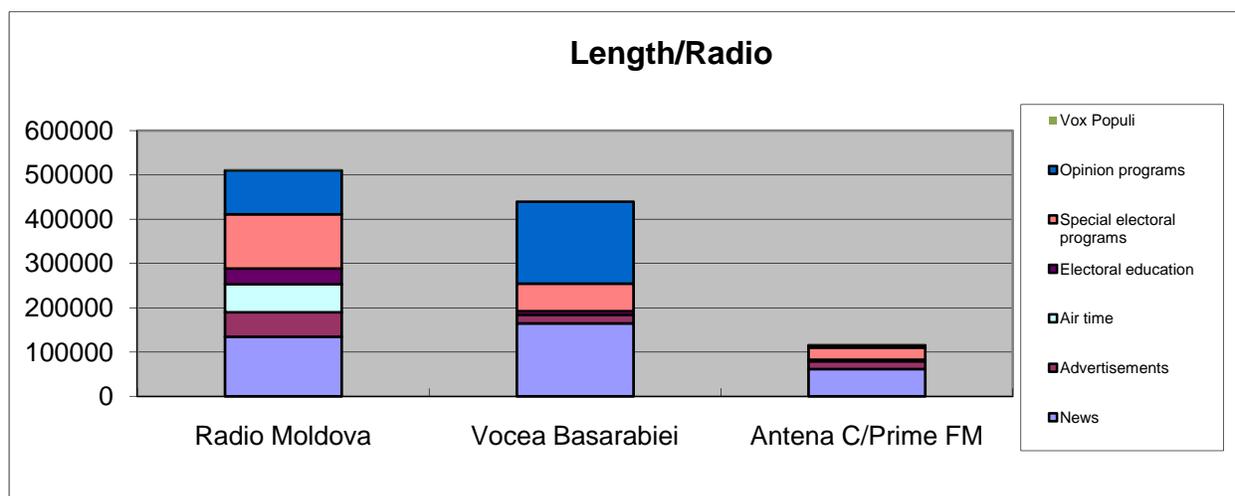
During 28 September - 28 November 2010, the number of items with electoral impact on the three radio stations reached 7,346, the length thereof amounting to 296.2 hours. As in the case of TV stations, news items prevailed in terms of frequency and length (a total of 3,270 with the length of 100.2 hours), followed by advertisements – 2,824 spots with the length of 25.5 hours. 80.5 hours were allotted to opinion programs, and 58.7 hours to special electoral programs (see Diagram 2).

Diagram 2. Length of items with electoral connotation broadcast by the 3 radio stations during 28 September – 28 November, in seconds



Radio Moldova broadcast the largest number of relevant items, which were also the most varied. The station aired 3,546 news pieces, opinion programs, electoral education items, special electoral programs, and advertisements. At the same time, Radio Moldova offered free airtime to the electoral contestants. Out of the 2,154 pieces broadcast by Vocea Basarabiei, the largest number was accounted for by news pieces and opinion programs. Prime FM covered the campaign primarily in news items. Similar to the TV stations, the prevailing topics in the electoral news broadcasts on the radio were politics and the electoral process.

Diagram 2.2. Length and type of electoral items broadcast by the radio stations during 28 September – 28 November, in seconds



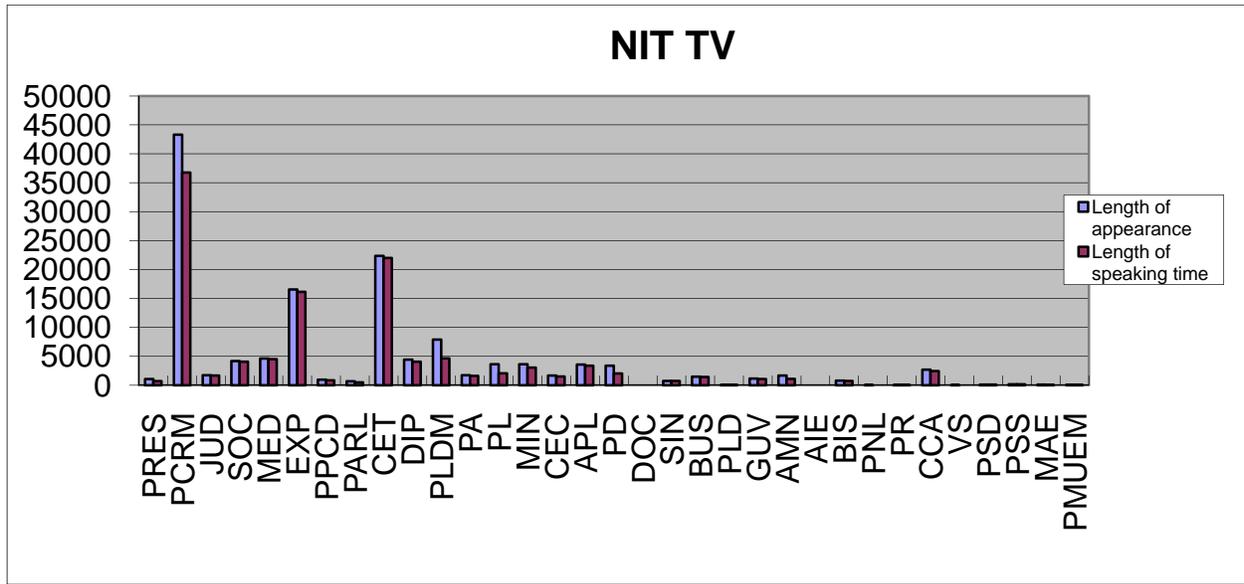
#### 4.2 Frequency of quoting candidates as sources, the length of TV appearances and the length of time party representatives spoke during election newscasts



During 28 September – 28 November 2010, the public station Moldova 1 aired 752 news items with direct or indirect electoral impact, based on information from 1,419 sources. Of the electoral candidates, those who appeared on screen with the greatest frequency were representatives of PCRM, PL and PLDM. The leaders of the latter two parties benefited from airtime also, in their roles as Prime Minister and Acting President in news items which indirectly referred to the elections. Thus the Prime Minister, and the other ministers not suspended from office during the campaign, were quoted directly or indirectly 140 times, for a total length of 3,096 seconds of appearance on screen. The Acting President appeared as a source 73 times, for 1,815 seconds. Individually, the AIE member parties were referred to in news items as follows: AMN – 45 times (798 seconds), PLDM - 81 times (1,168 seconds), PL - 82 times (1,517 seconds), and PD - 45 times (938 sec). The main opposition party, PCRM, was quoted directly or indirectly 131 times, for a length of 1,659 seconds of appearance on screen. Aside from the election candidates, other sources given the most air time were ordinary citizens, civil society representatives, and experts. The items other than newscasts, primarily featured civil society representatives and the Central Electoral Commission as sources (see Diagrams 3 and 3.1).

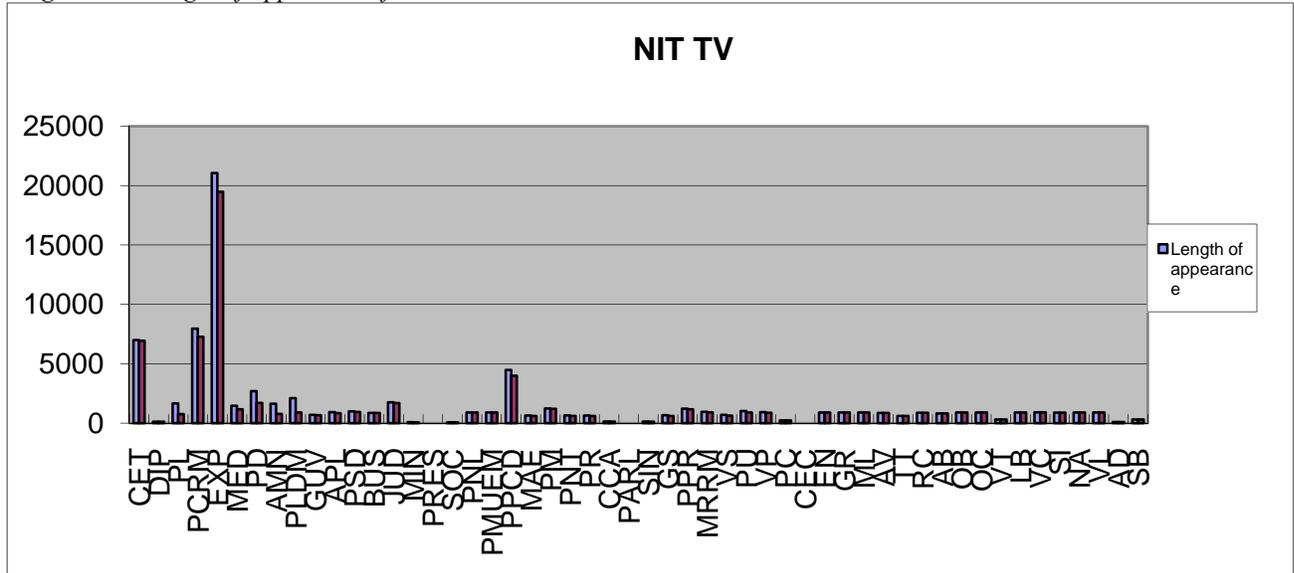


Diagram 4. Length of appearance and length of speaking time for candidates in newscasts on NIT TV, in seconds



The opinion programs, special electoral programs, Vox Populi and free airtime most frequently quoted experts, PCRM representatives and ordinary citizens as sources (see Diagram 4.1).

Diagram 4.1 Length of appearance for candidates in relevant items other than newscasts on NIT TV, in seconds



In its 578 relevant news pieces broadcast during 28 September – 28 November 2010, Prime TV used 1,098 information sources. Among the electoral candidates, the most frequently quoted sources in the newscasts on this TV were representatives of PDM – 113 times (2,564 seconds), followed by PCRM – 102 times (2,007 seconds). Ordinary citizens were frequently quoted in news items – 114 times (2,080 seconds), as well as civil society representatives – 88 (1,564 seconds). The other electoral contestants made rare appearances as sources on Prime TV as sources. In the programs broadcast by Prime TV during the reporting period, the representatives of PDM had the longest speaking time (see Diagrams 5 and 5.1)

Diagram 5. Length of appearance and length of speaking time for candidates in newscasts on Prime TV, in seconds

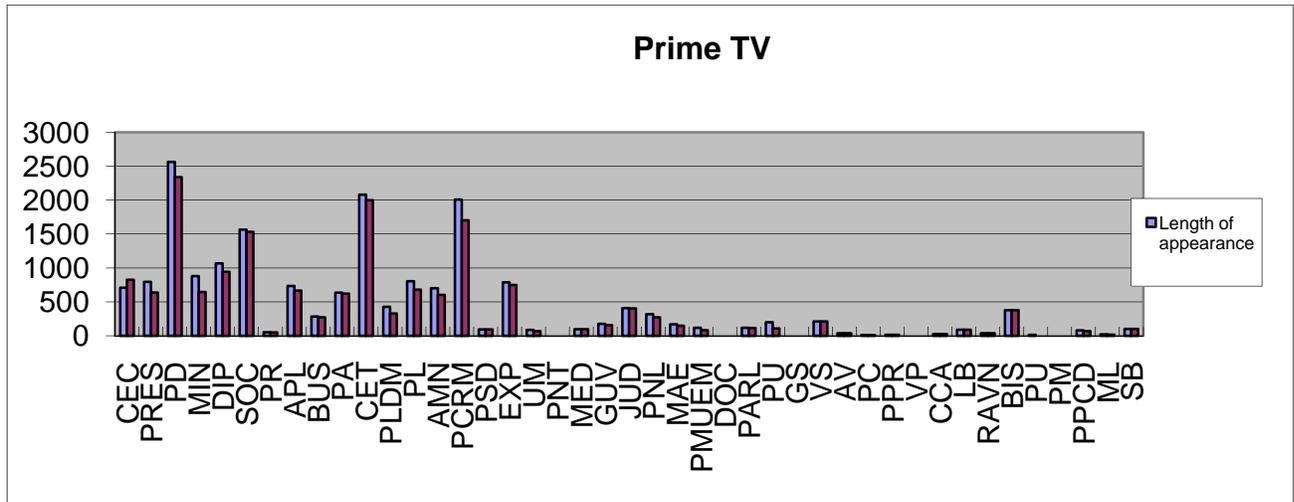
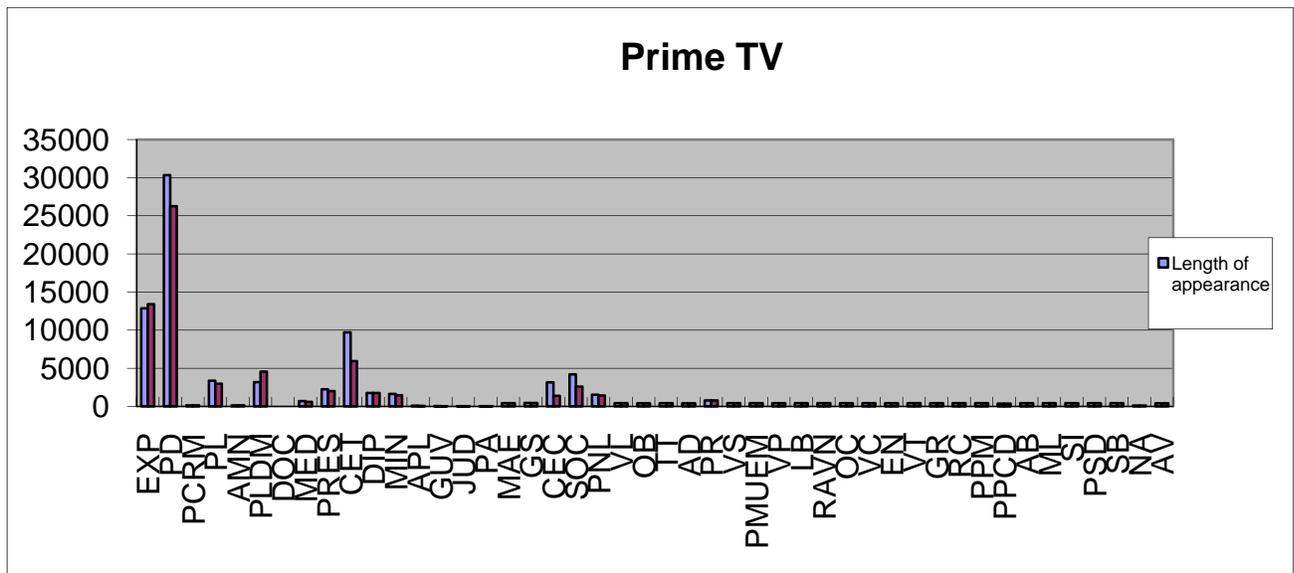


Diagram 5.1 Length of appearance for candidates in relevant items other than newscasts on Prime TV, in seconds



In its 195 news items with direct or indirect electoral impact, 2 Plus most frequently featured representatives of PDM as sources – 37 times (744 seconds), followed by PCRM – 28 times (297 seconds). Among the sources other than the electoral candidates, ordinary citizens were most frequently quoted – 39 times (789 seconds). 2 Plus TV station broadcast election debates only during the last week of the election campaign.

Diagram 6. Length of appearance and length of speaking time for candidates in newscasts on 2 Plus, in seconds

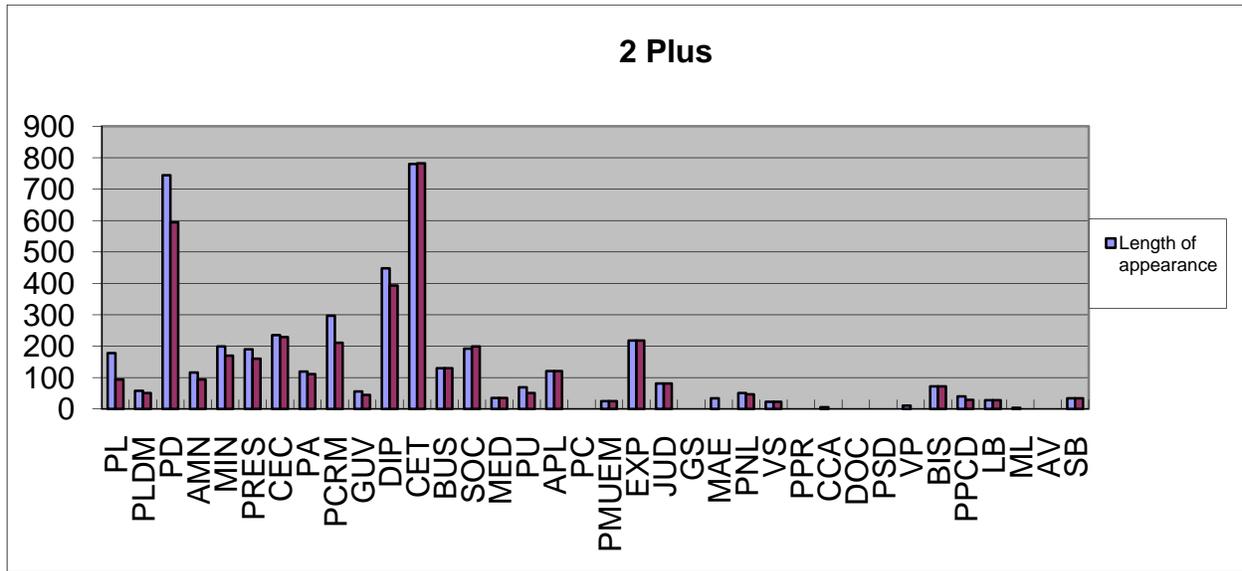
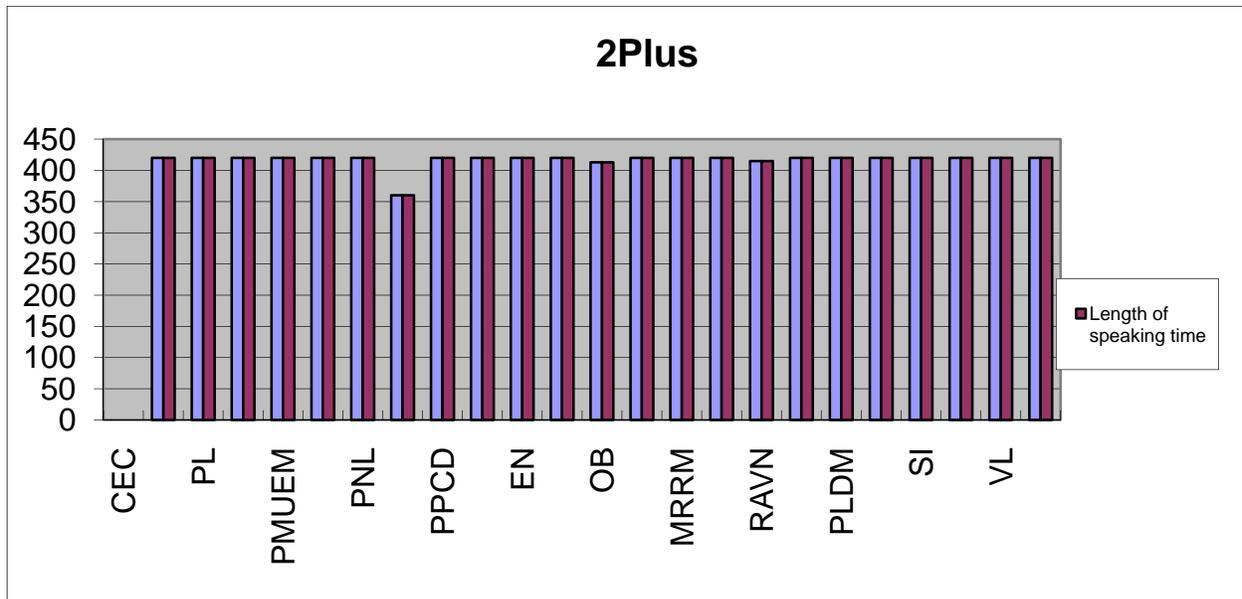
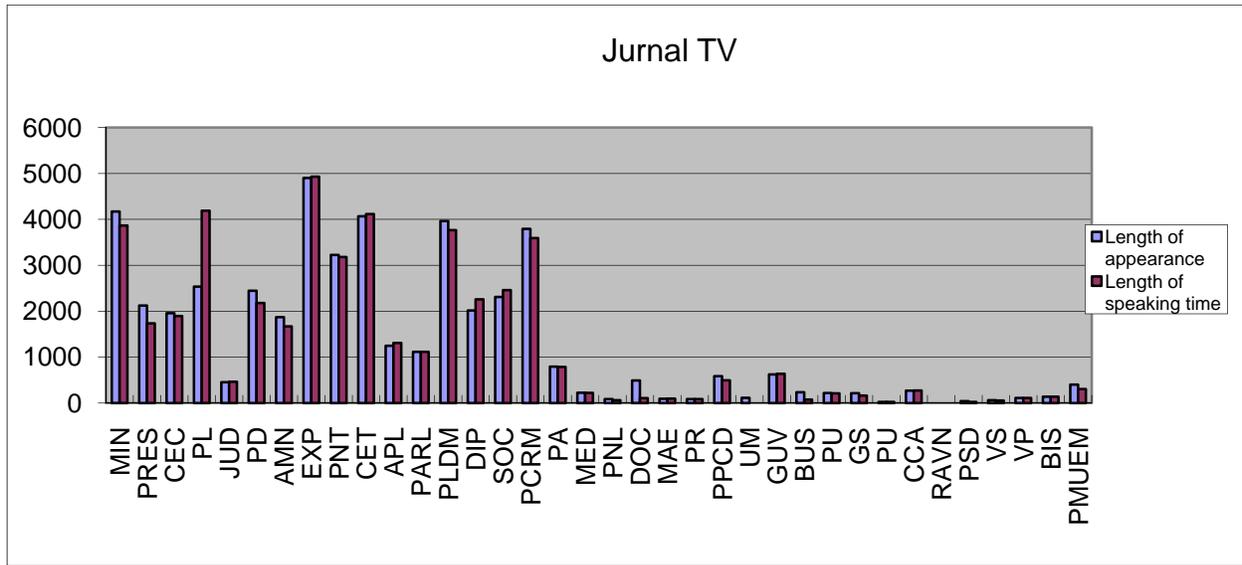


Diagram 5.1 Length of appearance for candidates in relevant items other than newscasts on 2 Plus, in seconds



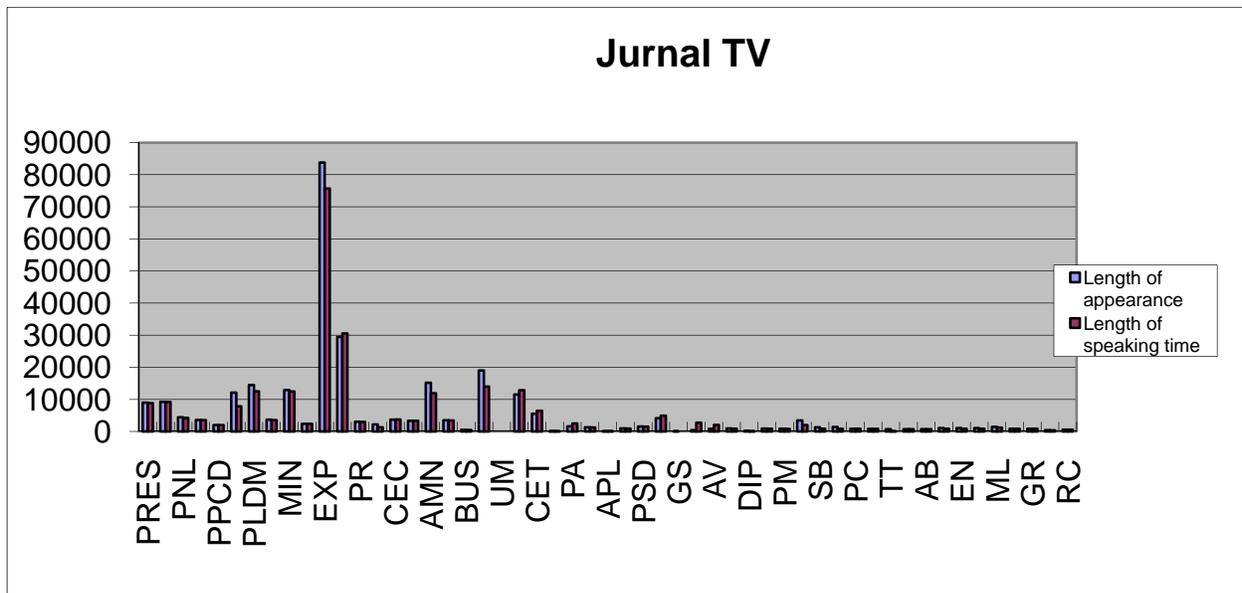
In the 1,001 news items with direct or indirect electoral connotation on the news station Jurnal TV, among the electoral candidates, the representatives of PLDM and PL, followed by PCRM and PNL spoke for the largest amount of time. They were quoted 132, 114, and 186 times respectively, for 2,924 sec, 3,963 sec, and 3,225 sec, accordingly. The Prime Minister, and the high government officials who were not suspended from office, along with experts and ordinary citizens were the most frequently quoted sources during the election campaign.

Diagram 7. Length of appearance and length of speaking time for candidates on Jurnal TV, in seconds



In the items other than news, Jurnal TV allotted the highest amount of airtime to local and foreign experts. Among the electoral contestants, the representatives of PNT appeared as sources for the longest period of airtime – 16,700 seconds (4.6 hours), taking part in a number of programs, especially during the last weeks of the campaign – “Chestiunea Zilei” (The Issue of the Day), “Votează Moldova” (Vote Moldova), “Ediție specială” (Special Issue) and Electoral Debates.

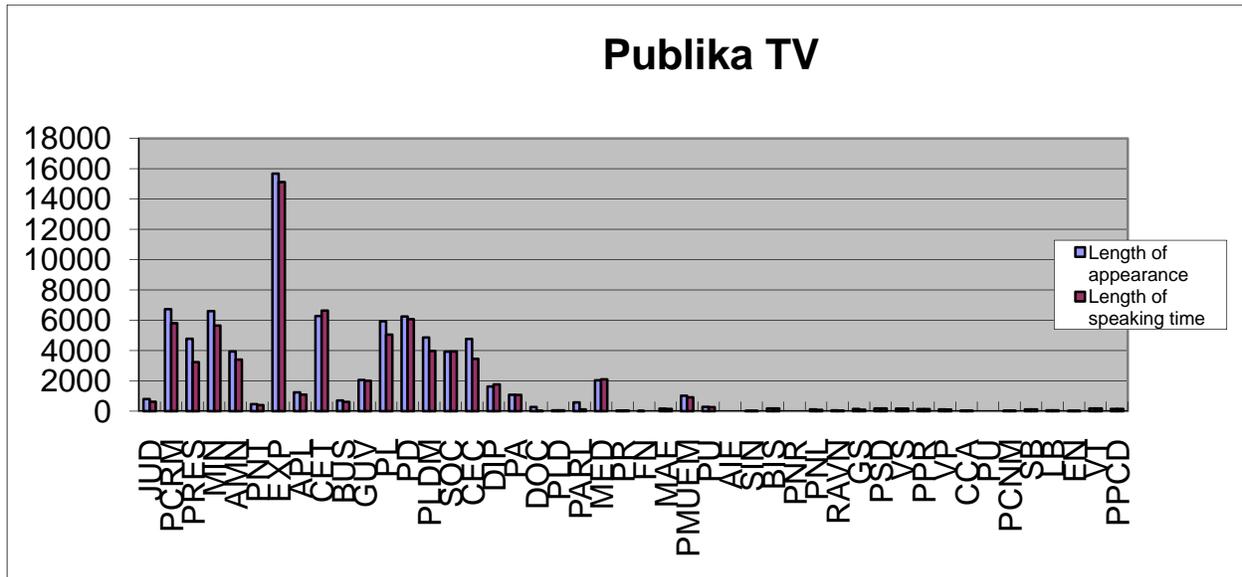
Diagram 7.1. Length of appearance for candidates in relevant items other than newscasts on Jurnal TV, in seconds



During the reporting period, Publika TV had 1,904 news items, which offered access to different electoral candidates, as well as experts, citizens, civil society representatives, etc. Among the electoral candidates, representatives of the governing parties and the main opposition party were most frequently quoted as sources.

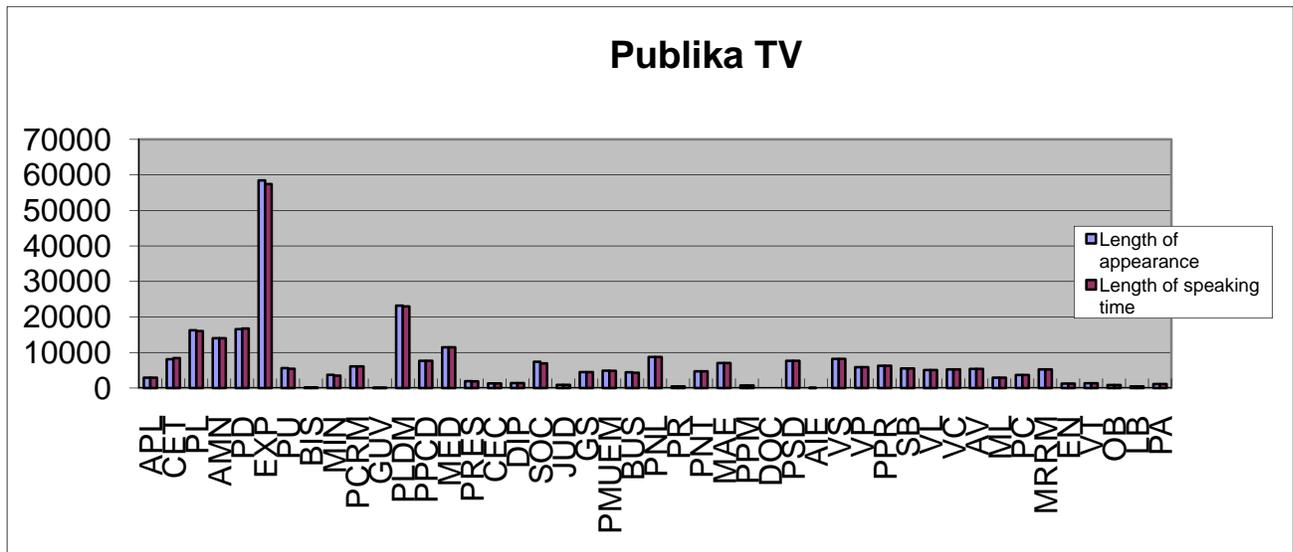
Individually, the AIE member parties appeared as sources as follows: PDM – 318 times (6,256 seconds), PL – 276 times (5,939 seconds), PLDM –303 times (4,867 seconds), AMN – 260 times (3,942 seconds). PCRM was quoted 400 times in total; the party representatives appeared on TV screen for 6,730 seconds. At the same time, the station offered much air time to experts – quoted 463 times, for 4.3 hours.

Diagram 8. Length of appearance and length of speaking time for candidates in newscasts on Publika TV, in seconds



The opinion programs and special electoral programs aired by Publika TV quoted most frequently experts, followed by representatives of the parties forming the governing alliance, as sources.

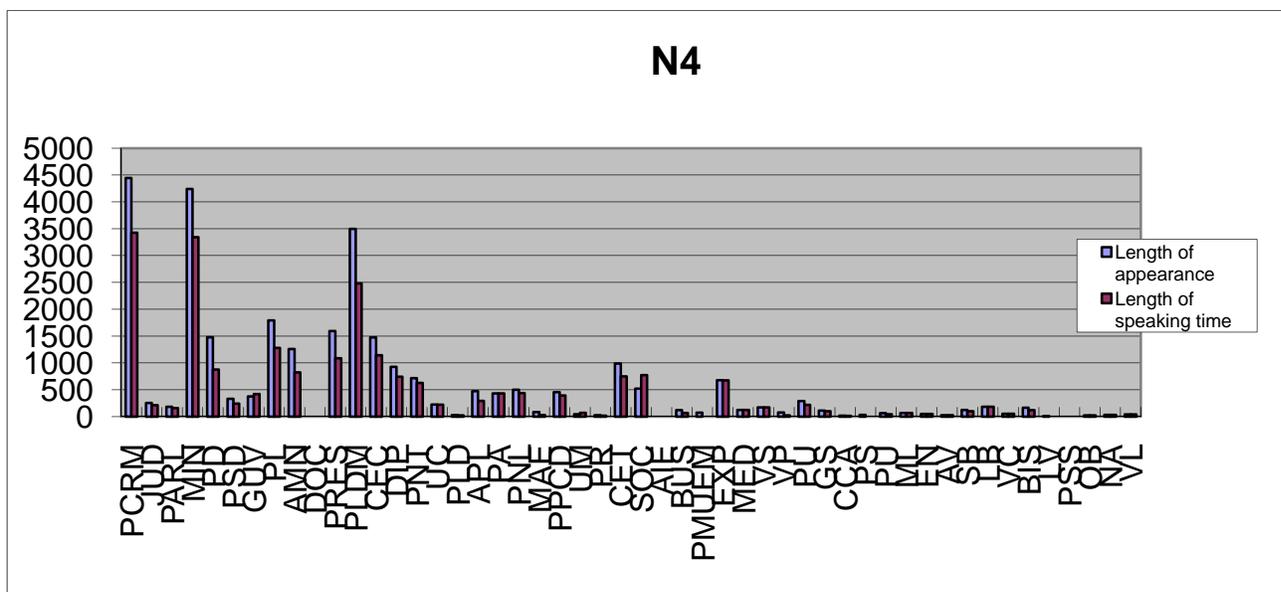
Diagram 8.1 Length of appearance for candidates in relevant items other than newscasts on Publika TV, in seconds





On N4, a station with regional coverage, top of the list of sources, quoted in the 524 news items with electoral connotation, were PCRM representatives, followed by the Prime Minister, along with the other ministers who were not suspended during the election campaign, and PLDM. They were quoted 173, 116, and 115 times respectively, during 4,445 sec, 4,241 sec, and 3,497 sec, accordingly. The other electoral contestants appeared as sources in relevant news items as well. N4 did not have any opinion programs or other items during the reporting period.

Diagrama 9. Length of appearance and length of speaking time for candidates in newscasts on N4, in seconds

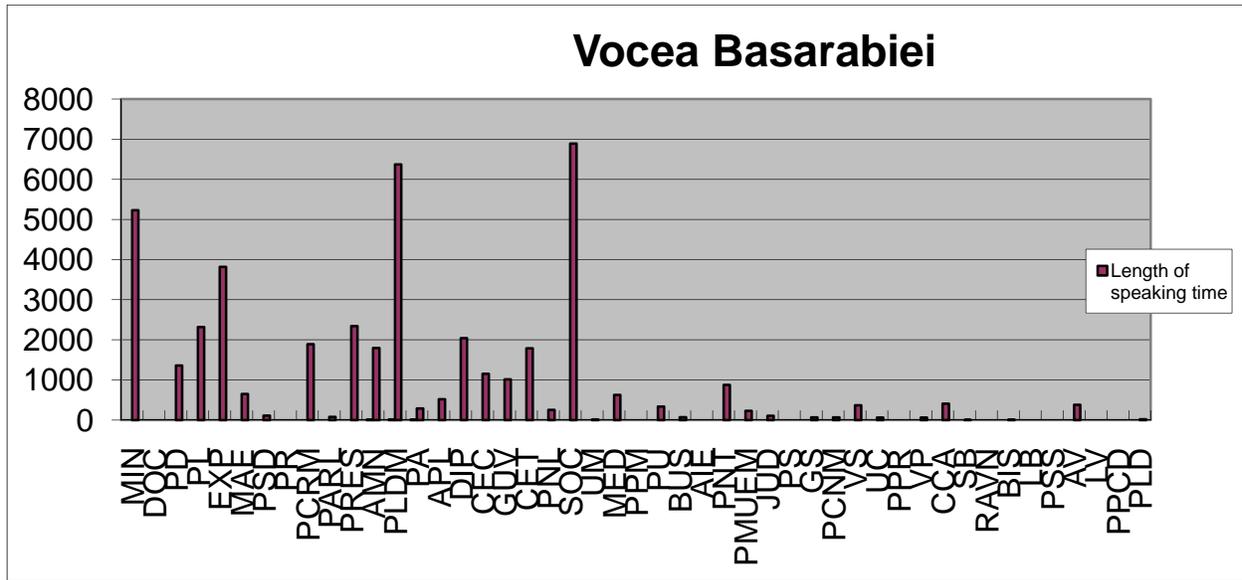


In the 1,070 news items with direct or indirect electoral impact, the public station Radio Moldova used 1,689 sources, giving preference to the Prime Minister and other high officials from the government – quoted 239 times, for 2.25 hours, as well as CEC representatives, who spoke 253 times, for 1.9 hours. Among the electoral candidates, the following benefited from the largest coverage: PLDM – 1,689 seconds (quoted 46 times), PCRM – 1,498 seconds (55 quotes), PL – 1,286 seconds (42 quotes), and AMN – 1,092 seconds (quoted 39 times).



