

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

**Report V**  
November 8-14, 2010

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## 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, Nezaslvisimaia Moldova, Flux, Jurnal de Chişinău, Timpul de dimineaţă, Komsomolskaia pravda v Moldove, Evenimentul Zilei, Panorama, Golos Bălţi (Bălţi), Vesti Gagauzii (Comrat), Cuvântul (Rezina), Gazeta de Sud (Cimişlia).

**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, Chişinău.

## 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 and 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 can we 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 = Labour Party

PMUEM = “Moldova Unită – Edinaia Moldova” (Unified Moldova) Party

PNL = National Liberal Party

PNT = 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

### **Topics on the Public Agenda during November 8-14, 2010**

During the reporting period, a series of events with direct or indirect electoral connotation took place.

- Controversial reactions concerning the signing in Bucuresti of the Bored Treaty between Romania and Moldova by Prime Minister Filat.
- The Constitutional Court ruled on the participation of ministers in the campaign: if they are candidates on electoral lists, ministers should be suspended from their office for the period of the election campaign.
- The Acting President Ghimpu addressed a letter to the Secretary General of NATO, in which he seeks support for the withdrawal of Russian troops from the territory of the

Transnistrean region. Controversial responses followed from his colleagues in the Alliance and from experts.

- The TV station TVR resumed broadcasting on the frequencies of the station 2 Plus.
- 5000 cases of deportees during the Soviet period have been declassified and transferred by the Information and Security Service to the National Archive.
- The head of the Medicine Agency was dismissed upon the request of Vlad Filat, as a response to the problems regarding the high price of medicines.
- The Association of Moldovan Sociologists and Demographers publicized the results of a survey, according to which 4 parties would accede to the parliament.
- The civil society organizations presented a number of reports on the monitoring of the electoral process.

### **3. General Trends**

#### *3.1 Broadcast media*

During November 8-14, 2010, the 10 monitored TV and radio stations broadcast a total number of 3,288 items and programs falling under this study. This was 16.6% higher than the number of items aired during the previous monitoring period. Most items were special electoral programs, including debates, in which the representatives of the contestants had the possibility to present their electoral platforms and discuss the platforms of other candidates. The amount of electoral advertisements and that of news items with direct or indirect electoral impact increased.

Within the reporting period, the public stations Moldova 1 and Radio Moldova provided access to news and special electoral programs for a large number of candidates, ensuring a pluralism of opinion. 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. A slight disfavoring of PCRM was noticed on Moldova 1 in terms of the context in which the party appeared on screen. PCRM was the subject of a series of unfavorable news pieces.

The private station with national coverage, Prime TV, covered the campaign primarily in newscasts and opinion programs. Judging by the frequency of quotes and the context in which the candidates appeared in news and programs, there was a slight favoring for PDM on Prime TV.

The private station NIT was the only TV broadcaster which demonstrated open political partisanship for PCRM. During the reporting period NIT failed to ensure a pluralism of opinion in its news bulletins, broadcasting only items concerning the AIE parties and PCRM. Some of the electoral contestants appeared on NIT in debates or when they were provided free air time.

Another private station with national coverage, 2 Plus, continued to provide passive coverage of the campaign, offering little information to the public about the contestants and their electoral platforms. Therefore, the station did not fully achieve its role of informing the public about the different electoral candidates.

The station with regional coverage, N4 was more active in covering electoral issues in its newscasts. It ensured a pluralism of opinion by quoting many contestants, including independent candidates. However, 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 favors PLDM.

On the news station Publika TV, there was no clear trend of favoring any electoral contestant.

On Jurnal TV, another news station, the electoral candidates were portrayed primarily in a neutral context, but also in a positive and a negative light, depending on the context of events. Given the high frequency of PNT's appearances in a positive and negative context in news and programs, one can say that Jurnal TV favors PNT and disfavors PCRM.

On Vocea Basarabiei a disfavoring for PCRM and a slight favoring for PL could be noticed, particularly demonstrated by the length of speaking time given to the party and the Acting President. Meanwhile Prime FM disfavored PCRM, portraying it very frequently in a negative context.

### *3.2 Print press/press agencies/online publications*

During the week of November 8-14, 2010, the number of items covering the election campaign published by the print press, including the press agencies and online publications, continued to increase. Therefore, 605 items were broadcast in comparison with 599 – during the previous week.