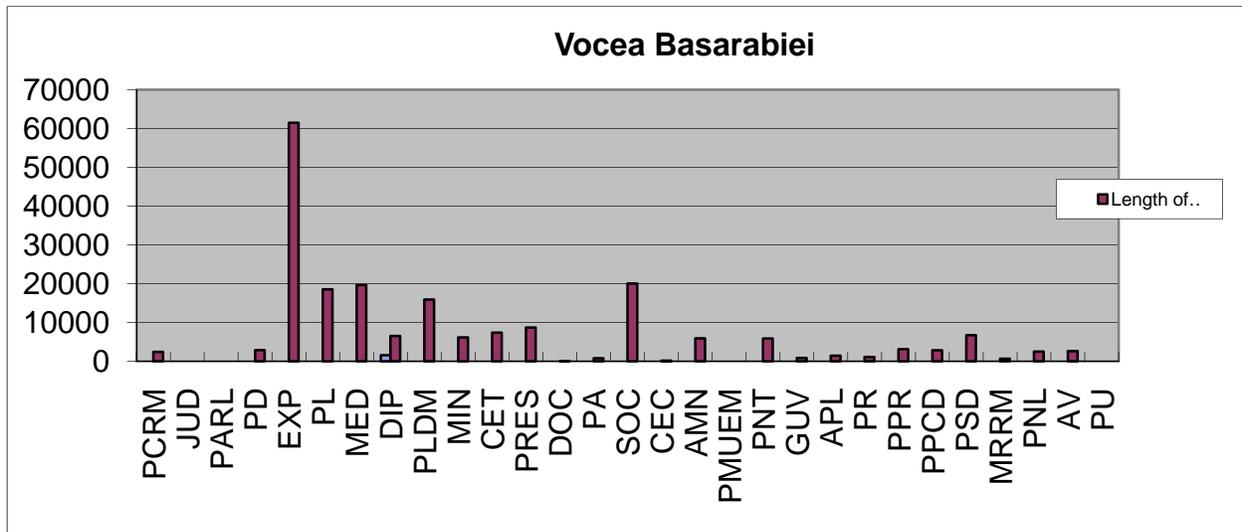


Diagrama 12. Length of speaking time for candidates in newscasts on Vocea Basarabiei, in seconds



Besides news broadcasts, Vocea Basarabiei aired opinion items, programs, interviews, and debates, in which the electoral candidates had the possibility to speak, along with experts and citizens. First in the list of sources were experts, followed by the civil society representatives. Among the electoral candidates, representatives of PL and PLDM were the most frequently quoted.

Diagrama 12.1 Length of appearance for candidates in relevant items other than newscasts on Vocea Basarabiei, in seconds



### 4.3 Frequency of newscasts directly or indirectly favoring or disfavoring candidates

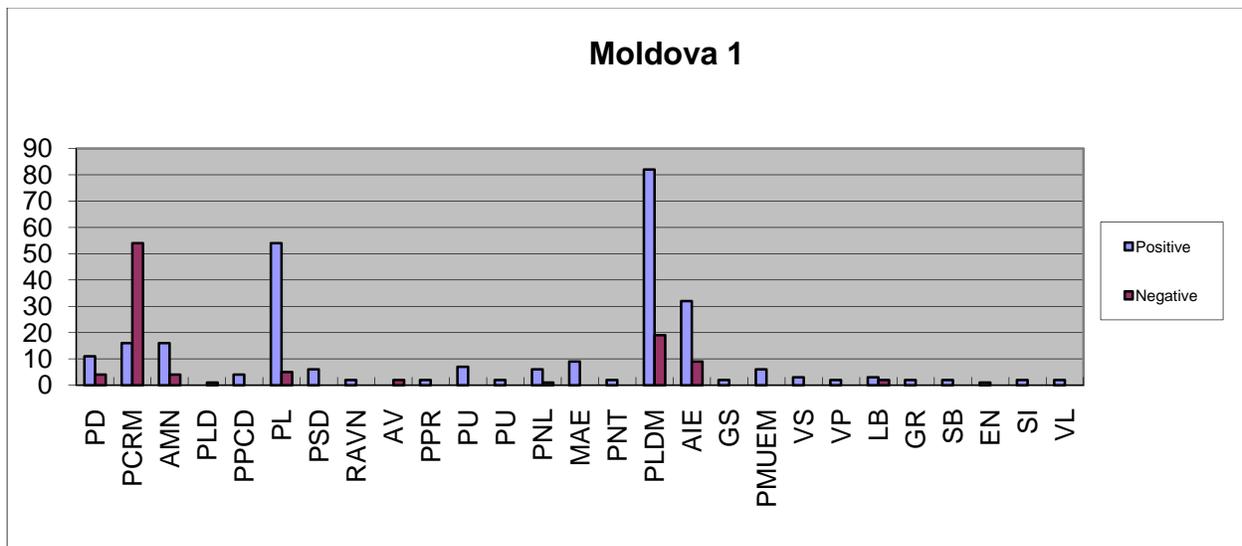
#### 4.3.1 TV

##### Moldova 1

During the election campaign, Moldova 1 most frequently featured in a positive context PLDM as a candidate - 82 times, in news reports about the participation of Vlad Filat in commissioning of houses for the flood victims and allocation of compensations for heating, evaluation of the last year of governance by Filat's counselor, opinions of

the civil society experts, according to which the relations between Chisinau and Tiraspol had been unblocked only due to the meeting of Filat and Smirnov, the visit of the Premier to Italy, free legal and medical services rendered by PLDM in rural localities, the launch of the „Adevărul despre sărăcie” (The Truth about Poverty) campaign by the PLDM youth organization, the meeting of Vlad Filat with USM students, etc. The share of news favorable to PLDM in the total number of news pieces aired by Moldova 1 was 10.9%. PLDM was also mentioned 19 times in a negative context (2.5%). PL appeared in a positive light 54 times, or in 7.2% of the news items (in the news items regarding Mihai Ghimpu’s promises to the flood victims, the participation of Mihai Ghimpu in the transfer of 5,000 files regarding deported people to the National Archives, the participation of Mihai Ghimpu in awarding prizes to young people, the participation of the Acting President in launching of the “Golgota Basarabiei” documentary, the launch of the electoral platform in different localities, the action by the PL youth of planting trees in Cotul Morii locality, the communication campaign on the date of the elections carried out by the PL youth wing, etc.) and 5 times in a negative context, or 0.06%. AMN appeared in a positive context 32 times (4.2%) and in a negative context – 9 times, or 1.1%. PD appeared both positively (11 times) and negatively (4 times). PCRM was mostly portrayed in a negative context – 54 times, or in 7.2% of the total number of news relevant for this monitoring, and 16 times in a positive context (2.2%). The negative context was determined by the news on the refutation of charges by PCRM regarding provocation of artificial floods in Nemteni, the revelations by the civil society of violations of human rights at the PCRM electoral meetings, as well as certain charges launched by the other contestants at the meetings with the electorate regarding the years of PCRM government, “the mafia scheme” built during the last 8 years in the field of prices for medicines, the charges launched by Mihai Ghimpu in relation to the property of the Voronin family, which had allegedly been obtained illegally, the list published by the Civic Initiative for Clean Parliament, in which PCRM had the largest number of corrupted candidates, etc.

Diagram 13. Context in which electoral candidates appear in the newscasts on Moldova 1, frequency



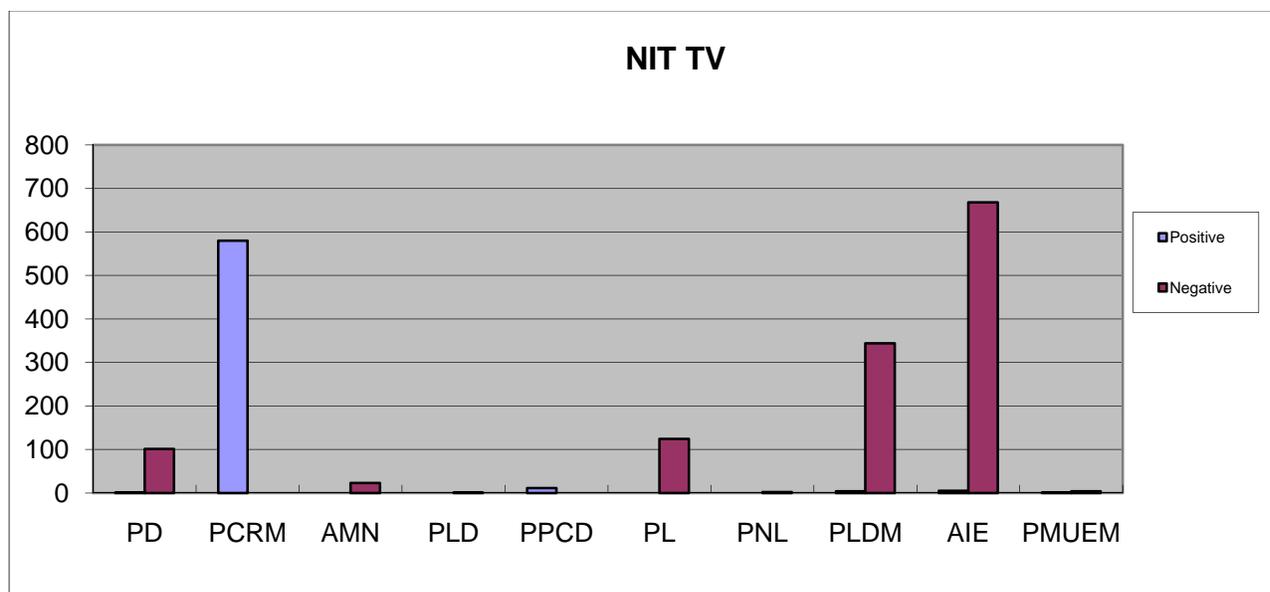
In the non-news programs, PCRM and AIE were mentioned most frequently in a negative context: 54 and 39 times, respectively, in items about various charges launched by other electoral contestants within electoral debates.

### NIT

During the reporting period, NIT largely favored PCRM, which appeared in a positive context in 580 news pieces; the share of news favorable to this electoral candidate, in the total number of news items with electoral impact, reached 33.7%. The PCRM representatives appeared in a positive light in the news items about the declarations to support PCRM, meetings of PCRM members with the voters, support for the PCRM town development project by a number of localities, the launch of the economic and social agenda, the strategy for prevention of natural calamities, expert appreciation of the foreign policy agenda proposed by Voronin, an opinion poll carried out by *ava.md*, according to which PCRM could get 53-57 chairs in the Parliament, resolutions to support PCRM, etc. Conversely, AIE was mentioned in a negative context 668 times, or in 38.8% of the relevant news items, most often

in news items about *the charges of bad governance and destruction of the country, incorrect campaigning, putting pressure on PCRM, limitation of the freedom of the press, the charges launched by PCRM members at the meetings with the electorate*, as well as in the news items such as those regarding *the spreading of criminality during the last year, the disappointment of citizens in the year of AIE governance, the charges regarding the application of administrative resources by the AIE members, charges about the anti-European policy, political destabilization, incapability to govern, economic instability, the subject of “dam detonation in Nemteni” by the authorities and artificial provocation of floods, etc.* At the same time, the AIE member parties appeared in a negative light individually: PD – 101 times (5.8%), PL – 124 times (7.1%), AMN – 23 times (1.3%) and PLDM - 334 times, or 19.9%.

Diagram 14. Context in which electoral candidates appear in the newscasts on NIT, frequency

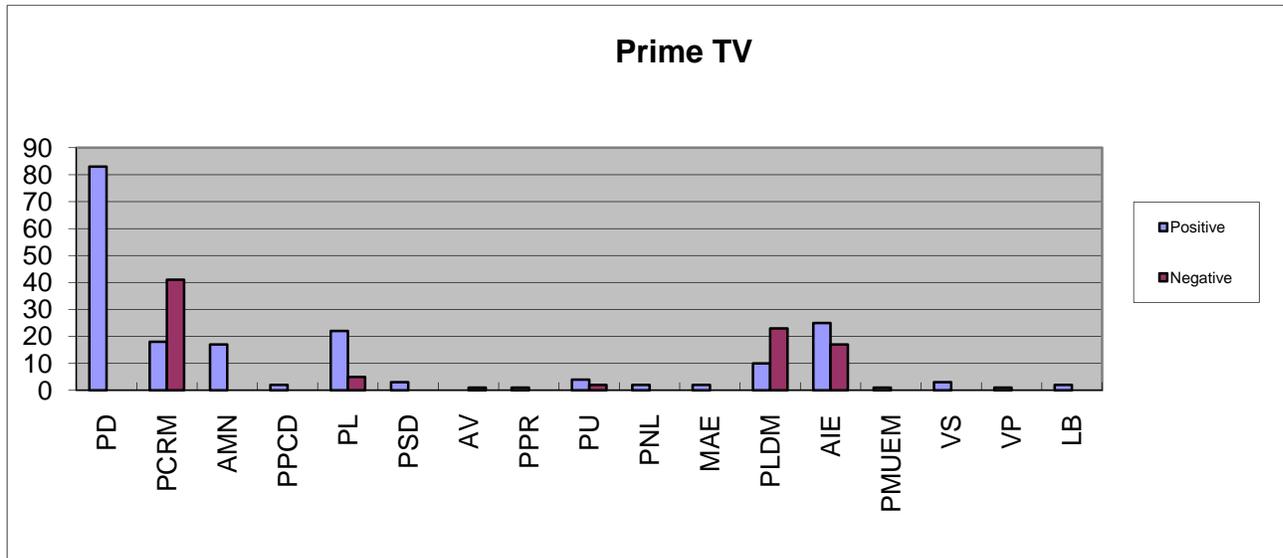


In items other than news broadcasts, aired by NIT during the reporting period, no significant disfavoring of any electoral contestant was noticed. Only AIE appeared in a negative light 61 times (5.3% of the total number), while PCRM – 15 times in a negative context in items regarding the accusations launched by the other contestants during the electoral debates. PCRM also appeared in a positive light 30 times.

### Prime TV

The electoral candidate that appeared most frequently in a positive context on Prime TV was PD – 83 appearances, or 14.3% of the total number of news items with electoral connotation. The news in question referred primarily to *the procession organized by the young democrats in the capital under the title „Uniți pentru a merge la vot” (United to Go to the Voting); the economic agenda by PDM; the meeting of the PDM leader at the Academy of Science under the title „Lupu împacă societatea” (Lupu Reconciles the Society), meetings of Marian Lupu with members of the electorate from different localities in the country, participation of the PD youth organization in planting roses in Chisinau and in Riscani town, welcoming of Marian Lupu with “bread and salt” in the south of the country at the meeting with the electorate, inclusion of Vlad Plahotniuc on the PDM lists, the concert in Chisinau organized by PDM, the news on the Metropolitan Vladimir thanking Vlad Plahotniuc in the context of consecrating a church in Grozesti village, charity actions by the Edelweiss Foundation, etc.* The share of the news favorable and unfavorable to PCRM was 3.1% and 7.1%, respectively (18 and 41 appearances in a positive and a negative context, accordingly). PLDM also appeared in a positive and a negative context: 10 times and 23 times respectively (1.7 and 3.9%), PL was featured 22 times positively and 5 times negatively (3.8% and 0.08%), while AMN was portrayed only in a positive context 17 times – 2.9% (Diagram 15). In the programs broadcast on Prime TV, PD was the party that appeared the most frequently in a positive context – 19 times.

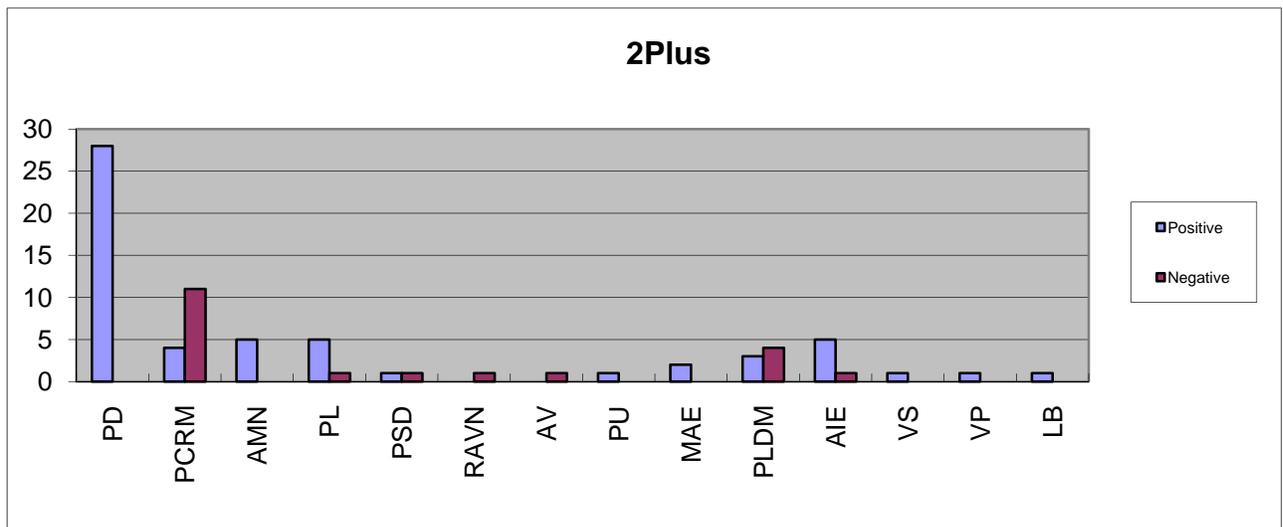
Diagram 15. Context in which electoral candidates appear in the newscasts on Prime TV, frequency



### 2 Plus

2 Plus most frequently portrayed PDM in a positive context, with news items often reproducing the subjects broadcast by Prime TV. Thus, this electoral candidate was favored 28 times (14.4%). PCRM was most frequently portrayed in a negative light - 11 times, or 5.6%. During the campaign, 2 Plus broadcast primarily news bulletins and electoral advertisements. During the last week of the campaign, the station aired election debates. Among the electoral candidates who appeared in special electoral programs, only PCRM was portrayed in a negative light – once.

Diagrama 16. Context in which electoral candidates appear in the newscasts on 2 Plus, frequency

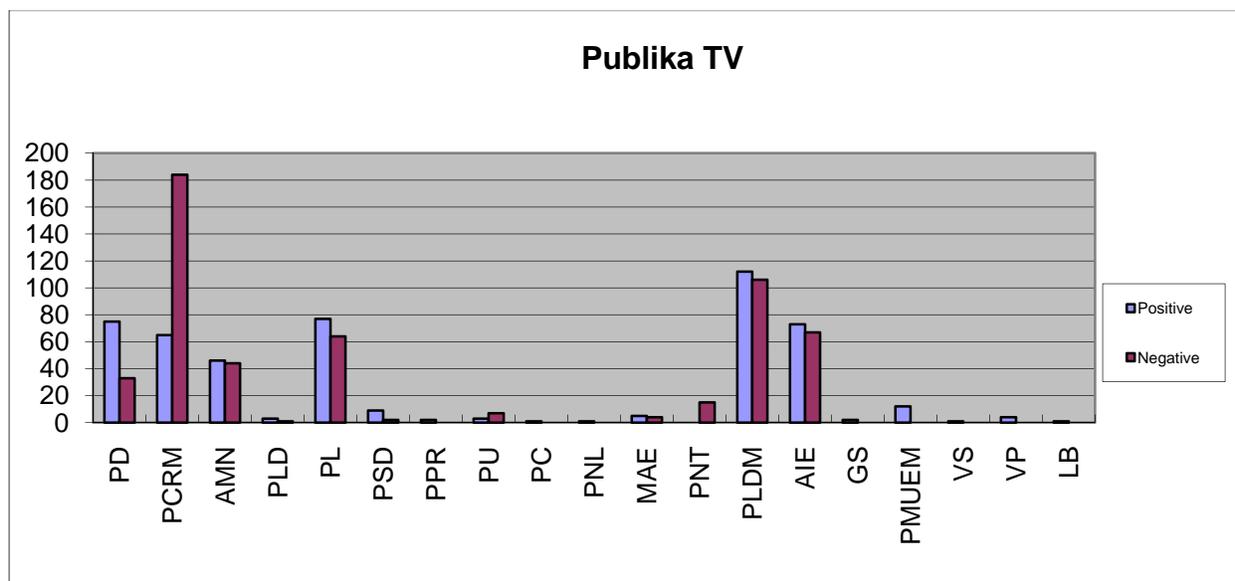


### Publika TV

On Publika TV, the context in which the electoral contestants appeared was neutral in most cases. However, in some instances, the representatives of the competing parties and the independent candidates were featured in a positive or a negative light. Most frequently, PLDM, PL and PD appeared in a positive light – 112, 77 and 75 times

respectively, or in 5.4%, 4% and 3.9% of the relevant news (the news items on *the declaration by Filat's counselor that Moldova could submit the application for accession to the EU in 2011 under the condition that AIE stays at power, the need to reduce prices for medicines, and dismissal of the director of the Drug Agency at the initiative of Vlad Filat, the visit of the Premier and lawyers to Italy, the report from Colonita on commemoration of Gheorghe Ghimpu, where Mihai Ghimpu spoke for 486 seconds, the letter by Mihai Ghimpu to NATO requesting assistance in withdrawal of the Russian forces, the readiness of PDM to accept Vlad Plahotniuc as a member, the session held by PDM to make the final version of their electoral list that was to include Plahotniuc as well, filing the lists by PDM representatives with the CEC, as well as in a number of news items on the results of opinion polls saying that the three parties would enter the Parliament*). The same contestants appeared in a negative light 106, 64 and 33 times (5.5%, 3.35, and 1.7%, respectively). PCRM had the most appearances in a negative context – 184 times (9.6%), in the news items on *the declarations by Mihai Ghimpu that Vladimir Voronin should not benefit from immunity having been suspected of abusing the authority of his position during the events of 7 April, the opinion of Vlad Filat that PCRM had allegedly stayed in power through deceit, the charges launched at the PL and PLDM conferences that PCRM would allegedly do everything to come to power to steal more from the Republic, the investigation initiated by the CCECC over the case of the young people from Anenii Noi who had donated money to PCRM, the „8 ani de minciună” (The Eight Years of Lie) film produced by PLDM, the embargo from Publika TV because Voronin used indecent language during a live broadcast, etc.* However, the party also appeared in a positive light 65 times (3.4%).

Diagram 17. Context in which electoral candidates appear in the newscasts on Publika TV, frequency



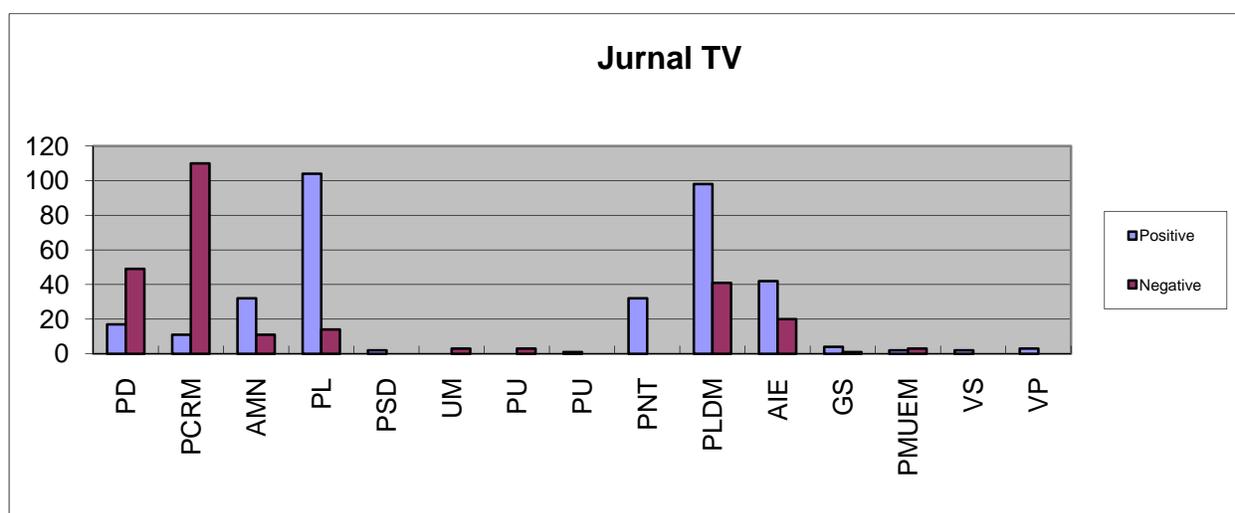
In the opinion items, Vox Populi, and electoral education items on Publika TV, PCRM and AIE were featured the most frequently in a negative light – 95 and 60 times respectively. The other electoral players were portrayed both positively and negatively, depending on their participation in the electoral debates.

### Jurnal TV

On Jurnal TV, PLDM and PL appeared most frequently in a positive light – 104 and 98, respectively, which represented 10.3% and 9.8%, accordingly. The same candidates also appeared in a negative light 14 and 41 times, (1.3% and 4% respectively). PL's and PLDM's appearances in a positive light were determined not only by the events and the electoral statements of their representatives, but also by the appearances of the party leaders, in their roles as Acting President and Prime Minister respectively, in news with indirect electoral connotation (e.g. *the transfer of ownership papers for houses built for flood victims with participation of Filat, the visit of Vlad Filat to Italy and his meetings there, Filat saying that prices for medicines have to be reduced, the birthday of President Ghimpu, the congratulations of the Premier on the occasion of the professional Day of Agricultural Workers, the unclassified SIS files and their transfer to the National Archives with the participation of Mihai Ghimpu, Gheorghe*

*Ghimpu's commemoration in Colonita, Ghimpu's address to NATO, etc.*). PNT was featured only positively 32 times (3.2%) in the news items, in which *Sergiu Mocanu and other PNT members appeared as mafia fighters accusing the CCECC, certain judges, as well as Vlad Plahotniuc (candidate on the PDM lists) of corruption*. PCRM and PD had the largest number of appearances in a negative context – 110 and 49 times (10.9% and 4.8%) (in particular, the news about the physical attacks by PCRM supporters against the other electoral contestants; charges of vandalism at the offices of certain candidates; PCRM financing by fictitious donors, financial irregularities in the reports revealed by CEC, charges by the other candidates at the meetings with the electorate, charges of mentally challenged people taking part in a meeting with PCRM, the news about the lists of the Civic Initiative for Clean Parliament, about the damage to the state made during the construction of the railway segment Cahul-Giurgiulesti under the communist government, charges by Mihai Ghimpu in the context of "Voronin's wealth" etc.) (Diagram 18). In the opinion items and special electoral programs on Jurnal TV, PCRM and PDM appeared most frequently in a negative context – 67 times and 21 times, respectively. PNT was the party featured most frequently in a positive context - 15 times (15%).

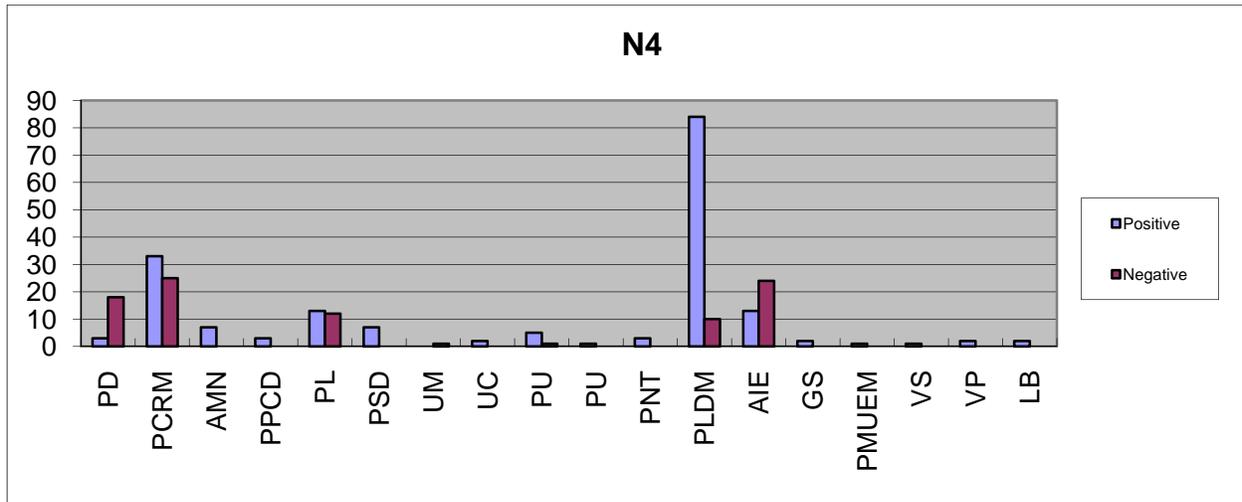
Diagram 18. Context in which electoral candidates appear in the newscasts on Jurnal TV, frequency



#### N4

On the station N4, which has a regional coverage, PLDM predominantly appeared in a positive light – 84 times, or in 16% of the total number of 524 monitored news pieces. These primarily covered *the payment of social allowances for the heating agent; the commissioning of houses for the flood victims; the possible reduction of the bank loan interest rates for farmers, Vlad Filat requesting to solve the problem; provision of student boarding houses with computers and Internet at the order of the Government, Filat speaking of reduction of prices for drugs, free services offered by PLDM doctors and lawyers in rural localities, the declaration by Filat that Moldova could submit the application for accession to the EU in 2011, the visit of Vlad Filat to Italy, the items on commissioning of houses in Nemteni and Cotul Morii, etc.* In a negative context, it was PCRM and AIE that appeared most frequently – 25 and 24 times each (4.7%). These subjects also appeared in a positive context – 33 and 13 times, respectively (6.2% and 2.5%)

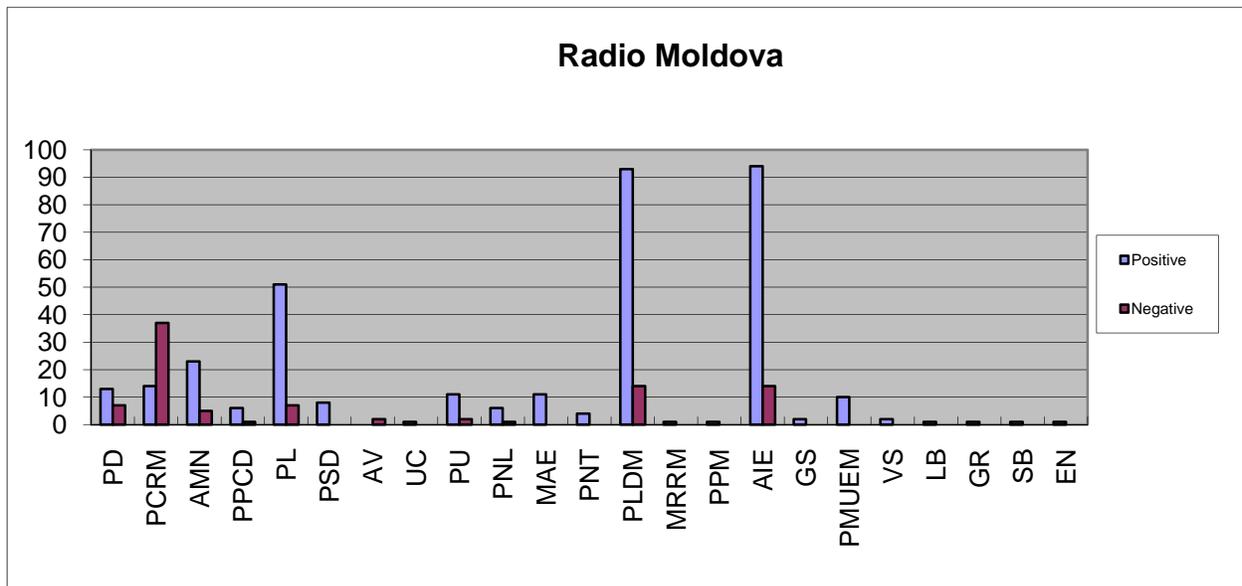
Diagrama 19. Context in which electoral candidates appear in the newscasts on N4, frequency



**Radio Moldova**

On Radio Moldova, during the monitoring period, most of the 1,070 news items covered the issues in a neutral context. PLDM representatives were presented in a favorable light the most frequently – 94 times, or 8.8% of the total number of relevant news items that covered *the payment of allowances for heating, Vlad Filat speaking for 270 seconds, the news repeated several times; the commissioning of houses for the flood victims, the Prime Minister speaking for 132 seconds; discussions on job creation and attraction of foreign investments within a meeting of Filat with a Polish professor, working visits of Vlad Filat to the building sites in Obileni, Nemteni, Cotul Morii, the celebration on the occasion of the professional Day of Agricultural Worker in which Vlad Filat participated, etc.* PL was featured in 51 positive news items, or 4.7% of the total number of relevant news items. PCRM appeared in a positive and a negative context – 14 and 37 times, (1.3% and 3.4% accordingly) (Diagram 20). In non-news items, PCRM and AIE appeared most frequently in an unfavorable context – 41 and 27 times respectively, usually in relation to various accusations launched by the other electoral candidates.

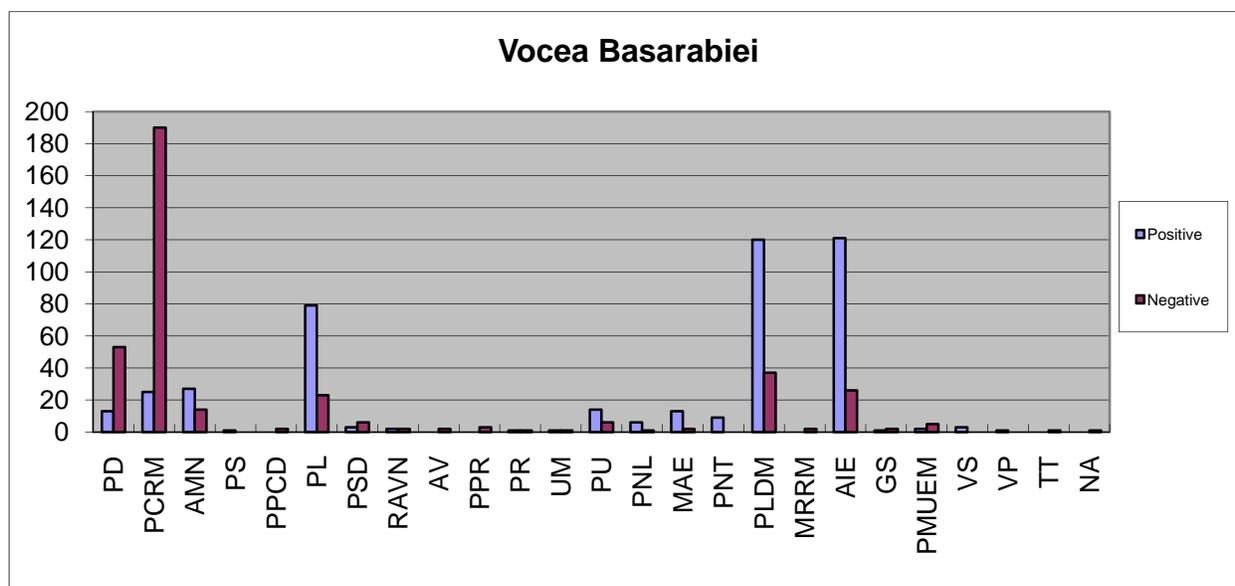
Diagrama 20. Context in which electoral candidates appear in the newscasts on Radio Moldova, frequency



## Vocea Basarabiei

In the newscasts by Vocea Basarabiei, AIE, PLDM, and PL were portrayed most frequently in a positive context – 121, 120, and 79 times, respectively, or 8.9%, 8.9%, and 5.8%, accordingly. In particular, PLDM was favored in the news regarding *the payment of heating allowances, the commissioning of houses for the flood victims, the provision of student boarding houses with computers and Internet, the regulation of prices for drugs, the combating of PCRМ charges of artificial flood causing, the electoral actions by the PLDM youth, the declaration by Filat about the signing of the Moldovan-Romanian Treaty, the launch of the „Medicii și juriștii contra sărăciei” (The Doctors and Lawyers against Poverty) campaign; the launch of the „Adevărul despre sărăcie” (the Truth about Poverty) film, the launch of the “commitment before the youth”, etc.* This candidate was also portrayed in a negative light – 37 times (2.7%). PL appeared in favorable news items on *the distribution of specialized vehicles with the participation of Mihai Ghimpu and the liberal minister Salaru, meetings with the electorate, with students, the participation of Mihai Ghimpu in the transfer of unclassified files to the National Archives, the letter by Mihai Ghimpu to the NATO, the participation of Mihai Ghimpu in awarding prizes at a national youth contest, disclosures made regarding Voronin’s plunders, the desire of Mihai Ghimpu to reestablish AIE after the elections, the campaign initiated by young liberals to inform citizens about the day of the elections, honoring of Mihai Ghimpu on the occasion of his birthday, etc.* PL appeared in a negative context 23 times – 1.7%. PCRМ appeared primarily in a negative light – 190 times (14%), in the items about *the charges of having allegedly falsified financial reports, accusations of fraudulent schemes, based on which PCRМ representatives from Briceni had allegedly distributed social aid, the charges that the property declaration belonging to Vladimir Voronin allegedly contained irregularities, the charges of attack on a PLDM member by a PCRМ supporter, the charges on the part of PDM that PCRМ would resort to deceptive procedures in the context of the ban on PCRМ advertising by the Court of Appeal, the Promo Lex report on the participation of mentally challenged people in the electoral meetings of PCRМ, the embargo from Publika TV for Voronin, opinions that PCRМ would try to destabilize the situation after the elections, etc.* (Diagram 21). In the opinion items on Vocea Basarabiei, PCRМ appeared 123 times in a negative context.