The 12 monitored newspapers published 349 pieces of relevant information (news, opinion programs, and other items) about the elections and the electoral contestants. The highest number of articles was published by *Timpul de dimineață*, *Moldova Suverană*, *Nezavisimaia Moldova*, *Jurnal de Chișinău* and *Panorama*, whilst the lowest number – by *Golos Bălți* and *Vesti Gagauzii*. The two monitored news agencies published 68 news articles during one week, two thirds of which were published by *Infotag*. The news sites posted 188 pieces of information, 55% of which were posted by [www.omg.md](http://www.omg.md).

Following a slight improvement in the balance between the area covered by news and that covered by opinion items, which was registered the previous week, the opinion items prevailed again over news during the week examined in this report.

The amount of political advertising by candidates almost doubled in the newspapers, in comparison with the previous week.

In six of the monitored newspapers (*Flux*, *Moldova Suverană*, *Evenimentul Zilei*, *Nezavisimaia Moldova*, *Gazeta de Sud*, and *Cuvântul*) the ratio between opinion items and news was unfavorable to news; these publications covered the campaign more in opinion pieces than in news. No articles about the elections were published by the newspaper *Vesti Gagauzii* in this reporting week.

With some exceptions, the press continued to cover the election campaign from the perspective of the electoral candidates they prefer, or on whom the publishers and editors depend.

The editorial behavior of the website [www.omg.md](http://www.omg.md), and the newspapers *Nezavisimaia Moldova* and *Moldova Suverană*, demonstrated political partisanship and the ideological involvement of these institutions in the election campaign of PCRM. They promoted this electoral contestant extensively in news items that often did not have any information sources, or were based on statements made by PCRM representatives themselves. By contrast, the Alliance for European Integration (AIE) and its member parties, particularly PLDM and PL, were heavily criticized and accused of illegalities, without being provided the right to reply.

*Timpul de dimineață* and *Jurnal de Chișinău* disfavored the electoral candidate PCRM in the absolute majority of its journalistic items, favoring the non-communist parties in general and the liberal parties in particular. The regional newspapers *Cuvântul* and *Gazeta de Sud* also showed a slight favoring of the AIE parties.

The newspapers *Panorama*, *Flux* and *Evenimentul Zilei* covered in a negative context the electoral candidates that have most chances to accede to the parliament, but also other parties involved in the elections. However, each paper made an exception for one electoral contestant each, which was more or less favored by their editorial policies; these were– PUM, PPCD, and PDM respectively.

The news agency *Infotag* and the online publication [www.unimedia.md](http://www.unimedia.md) demonstrated relatively balanced editorial behavior during the reporting week, presenting different opinions and positions of parties in the context of the election campaign. Meanwhile the news agency *Moldpres* broadcast a series of news articles in which it threw a positive light on AIE and PLDM.

*Komsomolskaia pravda v Moldove* published a high amount of electoral advertising and a low amount of news and opinion pieces. *Golos Bălți* also had few relevant items, while *Vesti Gagauzii* published only one electoral advertisement.

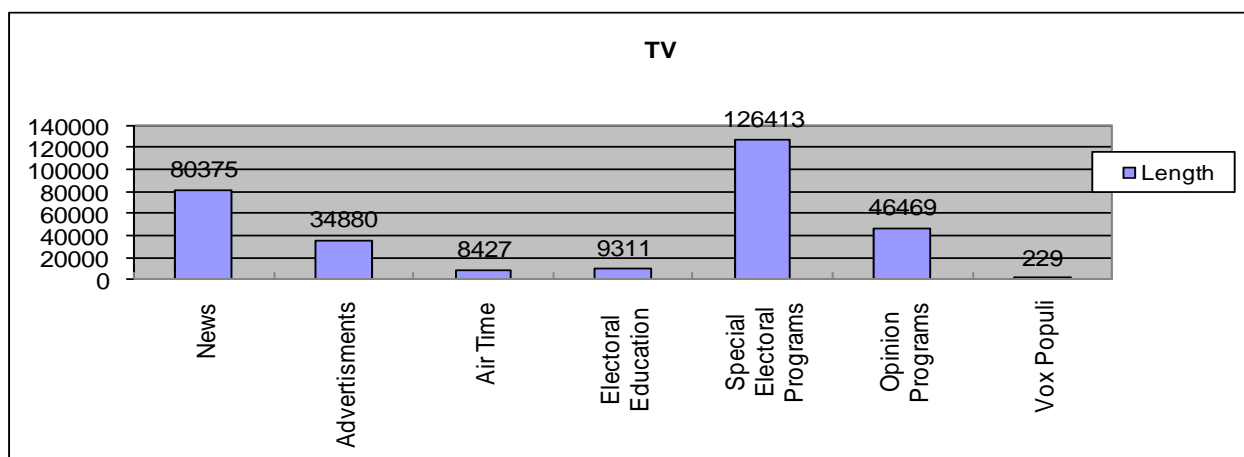
## **4. Broadcast Monitoring Data**

### ***4.1 Involvement in the election campaign***

#### ***4.1.1 TV***

Between November 8-14, 2010, the seven monitored TV stations broadcast a total number of 1,938 items with direct and indirect electoral impact, a slight increase (by 7%) in comparison with the previous monitoring week. Their total length was 85 hours, compared to 71 hours in the period of November 1-7 (an increase by 15%). In terms of frequency, electoral advertising came first in the list (973 advertisements), while in terms of length - special electoral programs (39). The 7 TV stations allotted a total of 35.1 hours to such programs. The number of news items with direct or indirect electoral impact reached 684, with a length of 22.3 hours. During the reporting period, opinion programs and electoral education items were also aired (see Diagram 1). The time allotted to Vox Populi was still short.

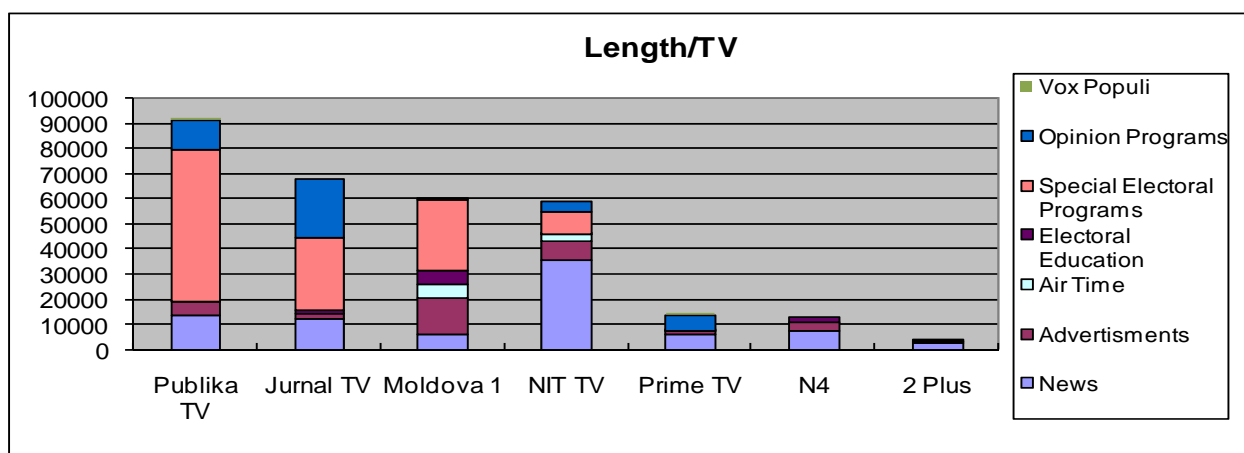
*Diagram 1. Length of items with electoral connotation broadcast by the 7 TV stations during November 8-14, in seconds*



During the reporting period, the largest amount of relevant items was aired by Publika TV, followed by Jurnal TV and the public station Moldova 1. Publika TV allotted the largest amount of airtime to special electoral programs, including debates; Jurnal de Chişinău – to special electoral programs and opinion programs. On Moldova 1 there was a high length of special electoral programs and advertising, while on NIT – a high frequency and length of special electoral programs. Prime TV and 2 Plus were less active in covering the election campaign; 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 November 8-14, in seconds