Diagrama 21. Context in which electoral candidates appear in the newscasts on Vocea Basarabiei, frequency

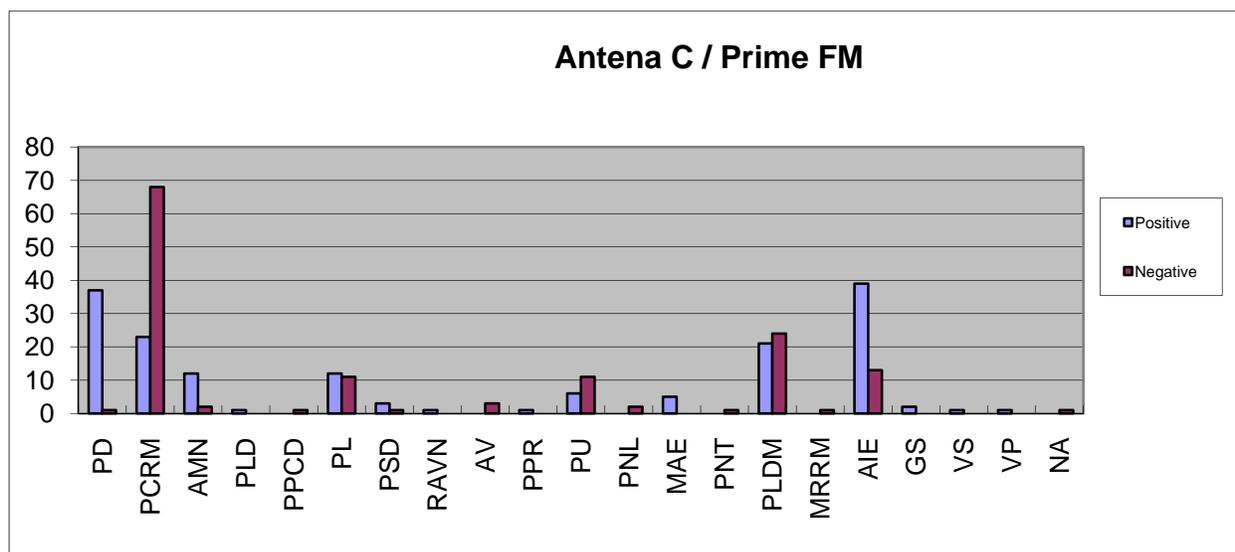


## Prime FM

On Prime FM, PD appeared most frequently in a positive context – 37 times, or 4.3% of the 852 relevant news items. These were items primarily on *the meeting of Marian Lupu at the Academy of Science - „Lupu împacă societatea” (Lupu Reconciles the Society), electoral meetings in different localities, the news that after 28 November PDM would leave the door open for a dialogue with all the political forces, the results of opinion polls, according to which PDM would accede to the Parliament, the news on the concerts organized by PDM, etc.* PL and PLDM appeared both in a positive and a negative light in an approximately equal number of news items. PCRМ was the

only candidate mostly mentioned in a negative context – 68 times (8%) of news items on *the charges by Vlad Filat that the government has not managed in a year “to demount the fraudulent schemes” created during the last eight years, the verdict of the Court of Appeal of Chisinau that the PCRM had allegedly violated the Election Coverage Regulations, when broadcasting a spot featuring Marian Lupu, affirmations made at the MAE congress that “we should get rid of the Communist plague”*(Diagram 22).

Diagrama 22. Context in which electoral candidates appear in the newscasts on Prime FM, frequency



## 5. Print Press, Online Publications

### 5.1 Involvement in the Election Campaign

#### 5.1.1 Newspapers

The 12 monitored newspapers published 2,637 journalistic pieces on the early parliamentary elections, occupying a total surface area of 1,205,779 squared centimeters.

The journalistic genres preferred by newspaper editors to cover the campaign were opinion articles, news items and electoral advertisements. Opinion articles occupied the largest surface area (40.4% of the total surface in the 12 newspapers), followed by news reports (36%) and advertisements (19.9%).

During the two monitored months, the newspapers published only 81 electoral education pieces, that is, texts that explaining to the readers the practical ways of exercising their constitutional right to vote. The surface area occupied by this type of article was only 1.6% of the total of newspaper surface allotted to the election campaign. Only 8 opinion polls from citizens of the Vox populi type were published in the 12 monitored newspapers.

Diagram 23. Frequency of pieces on the election campaign, published in 12 newspapers during 28 September - 28 November, number

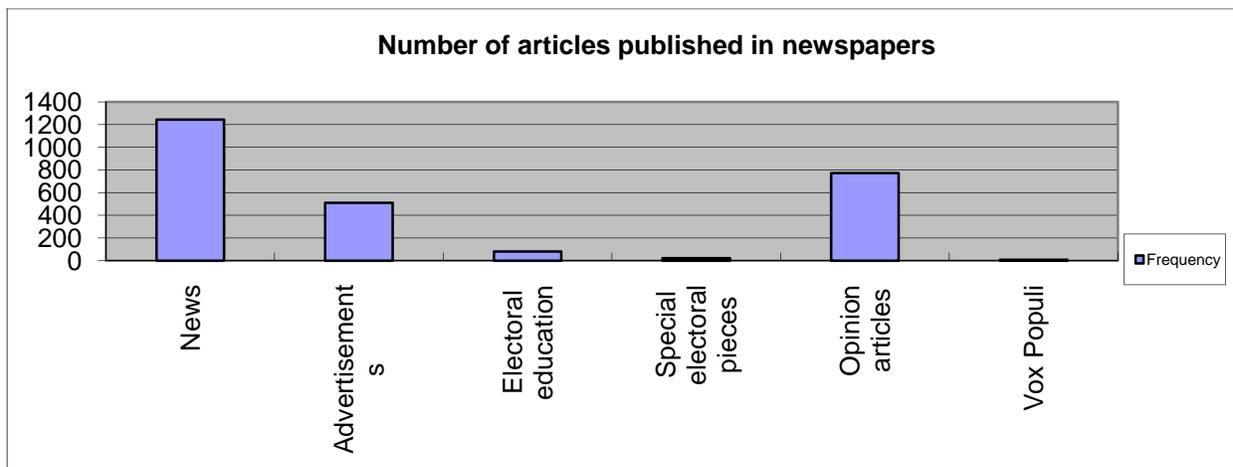
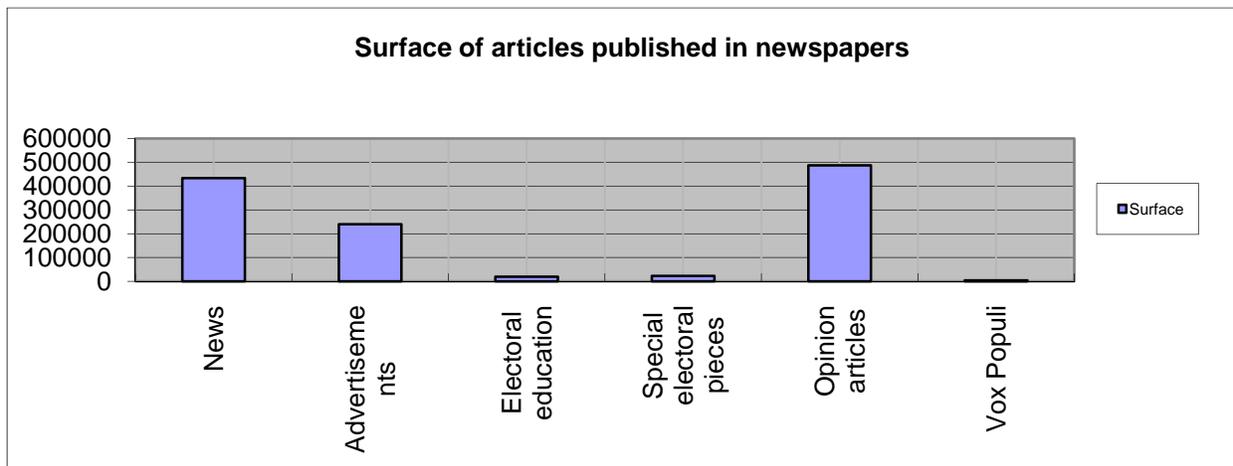


Diagram 24. Surface of pieces on the election campaign, published in 12 newspapers during 28 September - 28 November, sq.cm



The most active newspaper in covering the election campaign was *Timpul de dimineață* daily, which published the largest number of pieces (570) on the largest surface area (238,949 sq.cm). This was followed, in terms of the number of thematic articles, by *Nezavisimaia Moldova* (406 texts), *Moldova Suverană* (399), *Jurnal de Chișinău* (276) and *Panorama* (248), - and with regards to the surface area occupied by articles, by *Nezavisimaia Moldova* (210,622 sq.cm), *Moldova suverană* (163,481 sq.cm), *Flux* (130,990 sq.cm), and *Jurnal de Chișinău* (130,748 sq.cm). The public newspapers *Golos Bălți* (Bălți) and *Vesti Gagauzii* (Comrat) were the least interested in covering the election campaign, publishing the smallest number of articles on the least surface area. **Note:** The analysis of this indicator has taken into account the format, volume and frequency, with which each separate publication appears.

In four of the monitored newspapers (*Nezavisimaia Moldova*, *Moldova Suverană*, *Flux*, and *Evenimentul Zilei*), the ratio between news reports and opinion pieces was unfavorable to news reports, meaning that those publications particularly preferred to transmit opinions about the electoral candidates rather than their deeds to the readers.

The volume of properly marked electoral advertisements published in the 12 newspapers in the space of two months reached around 240 thousand squared centimeters. This represented almost 20% of the total surface allotted to the topic of the elections by the editors. Around 44% of all the advertisements were published in *Timpul de dimineață*

and *Komsomolskaia pravda v Moldova*. Contradicting the Election Coverage Regulations passed by the Central Electoral Commission, there were cases when advertisements in some of the 12 monitored newspapers were not duly marked as paid for from the election fund of the corresponding electoral candidate.

Diagram 25. Frequency of relevant pieces published in newspapers during 28 September - 28 November, number

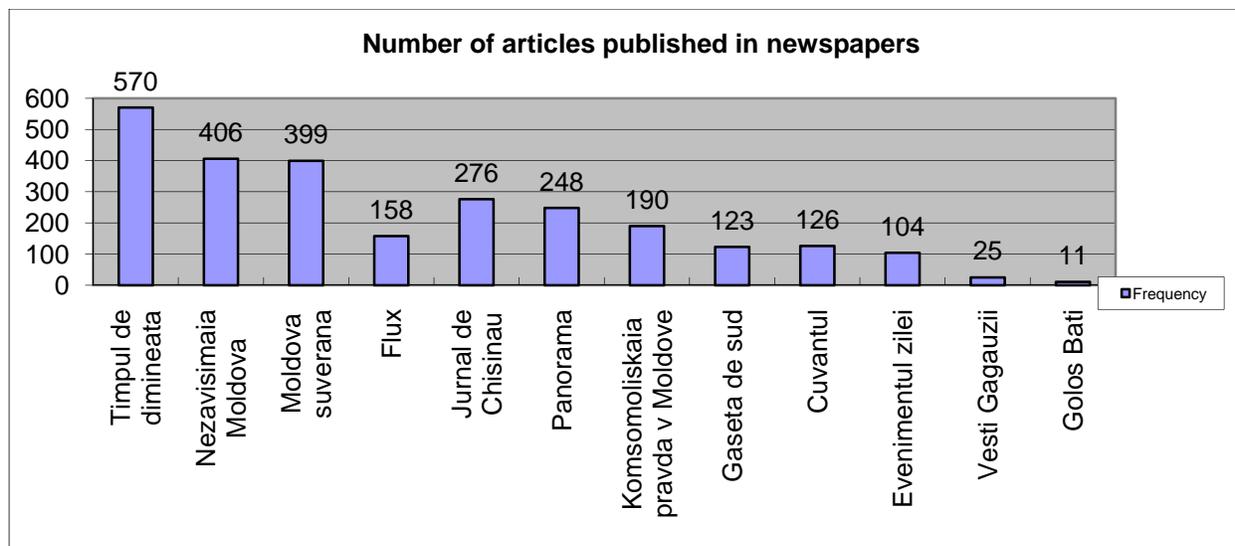
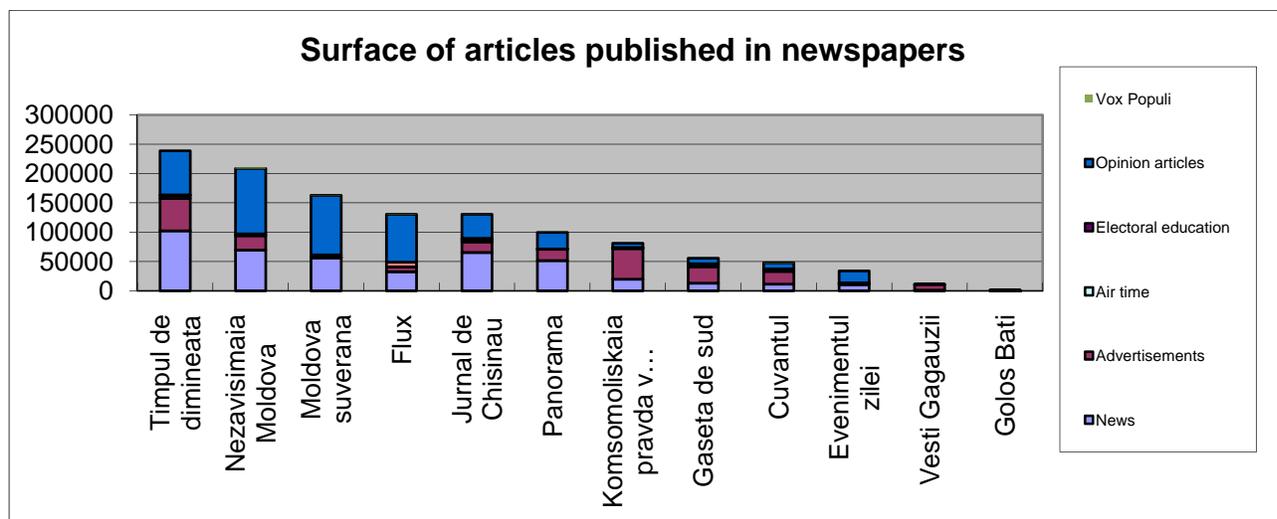


Diagram 26. Surface of pieces on the election campaign in newspapers during 28 September - 28 November, sq.cm

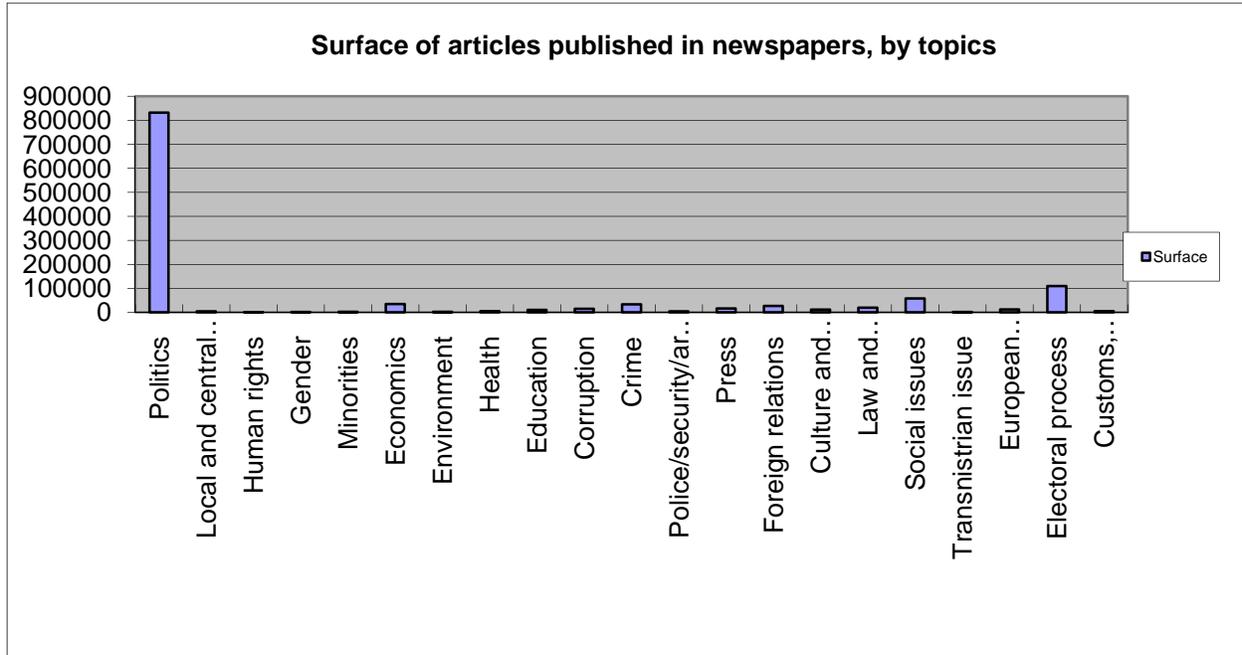


From a thematic point of view, the monitored newspapers preferred to generally address the political process (65.5% of the total number and 69% of the total surface), to the detriment of analysis of the positions and possible solutions of the electoral candidates for specific problems, such as education, economic development, combating corruption, etc. Thus, 13.4% of the total number of published pieces covered the actual carrying out of the electoral process, including CEC decisions following the examination of contestations filed by the election candidates. However, the surface area occupied by these articles was only 9% of the total surface area allotted to pieces on the elections. The third editorial topic, in the context of the early parliamentary elections, was the social problems faced by the Republic of Moldova (a share of 4% of the total number and surface). Other topics addressed during the campaign, although less frequently than desired, included Moldovan foreign relations, the economic situation, criminality and corruption, reforms in education and European integration. The least frequently explored subject, by the electoral

candidates during the election campaign, was gender equality and the equal chances of women and men in public policies.

None of the monitored newspapers published election debates conducted specifically for, or facilitated by, the print press.

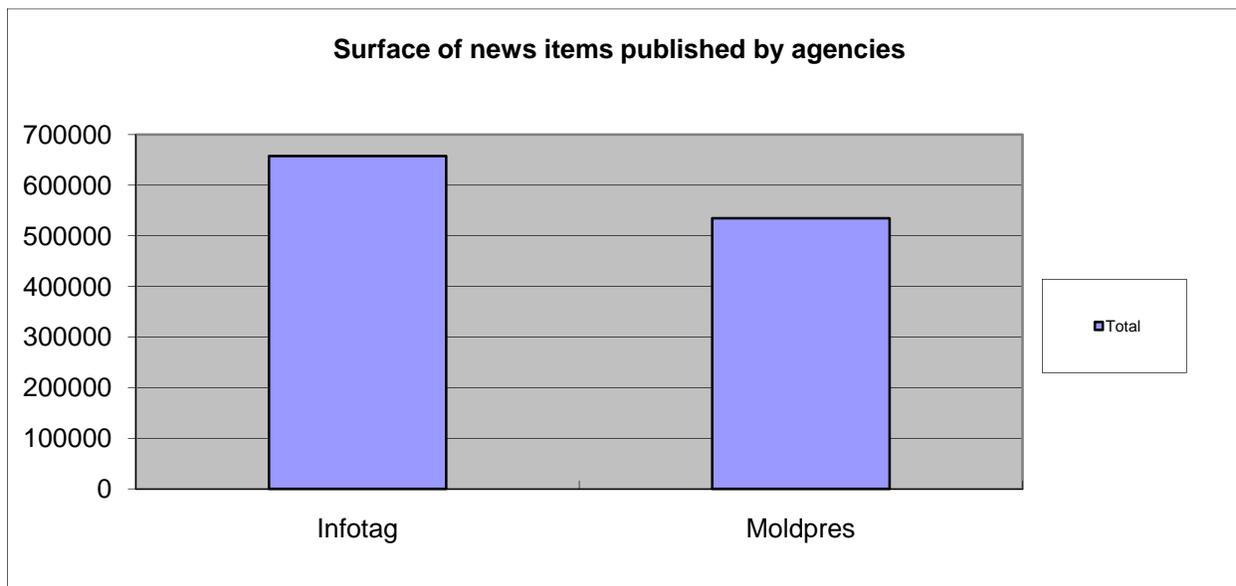
Diagram 27. Topics addressed by the newspapers during 28 September - 28 November, surface, sq.cm



### 5.1.2 News Agencies and Online Publications

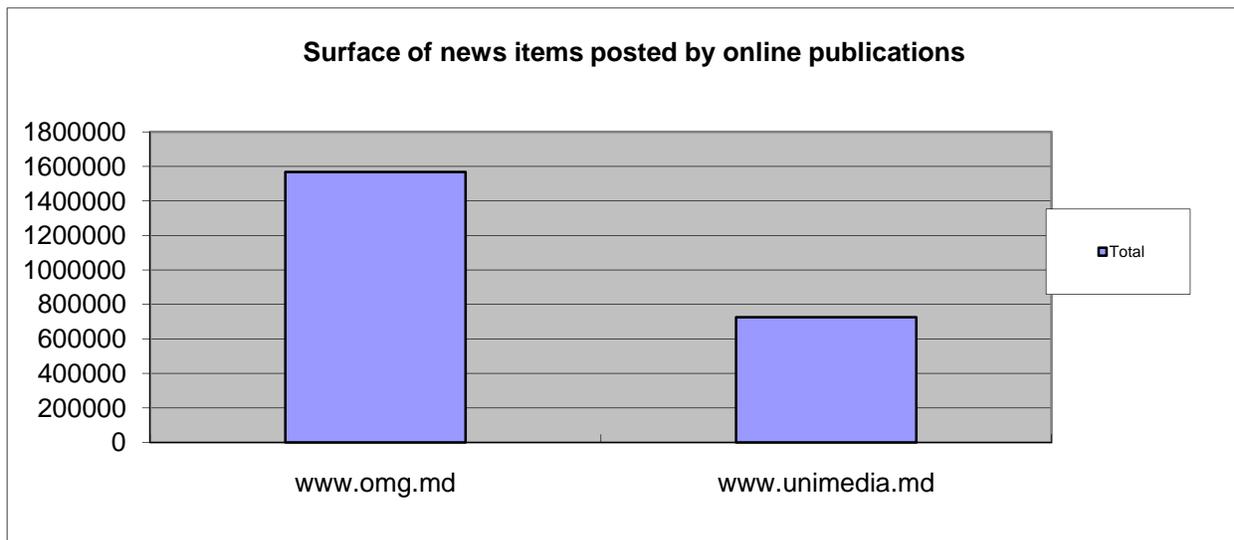
The two monitored news agencies, *Moldpres* and *Infotag*, intensely covered the election campaign, disseminating 635 news items in the space of two months, the majority of which were further reproduced by other local and foreign media outlets. The published news reports had a total of over 1,192,356 characters (no spaces). The *Infotag* agency was more active in covering the election campaign, publishing 62.8% of the disseminated news, on 55% of the occupied surface.

Diagram 28. Space (characters, no spaces) allotted to thematic pieces by news agencies during 28 September - 28 November



During 28 September – 28 November 2010, the two monitored websites [www.unimedia.md](http://www.unimedia.md) and [www.omg.md](http://www.omg.md) posted 1,490 pieces of relevant information on a surface area of 2,293,848 characters. 60% of the total number of information pieces and 68% of the total surface was accounted for by [www.omg.md](http://www.omg.md). The information portal [www.unimedia.md](http://www.unimedia.md) placed a number of electoral advertisements for the electoral candidates (banners), as well as several electoral education pieces for the citizens with voting rights.

Diagram 29. Space (characters, no spaces) allotted to thematic pieces by online publications during 28 September - 28 November



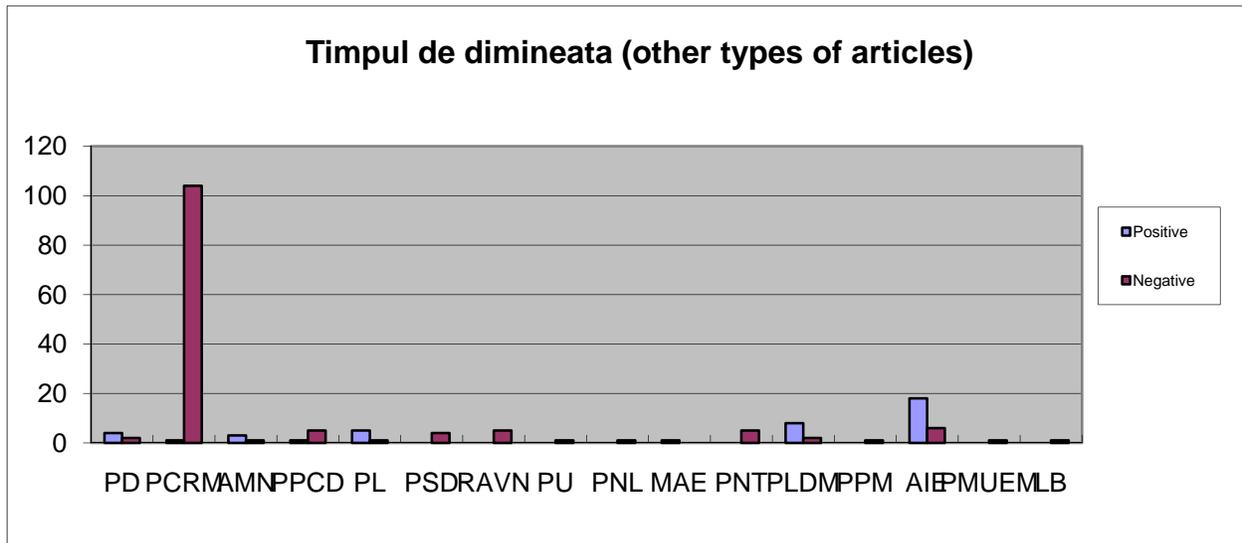
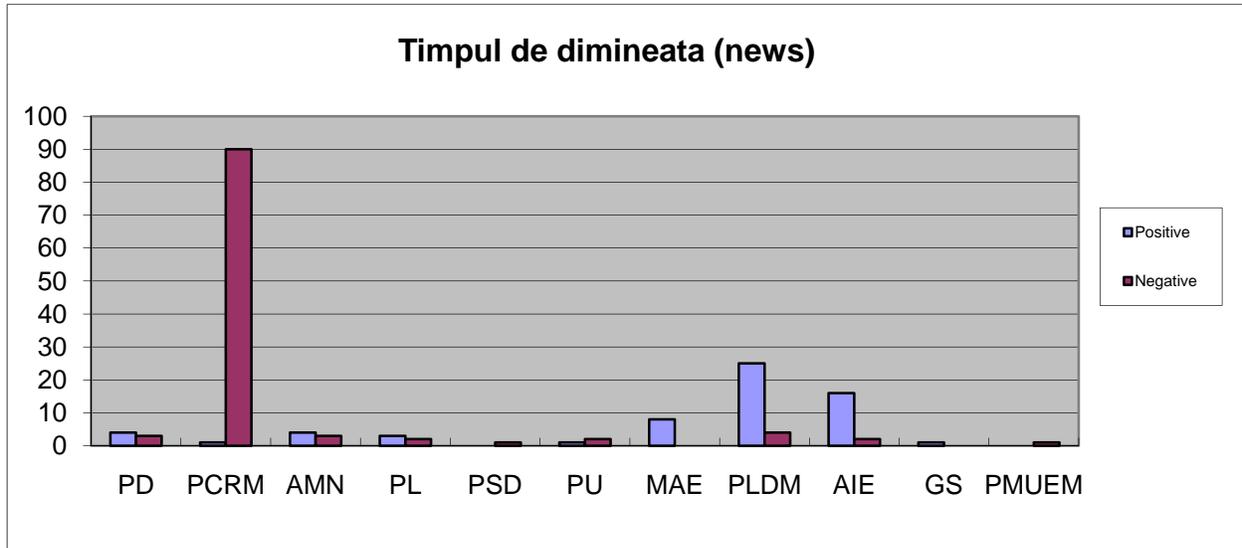
## 5.2 Candidates, parties directly or indirectly favored or disfavored in news reports and opinion pieces – frequency

### 5.2.1 Newspapers

During the entire reporting period, *Timpul de dimineață* disfavored PCRM as a candidate in most of its news items (36.7% of the total of news items published in the space of two months) and opinion articles (57.8%) referring to the

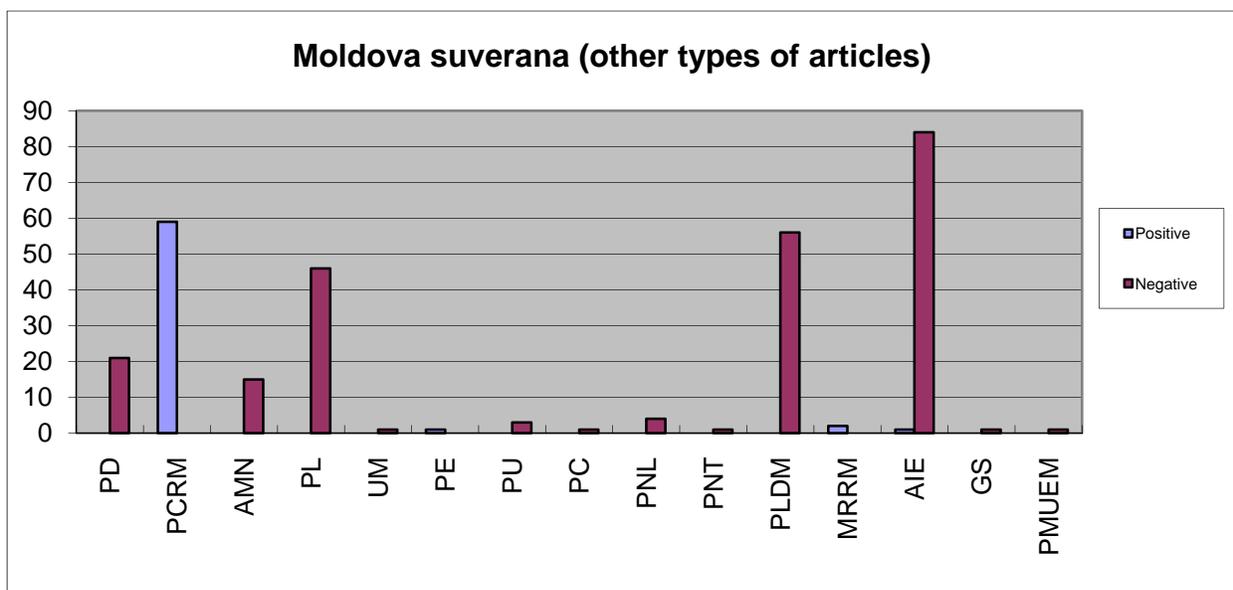
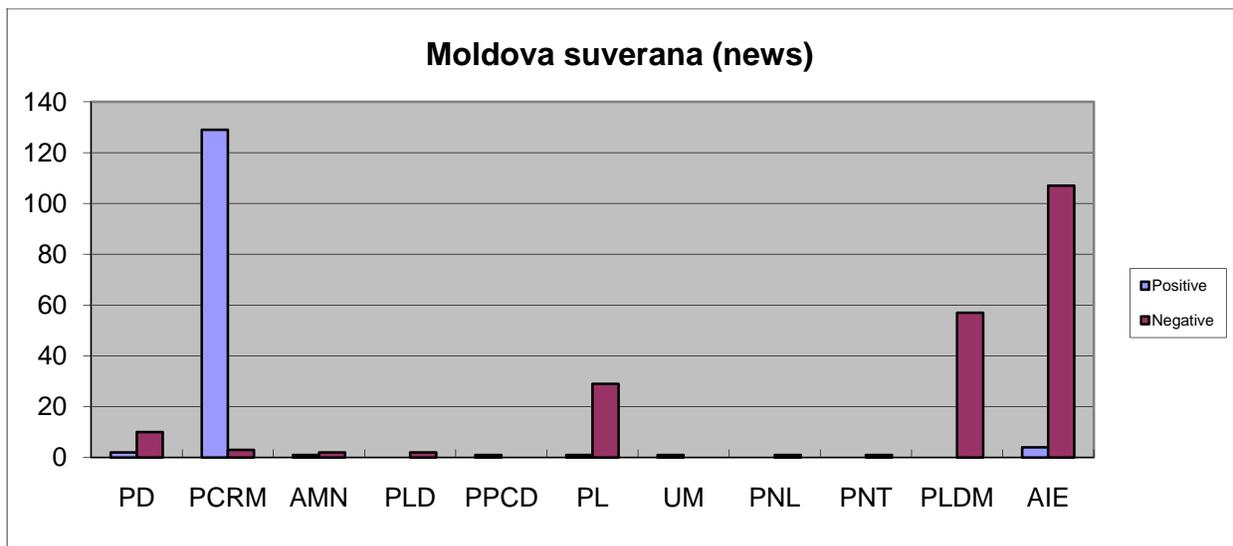
party. Conversely, the candidates of liberal orientation were favored by the editors, directly or indirectly, particularly PLDM. The number of articles referring to the other electoral contestants was not significant, meaning it was not possible to establish any favoring or disfavoring tendency, with regard to those candidates.

Diagrams 30 and 31. Favored or disfavored candidates by *Timpul de dimineață* during 28 September - 28 November, frequency



The newspaper *Moldova Suverană* displayed partisan editorial behavior, during the election campaign, in favor of PCRM, which was praised in 129 news items (52.2% of the total) and 59 opinion articles (39.9% of the total). Conversely, the political opponents of the Communists, especially PLDM and PL, as well as the Alliance for European Integration as the governing alliance, were very heavily criticized in all the texts published by this newspaper. For instance, AIE appeared in an unfavorable context in 43.3% of the news items published during this period and in 56.8% of opinion articles. The opinion articles directly or indirectly referring to AIE, PLDM and PL were noted for the presence of incorrect language, which was even semi-obscene in some cases. The other electoral candidates in the campaign for the early parliamentary elections also appeared in a primarily negative context.

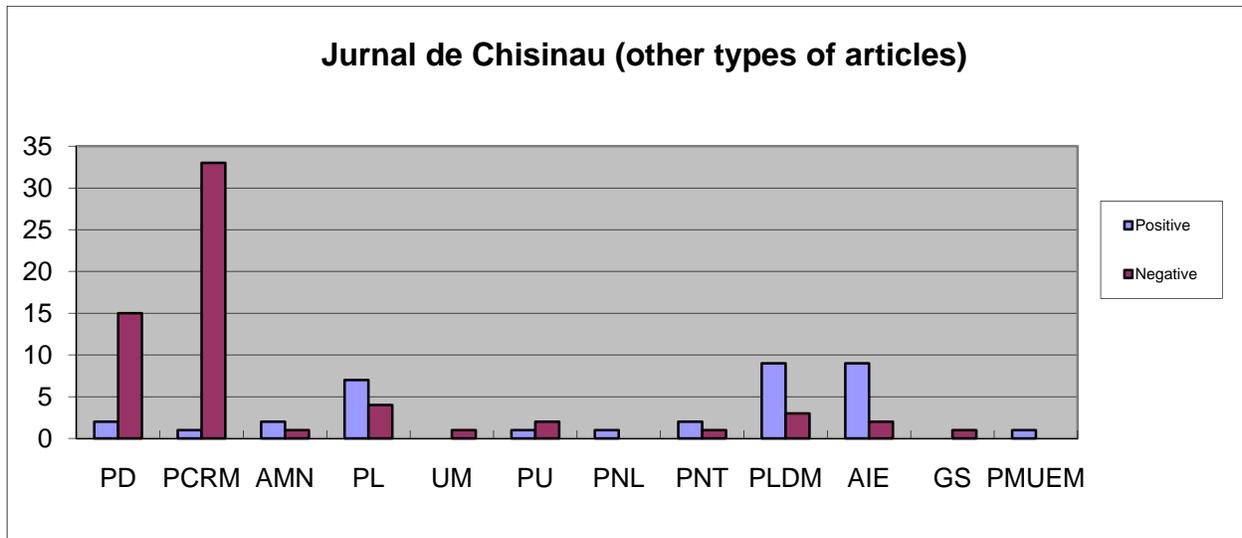
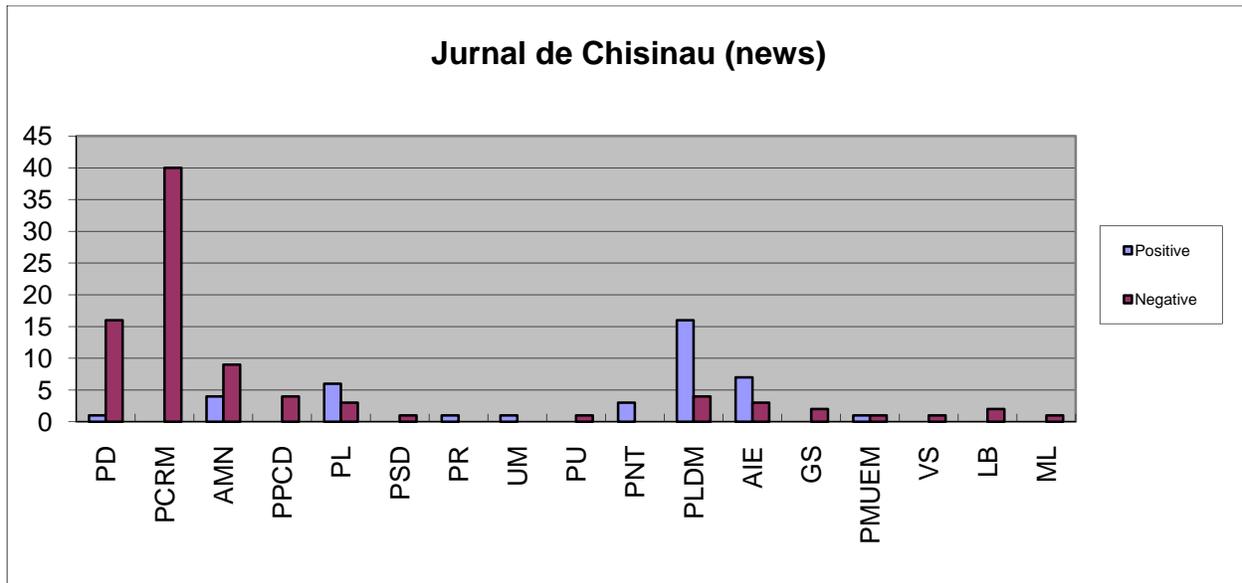
Diagrams 32 and 33. Favored or disfavored candidates by Moldova Suverană during 28 September - 28 November, frequency



During the election campaign, the editorial policy of the newspaper *Jurnal de Chişinău* disfavored PCRM and PDM as candidates featuring them in a negative context in most of its news items and opinion articles. The electoral contestants that appeared most frequently in a positive light were PLDM and PL, although they were also featured articles with a negative connotation.

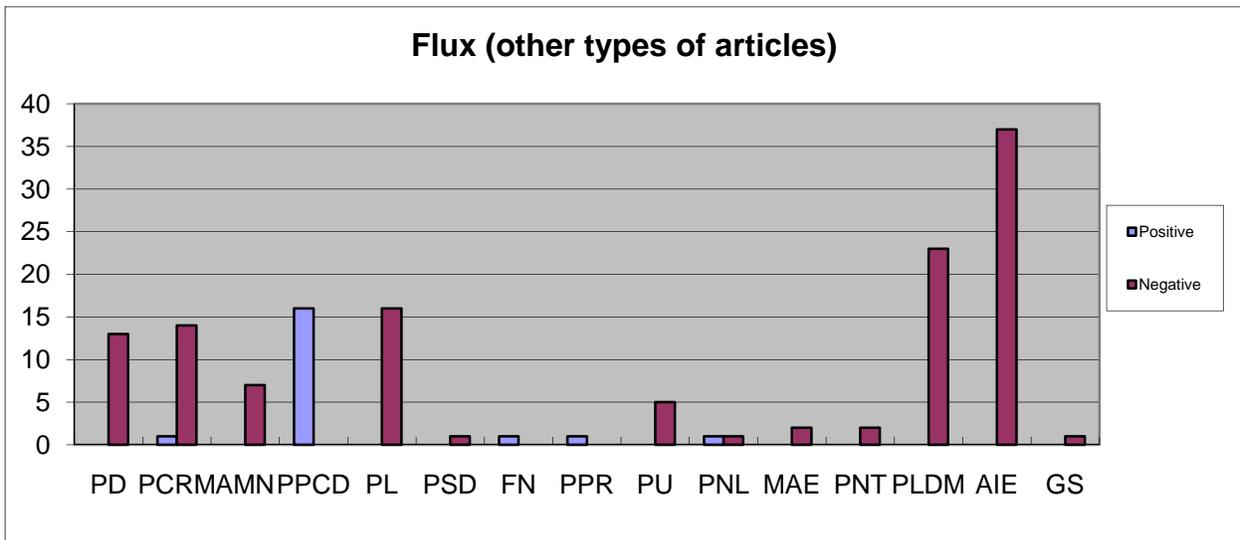
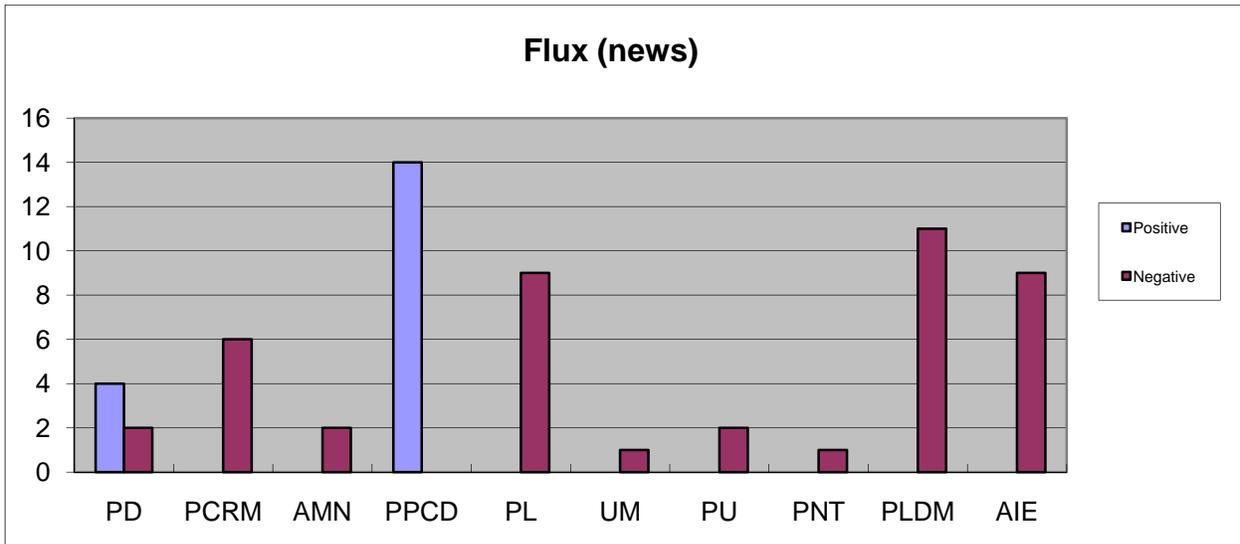
During the monitoring period, *Jurnal de Chişinău* inserted seven issues of a civic and election education supplement „Obiectiv” published by the Independent Press Association (API) within the Coalition for Free and Fair Elections. The supplement included neutral news reports and electoral education pieces.

Diagrams 34 and 35. Favored or disfavored candidates by Jurnal de Chişinău during 28 September - 28 November, frequency



The newspaper *Flux* favored PPCD as a candidate in all of its news items (25% of the total) and opinion articles (17.8%) that referred to the party directly or indirectly. All the other electoral candidates, especially PLDM and PL were disfavored by this newspaper during the entire election campaign. Thus, AIE appeared in a negative context in 41.6% of opinion articles published during the monitoring period

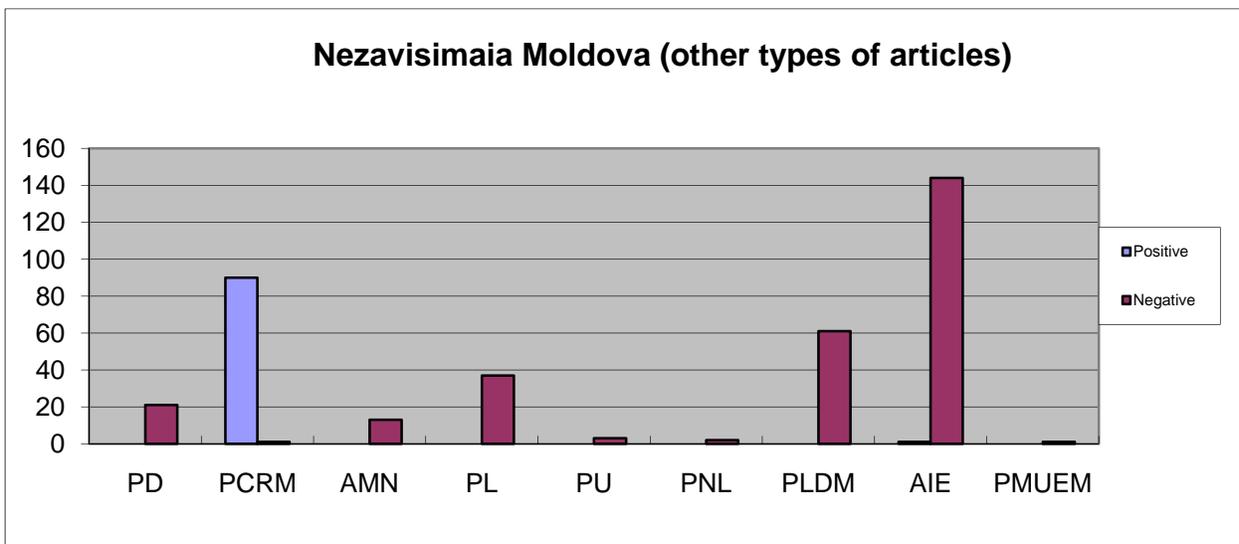
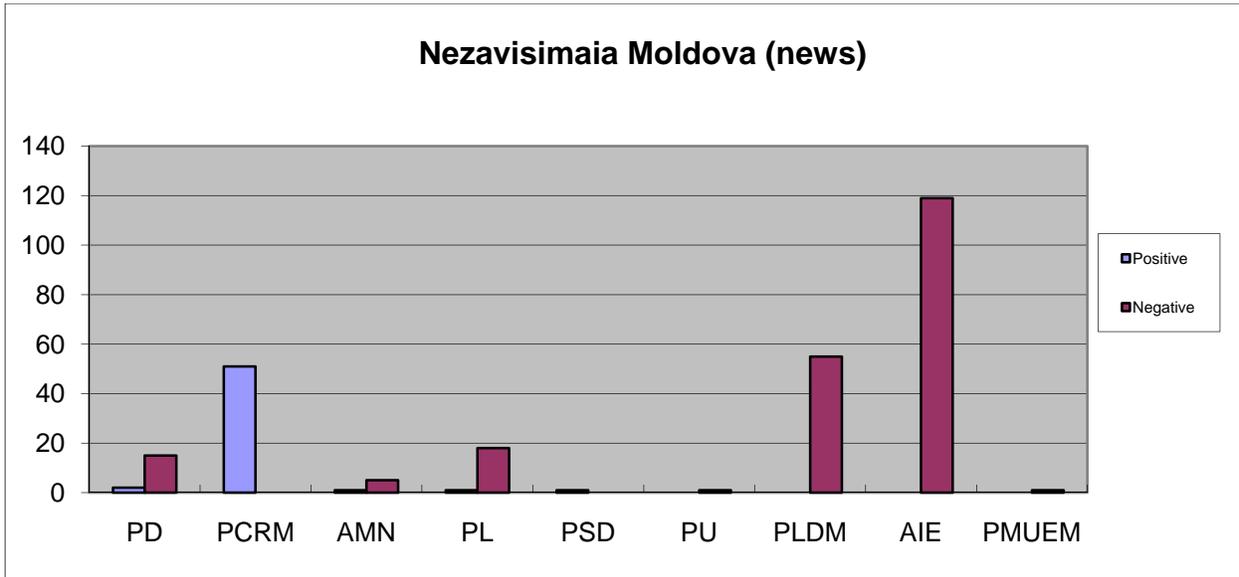
Diagrams 36 and 37. Favored or disfavored candidates by Flux during 28 September - 28 November, frequency



The texts published by *Nezavisimaia Moldova* during the election campaign were oriented at discrediting the present government (the AIE in general), and PLDM and PL in particular. Thus, AIE appeared in a negative context in all of the 119 news reports (62.6% of the total) and in all of the 144 opinion articles (75% of the total) referring to the alliance. PLDM as a candidate was disfavored in 55 news items (28.9% of the total) and in 61 opinion articles (31.8% of the total).

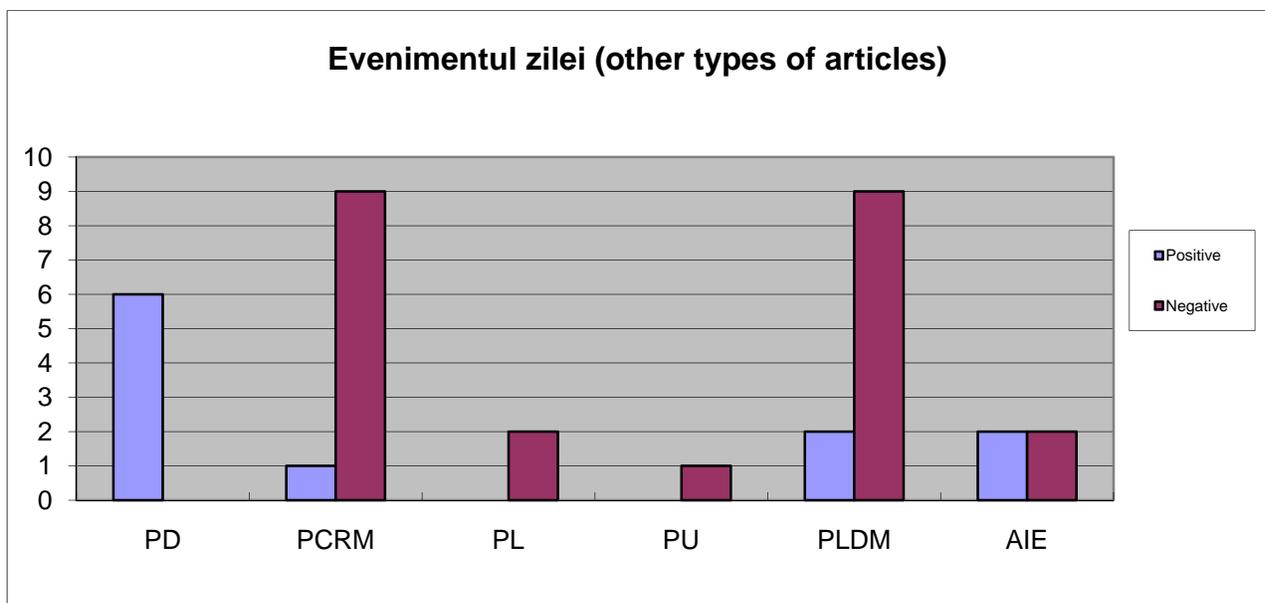
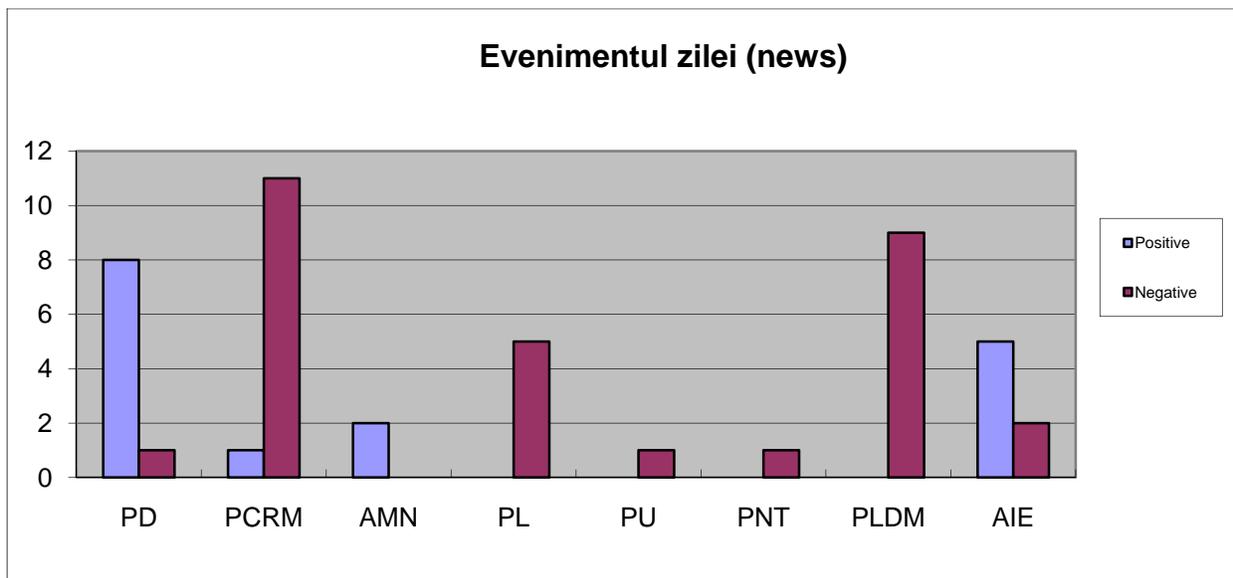
Conversely, PCRM as a candidate was promoted and praised in all of the texts referring to the party (51 news items/26.8% of the total; and 90 opinion articles/46.9% of the total).

Diagrams 38 and 39. Favored or disfavored candidates by *Nezavisimaia Moldova* during 28 September - 28 November, frequency



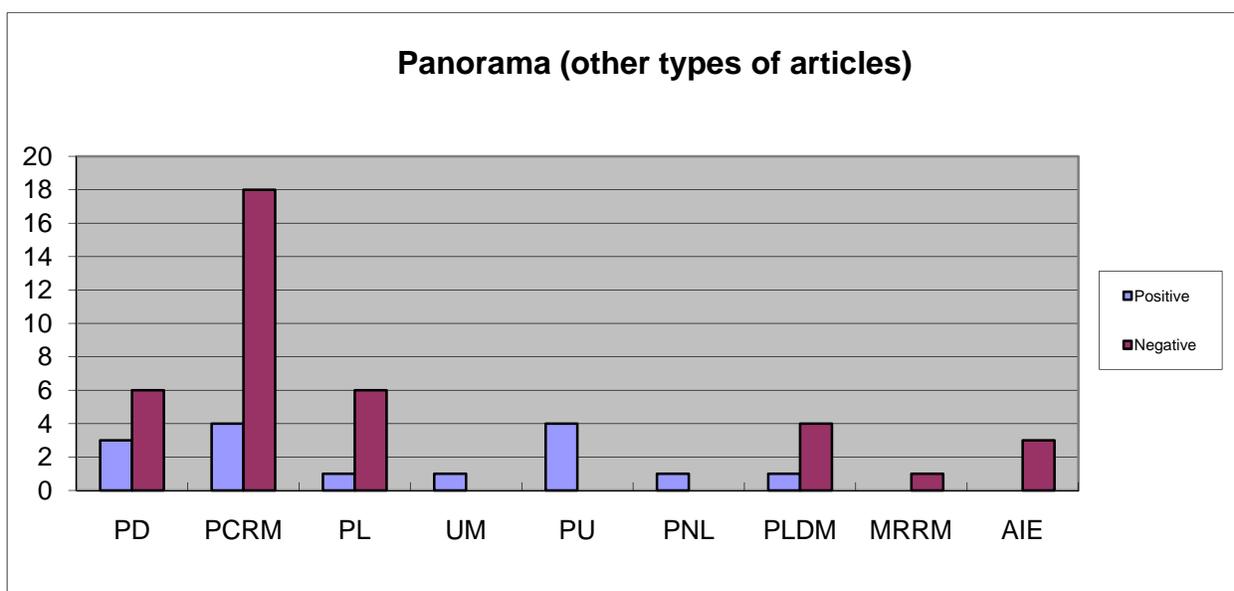
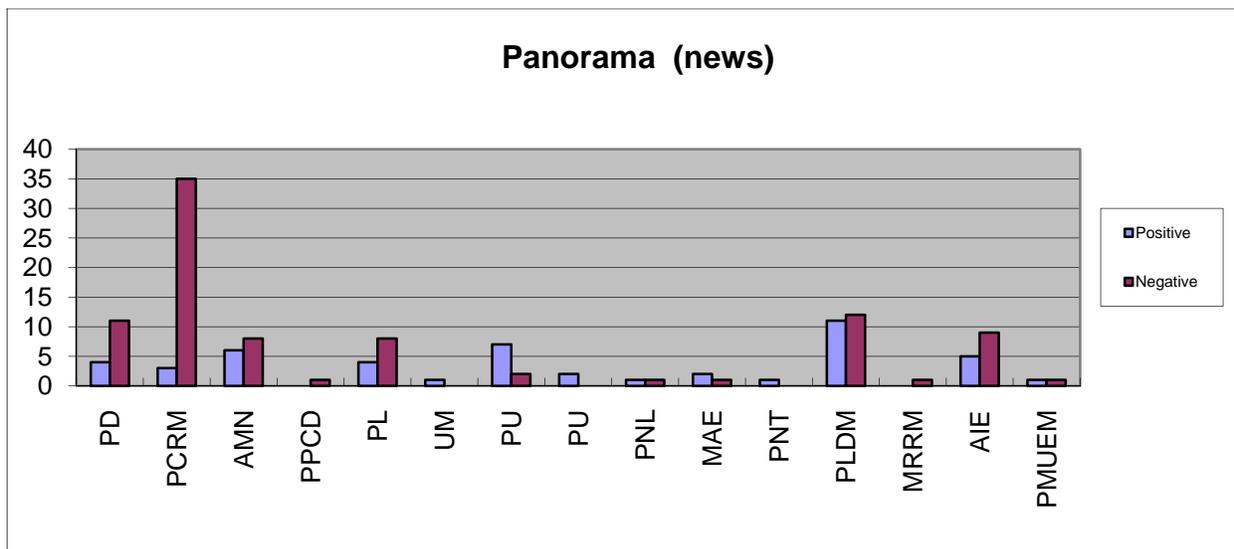
The editorial behavior of *Evenimentul Zilei* indicated a general favoring for PDM as a candidate (11.9% of news items and 18.2% of opinion articles). Another three electoral candidates - PCRM, PLDM and PL - were mostly disfavored.

Diagrams 40 and 41. Favored or disfavored candidates by *Evenimentul Zilei* during 28 September - 28 November, frequency



During the two months of the monitoring, *Panorama* disfavored PCRM in its editorial policy, presenting the party negatively in its news items (19.9% of the total) and criticizing it in opinion articles (40% of the total). The other electoral contestants were also featured in an unfavorable context, with the exception of the Humanist Party, which was frequently favored in articles regarding the program and visions of this electoral candidate.

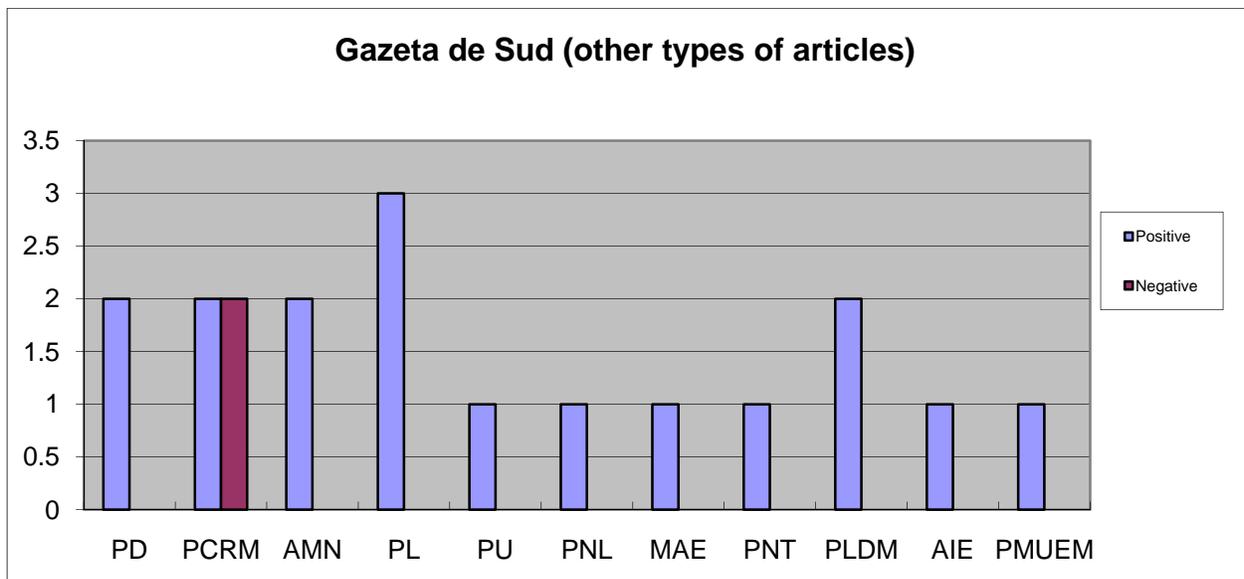
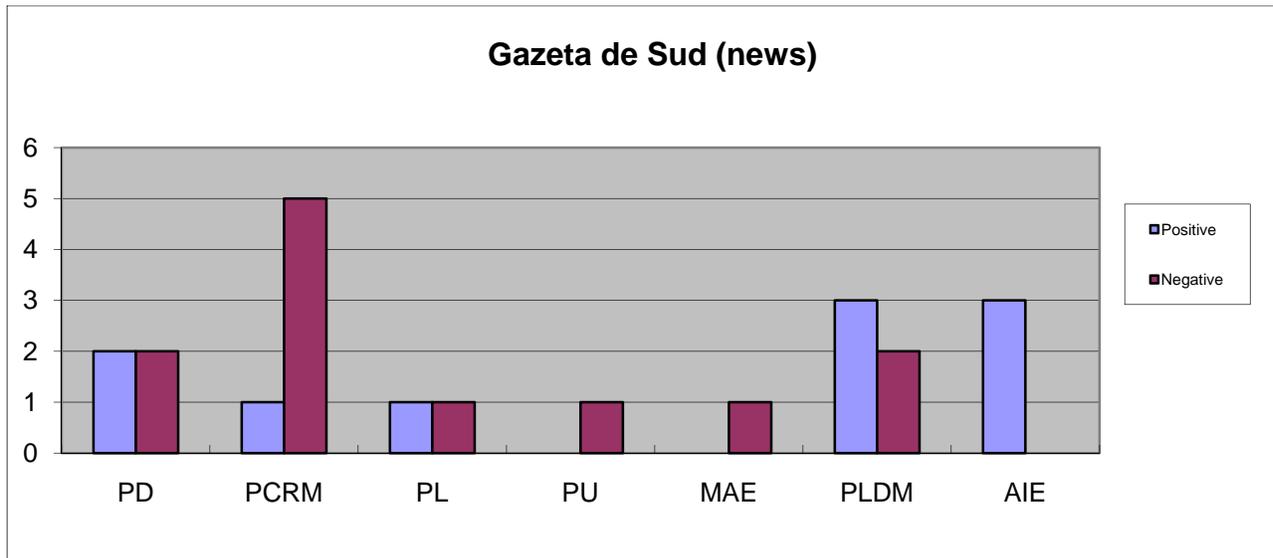
Diagrams 42 and 43. Favored or disfavored candidates by Panorama during 28 September - 28 November, frequency



The Cimișlia weekly, *Gazeta de Sud*, published both neutral articles and pieces that presented the electoral candidates in either a negative or a positive light. Analysis shows that PCRM was most frequently disfavored, while the parties forming the AIE were primarily written about in positive light.

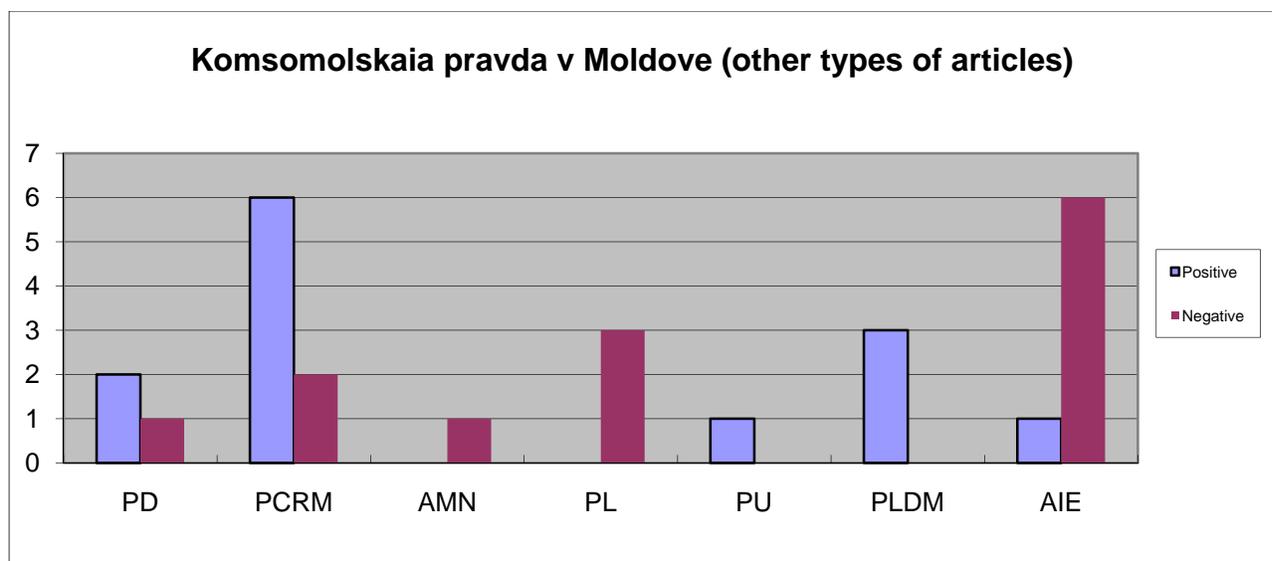
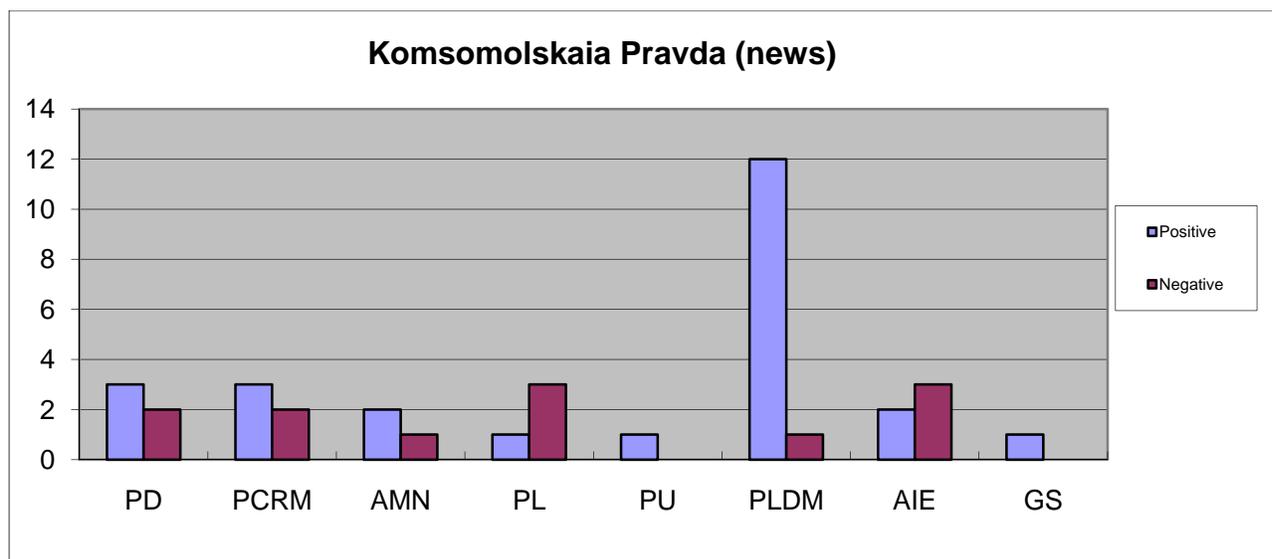
During the monitoring period, *Gazeta de Sud* inserted seven issues of the civic and election education supplement „Obiectiv” published by the Independent Press Association (API) within the Coalition for Free and Fair Elections. The supplement included neutral news items and electoral education pieces.

Diagrams 44 and 45. Favored or disfavored candidates by Gazeta de Sud during 28 September - 28 November, frequency



*Komsomolskaia pravda v Moldova* did not publish many of journalistic pieces during the election campaign, preferring the promotional articles and advertisements by the electoral candidates. Nevertheless, the analysis of the texts, other than commercials, indicated the tendency to favor PLDM and PCRM as candidates.