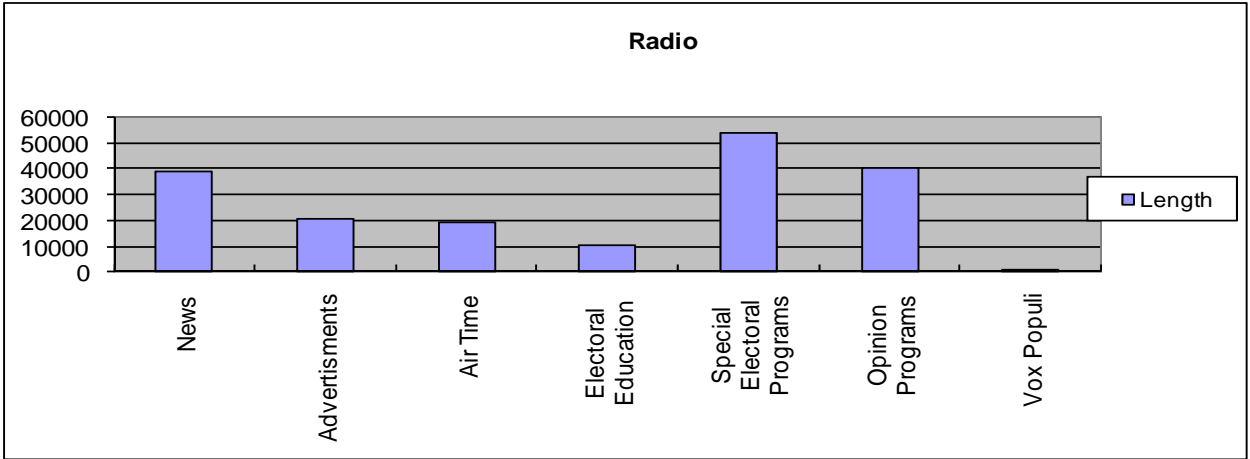


#### 4.1.2 Radio

Between November 8-14, 2010, the number of items with electoral impact on the three radio stations increased by 25%, reaching 1,350. The length thereof was approximately 50 hours in comparison with 39 hours in the previous monitoring week. As in the case of TV stations, advertising prevailed in terms of frequency (672), and special electoral programs - in terms of

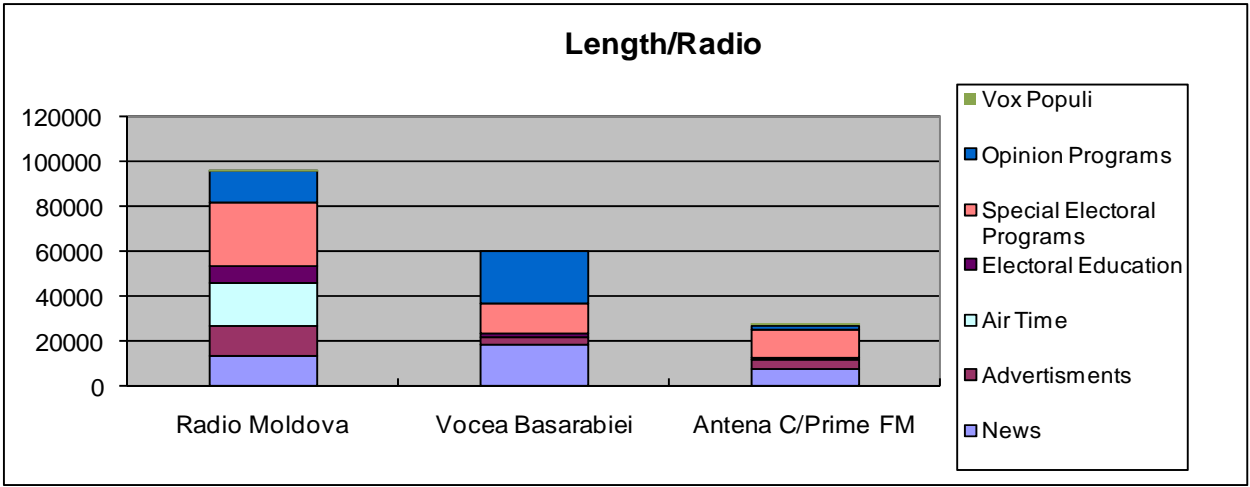
length (19 programs with the length of 14.5 hours in total), followed by opinion items and news bulletins. Also, electoral education items were broadcast, particularly on the public station Radio Moldova, and free airtime was allotted. No Vox Populi was aired by the monitored stations during the reporting period (see Diagram 2).