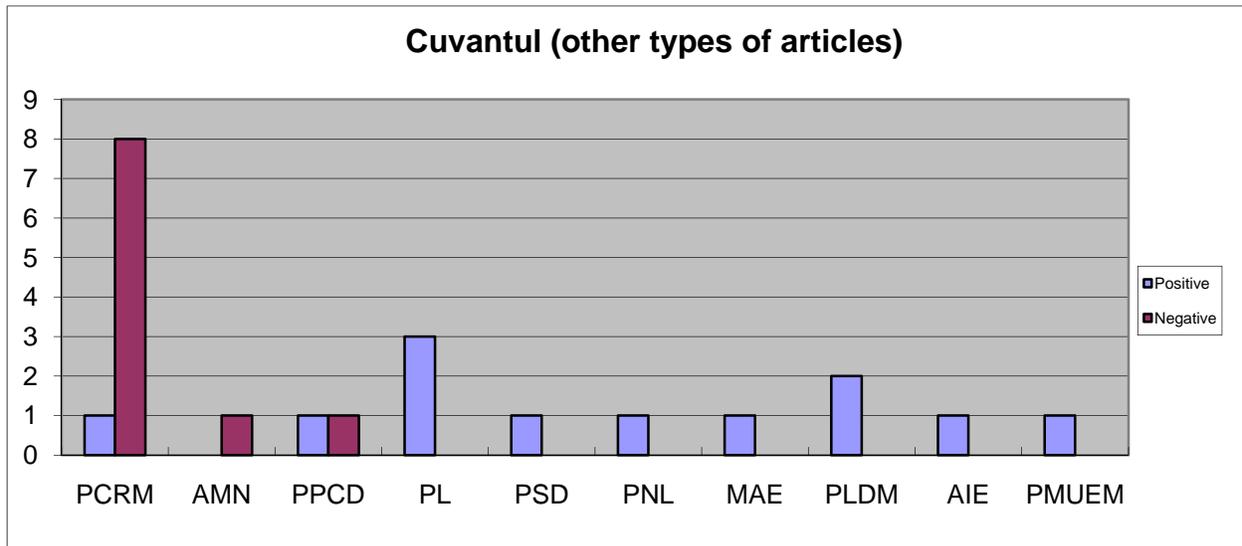
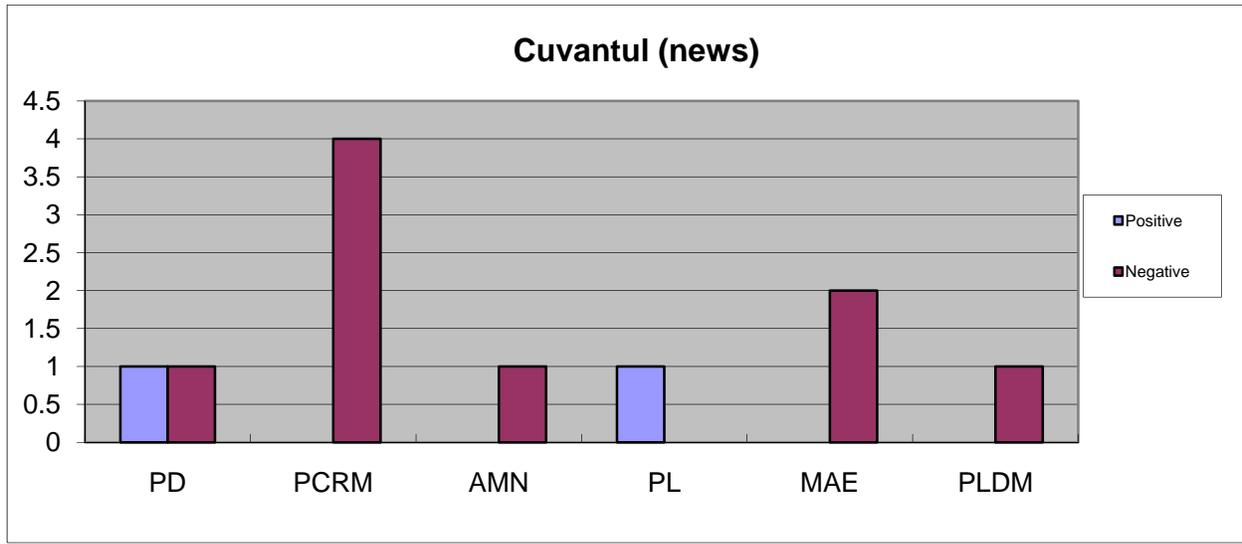
Diagrams 46 and 47. Favored or disfavored candidates by *Komsomolskaia pravda v Moldove* during 28 September - 28 November, frequency



The news items on the early parliamentary elections published by *Cuvântul* (Rezina) during the reporting period were neutral, as well as positive and negative, in relation to certain candidates. PCRM was the electoral candidate most frequently featured in a negative context in news items, and also criticized in opinion articles. A slight favoring tendency was noticed in relation to PL as a candidate.

During the monitoring period, *Cuvântul* inserted seven issues of a civic and election education supplement „Obiectiv” published by the Independent Press Association (API) within the Coalition for Free and Fair Elections. The supplement included neutral news reports and electoral education pieces.

Diagrams 48 and 49. Favored or disfavored candidates by Cuvântul during 28 September - 28 November, frequency

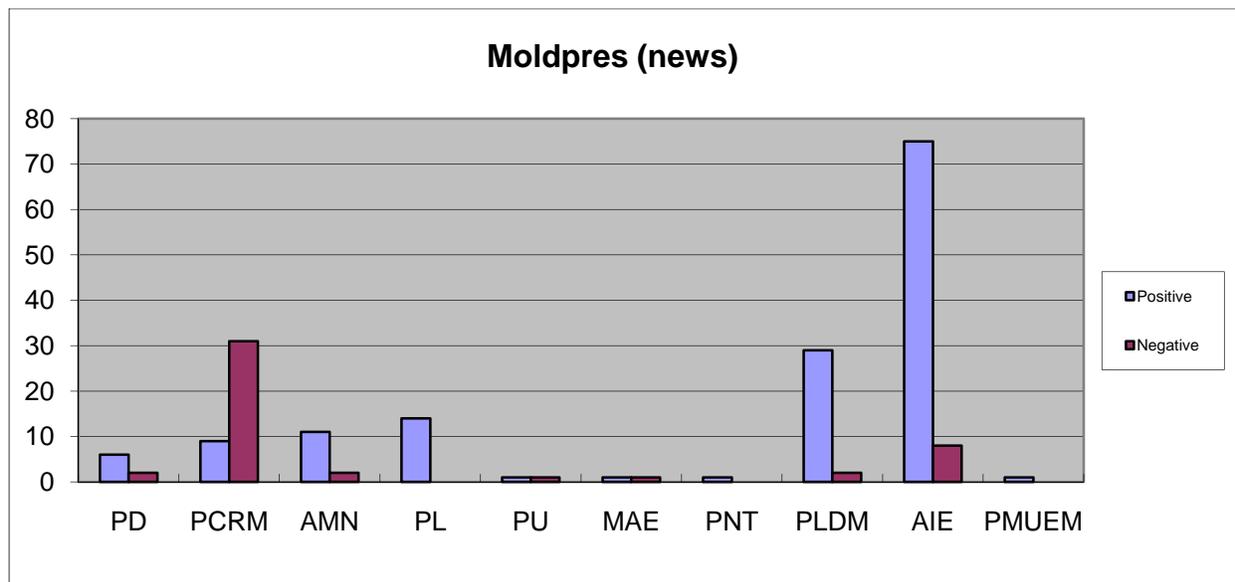


The public newspapers *Vesti Gagauzii* (Comrat) and *Golos Bălți* (Bălți) published only a few neutral news items on the establishment of the ballot stations in the corresponding regions and several advertisements by the electoral candidates in the space of the two months of monitoring.

### 5.2.2 News Agencies and Online Publications

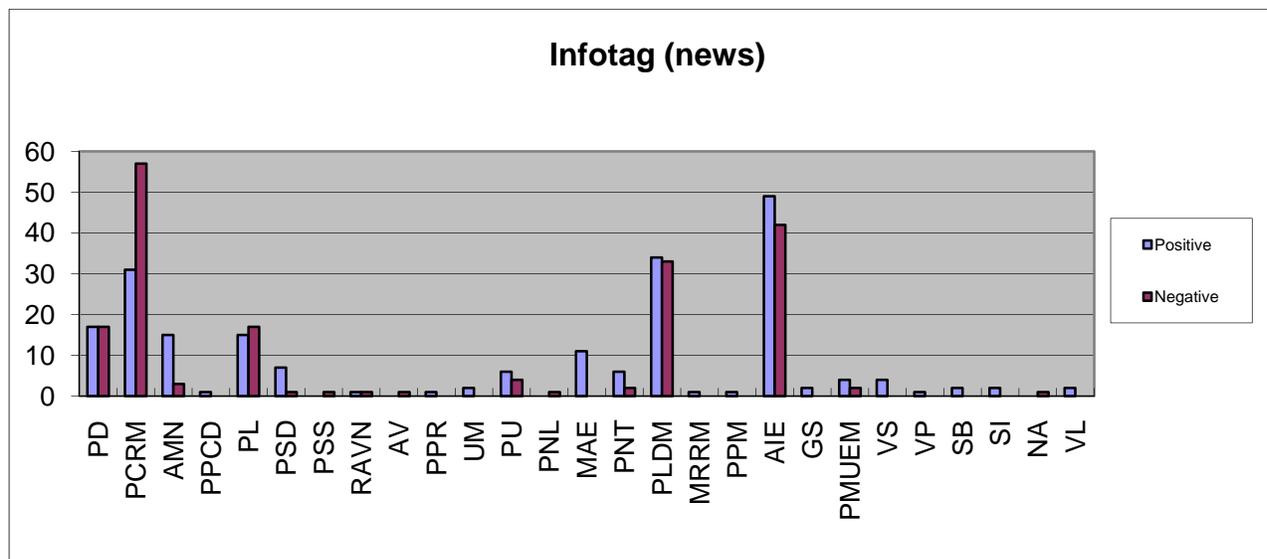
*Moldpres* State Information Agency disseminated news items directly referring to the election campaign, as well as news items indirectly referring to the electoral candidates, especially those forming the governing alliance. Taken as a whole, news items by *Moldpres* favored AIE by featuring the PLDM and PL leaders who were also the leaders of the country.

Diagram 50. Favored or disfavored candidates in news items by Moldpres during 28 September - 28 November, frequency



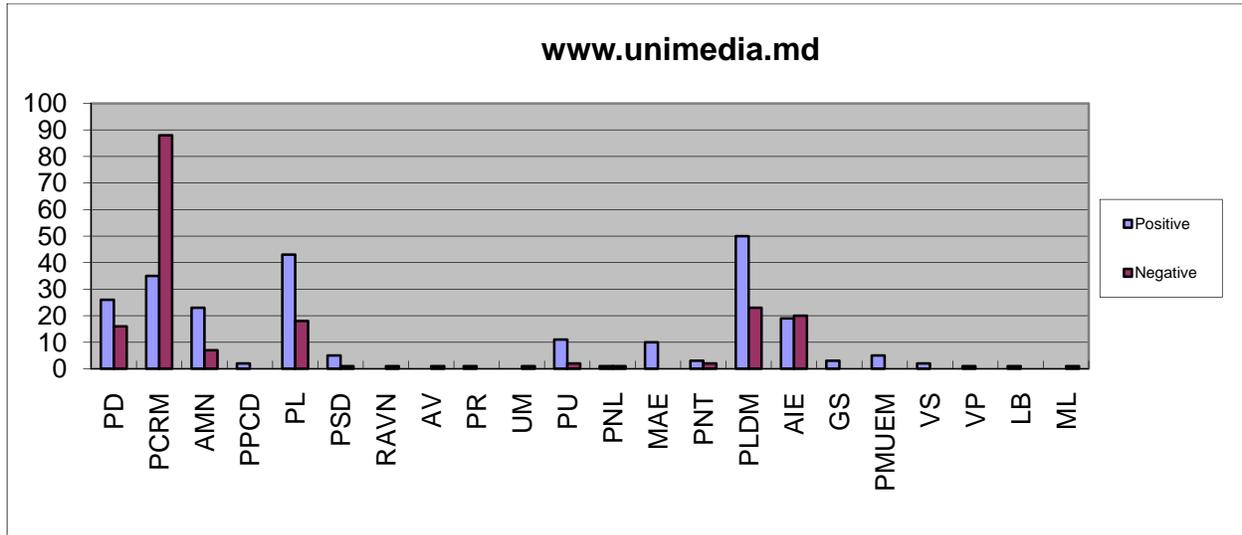
Infotag news agency maintained a relative balance in its editorial policy during the entire election campaign, covering the events and declarations of the political figures and election candidates both in a positive and a negative light.

Diagram 51. Favored or disfavored candidates in news items by Infotag during 28 September - 28 November, frequency



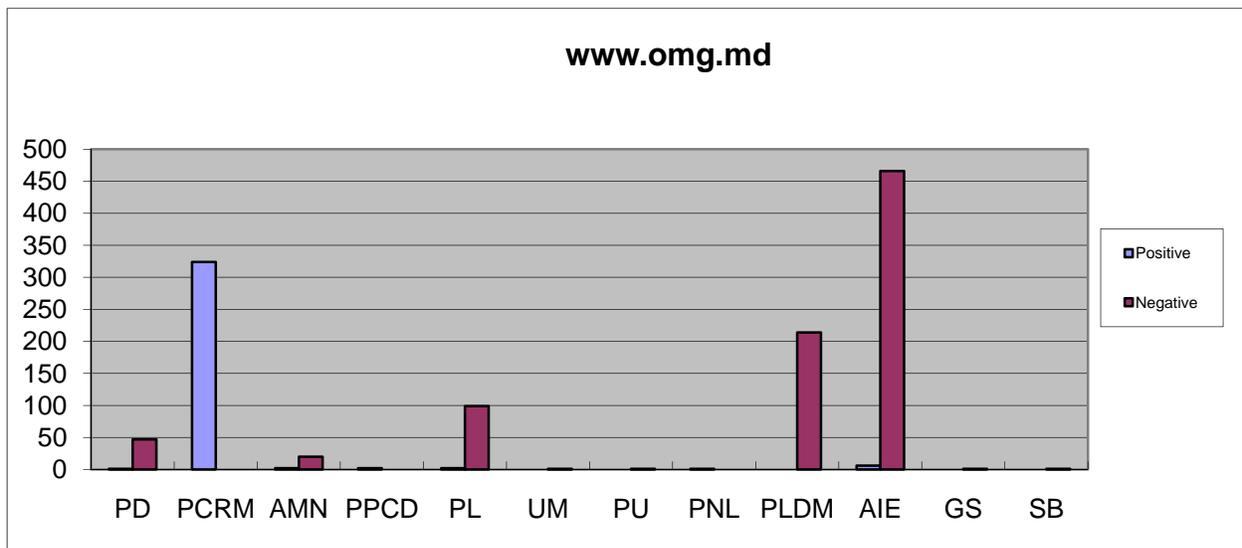
The portal [www.unimedia.md](http://www.unimedia.md) also published a range of information about the electoral candidates, presenting some of them in a negative and others in a positive light. The ratio of favoring and disfavoring news reports referring to the electoral candidates showed a tendency to disfavor PCRM (8.3% of favoring news items compared with 20.9% of disfavoring news items) and favoring of PLDM (11.9% of favoring news items compared with 5.5% of disfavoring news items) and PL (10.2% positive compared with 4.3% negative).

Diagram 52. Favored or disfavored candidates in news items on [www.unimedia.md](http://www.unimedia.md) during 28 September - 28 November, frequency



During the entire election campaign, the website [www.omg.md](http://www.omg.md) disfavored AIE as the governing alliance (in 477 information pieces, or 52.6% of the total of news items), along with PLDM (214 texts, or 24.2% of the total) and PL (99 news items, or 11.2% of the total) as candidates, presenting them exclusively in a negative light. Conversely, PCRM appeared only in a positive context and was massively favored in all the news items about the party, a total of 324 (36.7% of the total of information pieces published during the monitoring period).

Diagram 53. Favored or disfavored candidates in news items on [www.omg.md](http://www.omg.md) during 28 September - 28 November, frequency



## ANNEX 1

### Case Study No.1

<b>Context</b> 28.09.2010 The Acting President Mihai Ghimpu signed the decree on dissolution of Parliament and set the date of anticipated parliamentary elections for 28 November.		
<b>Media</b>	<b>Media Presentation</b>	<b>Remarks</b>
Publika TV, 19.00	The Acting President Mihai Ghimpu has signed the decree on dissolution of the current Legislative. He announced that anticipated parliamentary elections would take place on 28 November this year. Thus, political parties will be engaged in an election campaign within the following two months.	Publika TV has two items on decree signing. The first one is a stand-up from the President's declaration. The second is a live broadcast from the Parliament Chamber. Publika TV does not offer explanations on the issue.
N4, 19.30	The Parliament has been dissolved. The President has signed a decree before the press. „Thus, MG has been left without a card up his sleeve, as he used to say, to prevent anticipated parliamentary elections”. „Ghimpu himself recognizes that he is unsatisfied with his activity as head of state and Parliament”. „Despite a number of opinions expressed by lawyers and politicians, Ghimpu says he will stay head of state until new Parliament is elected.”	During the entire report, there is negative emphasis made by the reporter presenting the acting head of state not quite in a positive light. Right from the beginning, the reporter comes with a remark of his own and then continues with the other statements lacking equidistance and fairness. In order to make it seem less criticizing to the address of the president, the author makes reference to „opinions expressed by lawyers and politicians” without giving a name, which makes the statements not sound credible.
Jurnal TV, 20.00	The acting president Mihai Ghimpu has signed the decree on dissolution of the Legislative. At the same time Mihai Ghimpu clarified that until new Parliament comes into authority, MPs would sit to adopt just organic laws. The head of state also specified the date of anticipated parliamentary elections that would take place on 28 November this year.	The report is simple, consists of an intro and a stand-up with the acting president. The news item is unbiased and objective, but does not offer expert explanations to help the viewer better understand what is happening.
Moldova 1, 21.00	The channel broadcast the declaration of Mihai Ghimpu about the signing of the decree on dissolution of Parliament. The journalist says that he „regretted” he had to sign the document and mentions, citing the president, what Parliament is to do after announcement of dissolution.  In another separate news piece, Eugen Stirbu, CEC	The news is presented in an objective and unbiased manner. The journalist did not try to find out and offer more explanations from other political figures on the issue. The related news item based on a declaration by CEC chairman elaborates on the issue, but does not help the viewer understand why the Parliament has been

	chairman, announced that the election campaign would start the next day.	dissolved.
NIT, 22.00	<p>„It is a historic moment for RM. Mihai Ghimpu has signed the last decree, the one on dissolution of Parliament.” „The head of state expressed his regret that the current government had ended...”</p> <p>„One could see with the naked eye that the hand of the alliance leader trembled when he signed the end of his government.”</p> <p>Iurie Munteanu, PCRМ secretary: „Today Ghimpu confirmed once again that neither he nor his accomplices... had the intention of dissolving the Parliament... Today Ghimpu was purple with rage when signed the decree, trembling he recognized once again...” Reporter: „At the end of the mandate, Ghimpu recognized that he was not satisfied with the results of the government and felt very tired”.</p>	<p>„The historic moment” presented by NIT abounds in appreciations and caustic remarks to the address of the acting president and government alliance either given by the reporter or by their sources (the current government has ended, Ghimpu purple with rage and trembling).</p> <p>The report is dominated by comments and interpretations of the reporter on the way the decree has been signed. He says that the president’s hand trembled when he signed the decree, however one cannot see this in the gross plan presented in the report. The source enquired by the reporter rather comes with a ham note instead of appreciating or commenting on the event. The report cannot be considered unbiased and equidistant, while pluralism of opinions ends with a statement favoring PCRМ.</p>
Prime TV, 21.00	The acting president has signed the decree on dissolution of Parliament. According to the document, on 28 November, Moldovan nationals will be called to ballot boxes to elect a new Parliament. Until the elections, MPs can sit, however they will adopt only simple decisions and laws. Dissolution of Parliament takes place exactly 60 days before anticipated parliamentary elections. The Parliament of the Republic of Moldova has been dissolved after the failure of the two attempts to elect the head of state, as well as the failure to amend article 78 of the Constitution by Referendum for the president to be elected by people.	The issue is treated in an unbiased and equidistant manner. Unlike other TV channels, Prime TV also offers a more informative background that explains the context of dissolution and consequences. The news piece does not offer room for other sources, only images from the press conference where the president signed the decree.
2 Plus, 20.00	The president Mihai Ghimpu has signed the decree on dissolution of the legislative today in front of journalists.	The news item is objective and unbiased, but there is no diversification of sources to offer more explanations on the matter.
Vocea Basarabiei, 18.00	The acting president Mihai Ghimpu has signed the decree on dissolution of Parliament. The moment that also signals the start of the election campaign for anticipated elections. „The day has come to show that I will conform to the Constitution and	The selected insert makes reference to „all those who have played poor politics”, but does not give room for an expert or politician to explain why their politics has been poor or how correct this decision of

	soon you will get convinced that all those who have claimed that Ghimpu would not dissolve the Parliament, that Ghimpu is like that, have played poor politics and lied to the citizens”.	Mihai Ghimpu is.
Radio Moldova, 19.00	The acting president has signed the decree on dissolution of Parliament of XVIIIth legislature. He expressed his regret that he had to sign the document, nevertheless Mihai Ghimpu also mentioned the good side of things, expressing his confidence that citizens who had voted for change shall fight for it till the end. The issue is elaborated upon in <i>Panorama Zilei</i> show as a continuation of the report from an AIE briefing.	The fact that information about dissolution of the Parliament is part of a report from an AIE briefing makes it harder to perceive the information and creates an unnatural link between the two issues. The more so, since there is no tangency between those. In the first item, Mihai Ghimpu appeared as one of AIE leaders, while in the second one as the acting head of state. The subject is confusing.
<b>Conclusions:</b> Most of the news reports on the issue lack context, in which the document has been signed and comments of some independent commentators that would help citizens to understand the signing of this decree. The only channel that gives details is NIT, but they exaggerate with caustic comments of the source and ungrounded observations of the reporter, which makes the subject biased and not objective.		

## Case Study No.2

<b>Context</b> 28.09.2010 The last sitting of the Parliament was canceled by the decision of the three AIE leaders who declared that there was no more need in it, since the Government had taken on personal responsibility for the draft law on certain compensations.		
<b>Media</b>	<b>Media Presentation</b>	<b>Remarks</b>
Moldova 1, 21.00	PD, PL and AMN got angry with the decision of the prime minister to take on the responsibility before the Parliament. They accused him of populism because such a law had to be voted in Parliament. In response, the premier reminded that the Government was of coalition and therefore was of AIE.	The subject is presented in an unbiased, equidistant and balanced manner.
Publika TV, 19.00	The Alliance for European Integration is on the razor’s edge. Today, dissatisfaction has stirred up again. The Parliament’s sitting was cancelled, while Mihai Ghimpu, Marian Lupu and Serafim Urechean jointly attacked Vlad Filat. Each of them declared their discontent with the manner the premier had chosen to announce rectifications to the Budget Law.	The subject consists of two parts. Information about the situation within the alliance is broadcast live. It is followed by declarations made by the leaders of the four parties. The item is unbiased and equidistant.
NIT, 22.00	„AIE MPs hid in a closed sitting”. „The sitting was demonstratively ignored by the premier, AIE	The subject draws attention by a relatively long duration for a bulletin – 5.15 minutes.

	<p>leaders did not hide their emotions on the stairs, the three of them competing in declarations”.</p> <p>Reporter: „If there were people who thought AIE still existed, yesterday’s event demonstrated the decease. Partners still try to show that they are not drowning at the shore.”</p> <p>„Vladimir Filat gave to understand his colleagues that they were going different ways and that electoral bonuses would not be shared. De facto, AIE does not exist anymore. It has to be mentioned that a single initiative on pension indexation registered with the Parliament Chamber was filed by PCRM.”</p>	<p>Misunderstandings between AIE leaders inspire NIT reporter to give a number of comments on the event. In this context, the report seems more of a commentary than a news piece or narration. Even if the reporter refers to the reaction of the prime-minister Filat, the piece lacks his position, which raises a number of question marks whether the premier has really said so or has given to understand those claimed by the reporter.</p> <p>The authors of the subject use images from the archives not mentioning it, which creates a great contradiction between the news subjects. (E.g. while Mihai Ghimpu talks about Vladimir Filat, the latter is featured in an armchair smiling).</p>
N4, 19.30	<p>An unprecedented scandal in AIE. Filat is accused of populism and of striking a blow to the alliance, as well as of manipulating ministers who come from the other parties.</p> <p>In another subject, Vlad Filat calls AIE leaders to calm down.</p>	<p>The TV channel offered large space to this subject. The first item features the three leaders who have given a number of appreciations to the gesture of the prime minister, while the second features Vlad Filat who responds to those. Taken as a whole, these news pieces create a balance, only the first subject is larger and features more attacks to the address of the prime minister.</p>
Jurnal TV, 20.00	<p>On the eve of elections, the quarrel from within the Alliance for European Integration is unfolding. At the alliance sitting, PL, AMN and PD called the Government to account for budget rectifications operated by the executive yesterday. PLDM faction members left the Alliance sitting in protest. Alliance members criticized the decision of the premier Vlad Filat and accused him of political egoism and electoral interests. The premier Vlad Filat defends himself. Because of misunderstandings within AIE, the last sitting of the current Parliament was cancelled.</p>	<p>The subject is balanced by presenting all the parties involved. They all have equal time to present their position. The language is appropriate, while the message of the news item is equidistant and unbiased.</p>
2 Plus	<p>AIE cannot arrive to the finish line without a scandal. AIE leaders decided to sanction Vlad Filat for taking on the responsibility for amendments to the budget and cancelled the Parliament sitting.</p>	<p>The news item emphasizes the discontent of the three AIE members (M.Lupu, S.Urechean and M.Ghimpu) of the premier’s decision to take on responsibility before the Parliament with relation to amendment of the Law on the State</p>

		<p>Budget. The news report does not feature a response of the premier to the accusations of the three leaders; it is given by a PLDM representative.</p> <p>Vlad Filat appears in another news report that makes reference to the observations of the Alliance leaders.</p> <p>Fairness and equidistance is offered by the two pieces taken as a whole, and not by the subject covering misunderstandings from within the Alliance.</p>
Prime TV, 20.00	<p>A big scandal on the last hundred of meters within the governing alliance. The concrete, as well as the patience of AIE leaders cracked after their colleague, premier Vlad Filat, decided yesterday to amend the budget for 2010 without having consulted the Parliamentary majority. However, the premier's gesture was otherwise interpreted by the leaders of the government alliance. Filat declared that he „felt a threat that the draft would not be voted in Parliament and did not want citizens who were to benefit from those aids to run a risk”.</p>	<p>The news is presented in a balanced manner, with presence of all the sources. The reporter gave evidence of fairness and equidistance. Nevertheless, there are some expressions that leave room for interpretations, but they are minor and do not affect the subject in terms of equidistance and fairness.</p>
Vocea Basarabiei, 18.00	<p>The last sitting of the Parliament was cancelled by the decision of the three AIE leaders who declared that the sitting was no longer necessary since the Government had taken on responsibility for the draft law on allocation of certain compensations. The three AIE leaders declared they were disturbed by the gesture of the premier Vlad Filat.</p>	<p>The three leaders make a number of declarations on the situation within AIE and criticize the Government for the responsibility undertaken beyond the Parliament.</p> <p>The position of Vlad Filat is presented in a separate news piece. The two subjects together offer a balance. The items are unbiased and equidistant.</p>
Radio Moldova, 19.00	<p>The three AIE leaders heavily criticized Vlad Filat for the yesterday's decision of the Executive. According to them, he ignored the understanding within the Alliance, as well as the draft by the Parliament to amend the budget. Ghimpu looked disturbed by the decision of the prime minister. Lupu accused Filat of political egoism and that his actions had been guided by electoral pursues. Urechean said that expectations had been too high. Mihai Godea was calmer in his statements.</p>	<p>The journalist allows themselves some appreciations with regard to the attitude towards the positions of political leaders.</p>
<p><b>Conclusions:</b> A number of the media did not give explanations, but just referred to what had happened. Some</p>		

televisions gave their own observations on the matter, which made it difficult to understand the message of the political leaders, while other TV channels presented the subject in two different pieces, which lead to even more confusion on the misunderstanding within the Alliance.

### Case Study No. 3

<b>Context</b> 05-06.10.2010 The premier Vlad Filat, PLDM leader, called members of the Executive who were on electoral lists for the elections of 28 November to withdraw their candidacy and to continue working in the Government.		
<b>Media</b>	<b>Media Presentation</b>	<b>Remarks</b>
Prime TV, 20.00	The premier considers that Alliance parties have to delegate other ministers who were to be appointed by a presidential decree for the period of the election campaign. The leader of Our Moldova Alliance qualified this proposal as an electoral trick. The chairman of the Democratic Party, Marian Lupu, says that the activity of the Executive cannot be affected by the fact that a good part of ministers would be dismissed, since they can be substituted by vice-ministers. And members of the Political Bureau of the Liberal Party looked bewildered by the fact that Vlad Filat had not consulted his colleagues from the Alliance on the activity of ministers.	They start by a declaration by premier Filat who is only cited against the background of the Government building. The other leaders appear in the picture, except for the Liberal Party. The position of this party is presented by a release posted on PL's website. Proceeding from this, as well as from the space offered to each source, the news piece is not equidistant and biased and does not respect the balance of sources.
NIT, 22.00	Spirits keep stirring in AIE. Filat accuses his colleagues from the coalition of having got down to the campaign, because of which the Government has been left non-operational. The other three have accused Filat of not complying with the Constitution and exceeding his authority of the prime minister.  Today, the government got together in full force, <u>most likely</u> for the last time. Discussions with the ministers from PL, AMN, and PD suggest that Filat makes heavy weather of it.	Although the majority of sources are presented, the piece is confusing. It features a number of accusations that refer to different subjects. The three leaders of the government, although cited several times, do not get to say anything without the reporter's mediation.  The unfairness of the journalist is evident from the use of a number of idiomatic verbs and conclusions belonging to certain personalities in Moldovan politics.
Jurnal TV, 20.00	They fight for... ministers. While the Liberal Party has decided to withdraw heads of ministries from electoral lists, representatives of the Democratic Party say they are not going to give their... ministers back to Filat. On the other hand, Our Moldova Alliance says that has not made any decision in this regard yet. The reaction of PL, AMN and PD followed after the premier Vlad	Although the author starts with a comparison – the four were making the bazaar – she comes back to the classic form of presenting a narration that has several sources and viewpoints. Except for the premier Vlad Filat, who is just cited repeatedly. The item is unbiased and

	Filat, PLD leader, requested the members of the Executive who were on electoral lists for elections of 28 November to withdraw their candidacies and to continue their work in the Government.	equidistant but less balanced.
Publika TV	Vlad Filat wants ministers back in the Executive. The premier has addressed to his colleague in the Alliance through press and requested a part of the members of Government to be delegated back to the Government or to be substituted on electoral lists. Reactions from his partners in the Alliance followed.	The subject is divided in two. The first part has a stand-up from the press conference of Filat; the second part features reactions of Alliance leaders. The piece is composed solely of reactions without comments or interpretations.
N4, 19.30	The Government was left without ministers. 11 heads of ministries were included on electoral lists, and now the government does not have quorum to sit in the Cabinet. In response, M. Lupu tells the premier to solve problems with the help of deputy ministers.	The news report dominates by the premier Vlad Filat through his interventions at a press conference. The other parties are not present or just cited. The news is biased and not equidistant and does not quite respect pluralism of ideas.
2 Plus	Did not cover the subject.	
Moldova 1, 21.00	PLDM leader, premier Vlad Filat, calls ministers registered for the election campaign to come back to the Government to ensure functioning of the Executive. Some Alliance colleagues declare that deputy ministers could act as substitutes.	A balanced subject with declarations of all the parties involved.
Radio Moldova, 19.00	RM Government cannot make decisions anymore after 11 ministers have been included on the electoral lists of political parties for the elections of 28 November, declared the premier Vlad Filat at a press conference. PLDM appeals to their AIE colleagues to delegate their colleagues back to the Government.	From the subject of electoral lists the reporter goes on to other political declarations on anticipated elections. The radio station gives the opinion of some experts on the ministers on electoral lists, but does not present the opinion of those concerned, that is of the other parties from the government alliance. In such conditions, the piece does not meet the criteria of a balanced and unbiased subject.
Vocea Basarabiei, 18.00	A number of ministers of Filat's Cabinet will have to resign from their positions after being included in electoral lists.	A general piece of news, quotations from the law and enlisting those who have to resign from their positions if they are present on electoral lists. Unbiased and equidistant.
Vocea Basarabiei, 18.00	The premier Vlad Filat requests ministers to come back to the Government or to delegate other people to ensure functioning of the Executive.	The news is unbiased, equidistant and balanced. It presents all the viewpoints.
<b>Conclusions:</b> The request of the premier Filat was largely covered in the monitored press. Some even came back to		

it on the following day to present some delayed reactions that could not be covered on the day when the premier made the announcement. The majority of subjects were equidistant and unbiased, with exception of NIT that used rather expressive language to present the leaders of government alliance.

#### Case Study No. 4

<b>Context</b> 06.10.2010 The acting president Mihai Ghimpu signed a draft law approved by the Government, by which he takes on responsibility for having amended the budget for the year of 2010.		
<b>Media</b>	<b>Media Presentation</b>	<b>Remarks</b>
Prime TV, 21.00	Today, the current legislative was signed by the acting president Mihai Ghimpu, however not without mutual blames enounced by both parties. Mihai Ghimpu says that the premier has violated the Constitution when issued the ordinance of the government to amend the budget law. In his turn, the premier rejects the accusations. In response, the premier rejects the accusation and suggests Mihai Ghimpu to address to the Constitutional Court.	At the first sight, the subject is treated in an equidistant and unbiased manner, but if we are more attentive, it offers much less space for reaction to the premier in comparison with the other political figures. It has to be mentioned that the premier Vlad Filat is just cited and does not appear live as Mihai Ghimpu.
NIT	Ghimpu accuses Filat of having violated the Constitution.	NIT present the news as a simple news report reproduced from Basa Press agency.
Jurnal TV	Mihai Ghimpu has signed the Law on amendment of the state budget for 2010 and promised to promulgate it by the end of the day. It happened after he declared to journalists that Vlad Filat had violated the Constitution when approved the Decision not having consulted the Legislative. The premier objects to the head of state and claims having acted in compliance with the current legislation.	The news is equidistant and unbiased.
Publika TV, 19.00	Another episode of the war between Mihai Ghimpu and Vlad Filat took place today. The acting president accused the premier of having violated the provisions of the Constitution when announcing that the Government took on the responsibility to amend the budget law. However he declared again that the dice had been thrown and the same Constitution obligated him to promulgate the regulatory act. The response of Filat was short to follow. The premier said that by signing the law, the president did nothing but committed the same sin.	The subject is treated in an unbiased and equidistant manner consisting just of stand-ups of the two. At the end a reporter tells how the decree has been signed.

N4, 19.30 (05.10.2010)	Nevertheless, misunderstandings between Alliance leaders continue. The draft law approved two weeks ago that had launched a scandal in AIE was not published today in the Official Monitor. Declarations of the premier and the acting president on why the document has not been signed.	The subject is not balanced. The premier has more space for explanations disfavoring the acting president. We cannot talk about fairness either, since the piece starts with a conclusion.
N4, 19.30 (06.10.2010)	And when everybody thought the Alliance leaders had made up, misunderstandings aggravated today. The acting president Mihai Ghimpu accuses the premier of having violated the Constitution. Ghimpu declared at a press conference organized just by three of the four members of the coalition... that the premier had violated the supreme law of the country. In response, Filat encourages Ghimpu to go to the Constitutional Court if he thinks so.	The Subject is not balanced in space offered to the two parties involved. The premier has more space and manages to make himself clearer in his declarations compared to the other sources requested in the piece.
2 Plus	Did not cover the subject.	
Moldova 1	Filat violated the Constitution, but I shall sign amendments to the Budget law for the good of the country, declared the Parliament chairman, the acting president Mihai Ghimpu. In his turn, the premier Vladimir Filat says that the president must not have signed documents he considered illegal.	The piece is simple in approach. The reporter just features the duel of responses between the two state officials. There is fairness and equidistance, but no pluralism of opinions that would help the viewer to understand who is right in the end.
Radio Moldova 19.00	The prime minister has violated the Constitution when amended the budget law for 2010 and avoided passing it through the Parliament, declared the acting president Mihai Ghimpu. The premier claims that he has not violated the Constitution, while those who make such declarations should address to the Constitutional Court.	The subject is covered in an unbiased and equidistant manner.
<p><b>Conclusions:</b> In situation of a conflict between the premier and the acting president, it is not clear in the end who has violated the Constitution – the one who has presented the document or the one who has signed it. Not a single television introduces explanations of constitutional experts in their news reports, just reproduces the responses of the two parties involved in accusations.</p>		

### Case Study No. 5

**Context** 05.10.2010 The chairman of the Communist Party participated in the autumn session of the Parliamentary Assembly of the Council of Europe in Strasbourg where he made strong statements addressed to CoE.