Diagram 2. Length of items with electoral connotation broadcast by the 3 radio stations during November 8-14, in seconds.



*Radio Moldova* broadcast the biggest number of relevant items, which were also the most varied. The station aired 732 news pieces, opinion programs, electoral education items, special electoral programs, and advertisements during the reporting period. At the same time, *Radio Moldova* offered free airtime to the electoral contestants and aired one *Vox Populi*. *Vocea Basarabiei* had the biggest amount of news pieces and opinion programs. Unlike in the previous monitoring period, besides news, *Prime FM* broadcast also special electoral programs and opinion items, as well as one *Vox Populi* (Diagram 2.2.). Similar to the TV stations, the prevailing topics in the electoral news broadcast on the radio were politics and the electoral process.

Diagram 2.1. Length and type of electoral items broadcast by the radio stations during November 8-14, 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 the monitoring period, the public station Moldova 1 aired 89 news items with direct or indirect electoral impact, based on information from 130 sources. The news airtime allotted to the highest state officials has reduced notably. Thus, the prime-minister and other ministers suspended during the campaign were quoted directly or indirectly 9 times, for a total length of 131 seconds appearance on screen. The Acting President appeared as a source twice, for 52 seconds. Individually, the AIE member parties were referred to as follows: AMN – 2 times (34 seconds), PLDM - 16 times (192 seconds) and PL - 12 times (152 seconds). PD was quoted indirectly 2 times. The main opposition party, PCRM was quoted directly or indirectly 8 times, for a length of 92 seconds. The other candidates served as news sources 15 times, their representatives appearing on screen for 303 seconds. Among the non-candidate sources, civil society representatives were the most frequently quoted during the reporting period. They were referred to 20 times (303 seconds), while ordinary citizens – 9 times (202 seconds), and local and foreign experts - 6 times (135 seconds). In its opinion programs, special electoral programs, airtime, electoral education and Vox Populi, the electoral candidates appeared as sources for the longest amount of time (see Diagrams 3 and 3.1).

Diagram 3. Length of appearance and length of speaking time for candidates in newscasts on Moldova 1, in seconds