Media	Media presentation	Remarks
Prime TV, (04.10.2010)	Vladimir Voronin criticizes the Council of Europe. Within his speech delivered in the autumn session of PACE, the former head of state accused the European commissioners of having tarnished their reputation for the sake of political likes. In the new session of PACE, Vladimir Voronin, a member of the Moldovan delegation stated that “The CoE’s reputation of an equidistant arbiter was sacrificed in favor of its political likes...”, and the amendments of the Electoral Code made by the leaders of the ruling Alliance for the referendum held in September were possible “... just because they (the AIE leaders) got a clear message of support from the leaders of the Council of Europe”. The communist leader asked for a more careful monitoring of the elections of November 28.	The news was based on quotes and information about the meetings of the former president with the officials from Strasbourg. Archive video was used. The news was not balanced in terms of the pluralism of sources, which made it biased and lacking equidistance.
NIT, 22.00 (05.10.2010)	The leader of the Moldovan opposition, Vladimir Voronin met a number of officials in Strasbourg. The climate of meetings was warm. The official met Voronin at the door of his office, he noted the sequence and accuracy showed by the PCRМ leader in fulfilling the obligations related to the implementation of the recommendations made by the European legal institutions. He gave a positive appreciation to PCRМ’s intention of amending the Constitution. Highly appreciating the proposal of PCRМ, he stated that the party which Voronin represented could be the most constructive political force.	The author of the report from Strasbourg quoted the European authorities without letting them speak directly. This questions seriously the correctness and truthfulness of the facts mentioned in the report. The news was highly appreciative of PCRМ and its leader. All these made of this report a news which polished the image of the Communist Party and its chairman. The journalist did not observe the norms of equidistance and impartiality, and the absence of a voice other than that of the communist leader made this item totally unbalanced.  The item contained only video from protocol meetings.
NIT, 22.00 (04.10.2010)	Voronin accused the Council of Europe of showing favoritism to AIE. The government used a series of deceptions, being supported by CoE.	Four minutes of charges brought to AIE for the amendments made to a series of laws. Direct and indirect quotes from the statements of the communist leader. Neither of the charges brought to CoE representatives or to the Moldovan government observed the right to reply. The news was biased, did not observe the principles of equidistance and balance of sources.

Jurnal TV, (05.10.2010)	Vladimir Voronin pays a visit to Strasbourg. The chairman of the Communist Party takes part in the autumn session of the Parliamentary Assembly of the Council of Europe. He is accompanied by the MPs Grigore Petrenco and Mark Tkaciuk. Voronin has a short speech within the discussions about the report on the constitutional referendum held in Moldova. The news provided a review of Voronin's agenda in Strasbourg.	The news was short and related to the previous statements of the communist leader rather than to those made in Strasbourg. The news was impartial and equidistant.
Publika TV	Did not cover this issue in its main newscast	
N4	Did not cover this issue	
2 Plus	Did not cover this issue	
Moldova 1, 21.00	The head of the Moldovan delegation to PACE, Ana Guțu hopes that the future president would be elected by the Parliament. She made these statements to PACE. She also stated that the referendum had not been a failure, but a first experience for Moldova.	It was just a piece of news read against the background of archive video. No other source was quoted. The news was equidistant but not impartial as it provided only statements of the head of the Moldovan delegation and no statements of the opposition or of any other PACE representatives. Therefore, there was also no balance of sources.
Radio Moldova 19.00	Did not cover this issue in its main newscast	
<p><b>Conclusions:</b> Apart from NIT, the other monitored media outlets did not pay much attention to the topic of Voronin's visit to Strasbourg. Three stations did not cover the event at all. Most news reflected the agenda or the statements made previously by Vladimir Voronin, or did not mention anything about the leader of PCRM, which was the case of TV Moldova 1. The only station to have broadcast details from Strasbourg was NIT. This TV channel provided details from various meetings, broadcasting video from protocol events and excerpts from Voronin's speech.</p>		

## ANNEX 2

The analysis refers to the way radio and television stations have covered the launch of the election campaigns by parliamentary parties and the capacity of the media to respond promptly to the campaign events.

### Case Study No. 1

<b>Context</b> 09.10.2010 Launch of PCRM election campaign			
No.	Media	Media presentation	Remarks
1	Moldova 1	Today, the Party of Communists has	The station presents a short unbiased news item

		<p>launched their electoral platform. PCRМ representatives gathered at a cinema hall of the capital. The audience has watched two films. One about the failures of the present government, the other about the electoral promises of PCRМ. Vladimir Voronin has also presented candidates for the chairs of MPs. The communists go with the motto: “Moldova Chooses Victory“.</p>	<p>(31 sec) about the launch of PCRМ election campaign. They use images from the event with no comments or interviews.</p> <p><i>A rather short piece of news using only some general images from the launch of PCRМ election campaign without intervention of the party leaders shows that the station has not paid too much attention to the event.</i></p>
2	N4	Did not cover the event.	Did not have news bulletins.
3	Jurnal TV	<p>18.00 Free education by 2015, pensions raised twice a year, and salaries three times higher than the living wage. These were the promises PCRМ election campaign was launched with.</p> <p>The news was repeated at 20.00, giving more details this time. Broadcast about the way the launch of PCRМ election campaign took place. Cited the party leaders where they talked about the specifics of the anticipated election campaign. At the same time, the television uses images from the films launched by PCRМ about AIE government, as well as alternatives offered by communists.</p>	<p>18.00 The subject is mostly based on two stand-ups from the speeches of the two PCRМ leaders. The news item is unbiased, fair.</p> <p>20.00. The piece is unbiased and fair, but not balanced.</p> <p><i>In the 11 news bulletins and journals covered by the monitoring period, Jurnal TV broadcast information on the launch of PCRМ election campaign only in two. For comparison, the channel has offered air time for the Anti Mafia Congress in five journals. This shows that Jurnal TV has not paid much attention to the event organized by PCRМ. Nevertheless, the two items are unbiased and fair, although not balanced.</i></p>
4	2 Plus	Did not cover the event.	Did not have news bulletins.
5	Prime TV	Did not cover the event.	Did not have news bulletins.
6	NIT	Did not cover the event.	Did not have news bulletins. NIT came back to the subject on 11 and 12 October with ample pieces of news, which apart from PCRМ representatives featured experts explaining why the election agenda was strong and realistic.
7	Publika TV	10.00. 12.00. The PCRМ core group is gathering in an hour to present the electoral list and platform. The event is presented in an announcement. After live broadcast, Publika TV posts an	10.00. Against the background of unbalanced statements by Vladimir Voronin, the news item seems to be biased and unbalanced. It tends favoring PCRМ.

		<p>intervention by Vladimir Voronin from the „Fabrika” (Factory) show, where he claims to get 61 mandates in the elections and refers to future coalitions. He gives to understand that PD and AMN shall not enter the Parliament.</p> <p><i>14.00</i> Moldova Chooses Victory is the motto of PCRM for the election campaign. Live broadcast from the place, where PCRM launched their election agenda.</p> <p><i>15.00</i> Moldova Chooses Victory is the motto of PCRM for the election campaign... Apart from presenting candidates and the electoral platform, PCRM criticizes the present government. The communists call the year of AIE governance a black period in the history of Moldova.</p> <p><i>16.00, 17.00, 19.00, 21.00</i> Moldova Chooses Victory is the motto of PCRM for the election campaign. It has been announced today by the PCRM leader at a meeting with party members. The communists did not hesitate to criticize the present government.</p>	<p><i>14.00</i> The news item is unbiased and fair.</p> <p><i>15.00</i> The news item is unbiased, but does not manage to be balanced since only the position of PCRM dominates.</p> <p><i>16.00, 17.00</i> The broadcast gives details on the meeting of PCRM, but mostly refers to the criticism of the government alliance by the PCRM leader. The item is unbiased, but falls short on balance as the position of PCRM dominates.</p> <p><i>19.00</i> The station offers a block of news items on the launch of PCRM election campaign. The first broadcast gives details on the PCRM session. The subject is unbiased and balanced. In the report from the place of the event, the reporter cites PCRM leaders who attack AIE. Stand-ups in the report refer strictly to what PCRM presents in the anticipated election campaign. The presence of an analyst tries to balance the subject. The block of news items on the launch of PCRM election campaign also contains a piece from the „Fabrika” (Factory) show, where V. Voronin talks about the majority of votes they hope PCRM</p>
--	--	--	--

			<p>is going to get in the elections on 28 November.</p> <p>21.00 In the report from the place of the event, the reporter cites PCRM leaders who attack AIE. Stand-ups in the report refer strictly to what PCRM presents in the anticipated election campaign. The presence of an analyst tries to balance the subject.</p> <p><i>The launch of PCRM election campaign is covered by Publika TV in an unbiased and fair manner, although the television not always manages to balance the subject.</i></p>
8	Vocea Basarabiei	Did not cover the event.	
9	Prime FM	Did not cover the event.	
10	Radio Moldova	Did not cover the event.	
<p><b>Conclusions.</b> The majority of monitored television and radio stations did not cover the event organized by PCRM, except for Moldova 1, Publika TV and Jurnal TV. Unlike Publika TV that produced a number of news items and broadcasts from the place of the event, the public television and Jurnal TV offered little air time to it in the total allotted to news bulletins. Nevertheless, the items broadcast by the three TV stations were unbiased, fair, although not always balanced. They did not assure access to an analysis of what was presented for the public, which made some of the attacks on the part of PCRM addressing the government alliance prominent and affected the perception of the public about the relations in the society.</p>			

## Case Study No. 2

<b>Context</b> 13.10.2010 Launch of AMN election campaign			
No.	Media	Media presentation	Remarks
1	Moldova 1	<p>19.00 AMN has started their election campaign with the motto „Yes, We Will Succeed”. The motto is inspired by the campaign of the American president, recognizes the AMN leader. AMN has started their election campaign with a religious service.</p> <p>21.00 The news item is repeated, this time including the detail that AMN has started the campaign with a blessing by a</p>	<p>19.00 The news item based on the election offer and description of AMN candidates. The piece is unbiased and fair.</p> <p>21.00 The news item based on the election offer and description of AMN candidates. The item is</p>

		priest, and the candidates were poured with holy water.	unbiased and fair.  <i>News items on Moldova 1 about the launch of AMN election campaign are unbiased and fair.</i>
2	N4	19.30 Today AMN has presented the agenda they are taking on for the election campaign, the candidate list and the election motto. <i>In order to make the way of the alliance to the Parliament easier,</i> the AMN members were blessed by two priests, as well as poured with holly water. After a year at power, AMN <i>is going to fight</i> against communists <i>anyway</i> . Not only communists, but also Alliance partners, were <i>slightly</i> bit by the AMN leader.	The piece has a tendency of presenting the reality from the viewpoint of the journalist. There are certain clarifications in the report that can be understood as appreciations of the journalist (see Media presentation). The image opening the subject – a car with parliamentary numbers in front of the AMN office – comes to suggest that the party applies administrative resources right at the beginning of the campaign.  <i>Journalist's appreciations prevent the subject from being unbiased and fair. These attributes make the reality seem confusing, while opening images are not explained by the report and therefore are not understood by most of TV viewers.</i>
3	Jurnal TV	<i>13.00</i> Our Moldova Alliance has launched their election campaign. The political party presented their election agenda and motto for the anticipated parliamentary elections. AMN members also brought a priest council from the Moldovan Metropolitan to bless them in the election race.  <i>20.00</i> Our Moldova Alliance prays to the Lord to get to the Parliament. Since it has been impossible without the help from above, the party members have addressed to the holly powers. In order to look more credible in the eyes of citizens, they brought a priest council to bless them. They just need it at the beginning of the election campaign... Inspired by the motto of the American president Barack Obama „Yes, We Can!” the AMN leader has launched the campaign with the election message „Yes, We Will Succeed!” The motto of AMN in the campaign shall be: „We do our duty. We move forward”. The first five candidates on the election list	<i>13.00</i> An unbiased and fair broadcast of the launch.  <i>20.00</i> Presentation of the report is slightly ironical to the address of AMN, which makes the piece less unbiased and fair, even though the report itself is correct. It presents the motto of AMN, the candidate list and the specifics of the campaign launched by the party.

		presented by Our Moldova Alliance are: Serafim Urechean, Victor Osipov, Valeriu Cosarciuc, Leonid Bujor and Alexandru Oleinic.	<i>Jurnal TV has exaggerated with presentation of the report from the launch of AMN election campaign. This influences the understanding of the subject and distorts the message, especially since presenters express their own opinions about the launch. Nevertheless, the subjects from the event are correct, unbiased and balanced.</i>
4	2 Plus	19.30 AMN has officially joined the election campaign. The official motto is: „We do our duty. We move forward”. The first five candidates are... one third of the candidates are women. The party shall be under number ten on the voting list.	An unbiased and fair news item.
5	Prime TV	18.00 AMN has officially entered the election campaign for the anticipated elections of 28 November. The election motto is: „We do our duty. We move forward”. The first five on the election list. One third of candidates are women.  21.00 With a new motto inspired from the presidential elections of Barack Obama and blessed by priests. This was how AMN set off in the parliamentary elections for 28 November. They have made new promises but have not forgotten about the old ones.	18.00 An unbiased and fair news item.  21.00 An unbiased and fair news item, although less balanced.  <i>Prime TV presents the event in an unbiased and fair manner. The second subject is not balanced because it does not help the viewer to understand the message of AMN for the elections better.</i>
6	NIT	Did not cover the event.	
7	Publika TV	The television station presented announcements about the launch of AMN election campaign in news bulletins at 07.00, 08.00, 08.30, 09.00, 09.30, 10.00. „AMN shall officially launch the election campaign today. The Alliance leaders shall present their candidates and the election agenda. Later they will go to lay flowers to the monument of Stefan cel Mare. There	

		<p>have been a number of election mottos. In the last election campaign AMN promised salaries of 500 EUR and pensions of 300 EUR”.</p> <p><i>19.00</i> Having been poured with holly water, the AMN chairman presented the election agenda and the list of the 103 candidates for MP chairs. The first five are... AMN shall make emphasis on education and agriculture.</p> <p><i>20.00</i> Having been poured with holly water, the AMN chairman presented the election agenda and the list of the 103 candidates for MP chairs. The first five are...</p>	<p><i>19.00</i> The report starts with images from the service of launching the election campaign. AMN has also presented election spots, one of which features the granddaughter of Urechean aged five. The item is unbiased and fair. Nevertheless, the broadcast tends to go more for the images covering the part of the launch with the priests and participation of the AMN leader’s granddaughter rather than on the actual presentation of the election message and candidates of the party.</p> <p><i>20.00</i> See the remarks for the broadcast at 19.00</p>
8	Vocea Basarabiei	<p><i>10.00</i> Announcement about the launch of the election campaign by Our Moldova Alliance.</p> <p><i>18.00</i> AMN is shown confident of obtaining a good score with the motto „Yes, We Will Succeed”... The leaders have expressed confidence that they are going to get into the Parliament pleading for coalitions with other parties.</p>	<p><i>18.00</i> The news item about the launch of AMN election campaign is combined with the news item about the launch of another election candidate, the United Moldova Party. The item presents the offers of the parties and their advantages compared with other parties. The mix of election agendas in the broadcast, the voice of a single reporter, as well as resemblant names of the parties – Our Moldova Alliance and United Moldova Party – makes it hard to separate their offers. The item is fair and unbiased.</p> <p><b><i>The radio station presents the offer of AMN in a fair and unbiased manner. Nevertheless, combining two different events in the same broadcast misbalances the presentation and denotes the fact that the radio station has decided to save on the subject.</i></b></p>
9	Prime FM	Did not cover the event.	
10	Radio	<i>18.00</i> AMN has officially entered the election campaign for the anticipated	<i>18.00</i> The news item reproduced from Moldpres is

	Moldova	<p>elections of 28 November. Candidates received IDs from the party leaders at a ceremony that started with a religious service. There are several indirect quotations by Serafim Urechean and the first five candidates on the election list are presented.</p> <p><i>19.00</i> AMN has launched the election campaign today with the motto „Yes, We Will Succeed” inspired by the election motto of the American president. Serafim Urechean declared that the party had never betrayed before and would never do it in the future, and maintained the calmness and functionality of AIE. Broadcast with many quotations of S. Urechean.</p>	<p>unbiased and fair.</p> <p><i>19.00</i> The broadcast is unbiased and fair. The information presents passages from the election agenda and list of the party.</p> <p><b><i>The two items presented by the national station are unbiased and fair. The broadcast does not require the opinion of presented people or interpretations by third parties.</i></b></p>
<p><b>Conclusions:</b> The news items on the launch of the election campaign by Our Moldova Alliance were presented differently by monitored stations, while some of them did not cover the event at all – Prime FM, NIT. Radio Moldova and Radio Vocea Basarabiei combined presentation of the launch of the election campaign with the one of another election candidate (United Moldova Party), which made the message of the Alliance confusing. Moldova 1, 2 PLUS and Prime TV offered minimum air time to the event, while Jurnal TV, Publika TV and N4, although offered more air time, did not manage to decode the election offer of the party and the list of candidates for the chairs of MPs till the end due to certain elements that distorted the message of AMN – the launch of the campaign with priests. N4 due to journalist’s appreciations, while Publika TV and Jurnal TV due to exaggerated presentation of the religious part from the launch of AMN campaign.</p>			

### Case Study No.3

<b>Context</b> 16.10.2010 Launch of PLDM election campaign			
N	Media	Media presentation	Remarks
1	Moldova 1	<p><i>19.00</i> PLDM has started their election campaign today. The party has set the goal of not fighting with any party but with poverty. Moldova without poverty is an ambitious but achievable objective.</p> <p><i>21.00</i> PLDM has started their election campaign today. The party has set a goal of not fighting with any party but with</p>	<p><i>19.00</i> The subject is fair and unbiased.</p> <p><i>21.00</i> It is not clear where the musical background comes from in the report, whether it is part of the launch event or has been mounted in the studio. It attracts attention, more so since the song is part of</p>

		poverty. PLDM promises more jobs, raising pensions and salaries of people. Moldova without poverty is an ambitious but achievable objective, said the PLDM leader, Vlad Filat.	the PLDM campaign. Apart from this observation, the subject is fair and unbiased.  <b><i>Moldova 1 presented the event correctly. Journalists were unbiased and fair. Nevertheless, more balance was necessary, that is, a third source that would explain the motto against the background of a year of government with PLDM participation.</i></b>
2	N4	Did not cover the event.	Did not have news bulletins.
3	Jurnal TV	<p>13.00 PLDM has started the election campaign. The party takes on the responsibility to take Moldova out of poverty. Liberal democrats have promised that the minimum pension shall reach 1,500 lei, and Moldovans will be able to travel without visas for the EU by 2012. Broadcast from the place where the launch took place.</p> <p>14.00, 17.00, 18.00, 20.00, 21.00 PLDM has launched the election campaign. The party takes on the responsibility to take Moldova out of poverty... Report.</p> <p>20.00, 21.00 PLDM has launched the election campaign. The party takes on the responsibility to take Moldova out of poverty... Report. The PLDM leader is sure he is going to get a big number of mandates in the future Parliament... The reason, for which they have come to the square, is unknown for the many of those present, says the reporter before a survey among the participants.</p>	<p>13.00 The reporter tells from the place of the event against the background of cleaning the square where the launch took place. A number of points on the election agenda of the party are presented.</p> <p>An unbiased and fair news item.</p> <p>14.00, 17.00, 18.00 The report contains just one quotation of the PLDM leader, Vlad Filat, in which he announces that will cancel MP immunity and raise sanctions for giving and taking bribes. An unbiased and fair news item.</p> <p>20.00, 21.00 The report starts with a quotation of the PLDM leader, Vlad Filat, in which he announces that will cancel MP immunity and raise sanctions for giving and taking bribes. The report is fair, but not unbiased because of the survey carried out among the participants in the event. No one tells why they have come, and the journalist announces that many do not know the reason. We cannot talk about a balance of sources either.</p> <p><b><i>Jurnal TV has had a number of broadcasts about the launch of PLDM election campaign. Those were fair and unbiased. Nevertheless, prime time news also included a survey among the participants in the event that made the report unbalanced by univocal responses selected by the reporter.</i></b></p>
4	2 Plus	Did not cover the event.	Did not have news bulletins.
5	Prime TV	Did not cover the event.	Did not have news bulletins.

6	NIT	<p>20.00 Today, several dozens of professional film cameras filmed the launch of the election campaign of Vlad Filat's party in the square of the Opera and Ballet Theater. The author also says that around 2,500 of party followers have been brought to the square especially for this purpose. Expensive filming took place under the motto: „Moldova Without Poverty”. For the comfort and show, PLDM had created an amphitheater. The promo was filmed by dozens of professional film cameras. According to specialists, the cost of a promo may reach 20 thousand EUR each. They also mention freedom of expression among the achievements of Filat's government. While the screen features images from an incident last spring when a PLDM member was aggressive with a cameraman. The journalist concludes that having solved the problem of the press, Filat gets down to solving the problem of poverty.</p> <p>The journalist also says that by what they have done until now, PLDM has managed to solve the problem of poverty among its leaders. According to the property declaration, Filat is the richest candidate in the chair of MP. His income amounts to over seven million lei.</p> <p>21.30 The news item repeats the information broadcast at 20.00 with little stylistic changes and comments. PLDM has officially launched in the election campaign. Although the motto of the party is „Moldova Without Poverty”, witnesses say that over 2,500 of party members have been brought to the launch to film a commercial. At the luxurious action, Vlad Filat engaged himself in taking the country out of poverty.</p>	<p>20.00 The author of the piece changes the subject right from the lead, when announces not the event but the number of film cameras there and the cost of the manifestation. The entire subject does not mention the election agenda, but counts the money of the party and its leader. The author insists that PLDM has not launched the campaign but has filmed a very expensive promo.</p> <p>The images from the event consist of macro and micro shootings, which make it hard to understand who is standing on the platform. People there appear in constant movement: come up or go down, look around or read in papers. They also use archive images of an incident from the last election campaign. Even though it is mentioned that they are from the archives, the journalist forgets to remind about the attitude of PLDM to the incident.</p> <p>The subject is totally biased and unfair, while the journalist shows mal-intention in all that is broadcast.</p> <p>21.30 Postul reia reportajul de la ora 20.00 și tirajează din nou etichetările, comentariile și concluziile reporterului.</p> <p>Subiectul este total parțial și nu este echidistant, iar jurnalistul dă dovadă de rea credință în tot ceea ce pune pe post.</p>
---	-----	--	--

		<p>The journalist also says that by what they have done until now, PLDM has managed to solve the problem of poverty among its leaders. According to the property declaration, Filat is the richest candidate in the chair of MP. His income amounts to over seven million lei. The huge billboard, thousands of people brought to the center of the capital for the ordered filming reveal expensive arrangements and great ambitions of the party.</p>	<p><b><i>The two identical pieces with little stylistic changes and comments to translation are absolutely biased and unfair, while the reporter shows mal-intention in all that is broadcast.</i></b></p>
7	Publika TV	<p><i>08.00, 09.00</i> PLDM has received a green light from CEC and launches in the election campaign. It shall start in the square of the Opera and Ballet Theater. PLDM launches in the campaign „Moldova Without Poverty”. According to the leader, Vlad Filat, it is not just a motto, but an agenda for the country’s development.</p> <p><i>10.00, 11.00, 12.00</i> PLDM has received a green light from CEC and launches in the election campaign. It has started today in the square of the Opera and Ballet Theater. Live broadcast.</p> <p><i>13.00</i> PLDM has started the election campaign. It has started today in the square of the Opera and Ballet Theater. Interview with the political analyst Corneliu Ciurea.</p> <p><i>14.00, 15.00</i> The fight against poverty is the priority for PLDM that has officially launched their election agenda today. The party leaders and over two thousand followers took part in the event. Report.</p> <p><i>17.00, 19.00, 20.00, 21.00</i> The fight against poverty is the priority for PLDM that has officially launched their election</p>	<p><i>08.00, 09.00, 10.00, 11.00, 12.00</i> The information is presented either by an unbiased and fair announcement, or by broadcast about the last preparations for the launch in the square of the Opera and Ballet Theater. The pieces are unbiased and fair.</p> <p><i>13.00</i> The news item is unbiased, which we cannot say about the behavior of the journalist who asks biased questions and insists on certain subject that are irrelevant to the launch of the election campaign (How can you gather so many people? Is it true that they pay for the presence? How populist the motto of PLDM is?), and comes with personal interpretations.</p> <p><i>14.00, 15.00</i> Report from the surroundings, in which Vlad Filat announces to have launched the fight not with a party but with poverty. A stand-up with Vlad Filat and Alexandru Tanase. An unbiased and fair item.</p> <p><i>17.00, 19.00, 20.00, 21.00</i> Report from the</p>

		<p>agenda today. The party leaders and over two thousand followers took part in the event. Report.</p>	<p>surroundings, in which Vlad Filat announces to have launched the fight not with a party but with poverty. A stand-up with Vlad Filat and Alexandru Tanase. The item also contains a survey among those present about the event they participate in. An unbiased and fair item.</p> <p><b><i>Publika TV presents a number of items about the launch of PLDM election campaign. Most of them are unbiased and fair except for the interview in the journal at 13.00, in which the journalist is biased. For a better understanding of the subject there has been a need for more explanations of the election agenda.</i></b></p>
8	Vocea Basarabiei	<p><i>08.00</i> Announcement about the launch of PLDM's electoral campaign. Vocea Basarabiei mentions that, at 11:00, it would have a live broadcast of the event held in the square of the Opera and Ballet Theatre.</p> <p><i>14.50</i> Today at 11:00 the square of the Opera Theatre was covered with green flags of PLDM. There were also flags of the EU and Moldova. Representatives came from all over the country, including Transnistria, to support the anti-poverty campaign of the party. The leader Vlad Filat has declared that this campaign is not against a party, but rather against poverty.</p> <p>At 19:15, the station rebroadcast the recording from the launch of PLDM's electoral campaign.</p>	<p>The radio station had a live broadcast of the launch of PLDM's electoral campaign at 11:00</p> <p><i>14.50</i> The news is structured as an electoral campaign item produced by a party, with quotes from the leaders' speeches. All the speakers support the slogan and say they are ready to carry on the achievements of Prime Minister Filat. This is an unfair report, which shows bias for a political party. The news is unbalanced.</p> <p><b><i>The news broadcast by Vocea Basarabiei is unfair and biased in reflecting the event. The station shows involvement by presenting prominently certain views without providing any comments or interpretations that would balance the report broadcast at 14:50.</i></b></p>
9	Prime FM	<p><i>06.00, 09.00 and 17.00</i> Prime FM took over a press release from PLDM, which announced that the party would launch itself <b>tomorrow</b> in the election campaign. The radio station quotes the party's press office, which says that on October 16 it would present its electoral program "Moldova without poverty". The candidates to the positions of MP will also attend the event.</p>	<p><b><i>The radio station broadcasts three times on the same day an announcement written based on a press release issued by PLDM. Except for announcing a wrong day for the launch, the item was fair and unbiased. However, this mistake changes a lot the nature of the announcement.</i></b></p>

10	Radio Moldova	<p>17.00 PLDM has launched itself in the campaign for the elections of November 28 today with the slogan “Moldova without poverty”, which will be the main objective of the party.</p> <p>18.00 PLDM has launched itself today in the campaign for the elections of November 28.</p> <p>19.00 PLDM has started today its campaign for the elections of November 28. Report.</p>	<p>17.00 The news, which has been taken over from Moldpres, quotes the leader of PLDM, who says that their objective is challenging but achievable. The news mentions the main points of the electoral program, but also some of the most known candidates. The news is fair and unbiased.</p> <p>18.00 The news has been taken over from Info Prim Neo and is fair and unbiased, but not balanced. A third person would have been needed to explain some of the statements of Vladimir Filat, who was quoted as a prime minister.</p> <p>19.00 The report presents the main points of the party’s electoral program. Quotes of Vlad Filat. The item is fair and unbiased, but not balanced. A third person would have been needed to explain some of the statements of Vladimir Filat, who is not only a party leader, but also an acting prime minister.</p> <p><b><i>Radio Moldova presents the event in two news items, taken over from news agencies, and one reportage. All three items are fair and unbiased, but they lack balance. A third person would have been needed to analyze the objectives proposed by the party against the background of the overlap of Vlad Filat’s positions of prime minister and party leader. This can be barely grasped from the news and may affect public perception.</i></b></p>
<p><b>Conclusions:</b> Most of the monitored stations covered the event, except 2 Plus, Prime TV and N4, which did not have any news bulletins that day. Publika TV, Jurnal TV and Moldova 1 broadcast fair and unbiased items, even though not balanced. Therefore, the viewers were not provided analyses and explanations of PLDM’s electoral messages. The items broadcast by Radio Moldova also required more balance. This station covered the event in two news items taken over from press agencies, and a report. The event was covered on an exaggerated note by Vocea Basarabiei, which showed bias and lack of fairness in presenting a report, which makes the journalist biased by the way in which he selected and presented the information. The NIT station presented a news piece in its journals from 20:00 and 21:00, in which it showed crass bias and lack of fairness; the reporter used his own opinions and comments through the whole news item. At the same time, NIT selected and used video from the event, with bad faith.</p>			

#### Case Study No. 4

<b>Context</b> 17.10.2010 Launch of PDM election campaign			
<b>No.</b>	<b>Media</b>	<b>Media presentation</b>	<b>Remarks</b>

1	Moldova 1	<p>19.00 PDM has launched itself today in the electoral campaign. Marian Lupu said: “The country is divided in two- we have a Moldova which is communist, and another which is anti-communist. We will do our best to develop the economy of the country”.</p> <p>21.00 PDM has launched officially its 103 candidates in the electoral campaign today, with the slogan “For Moldova, for you”. Representatives of the European socialists attended the event. The leader of PD declared that their main task was to build a unified Moldova”.</p>	<p>19.00 The report is very short and contains a quote of PDM leader’s speech. The news is unbiased and fair. However, the viewers could not find out what kind of campaign would the democrats run and who their candidates are.</p> <p>21.00 The news is fair and unbiased.</p> <p><b><i>Moldova 1 covered the launch of PDM in the electoral campaign in a fair and unbiased way. However, in order for the public to better understand the message of PD, some explanations would have been necessary about the party’s proposals.</i></b></p>
2	N4	Did not cover the event.	Did not have any news bulletins.
3	Jurnal TV	<p>13.00 Right now, the meeting of the PDM members is being held at the National Concert Hall. The team and the electoral platform of the party are introduced. Live broadcast.</p> <p>19.00, 20.00 Electoral start for PDM. The party lead by Marian Lupu has launched itself in the campaign for early elections. The ceremony was held at the National Concert Hall, being attended by over two thousand members from all over the country. Report.</p>	<p>13.00 The slogan and the electoral platform were presented. The ambiance during the launching ceremony. The two party leaders hope for a fair electoral campaign. Interviews with Marian Lupu and Dumitru Diacov. The news is fair and unbiased.</p> <p>19.00, 20.00 The reporter says this was a ceremony full of pomp and stately display,a genuine show of lights and music. Against the background of a strong blue light, Marian Lupu introduced the 103 candidates to the position of MPs. Interviews with Marian Lupu and Dumitru Diacov about the campaign. A fair and unbiased news.</p> <p><b><i>The news broadcast by Jurnal TV are fair and unbiased, being focused strictly on the events and the campaign launched by PDM. In order to better inform the viewers, it would have been necessary to provide an analysis of the party’s proposals for the next four years.</i></b></p>
4	2 Plus	Did not cover the event.	Did not have any news bulletins.
5	Prime TV	Did not cover the event.	Did not have any news bulletins.

6	NIT	Did not cover the event.	Did not have any news bulletins.
7	Publika TV	<p><i>08.00, 09.00, 11.00</i> PDM will start today its electoral campaign for the elections of November 28. The launching event will start at 11:00 The electoral program and the team of the democrats will be introduced. The PDM leader – Marian Lupu – will give the start. Members and supports of the party will attend the event, as well as foreign guests.</p> <p><i>10.00, 12.00, 13.00</i> PDM has started today its electoral campaign for the elections of November 28. The event will be held at the National Concert Hall, where the electoral program and team of the democrats will be introduced. Live broadcast from the national Concert Hall.</p> <p><i>14.00, 15.00, 16.00, 17.00, 18.00, 20.00</i> PDM has launched itself today in the electoral campaign. Over two thousand delegates from all over the country have attended the event. Live broadcast from the National Concert Hall.</p> <p><i>15.00, 17.00</i> PDM has officially launched itself in the election campaign. Over two thousand delegates from all over the country have attended the event. A block of items: news, live broadcast and report. The event lasted 3 hours and was concluded by a performance in wich several artists took part. According to Marcel Răducanu, PD spent only 30 thousand lei to rent the room.</p> <p><i>19.00, 21.00</i> PDM has officially launched itself in the election campaign.</p>	<p><i>08.00, 09.00, 11.00</i> The information was presented as a fair and unbiased announcement.</p> <p><i>10.00, 12.00, 13.00</i> The news is fair and unbiased.</p> <p><i>14.00, 16.00, 18.00, 20.00</i> The democrats came with a unification message. Marian Lupu says there are two Moldovas. He also says after the elections they would propose the signature of a memorandum for the development of the country. The experts, Cornel Ciurea and Arcadie Barbăroșie, say the message is ambiguous and it is similar to that of the last year. The ambiance from the event. A balanced, fair and unbiased report.</p> <p><i>15.00, 17.00</i> The democrats came with a unification message. Their slogan is : “For Moldova, for you”. Marian Lupu says we should have a unified country and not tackle any more issues that divide the society. He also says after the elections they would propose the signature of a memorandum for the development of the country. The experts, Cornel Ciurea and Arcadie Barbăroșie, say the message is ambiguous and it is similar to that of the last year. The ambiance from the event. The block is fair, unbiased, and also balanced by the presence of experts who explain the message of the democrats.</p> <p><i>19.00, 21.00</i> The democrats came with a unification message. Their slogan is : “For</p>

		<p>Over two thousand delegates from all over the country have attended the event. A block of items: news, live broadcast and report.</p>	<p>Moldova, for you”. Marian Lupu says we should have a unified country and not tackle any more issues that divide the society. The experts, Cornel Ciurea and Arcadie Barbăroșie, say the message is ambiguous and it is similar that of the last year. Ambiance from the event and vox with the attendees about what notable members of the party they know.</p> <p>The block is fair and unbiased, but also balanced by the presence of experts who explain the message of the democrats.</p> <p><b><i>Publika TV had the biggest variety of news about this event. Most of them were fair and unbiased. This is the only station that provided balanced presentation of events through an analysis of PDM’s political message by the political experts.</i></b></p>
8	Vocea Basarabiei	Did not cover the event.	
9	Prime FM	<p>06.00 “For Moldova, for you” - this is the slogan which PDM will start its electoral campaign with. PD will launch itself in the campaign on Sunday, October 17. One of the democrats’ priorities is to rebuild confidence in politicians. PD asserts it would stop the scandal and would contribute to a fruitful cooperation among the parties. A long quote from the party’s platform.</p> <p>11.00, 19.00 In the electoral campaign, PD will rely upon the slogan “For Moldova, for you”. The party members seek to rebuild citizens’ confidence in the political class. At the same time, in their statement of intent, the party mentions <i>four truths which have to be voiced</i>: the existing crisis would not be solved by waiting for the Romanians, Russians, or the European funds to come; our economy is down because the ruling parties have abandoned their electorate for many years and it would not be easy to get out of the crisis.</p> <p>15.00, 18.00 Today PDM introduced its</p>	<p>06.00 An unbiased but still unfair news item; a long presentation of some quotes from the electoral platform.</p> <p>11.00, 19.00 The news is unfair; there is a long presentation of quotes from the electoral platform. It is difficult to understand where the quote is and where the position of the anchor is. This makes the news biased.</p>

		<p>team and electoral platform. Audio excerpts with Dumitru Diacov, Marian Lupu and Veaceslav Nedelea. A broadcast of 2 minutes 40 seconds.</p> <p><i>17.00</i> PDM starts its electoral campaign by introducing its team and its electoral platform. We are entering an election campaign at the end of which we have the duty to build a democratic country and I'm sure that we will manage this together. We need consistent solutions in order to build a strong country...</p>	<p><i>15.00, 18.00</i> It is hard to understand where the quote is and where the position of the anchor is. A report from the launching event with long quotes of PDM leaders. The length and structure of the news differ from the ones broadcast in the other bulletins on Prime Fm. The news is biased and unfair.</p> <p><i>17.00</i> Long quotes from the statements of Marian Lupu and Valeriu Lazăr. The news is biased and unfair.</p> <p><b><i>It is for the first time when Prime FM broadcasts such long news and with many quotes. Anchors sometimes fail to identify the sources; therefore it is often hard to distinguish between quotes and the presentation of the event. Most items about the launch of PDM's campaign are biased and unfair. There is no balance at all.</i></b></p>
10	Radio Moldova	<p><i>16.00, 17.00</i> PDM has launched itself in the electoral campaign for the early elections today. The party will have the slogan "For Moldova, for you". The 103 candidates, as well as foreign guests of honor attended the official ceremony. PDM seeks to safeguard the rights of disfavored people, develop the infrastructure and improve the living standards. A quote by Marian Lupu about the foreign aids. The first ten positions are held by .....</p> <p><i>18.00</i> PDM has launched itself today in the campaign for the early elections. Reportage from the launch of the campaign, with a review of the proposals of PDM's electoral program. Interview with Marian Lupu about the</p>	<p><i>16.00, 17.00</i> The news is fair and unbiased. It has been taken over from Moldpress news agency.</p> <p><i>18.00</i> The item is fair and unbiased.</p>

		<p>solutions for solving the crisis.</p> <p><i>19.00</i> PDM has launched itself today in the campaign for the early elections. The party will have the slogan “For Moldova, for you”. <i>Of course the electoral promises were not missing</i> from the speeches of the leaders; among them the establishment of jobs, and the EU integration. A report from the launching event.</p>	<p><i>19.00</i> An item with long quotes from the speech of PD’s leader, Marian Lupu, and that of the deputy president, Valeriu Lazăr.</p> <p>The items are fair and unbiased, except for a remark made by the anchor.</p> <p><i>The news from PDM’s campaign launching event are generally fair and unbiased, although journalists from Radio Moldova sometimes throw one or two opinions related to the politicians’ statements. Still, there is no balance in these items.</i></p>
<p><b>Conclusions:</b> Four TV stations - 2 Plus, Prime TV, NIT and N4 did not cover the event since they did not have any news bulletins that day; the same about the radio station Vocea Basarabiei. The public TV and radio stations broadcast unbiased and balanced reports from the Democrat Party’s launch in the electoral campaign, even though they were not balanced so as to provide more explanations about the electoral program and the list of PDM’s candidates to the position of MPs. The same about Jurnal TV. The only station which, besides fairness and lack of bias made an analysis of PDM proposals was Publika TV. Publika TV provided explanations of experts, which made the message of this electoral contestant clearer. The behavior of the radio station Prime FM was surprising for this monitoring period. The station had many broadcasts from the event of PDM’s launch in the campaign. The news items were long in comparison with other items broadcast by this station and referred broadly to the objectives of this party for the election campaign. The anchors sometimes identified themselves with the sources. Nevertheless, on the whole, we can talk about a fair and unbiased presentation of the event.</p>			

### Case Study No.5

<b>Context</b> 24.10.2010 Launch of PL election campaign			
No	Media	Media presentation	Remarks
1	Moldova 1	<p><i>19.00, 21.00</i> PL has officially launched itself today in the election campaign on the territory of Soroca Fortress. Mihai Ghimpu said the place had been chosen because we cannot have a European future without having a past. PL’s slogan is «Vote the change to the end ». A report from the launching event. A part of Mihai Ghimpu’s speech: “We, the PL members assumed this endeavor and would will carry it on to the end so that</p>	<p><i>19.00, 21.00</i> A fair and unbiased broadcast, but not balanced. The journalists failed to provide details about the electoral program and on who the party’s candidates are.</p> <p><i>Moldova 1 had an equidistant and unbiased news item in two newscasts. However, it did not provide the minimal information about PL’s list of</i></p>

		the communism perishes. Human freedoms are values that we assume”.	<i>candidates and electoral program. The news is not balanced and does not provide an analysis of PL's proposals.</i>
2	N4	Did not cover this event	Did not have any news bulletins
3	Jurnal TV	<p>12.00, 13.00, 14.00, 16.00 Reports about the launch of PL's electoral campaign in Soroca.</p> <p>17.00, 18.00, 19.00, 20.00 PL has officially launched itself today in the election campaign. PL leaders made electoral promises and swore they would stop the communists from taking the power. The event took place in the heart of Soroca, near the fortress built by Ștefan cel Mare. Report. Ștefan cel Mare's fortress is particularly important for the liberals, which is why they had chosen to enter the campaign under the blessing of the great prince. The slogan of the liberals is: "Change to the end", and the liberalization of social policies is a priority objective. Mihai Ghimpu: "Give us the Parliament and we will give you the Europe".</p>	<p>12.00, 13.00, 14.00, 16.00 The reports were fair and unbiased.</p> <p>17.00, 18.00, 19.00, 20.00 The report was fair and unbiased.</p> <p><b><i>The broadcasts are fair and unbiased. However, reporters sometimes fail to provide information about the electoral program and the party's candidates to the elections of November 28.</i></b></p>
4	2 Plus	Did not cover the event	Did not have any news bulletins
5	Prime TV	Did not cover the event	Did not have any news bulletins
6	NIT	Did not cover the event	Did not have any news bulletins
7	Publika TV	08.00, 09.00, 10.00 The liberals are launching themselves officially in the election campaign today. Like the other candidates who have already launched themselves, the Liberal Party has chosen a novel way of announcing its electoral platform. The liberals will do it in front of Soroca fortress. All 103 candidates on the party's list will be attending the event, as well as supporters of the party and members of the PL's youth organization. The candidates' list will be presented by PL's leader - Mihai	08.00, 09.00, 10.00 This announcement was unbiased and fair.

	<p>Ghimpu. Following their official launch, the candidates will start the electoral actions. They will have 19 meetings with the voters in five raions in the north of Moldova.</p> <p><i>11.00, 12.00, 13.00</i> The liberals are officially launching themselves in the electoral campaign today. Like the other candidates who have already launched themselves, the Liberal Party has chosen a novel way of announcing its electoral platform. The liberals will do it in front of Soroca fortress. Live broadcast.</p> <p><i>14.00, 15.00, 16.00</i> The liberals have officially launched themselves in the election campaign today. The Liberal Party has chosen a novel way of announcing its electoral platform – at the Soroca Fortress. Live broadcast from the event and the opinion of political experts about the launch.</p> <p><i>17.00, 18.00</i> The Soroca Fortress hosted many visitors today. PL has chosen this place to launch itself officially in the election campaign. Report. Mihai Ghimpu explains why they have chosen this fortress. « We have only this left ». «Give us the Parliament and we will give you the Europe”. Report about people who are a bit confused about politics. Those who took part in the event were ...</p> <p><i>19.00</i> The Soroca Fortress hosted many visitors today. PL has chosen this place to launch itself officially in the election campaign. A block of items about the launch of PL’s election campaign. Live broadcast from PL’s premises. Report from Soroca. Political expert’s opinions about PL’s electoral program and message.</p> <p><i>20.00, 21.00</i> An editorial mistake. The status of the candidate Cosarciuc is presented but the video broadcast is that of the PL launching event in Soroca.</p>	<p><i>11.00, 12.00, 13.00</i> The report was correct, fair and unbiased.</p> <p><i>14.00, 15.00, 16.00</i> The items were correct, fair and unbiased.</p> <p><i>17.00, 18.00</i> Unbiased and fair report.</p> <p><i>19.00</i> An ample block of items –live broadcast,</p>
--	--	---

			<p>report, analysis, vox. All these were unbiased, fair and balanced.</p> <p>20.00, 21.00 The report is fair and unbiased.</p> <p><b><i>The reports broadcast by Publika TV about the launch of PL's election campaign are fair, unbiased and balanced. They provide information on the run of the event, the main elements of the campaign and comments (explanations) about the party's actions.</i></b></p>
8	Vocea Basarabiei	<p>08.00 Announcement about the launch of PL's electoral campaign for the parliamentary elections. The launching event is held in Soroca. Following the launch, other 19 meetings of PL's leaders with the voters in the north of Moldova will be conducted.</p> <p>12.00 PL launches itself in the electoral campaign in Soroca. A live report after which a live broadcast from the launching event follows.</p>	<p>08.00 An unbiased and fair news.</p> <p>12.00 A fair and unbiased item about the last preparatory activities before the launch.</p> <p><b><i>Radio Vocea Basarabiei had a correct behavior. It broadcast fair and unbiased news.</i></b></p>
9	Prime FM	<p>14.00 PL launches itself in the electoral campaign in Soroca. The liberals have chosen the Soroca fortress to announce their platform. All 103 candidates of the party will be attending the event, as well as supporters of the party. The list will be presented by Mihai Ghimpu. The launch will be followed by other 19 meetings with the voters in the north of Moldova.</p> <p>15.00, 18.00 In Soroca, PL has launched its electoral campaign in the medieval fortress. Mihai Ghimpu, the party's leader, delivered the presentation. He stated that we need Europe today more than ever and that communism has to</p>	<p>14.00 The news is unbiased and fair.</p> <p>15.00, 18.00 An unbiased and fair news.</p>

		<p>disappear and to never bring sufferings. PL promotes such values as the economic and social freedoms of individuals. Freedom would save Moldova, not Voronin's communism. We would accede to the EU with the right, not with the left. Within an interview, the deputy president of the party, Dorin Chirtoacă, mentioned the reasons from which they had chosen the Soroca fortress and recapitulated the main projects to be conducted within PL's election campaign.</p>	<p><i>The station broadcast 3 news items about the launch of PL's electoral campaign. These are all unbiased and equidistant.</i></p>
10	Radio Moldova	<p>19.00 PL has officially launched itself in the 2010 election campaign. The slogan of the party is: "Vote the change to the end". The event took place in Soroca and was attended by the supporters, the leaders and the candidates of the party. Report.</p>	<p>19.00 The leader mentioned the main priorities of PL. The PL members and candidates were also given the floor.</p> <p><i>The report was fair and unbiased.</i></p>
<p><b>Conclusions :</b> Four out of the 10 monitored TV and radio stations – N4, 2 Plus, Prime TV and NIT – did not cover the Liberal Party's launch in the campaign since they did not have any news bulletins that day. The public TV station Moldova 1 broadcast a report in its two news journals. The news was very short and did not provide enough information about the launch, the electoral program and the candidates. The same about Radio Moldova. However, the journalists were unbiased and fair. Journalists from Radio Vocea Basarabiei and Prime FM did the same, while broadcasting more news items from the event. Publika TV and Jurnal TV also had a fair and unbiased coverage of the event in Soroca. However, Publika TV is the only station that provided the opinions of political experts about the launch of PL's electoral campaign, which makes it the only balanced station, since it explained the electoral message of this political party.</p>			

### ANNEX 3

The report analyzes the correctness of news items and the balance of sources in subjects about the way of drawing up financial reports presented to the Central Election Commission by the political parties involved in the election campaign for the anticipated elections on 28 November.

Case Study No.1. Moldova 1			
No.	Date	Media Coverage	Remarks
1	25.10.2010	Parties that are not transparent in relation to their incomes and	The news item is balanced, unbiased and fair.

		expenditure for the election campaign shall be sanctioned by CEC.	
2	26.10.2010	About 5 mil lei have been spent by the first 12 parties registered for the election race. This is how the reports presented by the candidates to CEC look like. Communists have spent the most until now, over 2 mil lei. The report states that the money has come from donations mentioning the major donors.	The news item is unbiased and fair.
3	27.10.2010		
4	28.10.2010	CEC requested CCECC to analyze the report of PCRM about the source and the application of the money for the election campaign.	The news item is unbiased and fair.
5	29.10.2010	Investigations related to the reliability of the financial data in the communists' reports go on. CCECC together with the General Prosecutor's Office and State Tax Authority have not decided what institution has authority to elucidate the case. PD also has problems with fake donors. They deny the accusations.	The news item is fair and unbiased, but not balanced. The position of PCRM is not presented, in contrast to the PDM case, the party's 12' reply being quoted by the presenter.
6	30.10.2010		

**Conclusions:** Moldova 1 television manages to stay fair and unbiased by presenting summarized and neutral news items on the incomes and expenditures of the parties in the election campaign. The audience finds out about the irregularities committed in drawing up the lists of the parties' donors, but we cannot say that they also know details about what has happened given the limited number of documentation sources. In order to stay correct, Moldova 1 avoids confrontations between different sources involved in the scandal and limits only to a reserved and short text without running the risk of giving details that could outbalance the presentation in one or another direction.

#### Case Study No. 2

No.	Date	Media Coverage	Remarks
1	25.10.2010		
2	26.10.2010	19.30 CEC warns the election candidates to report the money that they use in the campaign correctly, otherwise they risk being excluded from the race for the anticipated elections.	The news item is unbiased and fair. The subject is presented in general outlines without giving names of election candidates.
3	27.10.2010	06.00 The news item is reproduced from the bulletin of 26.10.2010.	
4	28.10.2010	19.30 Tomorrow morning all the parties that have filed their reports	The news item is unbiased, fair and balanced.

		with CEC shall be verified by CCECC and the Tax Authority. The decision was made following some information in the press that two of the donors for the election campaign of PCRM who have donated several hundreds of thousand lei have not had any incomes within the last two years in the reality. In reply, PCRM has declared in a press release that the party strictly complies with all the legal provisions without a single deviation.	
5	29.10.2010	06.00 The news item is reproduced from the bulletin of 28.10.2010.	
6	30.10.2010		
<p><b>Conclusions</b> N4 television covers the situation with detection of certain irregularities in financing of several election candidates superficially in a fair and unbiased manner. Sometimes, the exaggerated correctness of journalists even creates confusion as far as informing of TV viewers is concerned. The news item from the bulletin on 26 November that does not give any name of election candidates mentioned by CEC is an example.</p>			
<p><b>Case Study No.3 Jurnal TV</b></p>			
No.	Date	Media Coverage	Remarks
1	25.10.2010		
2	26.10.2010		
3	27.10.2010	<p>1. They swear to have tightened the belt. The leader of communists V. Voronin swears that PCRM is carrying out the most economical election campaign because the party's people are quite well-known and do not need promotion. Nevertheless the financial reports presented to CEC indicate another thing. The communists are champions in expenditure for the elections.</p> <p>2. Fake donors in the financial reports presented by PCRM. In the last financial report presented by PCRM to CEC, under individual donors there are at least two inexistent people who allegedly have sponsored the party with 250 thousand lei each. Jurnal TV called those people on the phone and it turned out that they <i>can you imagine!</i> come from socially vulnerable families. CEC Secretary has declared that the party risked being excluded from the election list. What parents of the young people say. The communists</p>	<p>The broadcast, at least in its presentation, has a number of artistic expressions that lead to a dose of bias in the report. This is also emphasized by the contrast of declarations by the PCRM leader with the financial reports of the party. As for the rest, the information is presented in a fair and unbiased manner.</p> <p>The investigation presents all the sources. The only little flaws are interpretations and the emphasis made by the presenter and the reporter that undermine fairness on their part. Generally, the report tends to be fair and unbiased.</p>

		<p><i>went mad</i> and threatened us they would go to court. They claim the act is legal.</p> <p>The subjects are reproduced in the two evening bulletins and the following day.</p>	
4	28.10.2010	<p>The communists risk being subject to criminal investigation for faked documents or abuse of authority. At least CCECC says so. They have examined the request of CEC on the donations made to PCRM by certain individuals. All the parties that have filed financial reports shall be verified. PCRM denies the accusations. The news item is reproduced in the morning on the following day.</p>	The broadcast is unbiased and fair.
5	29.10.2010	<p>Clear as a tear. This is how communists present themselves. They deny the fact that fake donors have appeared in the financial reports they have filed with CEC. The leader of PCRM swears he has no idea where those people discrediting the party have come from. This was the reaction of PCRM after Jurnal TV had identified two inexistent people in the financial reports. The news item is reproduced in the morning on the following day.</p>	The broadcast starts with a reaction of the communists' leader to the investigation by Jurnal TV. As for the rest, the subjects from 27 and 28 October are reproduced.
6	30.10.2010	<p>The scandal of fake donations has revealed a new scheme, by which parties have been financed by oligarchs who have been leading the hostilities in the RM from the shadow. This is the opinion of political experts who explain the reports of PCRM to CEC. Jurnal TV has got hold of declarations made by the donors. Investigation reproduced several times.</p>	The item satisfies the conditions of a journalist investigation. The subject is fair, unbiased and balanced.
<p><b>Conclusions:</b> Jurnal TV is the only television that carries out an investigation of the case of fake donors for PCRM. Nevertheless, the channel avoids talking about the problems of the other parties related to drawing up the lists of donors. Presentations of the material contain artistic expressions and interpretations, while the emphasis made on the difference between the reports and declarations by PCRM lead to a certain dose of bias. This cannot be applied to the actual investigations that tend to be fair and unbiased.</p>			
<p><b>Case Study No.4. 2 Plus</b></p>			
<b>No.</b>	<b>Date</b>	<b>Media Coverage</b>	<b>Remarks</b>
1	25.10.2010	<p>The civil society watches the parties. The expenditure of each political party</p>	The news item is neutral.

		shall be carefully monitored to avoid their involvement in actions of propaganda or favors by the electorate.	
2	26.10.2010	CEC presented the financial report for the two first weeks of the election campaign. According to the report, the champions in expenditure are PCRM with over 2 mil lei followed by PDM...	A neutral news item based only on CEC data.
3	27.10.2010		
4	28.10.2010	<p>CCECC has drawn attention to the case following certain articles appeared in the press, according to which some donors on the list of PCRM are fake. On the other hand, PCRM qualifies the articles in the press as manipulation on the part of journalists. In this context, CEC requested CCECC and the Tax Authority to verify the financial reports of the 12 parties on the election list.</p> <p>PCRM has found itself in the center of a scandal having included two young people in the donors' list who have allegedly made donations but have not declared their incomes. CCECC says that two component elements of crime are possible here: faked public documents and abuse of authority. But they cannot start investigations because these come under the authority of some other state institutions. PCRM claims that they have all the documents and declare that these are electoral manipulations.</p>	The news item is unbiased and fair.
6	30.10.2010		

**Conclusions:** 2 Plus stays fair and unbiased towards all the political figures involved in the scandal with drawing up lists of donors presented to the Central Election Commission.

**Case study No. 5. Prime TV**

No	Date	Media coverage	Remarks
1	25.10.2010	The civil society keeps an eye on the parties. The civil initiative for financial transparency in early elections will oversee the financial resources used by the parties in the election campaign for favors or advertising.	The news is fair and unbiased, but not balanced. Only one source was used – an NGO representative.

2	26.10.2010	PCRM has already spent the highest amount of money in this campaign. During two weeks, the party members used 2 mln, lei. According to CEC, most electoral candidates spent up to 500 thousand lei, however, there are candidates who are doing well without any money.	The item is fair and unbiased.
3	27.10.2010		
4	28.10.2010	CCCEC took action <i>ex-officio</i> following some information disseminated by the media, according to which, certain donors in the list of PCRM are allegedly factitious. Tomorrow the inspectors will start to conduct audit of 12 parties out of the 18 registered in the election campaign. PCRM qualified the articles about the factitious donors as cynical manipulations by journalists.	The news is fair and unbiased.
5	29.10.2010	Keeping an eye on the political parties. Groups of officers from CCCEC and the Tax Inspectorate conducted audits at 9 of the 12 parties that submitted financial reports to CEC. The representatives of the control bodies have not provided any additional information. The audits began after the newspapers had written that PCRM allegedly received donations in hundreds of thousands lei from persons who did not report their incomes to the Tax Service. Communists assert that all their papers are alright and that the government tries to eliminate them from the election campaign.	A fair and unbiased news piece.
6	30.10.2010		

**Conclusions:** Prime TV covered in a fair and unbiased way the issue about the fictitious donors in the lists of PCRM. The language was accurate and well balanced and did not leave any room for interpretations and comments. This does not make it totally clear for the viewers what lays behind the scandal with the fictitious donors of certain parties.

**Case Study No. 6. NIT**

N	Date	Media coverage	Remarks
1	25.10.2010		
2	26.10.2010		
3	27.10.2010		

4	28.10.2010	<p>The media and the political experts who support the current government ask CEC to eliminate PCRМ from the electoral race. They allege that there are inconsistencies in the financial reports of the party. CEC states that the party may only be excluded after it is proved that irregularities have been committed during the fundraising for the election campaign. Communists think this is a new media attack against them.</p> <p>The new was rebroadcast the morning of the following day.</p>	<p>The news was conceived rather as a response to the issue subjected to discussions by the society and is far from providing fair and unbiased information to viewers about the inconsistencies in the donors' lists submitted to CEC by the parties. The item is totally unbalanced since it provides an exaggeratedly large amount of airtime to PCRМ, either by quoting from its statement, or by presenting an interview with one of the party leaders. Except the CEC secretary, no other sources appear. The other sources are quoted only for providing a response to them.</p>
5	29.10.2010	<p>The officers of the Tax Service and those of CCCEC conducted an audit at PCRМ's office. The audit was undertaken immediately after the press supporting the government published the statement of the CEC secretary regarding the so-called exclusion of PCRМ from the electoral race due to certain inconsistencies in the financial report submitted by the party. The representative of PCRМ says that such audits should be carried out more often in order to respond to the insinuations in the press, which we consider to be manipulations and instigations to discredit the most powerful party in Moldova. The PCRМ staff appeared confused about the officers' questions, which, according to them, had nothing to do with the audit itself. In PCRМ's opinion, all this fuss has been engendered by the fact that the ruling parties are aware of the fact that they are losing popularity and that the trust for PCRМ is increasingly higher.</p>	<p>The item is incomplete since it provides a wide space for presenting the position of PCRМ about this issue. The journalist is biased, using comments and quotes to disfavor another source. The news is not balanced either, since it does not present the opinions of those who are assaulted by PCRМ (i.e. those who make accusations against the way PCRМ is funded).</p>
6	30.10.2010	<p>The main news piece of this week was the funding of political parties in the election campaign. Just one party raised a particular interest – PCRМ, particularly the statement of CEC secretary about the possible elimination of PCRМ, actually the most important opposition party, from the electoral race. The affiliated media, the publishers of which were given positions in the Government.</p> <p>The item presents a summary of the</p>	<p>Charges against certain media outlets, alleging that their publishers were offered positions in the Government.</p> <p>The news lacks fairness and is biased. The authors provide comments and interpretations about the issue.</p> <p>It is not balanced since it does not provide the right to reply to the persons who have been assaulted.</p> <p>Video with Ghimpu and Lupu was broadcast on the background of charges brought against the</p>

		events that took place during the week.	fraudulent funding of other parties.
<p><b>Conclusions:</b> Most of the items broadcast were conceived as a response from PCRM to the events happening or being discussed rather than as news about what is happening or is being discussed within the society. This approach causes the broadcast reports to lack balance and fairness. The journalist comments and interprets the information to the detriment of other sources, which he even does not try to ask for confirmation or rejection of the presented information. The situation is different in the case of representatives of the Communist Party, who dominate the items of NIT newscasts. Journalists often hide behind talking images. They use comments and interpretations about the fraudulent funding of other parties, while images with Ghimpu and Lupu are shown as a background.</p>			
<p><b>Case Study No. 7. Publika TV</b></p>			
No.	Date	Media coverage	Remarks
1	25.10.2010	The Communist Party has spent so far the biggest amount of money for its election campaign, while the Liberal Party – the smallest amount. 11 of the 12 electoral candidates registered two weeks ago by the Central Election Commission submitted today their financial reports. The Party “Moldova’s Patriots” has not submitted its report to CEC.	The news is fair and unbiased. Political experts provide interpretations of figures.
2	26.10.2010	4.8 million lei – this is the amount spent by 11 electoral candidates registered so far for the early elections of November 28, during the first two weeks of campaign. CEC has approved today the financial reports of the latter. PCRM alone spent over 2 mln. lei. Experts have misgivings about the origin of the money donated in support of parties within the election campaign. According to them, a person who has incomes of hundreds of lei cannot donate thousands of lei.	The news is fair, unbiased and balanced. Political experts provide interpretations of the figures.
3	27.10.2010	During two campaign weeks, PD and PLDM installed the biggest number of street billboards, followed by AMN, while PL has not appeared in any electoral billboard in the country. In addition, at the beginning of the campaign there are no rich businesspersons among the official donors of parties. So far, jobless persons, teachers and ordinary members have funded the parties.	The news item is fair, unbiased and balanced.
4	28.10.2010	The financial reports of the electoral candidates arrived at CCCEC. The Centre admits the existence of criminal components in the reports submitted by PCRM. If it establishes that	The report is fair, unbiased and balanced, containing elements of a journalistic investigation.

		communists have been illegally funded during the campaign for the early elections, CEC may ask the Supreme Court of Justice to exclude them from the electoral race. On the other hand, PCRМ asserts this is an intimidation against its donors and an attempt to eliminate the party from the electoral race.	
5	29.10.2010	<p>1. The communists criticize the democrats, accusing them of having created some scenarios to eliminate PCRМ from the electoral race. At the same time, upon PCRМ's request, a news agency has published news and movies discrediting the current government.</p> <p>2. The financial reports of the electoral candidates arrived at CCCEC. The Centre admits the existence of criminal components in the reports submitted by PCRМ. On the other hand, PCRМ asserts this is an intimidation against its donors and an attempt of eliminating the party from the electoral race.</p>	Covers the events that took place during the week in relation to the correctness of certain electoral lists with donors submitted to CEC by the parties participating in elections of November 28.
6	30.10.2010		
<p><b>Conclusions:</b> Publika TV is the only station that, besides being fair and unbiased, has provided the public with interpretations by political players and by well-known political experts about the scandal related to the deficient drafting of the lists of parties' donors. The station covered the issue from different points of view and tried to provide equal air time to all sources who were asked to comment on the subject.</p>			
<p><b>Case study No. 8. Vocea Basarabiei</b></p>			
<b>N</b>	<b>Date</b>	<b>Media Coverage</b>	<b>Remarks</b>
1	25.10.2010	The civil initiative for financial transparency in the early elections will monitor the incomes and expenses of political parties in the elections.	The report is fair and unbiased.
2	26.10.2010	<p>1. Only 11 parties submitted their financial reports yesterday to CEC. According to the data, PCRМ, PDM, and AMN spent the biggest amount of money...</p> <p>2. A reportage about the incomes and expenditures of political parties and about their donors, based on the reports submitted to CEC.</p> <p>3. PCRМ is a champion in spending money within the election campaign.</p>	The news and reports are fair and unbiased.

		According to its financial report, the party has spent over 2 mln lei for electoral advertising...	
3	27.10.2010	The news piece about the financial reports submitted to CEC has been rebroadcast.	
4	28.10.2010	<p>1. A quote of the young donor's father. Information taken over from Unimedia, according to which, the Tax Inspectorate confirmed that the young man did not receive any income during the last three years. Another young donor belongs to a socially vulnerable family, jurnal.md writes. The PCRМ's lawyer told Unimedia that their reports are truthful and that the donors of PCRМ are intimidated.</p> <p>2. (11.15) They've thought nobody would find out anything, but the PCRМ's list of donors was striking. The abovementioned information has been rebroadcast, after which, the anchor said: "Thus, a genuine Moldovan paradox - the young donor asserts that it is for the first time he hears this". "And before reaching 20 years he certainly did not have more money". CEC has sent the financial reports of the parties running in the elections to CCCEC and the Tax Inspectorate.</p> <p>3. (18.00) CEC has sent the financial reports of the parties running in the elections to CCCEC and the Tax Inspectorate in order to check whether or not they are truthful. CEC referred to the PCRМ reports that include amounts about which the donors themselves know nothing.</p> <p>4. (18.00) CCCEC has convened several meetings with the participation of prosecutors and responsible persons from the Tax Inspectorate to address the starting of audits of PCRМ incomes and expenditures within the current election campaign. A news piece about the CCCEC response to the articles in newspapers.</p>	<p>The news is fair and unbiased.</p> <p>The information is accompanied by several comments and interpretations of the anchor, which makes it unclear whether the item is a piece of news or a comment. At the same time, the information is read against a musical background containing some notes that leave room to interpretations disfavoring PCRМ. The news item does not refer to other parties that had inconsistencies in terms of the registration of certain funding from individuals.</p> <p>The news is taken over from Unimedia. Although several charges are brought against PCRМ in relation to some data falsification in the financial report, the radio station does not present any response by this party. The news item is unfair, biased and unbalanced.</p> <p>The news is fair and unbiased.</p>
5	29.10.2010	The news items are taken over from the	

		newscast at 18:00 of the previous day.	
6	30.10.2010		
<p><b>Conclusions:</b> Vocea Basarabiei provided the public with detailed information about the incomes and expenditures of political parties involved in the election campaign. Most of them are accurate and neutral. However, the issue was covered unfairly and with bias in several newscasts, either because of some journalist's comments and the way he read the information (28.10.2010, 11.15), or because of the lack of a response from the parties accused of having falsified their financial reports. (28.10.2010, 18.00, N3).</p>			
<p><b>Case study No. 9. Prime FM</b></p>			
<b>N</b>	<b>Data</b>	<b>Media Coverage</b>	<b>Remarks</b>
1	25.10.2010		
2	26.10.2010	06.00 (The newscast from Prime TV has been rebroadcast) The civil society keeps an eye on the parties. The civil initiative for financial transparency in early elections will oversee the financial resources used by the parties in the election campaign.	The news is fair and unbiased, but not balanced. Only one source was used – an NGO representative.
3	27.10.2010	06.00 (The newscast from Prime TV has been rebroadcast) PCRM has already spent the highest amount of money in this campaign. During two weeks, the party members used 2 mln, lei. According to CEC, most electoral candidates spent up to 500 thousand lei, however, there are candidates who are doing well without any money.	The news is fair and unbiased.
4	28.10.2010	PCRM is being subjected to a control by the CCCEC and the Tax Inspectorate. The party runs the risk of being eliminated from the electoral campaign, Iurie Ciocan said. CEC asked the two institutions to audit the financial reports in order to find whether or not they are truthful. There are donations about which the donors themselves know nothing. (12.00, 17.00)	The news was taken over from Unimedia. The station does not present the position of PCRM.
5	29.10.2010	06.00 (The newscast from Prime TV has been rebroadcast) CCCEC took action <i>ex-officio</i> following some information disseminated by the media, according to which certain donors in the list of PCRM are factious. Tomorrow the inspectors will start to conduct audits at 12 parties out of the 18 registered in the election campaign. PCRM qualified the articles about the factitious donors as cynical	The news piece is fair and unbiased.

		manipulations by journalists.	
6	30.10.2010	06.00 (The newscast from Prime TV has been rebroadcast) 40 seconds.	
<p><b>Conclusions:</b> The radio station covered the event in a fair and unbiased manner, although it has not always managed to be balanced. Even though it quoted a news site where the balance of sources is observed, it is not clear why Prime FM avoided providing airtime to the accused party as well.</p>			
<p><b>Case study No. 10. Radio Moldova</b></p>			
<b>No.</b>	<b>Date</b>	<b>Media coverage</b>	<b>Remarks</b>
1	25.10.2010		
2	26.10.2010	The electoral contestants put on display their incomes and expenditures made during the campaign. The most <i>wasteful</i> electoral candidate has been PCRM; second in the top of candidates having spent most money are the democrats of Marian Lupu...	The news is fair and unbiased. However, it contains only the official source of CEC. There are no representatives of parties.
3	27.10.2010		
4	28.10.2010	In the morning (09.00), two days after the launch of this subject, the news about the presentation by CEC of the financial reports for the first two weeks of election campaign has been rebroadcast.	The news is fair and unbiased.
5	29.10.2010	CEC has sent to CCCEC and the Tax Inspectorate the financial reports of all political parties in order for their truthfulness to be checked. CEC said that this has been undertaken as a consequence of the news disseminated by the media, which address the donations to the PCRM's election fund, about which the donors themselves do not know anything.	The news is taken over from Unimedia. The item is fair and unbiased. However, it lacks the opinions of representatives of parties and the civil society, which would make the report more interesting and balanced.
6	30.10.2010		
<p><b>Conclusions:</b> The issue of electoral reports is covered in short and neutral news. The radio station addresses this issue with maximum caution and relies only upon official data provided by the Central Election Commission. There are no political players and experts in the field, nor representatives of other government agencies, such as the Centre for Combating Economic Crimes and Corruption, the Tax Inspectorate, and the Prosecutor's Body in the news. The overcautiousness with which Radio Moldova addresses this subject leaves the listeners uninformed about the electoral scandals related to the establishment of election funds of certain electoral contestants. Therefore, the news on the responses of some government institutions about the way the financial reports of political parties are drafted, have not been fully understood, since the substance of the issue – the violations admitted by the parties while drafting the lists of donors - has not been presented.</p>			

#### ANNEX 4

This Report analyses the correctness of items and the balance of sources in news about the results of the survey conducted by CBS AXA, which presents the voting intention of the electorate for the early elections of November 28.

<b>Case Study No. 1. Moldova 1</b>			
<b>No.</b>	<b>Date</b>	<b>Media Coverage</b>	<b>Remarks</b>
1	04.11.2010	If parliamentary elections were conducted next Sunday, 4 political parties would accede to the Parliament.	The news is fair and unbiased.
2	05.11.2010	AMN accuses the director of CBS AXA, Ion Jigău, of lacking objectivity. The latter has made public the results of a survey, according to which AMN would obtain only 2 percent of the votes in the upcoming elections. AMN has filed a complaint to CEC today against the results of the survey. On the other hand, CBS AXA says the poll shows the voters' preferences and all the parties should like it.	The news is fair and unbiased.
<b>Conclusions</b> Moldova 1 covered the issues about the survey and the politicians' responses to this in a fair and unbiased way. The news about the survey results is well balanced. In the items about the response of AMN to the poll, the response of CEC would also have been necessary, in order for the viewers to understand better the context in which the complaint was filed.			
<b>Case Study No. 2. N4</b>			
<b>No.</b>	<b>Date</b>	<b>Media Coverage</b>	<b>Remarks</b>
1	04.11.2010	Political stability. If there were parliamentary elections next Sunday, the political situation would stay as it is now. This is what the results of the opinion poll carried out by CBS AXA show. PCRM would get 39 percent, according to the survey data, followed by PLDM, which would obtain 21 percent. PD could get 19 percent in the elections, while PL- 13%. Other parties have no chances to accede to the legislative body.	The news is fair and unbiased.
2	05.11.2010	AMN asks the company CBS AXA to refute the results of the opinion poll presented yesterday. According to the survey, AMN has no chances to accede to the Parliament. AMN filed a complaint to CEC today in response to the results of the poll, reasoning that CBS AXA had not informed CEC in time about its intent to conduct the	The news is fair, unbiased and balanced.

		survey.	
<p><b>Conclusions:</b> In the two news presented, N4 demonstrates fairness and lack of bias. However, the TV station does not always manage to be balanced in covering the issues; the topic is covered without presenting any explanations and comments by certain key-sources.</p>			
<p><b>Case Study No. 3. Jurnal TV</b></p>			
No.	Date	Media Coverage	Remarks
1	04.11.2010	The following Parliament could consist of four political parties, and the voter turnout would be about 50 percent. At least these appear to be the results of an opinion poll made public by the company CBS AXA today. Thus, PCRM could have the biggest number of mandates in the next parliament, followed by PLDM, PD, and PL. According to the survey, AMN would get only 2%, which is not enough to pass the electoral threshold and accede to the next Parliament. The same survey shows that the number of 30% of irresolute respondents remained unchanged.	The block of news is fair, unbiased and balanced, presenting all political players.
2	05.11.2010	AMN will certainly accede to the Parliament; at least this is the opinion of AMN's party leader. This, although being the last opinion poll conducted by CBS AXA, left AMN outside the legislative. The party leaders accused the sociologists of partisanship and asked CEC to apply sanctions on this institution.	The news is fair and unbiased.
<p><b>Conclusions:</b> Jurnal TV presented a series of news about the results of the survey and the responses by the political players. The news items are fair, unbiased and balanced.</p>			
<p><b>Case Study No 4. 2 Plus</b></p>			
No.	Date	Media Coverage	Remarks
1	04.11.2010	Today the first survey of CBS AXA was publicized. According to it, the voting intention of the electorate shows that the next Parliament could consist of four political parties. If there were elections next Sunday, PCRM would acquire ... The top of political leaders.	The news is fair and unbiased.
2	05.11.2010	AMN filed a complaint to CEC about the survey of CBS AXA, which had scored this party with 2% among the voters. According to Victor Osipov, the results are erroneous, and the	The news is unbiased but not balanced. The authors did not present the response of CBS AXA to AMN's complaint. The position of CEC should also have been presented.

		interviews were done in early September.	
<p><b>Conclusions:</b> 2 Plus continues to show a low interest in the election by broadcasting the electoral subjects in its section “Short news”. The results of the survey are presented in a fair and unbiased way, but without providing the viewers with interpretations and judgments by political parties or experts. Notably, the lack of balance is even more obvious in the news about the complaint of AMN against the results of the poll, which does not contain the response of CBS AXA and of CEC.</p>			
<p><b>Case Study No. 5. Prime TV</b></p>			
No.	Date	Media Coverage	Remarks
1	04.11.2010	<p>- AMN faces a fall in opinion polls. If there were elections next Sunday, only the communists, the democrats, and the liberals would get to the Parliament. These are the results of a sociologic survey publicized today. The authors of the poll say the situation could change on the election eve.</p> <p>- No joy, no hope. Moldovans are dissatisfied with the way things go in Moldova. They fear an increase of prices and have no clear vision about the foreign policy of the country. The unification with Romania is not a priority. This is how the results of the opinion poll published by CBS AXA look.</p>	<p>The issue is covered in a fair and unbiased way.</p> <p>The issue is covered in a fair and unbiased way.</p>
2	05.11.2010	<p>The survey of CBS AXA, which was publicized by AMN, is being complained against by AMN. The party asks CEC to oblige CBS AXA to refute the information presented in the survey. According to the poll, AMN would gather only 2 percent of the electors’ votes and would not accede to the parliament.</p>	<p>The issue is covered in a fair and unbiased way.</p>
<p><b>Conclusions:</b> Prime TV covered the poll conducted by CBS AXA in a fair and unbiased way. The station also presented in an objective and balanced way the complaint filed by AMN regarding the correctness of the survey results.</p>			
<p><b>Case Study No. 6. NIT</b></p>			
N	Date	Media Coverage	Remarks
1	04.11.2010	<p>The CBS AXA Institute made public today the first pre-election sociologic survey. According to it, only four parties could accede to the next parliament - PCRM, PLDM, PD and PL. None of the four parties has any chance to form the government or to</p>	<p>The news is structured rather as a reaction of PCRM to the results of the survey than as a report on the survey results. The author insists on the inaccuracy of the results of the sociologic survey, saying that this institution has also carried out other surveys which were wrong, and makes reference to other two polls publicized last</p>

		<p>elect the president by itself, the survey shows. PCRМ qualifies it as electoral propaganda aimed at showing that the Alliance is alive and that it is still united.</p>	<p>summer, about the electorate's intention of participating in the referendum, which did not correspond with the actual voters' turnout. All these arguments accompanied by comments of a PCRМ leader, M. Tkaciuk, who says the survey is obvious propaganda for AIE. He brings a series of charges against the leaders of AIE for falsifications and manipulation of the electorate, and for corrupting the electoral commissions. No reply was presented to all this; the journalist only included some video or phone call tones in the report, on the background of which he said the other parties could not be found. At the same time, the author said that previously, one of the PLDM leaders had stated in a press conference that he knew the results of the poll, without specifying which poll he referred to.</p> <p>When the journalist says that AMN has little chance to accede to the Parliament, according to the survey, video is shown which puts the party leader in a bad light (the latter is presented sitting relaxed and discussing with his colleagues).</p> <p>The station does not present the response of CBS AXA to all these comments and judgments.</p> <p>Considering the abovementioned facts, the report is biased, unfair and unbalanced.</p>
<p><b>Conclusions:</b> NIT ignores the results of the survey and presents only the position of PCRМ in regard to the latter. In one news piece only general information is presented, which is commented by a PCRМ leader, who makes a series of assaults against other parties included in the poll (92 out of a total of 202 seconds length of the item). The reporter's failed attempts of getting in touch with the other leaders in order to obtain some comments are presented against the background of photos of the leaders and phone rings with no answer. The station does not present the position of the company that conducted the survey. This issue is covered by NIT incompletely, unfairly and without any balance.</p>			
<p><b>Case Study No. 7. Publika TV</b></p>			
No.	Date	Media Coverage	Remarks
1	04.11.2010	<p>About half of the citizens with a right to vote would probably go to the ballot on November 28. These are data resulting from a survey carried out by the Centre CBS-AXA. The station presented the results of the survey and the distribution of seats in the next parliament, according to the survey. At the same time, it presented the top of political leaders which the respondents appear to trust. Both, the authors of the poll and the political analysts consider that by the elections the current situation might change.</p>	<p>The broadcast reports are fair, unbiased and balanced by the presentation of responses of the main political leaders and political analysts.</p>

2	05.11.2010	Today Moldova Noastră (Our Moldova) Alliance filed a complaint against the survey of CBS-AXA, asking for the refutation of the results of the sociologic research. Victor Osipov states that CBS-AXA has violated the Electoral Code. The secretary of CEC, Iurie Ciocan, says that it is court that should examine this case, not CEC.	The report is fair, unbiased and balanced.
---	------------	---	--

**Conclusions:** Publika TV presents the results of the survey and the responses of political players and political experts to this, in a fair, unbiased and balanced way.

**Case Study No. 8. Vocea Basarabiei**

No.	Date	Media Coverage	Remarks
1	04.11.2010	The AIE parties would get 53 percent of the votes if parliamentary elections were carried out next Sunday, a survey conducted by CBS-AXA shows. According to the opinion poll, 39 percent of the electorate would vote for PCRM. The survey shows a turnout of 50 percent of the voters to the parliamentary ballot, with 30 percent being irresolute.	The news is fair, unbiased and balanced by the presence of two political analysts.
2	05.11.2010	The director of CBS AXA is <i>allegedly</i> a member of the Executive Office of PDM. We should remind you that CBS AXA reported yesterday the results of an opinion poll regarding the parliamentary elections.	The author of the news demonstrates bias and lack of fairness. He makes reference to another survey published 6 months ago, which gave PDM only 8 percent in comparison with the poll conducted by CBS AXA, which gives the party 19%. The author asks himself whether this double increase of the percentage could be caused by the fact that CBS AXA is a member of PDM's Executive Office. The news is not balanced either, since no other source is quoted except the references to the two surveys.
3	06.11.2010	The opinion poll publicized by CBS AXA was perceived in different ways by the parties mentioned in the top. MAE wants to harness the three percent which it would get, according to the survey, and calls the non-parliamentary parties to withdraw from the electoral race in its favor. AMN claims that the	The news is fair, unbiased and balanced.

		survey is submissive to PCRM and asks CEC to cancel it.	
<p><b>Conclusions:</b> The radio station Vocea Basarabiei focuses rather on the survey data, which reflect the results of the parliamentary elections, if the latter took place next Sunday. The news items are fair, unbiased and balanced. However, in the item of 5 November at 12:30, the anchor demonstrated bias and unfairness by giving a one-sided interpretation of data which were reported in news where the phrase “<i>allegedly</i>” is used. It is unclear whether the information is news or rumor, and also why the author compares only the data relating to PDM in the quoted surveys, but not those relating to other political parties, which look as different as those for PDM.</p>			
<p><b>Case Study No. 9. Prime FM</b></p>			
<b>No.</b>	<b>Date</b>	<b>Media Coverage</b>	<b>Remarks</b>
1	04.11.2010	If there were elections next Sunday, PCRM would gather 39 percent of the votes, followed by PLDM with 21 percent, PD – with 19 percent and PL – with 13 percent. AMN would not pass the electoral threshold as it would only acquire 2 percent.	The news is full of figures, as it presents all data of the survey. The subject is treated fairly and without any bias.
2	05.11.2010	<p>- Republic of Moldova considers that the supreme law of Moldova should be amended. Over half of the respondents consider that there is too much democracy in Moldova, a survey conducted by CBS AXA shows.</p> <p>- AMN filed a petition to CEC today, asking that CBS AXA is sanctioned and that it refutes its own survey as it has violated the electoral legislation.</p>	<p>The news contains a lot of figures, since it presents all the survey results. The issue is covered fairly and without bias.</p> <p>The news does not contain the opinion of CBS AXA about the accusations brought by AMN.</p>
3	06.11.2010	The politicians commented differently on the results of the survey conducted by CBS AXA. PCRM suggested the authors of the poll to do weather forecasts instead of polls. The liberal-democrats and the democrats appeared satisfied, while AMN does not believe too much in the truthfulness of the data.	The news does not present the position of CBS AXA to the comments of several political leaders.
4	07.11.2010	CEC warns: all those who want to carry out surveys during the election period should first notify CEC about this.	The news is fair and unbiased, but not balanced.
<p><b>Conclusions:</b> The radio station covers the results of the survey in several news items. Some of them are confusing because of the number of figures in them. In some of the news items about politicians’ response to the results of the survey a lack of balance can be noticed since they do not contain the opinion of the institution which carried out the survey.</p>			
<p><b>Case Study No. 10. Radio Moldova</b></p>			
<b>No.</b>	<b>Date</b>	<b>Media Coverage</b>	<b>Remarks</b>

1	04.11.2010	The data of the last opinion poll show that PLDM, PD, and PL would acquire together 53 percent in the early parliamentary elections, while PCRM – 39 percent. The poll was conducted between ... by CBS AXA...	The news is fair and unbiased. It offers interpretations by the institution which conducted the survey about the data of the latter. The item is well structured.
2	05.11.2010	AMN asks CBS AXA to refute the results of the survey publicized yesterday, which grants the party only 2 percent of the electorate's votes. The authors of the poll have violated the electoral law, the first deputy president of the party, Victor Osipov, stated.	The news is fair, unbiased and balanced. The item is well structured.
<b>Conclusions:</b> Radio Moldova covered the results of the survey and provided interpretations about them in a fair and unbiased way. In the items of the main newscasts, the station gave airtime to all involved parties. The items broadcast on this topic by Radio Moldova had also a sound structure.			

## ANNEX 5

The report analyzes the accuracy of news items and the balance of sources in disseminating information about the signing of the Treaty on the State Border Regime between the Republic of Moldova and Romania, signed in Bucharest by the Prime Minister Vlad Filat and the Romanian Minister of Foreign Affairs Teodor Baconschi, on 8 November 2010.

<b>Case Study No.1. Moldova 1</b>			
<b>No.</b>	<b>Date</b>	<b>Media Coverage</b>	<b>Remarks</b>
1	08.11.2010	<p>RM and Romania have signed the Border Treaty. The document was signed by the Prime Minister Vlad Filat and the Romanian Minister of Foreign Affairs. The Treaty shall establish a modern legal treatment for the common border ... Correspondence from Bucharest.</p> <p>The Premier mentioned that the signing had to do nothing with the election campaign. Barroso supported the signing of the treaty. Political experts appreciated the signing of the treaty.</p>	The subject is fair, but partially balanced, since the opinion of the opposition is not presented.

2	09.11.2010	The Party of Communists is dissatisfied that the text of the border treaty between the RM and Romania, signed yesterday, had not been made public prior to the signing. A communist MP, Grigore Petrenco, says that the document had to be examined by the Parliamentary Committee for Foreign Policy and European Integration first, a procedure the authorities did not follow, he added. The communists also claim that the treaty does not recognize the state border between Moldova and Romania and is a purely technical document.	The news item is unbiased and fair, but not balanced, as it does not make reference to the position of the party that signed the document ` offer their arguments as well.
---	------------	---	--

**Conclusions:** Moldova 1 covers the signing of the Treaty in a fair and unbiased manner in several items over two days. On the first day, they broadcast a report from Bucharest showing the signatories of the Treaty and a program with a number of comments on the document. The latter was not balanced as it offered air time only to commentators who appreciated the signing of the document, and did not include the opposition or analysts that would present another point of view. On the second day, Moldova 1 came back to the subject with the position of PCRM, but did not make reference to the arguments of the signatory party in favor of the document (not at least in the background). Such an approach made the news item imbalanced again by the presence of a single opinion about the Treaty signing.

**Case Study No.2. N4**

No.	Date	Media Coverage	Remarks
1	08.11.2010	Moldova and Romania signed a Treaty on the State Border Regime today. The event took place in Bucharest tonight. According to Romanian diplomats, the treaty has the role of establishing a modern legal treatment of the border and of creating the necessary framework for cooperation between the RM and Romania. Jose Manuel Barroso welcomed the signing of the document. The signed treaty is not the one Chisinau opposition has pleaded for, declared Grigore Petrenco, PCRM. The Premier's advisor, Iulian Fruntasu, declared that there had been a lot of confusion around the document, and that it was a technical treaty, not a political one.	The news item is fair and unbiased as text. Nevertheless, the whole report is dominated by images of Vlad Filat who appears at different stages with Romanian and European officials.
2	09.11.2010	Different, as well as spiteful reactions of the leaders of Chisinau political parties to the signing of the Treaty on the State Border Regime between the RM and	The subject is unbiased, but not balanced. Over one third of the report is dominated by images featuring the Premier Vlad Filat, who also has the last say, - and 'dots the i's

		Romania. The AMN chairman says that he was surprised by the signing of the Treaty and that the event seemed more for electoral purposes to him. The acting president did not want to comment on the subject and even showed slight annoyance when journalists asked him to comment on the issue. PDM Vice Chairman, Corman, said that the Treaty was signed without taking into account Moldovan legislation. PCRM considers that the text of the treaty should have been first presented to the Parliamentary Committee for Foreign Policy. The Premier looked slightly indifferent at the beginning, but then crossed all „t’s.	and crosses the t’s’ to quote the reporter with a duration of 56 seconds out of 151 seconds of the total report.
--	--	---	--

**Conclusions:** N4 covered the subject in two news items. Both tended to be fair and unbiased, but not balanced. The report was dominated by images with the Premier Vlad Filat, while his interventions with direct quotes are much longer than those of the other interviewees altogether, whether quoted directly or indirectly. For instance, in the second item, the reply of the Premier lasted for 56 seconds in a report of the total of 151 seconds.

#### Case Study No.3. Jurnal TV

No.	Date	Media Coverage	Remarks
1	08.11.2010	<p>The bilateral treaty on the state border regime, cooperation and mutual assistance in border issues was signed today in Bucharest. The document was signed by the Premier of the Republic of Moldova, Vlad Filat, and the Minister of Foreign Affairs of Romania.</p> <p>- The border treaty signed between the Republic of Moldova and Romania has a European dimension. At least, the Ambassador of Romania to Chisinau, Marius Lazurca, thinks so.</p> <p>- The signing of the treaty on the border regime between Romania and the Republic of Moldova stirs up adverse reactions in Chisinau.</p>	The group of news items and broadcasts is fair, unbiased and balanced.

**Conclusions:** Jurnal TV presents the event in a balanced, fair and unbiased manner.

#### Case Study No.4. 2 Plus

No.	Date	Media Coverage	Remarks
1		Did not cover the event.	

**Conclusions** 2 Plus

#### Case Study No. 5. Prime TV

No.	Date	Media Coverage	Remarks
1	08.11.2010	RM and Romania signed the Treaty on the Border Regime today. The document was signed by the Romanian Minister of Foreign Affairs and the Premier Vlad Filat. The announcement on the part of the Ambassador of Romania to Chisinau, Marius Lazurca. The communists and political observers give other comments on the signing of the Treaty.	The group of news items is balanced, unbiased and fair.
2	09.11.2010		
<b>Conclusions</b> Prime TV covered the event in a fair, unbiased and balanced manner.			

<b>Case Study No. N6. NIT</b>			
No.	Date	Media Coverage	Remarks
1	04.11.2010	The Treaty on border regime between Moldova and Romania has been signed today in Bucharest by Prime Minister Vlad Filat and the Romanian Foreign Minister. Filat has hailed this event as a historical one. Experts explained that this is only an electoral action since the document is a technical one and has nothing to do with the basic political treaty between the two countries. "Basescu's thorn for PCRM" - is the title of an article in a newspaper close to PLDM. Experts explain that journalists have exaggerated.	The issue is covered through a series of comments about the signing of the Treaty. The majority of the authors insist on the fact that the document is a technical instrument, not a basic political one; however, no explanations are provided as regards the difference between the two. The positions of the parties involved in the signing are not presented in the news, which makes the item biased and unfair, on the basis that comments are used from just one camp or certain sources who do not know the content of the document. The news also uses statements belonging to the authors.
<b>Conclusions:</b> NIT covered the issue through the use of several sources, without providing to the viewers the position of signatories as well. In all interpretations the position of just one commenter prevails (102 seconds out of 329 seconds total length of the news), which makes the item unbalanced, biased and unfair.			

<b>Case Study No. 7. Publika TV</b>			
No.	Date	Media Coverage	Remarks
1	08.11.2010	Starting today, Romania and Moldova will have a treaty which regulates the border regime. The treaty has been signed by the Romanian Minister of Foreign Affairs and the Prime Minister Vlad Filat, who	The news is fair and unbiased.

		<p>participated today in the Danube Summit held in Bucharest.</p> <p>- The treaty on the national border regime between Romania and Moldova proves the maturity of bilateral relations. The statement was made today by the Romanian Ambassador to Chisinau, Marius Lazurca.</p>	
2	09.11.2010	<p>The Treaty on the border regime, signed in Bucharest by Vlad Filat, has given rise to much dissatisfaction among Moldovan politicians. The representatives of PD, AMN and PCRM assert that the document should have been signed by the president, not the prime minister. The news also contains the position of a constitutionalist, and the public's opinion about the signing of the document.</p>	A fair, unbiased and balanced block of news.

**Conclusions:** Publika TV provided wide coverage of the event in a number of fair and unbiased news items. The station presented in a balanced way the reactions of certain parties and experts.

#### Case Study No. 8. Vocea Basarabiei

No.	Date	Media Coverage	Remarks
1	08.11.2010	<p>The Bored Treaty was signed today in Bucharest between Moldova and Romania. Quotes from the statements of the signatories and of President Basescu are given. Comments of Prime Minister Filat's advisor, Iulian Fruntasu, and the analyst Cornel Ciurea are also presented.</p>	The news is fair, unbiased and balanced.
2	09.11.2010	<p>- PCRM is suspicious about the signing of the Treaty. Romania wants the document signed because of some external pressure, the communist MP Grigore Petrenco stated. A quote from a press conference.</p> <p>- The signature of the Treaty proves the maturity of the ties between the two states, the Romanian Ambassador in Chisinau, Marius Lazurca, stated.</p>	<p>- Impartial and unbiased news.</p> <p>- News based on the Ambassador's statements. It is fair and unbiased.</p>

**Conclusions:** The radio station Vocea Basarabiei covered the topic of the Treaty in several news items. Most of them were balanced and unbiased.

**Case study No. 9. Prime FM**

No.	Date	Media Coverage	Remarks
1	08.11.2010		
2	09.11.2010	<p>- The Border Treaty between Moldova and Romania has been signed in Bucharest. The Treaty sets the border regime and the cooperation between the border entities. The document was developed by the two Ministries of Foreign Affairs.</p> <p>- Igor Corman, the Vice President of PD and president of the Parliamentary Commission for Foreign Policy has stated that the Border Treaty with Romania should have been signed by the acting president, Mihai Ghimpu. He also said he was puzzled when he found out that the document had been signed by Prime Minister Filat and the Romanian Foreign Minister. Ghimpu refused to comment on the signature of the document. Serafim Urechean said the document should have been discussed within the parliamentary commissions before being signed.</p>	<p>- The news is fair and unbiased.</p> <p>- The news is fair and unbiased, but it does not observe the principle of balance since it does not present the opinion of the party which has signed the Treaty.</p>

**Conclusions:** The radio station covered repeatedly this issue the following day, providing a number of reactions to the signature of the Treaty. These items were unbiased, but not balanced, since they did not present the position of the party which signed the Treaty. The arguments of the latter were necessary since the issue was introduced as a controversial one; therefore, the views of all parties were needed.

**Case Study No. 10. Radio Moldova**

No.	Date	Media Coverage	Remarks
1	08.11.2010	The subject is qualified by the reporter as an important one. It is presented and interpreted by the Romanian ambassador to Chisinau, Marius Lazarca. A report from a press conference.	Fair and unbiased news, but not balanced.
2	09.11.2010	- Romania and Moldova have signed a Treaty which regulates the border regime. The treaty was signed by the Romanian Minister of Foreign Affairs and the Moldovan Prime Minister. It is a technical document which sets the way in which the border will be marked on land, as well as the cooperation	- The news is fair and unbiased.

	<p>between the customs officers and the border police.</p> <p>- The Moldovan Prime Minister and the Romanian Foreign Minister signed yesterday, in Bucharest, the Treaty on the national border regime, cooperation and mutual assistance in border matters. The agreement stipulates the conditions and the way of setting the national border on land, as well as how interactions between the border guard services should be conducted. The statements of the Romanian Foreign Minister and the Prime Minister Vlad Filat.</p>	<p>- A block of news and comments about the content of the agreement. The issue is treated by observing the need for balance, and presented without bias.</p>
<p><b>Conclusions:</b> Radio Moldova paid special attention to this event in several news items and reports. The station managed to present the document and also to give interpretations of it through a number of analysts. The items were fair and balanced.</p>		

## ANNEX 6

The report analyzes items broadcast on **23 November 2010** by seven televisions and three radio stations in *prime time* news bulletins about the kidnapping of a PCRM candidate for an MP chair Artur Resetnicov. The study pays attention to the formulation of presentations, the accuracy of the news items, and the balance of sources.

<b>Case Study No.1. Moldova 1, 21.00</b>		
<b>No.</b>	<b>Media Coverage</b>	<b>Remarks</b>
1	The former director of SIS (Information and Security Service), Artur Resetnicov, a PCRM candidate for an MP chair, is at the hospital. He claims that last night he was kidnapped by unfamiliar people and tortured to sign documents compromising Voronin. Law enforcement officers say they have filed criminal charges over this case. The prosecutor's office investigates possible settling of accounts over property issues as well.	A fair, unbiased, and balanced item.
<p><b>Conclusions</b> Moldova 1 presented the information in an unbiased, fair, and balanced manner.</p>		
<b>Case Study No.2. N4, 19.30</b>		
<b>No.</b>	<b>Media Coverage</b>	<b>Remarks</b>
1	The election campaign has become dirty, charges PCRM. The former SIS director has got to the hospital having been beaten and threatened with a gun. The PCRM candidate charges he has been	There is an emphasis on political interpretations with charges against the present government called a criminal alliance by a PCRM leader. The item is fair and unbiased, although there are certain accents

	tortured after being kidnapped yesterday right from the street. Resetnicov says he was taken to an unfamiliar place and forced with a gun to offer information that could compromise Voronin. PCRМ hailed the case as an action of the authorities.	made by the reporter in the text. The balance of sources is offset by the presence of two PCRМ leaders who make grave charges against the governing alliance. The reaction comes from Vlad Filat.
--	---	---

**Conclusions** N4 pays more attention to the electoral nature of the incident in the broadcast item. The report presents all the sources involved, but is not balanced due to unequal space allotted to the parties (the position of PCRМ dominates to the disadvantage of accused from AIE) and the rough message on the part of some sources (Teaciuс and Voronin) versus a reply on the part of the Premier Vlad Filat.

**Case Study No.3. Jurnal TV, 20.00**

No.	Media Coverage	Remarks
1	The former SIS head has got to the hospital in a grave condition. Resetnicov claims he has been beaten, tortured and threatened with death. It happened nowhere else but right in the center of the capital.	A fair and unbiased item.
2	It is the present regime that stays behind the kidnapping of Resetnicov, claim PCRМ members. Communists do not hesitate to turn against AIE again calling it a criminal regime. In its turn, the government does not keep silent and says that the investigation agency is the one to say the last word when the case is elucidated.	A fair and unbiased item.

**Conclusions** Jurnal TV broadcasts two items about the Resetnicov case. Taken separately each item is fair and unbiased, and taken as a whole they are also balanced. The television allots the necessary space to inform the viewers about the kidnapping of Resetnicov, as well as for the main political figures to express their opinions on the case.

**Case Study No.4. 2 Plus, 20.30**

No.	Media Coverage	Remarks
1	A real kidnapping or an ordinary incident, it is just a matter of time. Artur Resetnicov was brought to the hospital with light injuries and a brain concussion. The former SIS head claims he has been kidnapped in broad daylight by several unfamiliar people who beat him and threatened with death. The law enforcement bodies investigate several versions, among which a staged kidnapping.	An unbiased, fair, and balanced item with a number of sources present: the victim, doctors, the police, and the prosecutor’s office. The item also gives a lot of background information on the candidate for an MP chair Resetnicov.

**Conclusions** 2 Plus placed the item on the alleged kidnapping of Artur Resetnicov under the Elections 2010 rubric. The item is unbiased, fair, and balanced. In presenting the item, the authors rather make emphasis on the

investigation and avoid breaking forth into explanations with political connotations.

**Case Study No.5. Prime TV, 21.00**

N	Media Coverage	Remarks
1	Artur Resetnicov was brought to the neurology department of the Emergency hospital. The former SIS head declared he was kidnapped on Monday from the center of Chisinau, beaten and taken to an unfamiliar place, where he was tortured and threatened with death. The kidnapers allegedly requested him to present compromising information about Voronin. The police verify whether it could have been a staged kidnapping.	An unbiased, fair, and balanced news item with the following sources present: the victim, doctors, the police, and the prosecutor's office.
2	In the meanwhile, the kidnapping of a PCRM candidate has stirred up reactions from a number of political parties. MAE claims that PCRM desperately speculates on the kidnapping of Resetnicov who makes TV shows from the hospital bed. The Humanist Party claims that it is just another Cubreacov case. And the former security minister, Anatol Taranu, claims there has been no need to kidnap Resetnicov and the case is a provocation by the PR specialists of PCRM.	The item completes the previous report by interpretations of electoral candidates. Although unbiased and fair in terms of those featured in the item, the report lacks balance because no reaction of PCRM to the comments is presented.

**Conclusions** Prime TV broadcasts an item about the alleged kidnapping, in which they treat the case in a fair and unbiased manner. The second item comes to complete the previous report, lacking the position of PCRM aside the opinions of MAE, PUM and a former security minister. This omission makes the presented information imbalanced.

**Case Study No.6. NIT, 22.00, [http://nit.md/index\\_md.php?action=news&id\\_news\\_category=&id=2687](http://nit.md/index_md.php?action=news&id_news_category=&id=2687)**

No.	Media Coverage	Remarks
1	An out-of-the-ordinary attack only five days before the elections. A PCRM candidate, Artur Resetnicov, has got to the hospital in a grave condition having been attacked by unfamiliar people. He was badly beaten, threatened with a gun, and tortured by different methods, as well as drugged with psychotropic substances and forced to sign compromising declarations against Voronin.	The item is biased, not fair, and neither balanced. The declarations of Voronin account for a half of the report's length (293 sec.), in which the PCRM leader brings a number of charges against AIE left without a reply.
2	MIA has filed criminal charges over the case of kidnapping and torturing of Resetnicov. The police hope to get more information on the incident, but at the moment they do not give too much detail. The General Prosecutor's Office has declared they will	A fair and unbiased item.

	get involved in the elucidation of this case as well.	
3	PCRM hailed the bandit attack on Resetnicov as an unprecedented one. They tried to obtain compromising information by torture. Moldovan communists call international structures to stop supporting „the criminal regime of the Republic of Moldova”. Conversely, continue communists, violence outbreaks in the country shall endanger Moldovan democracy.	The item is abundant in quotes from the declaration by PCRM, which is a rough attack against AIE and the Ministry of the Interior. Marc Tcaciuc is quoted for 154 out of 270 seconds of the report’s length and makes a number of charges against the governing alliance related to criminality spreading in the country. The way the item is structured makes it biased and imbalanced, while the author shows lack of good intentions in selecting the quotes, and there are no reactions on the part of the accused.
4	The criminal factor is scaling up. Suspect disappearances, ordered murders, torture, trafficking in drugs, intimidation of business people and journalists, thefts from cars and flats are just several examples. It is more serious that the criminal factor gets involved in the election campaign, supporting people from certain political forces. There are rumors among jailbirds and law enforcement bodies that a release of the thief in law Micu, the most feared criminal in Moldova imprisoned for life in 2004, has been arranged.	Right from the presentation of the item it is not clear what kind of a report is going to follow. The way they introduce the subject seems to be more of a comment, by which the author wants to claim that criminality is scaling up in the RM. He operates with a number of interpretations and rumors. The item is a mixture of comments and video images taken from a number of sources (sometimes even fiction movies) – often not mentioning when they were produced and the source they were taken from – that come to illustrate and support the idea of cooperation between the present government and the criminal world. The author resorts to appreciations several times (dubious forces and criminal leaders have got the power, etc.).  The item is of a largely manipulative nature targeting the public opinion and does not fit any of the criteria applicable to journalistic pieces.
5	An out-of-the-ordinary case Resetnicov found himself in is commented by representatives of parties, who consider that an election campaign predisposes to this kind of incidents that in fact have a political tint.	Although they announce that leaders of certain political parties consider that „an election campaign predisposes to this kind of incidents”, the item shows that the majority of the interviewees do not share the idea. The author showed bias and tried to misinform the viewers.
6	The aggressiveness of this election campaign worries village people. The voters say they are in terror of their life and the life of their children, especially those of them who study and live in Chisinau. The attacks against public figures may continue and	In fact, all the observations made by the presenter belong rather to the PCRM leader than to the village people he met. The presenter cheated and showed bias and unfairness in the report.

	nobody can be sure they are safe. The inhabitants of Sangerei and Telenesti talked about their fears at the meetings with the PCRМ leader.	
7	<p>Ordinary people also seem to be concerned about the spreading crimes. In the last declarations to support PCRМ, future MPs are called to ensure the security of citizens.</p> <p>Quotes form a number of declarations to support PCRМ on the part of village inhabitants.</p>	The item is unbiased and fair.
<p><b>Conclusions</b> NIT offers more than a half of the main news bulletin of the day to the incident related to the kidnapping of Artur Resetnicov. The television broadcasts seven items directly or indirectly referring to the subject. The majority of them are biased and unfair as they offer a privileged space to PCRМ and avoid presenting other sources. Besides, NIT also broadcasts items of manipulative nature that contain only information from unverified sources based on rumors and use fabricated information. In case of subjects that have a tendency to be fair and unbiased, the authors try to misinform the public by presentations distorting the perception of the subject. We would like to mention that a number of reports use video images from different sources (sometimes even fiction movies) often without mentioning the source and date of archive images.</p>		
<p><b>Case Study No.7. Publika TV, 19.00</b></p>		
<b>No.</b>	<b>Media Coverage</b>	<b>Remarks</b>
1	Artur Resetnicov, the former SIS head, candidate on the PCRМ list, has got to the hospital after being beaten by unfamiliar people. Resetnicov claims he was beaten and tortured to present compromising information about Voronin. Resetnicov was transferred from the Emergency hospital to the State Chancellery hospital.	A combination of a live broadcast, a report and interpretations of the Resetnicov case. An unbiased, fair, and balanced item.
2	Members of the governing alliance were allegedly involved in the incident, the victim of which was Resetnicov, while their purpose is to intimidate the communists. The charges come from the PCRМ chairman, Vladimir Voronin. AIE leaders deny the charges and recommend Voronin to wait for the results of the investigation.	Reactions on the part of a number of political leaders on the Resetnicov case. The item is unbiased, fair, and balanced.
3	The patient: Artur Resetnicov. The diagnosis: brain concussion. The cause: aggression by unfamiliar people. The place of aggression: uncertain. The time of aggression: uncertain. How Resetnicov got home	It is an attempt of a journalist investigation on the alleged kidnapping of the candidate Resetnicov. The position of the Ministry of the Interior dominates without clarifications on the part of the victim. The

	after the incident: is not clear. Who called the ambulance: nobody knows. Why declarations differ? Is a mystery.	item is unbiased, but imbalanced.
4	We have called our viewers to comment on the incident involving Artur Resetnicov on the website of Publika TV. The majority think it has been organized by PCRM, the member of which the former SIS director is.	The item is unbiased, but imbalanced because out of the six messages from the viewers five claim that the kidnapping has been allegedly a farce organized by PCRM and only one thinks that the incident has been allegedly provoked by AIE.
<p><b>Conclusions</b> Publika TV broadcasts several items covering the incident. All the items are unbiased and fair, but two reports are imbalanced because they do not offer enough space for the other position. The first is dominated by the officials to the disadvantage of the victim, while in the other there is only one message versus five that mention that the kidnapping of Resetnicov is a „fabrication by PCRM”.</p>		
<p><b>Case Study No.8. Vocea Basarabiei, 18.00</b></p>		
<b>No.</b>	<b>Media Coverage</b>	<b>Remarks</b>
1	PCRM has issued a press release announcing that the former SIS director has been subject to brutal attacks. On the night Monday to Tuesday, 24 November, Resetnicov was attacked by unfamiliar people. The candidate for an MP chair was badly beaten and found by his wife near their house with multiple wounds, including on the head. According to the first statements, the unfamiliar staged an assassin of Resetnicov, who was subject to torture with the help of psychotropic substances to sign some documents, says the declaration of the party to the press.	The item is written based on the press release by the PCRM and some declarations made for the press from different sources. The item is unbiased and fair.
2	The General Prosecutor’s Office investigates the case of bodily injuring a PCRM candidate for an MP chair, Artur Resetnicov. MIA claims that there are several versions to be analyzed, including the one of an alleged staging. Chiril Motpan declared that the hospital information did not conform to the declarations by the victim.	An unbiased and fair item.
3	The European Action Movement Party hails the attempt of PCRM to politically speculate on the so-called kidnapping of the communist candidate Resetnicov as irresponsible. This pathetic attempt to cover lack of solutions for the Moldovan society shows us once again how retrograded and morally damaging is this party, they say in a party release.	An unbiased item, however unfair and imbalanced.

**Conclusions** Radio Vocea Basarabiei presented the subject in an unbiased, but sometimes also in an unfair manner, as some of the reports on the Resetnicov case lack the second source. Generally, the station manages to be balanced by presenting all the parties involved in the subject, however not in each item taken separately.

**Case Study No.9. Prime FM, 18.00**

No.	Media Coverage	Remarks
1	MIA has filed criminal charges over the case of yesterday's attack on the former SIS director Artur Resetnicov. The head of the MIA public relation service, Chiril Motpan, declared that the police was investigating several versions, including the one of staging, as there were discrepancies between the declarations by Resetnicov and the information that the guard body had. Resetnicov is at the hospital, where he declared he had been kidnapped by unfamiliar people who threatened him with death if he did not give information compromising Voronin.	An unbiased and fair news item, but imbalanced. There are no reactions on the part of the electoral candidates on the speculations made over this case.

**Conclusions** The radio station offers space for the Resetnicov case in a single news item that is unbiased and fair. Prime FM avoids using diverse sources and quotes only the MIA sources, after which comes back with some background information on what has happened in the interpretation of the victim. This fact, as well as lack of other sources of information makes the item imbalanced.

**Case Study No.10. Radio Moldova, 19.00**

No.	Media Coverage	Remarks
1	A PCRM candidate for an MP chair and a former SIS head, Artur Resetnicov, got to the hospital after being aggressed by some people. According to the information offered by MIA, the case is under criminal investigation.  Resetnicov is quoted; MIA retells the words of Resetnicov through the head of the press service. Doctor's observations. The journalist mentions that Resetnicov did not give information and did not want to talk to the press. His lawyer indirectly declared he was not making declarations.	The journalist indirectly quotes Artur Resetnicov. Official sources dominate, especially the one of the MIA. The subject is treated in an unbiased manner with a tendency towards fairness, but is not balanced because of a disproportional presence of the authorities compared with the other sources (the victim and his lawyer).
2	PCRM hails the Resetnicov case as crime against democracy. Communists say that the AIE stays behind the kidnapping of the candidate. Representatives of the governing alliance deny the charges.	A fair, unbiased, and balanced item.
3	The General Prosecutor's Office has filed criminal charges over the Resetnicov case based on Article 64 of the Criminal Code on kidnapping of a person for	An unbiased and fair item.

	material interests. According to the Press Service of the GP, all the versions of the incident shall be investigated, including settlement of accounts over property issues and staged kidnapping.	
4	PCRM speculates the politics. The so-called kidnapping of the communist candidate, a former SIS director, is a pathetic attempt to cover the lack of solutions for the Moldovan society, which shows once again how retrograded and morally damaging this party is. The European Action Movement supposes that PCRM has staged this incident to attenuate the electoral failure of their party, and request investigation bodies to act promptly regardless of whether this is a real or a staged case.	The item is unbiased but not fair and far from being balanced. The source in the person of a MAE candidate for an MP chair makes a number of appreciations and unsupported charges against PCRM. It is not clear why the authors of this bulletin did not include this item to the second report presenting the positions of a number of parties on the Resetnicov case.
<p><b>Conclusions</b> Radio Moldova presented the Resetnicov case in an unbiased and fair manner as a whole. We would like to mention that by the diversity of subjects broadcast by the station, Radio Moldova managed to produce a balance of sources, but not in each item taken separately. The imbalance of sources is very visible, especially in the fourth subject, where the charges of an electoral candidate are not replied to by PCRM.</p>		