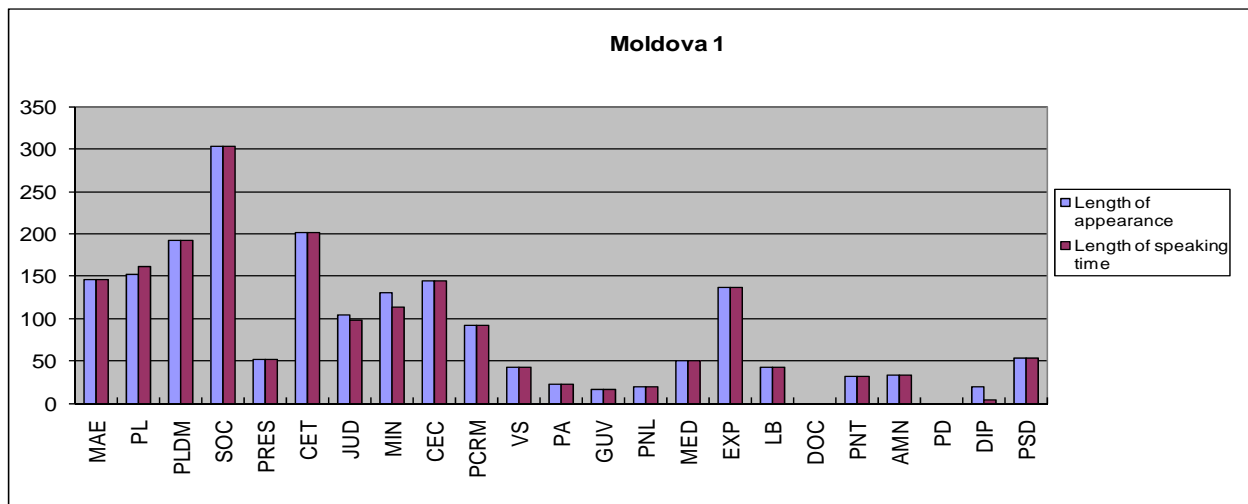
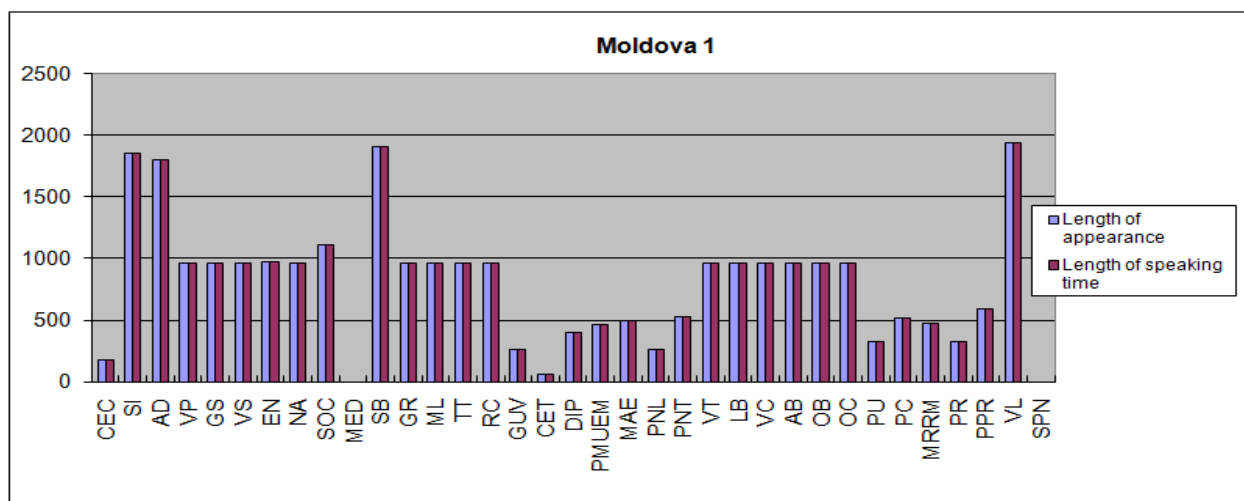
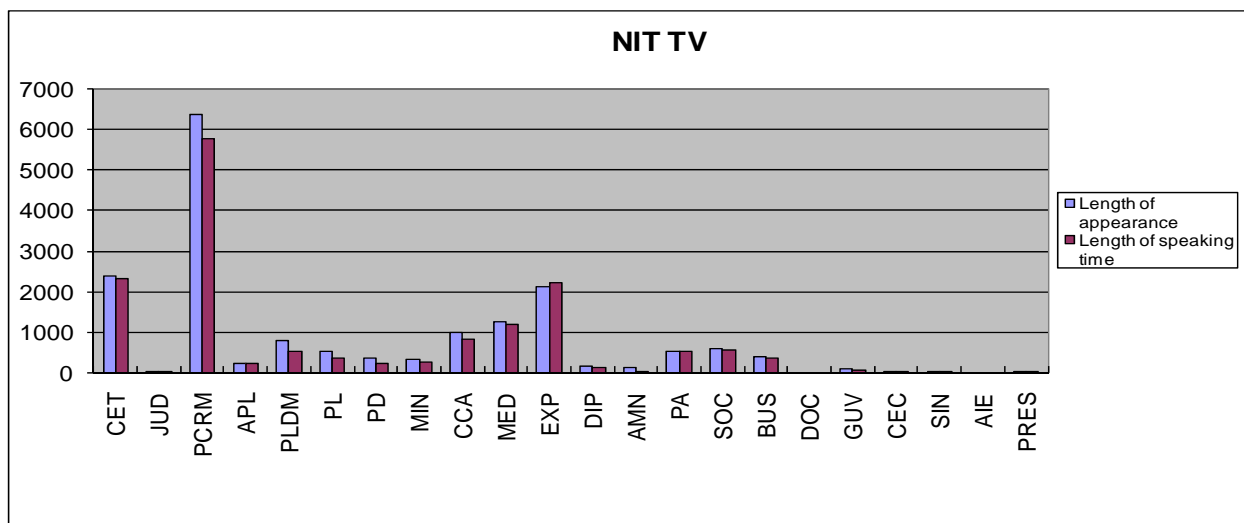


Diagram 3.1 Length of appearance for candidates in relevant items other than newscasts on Moldova 1, in seconds



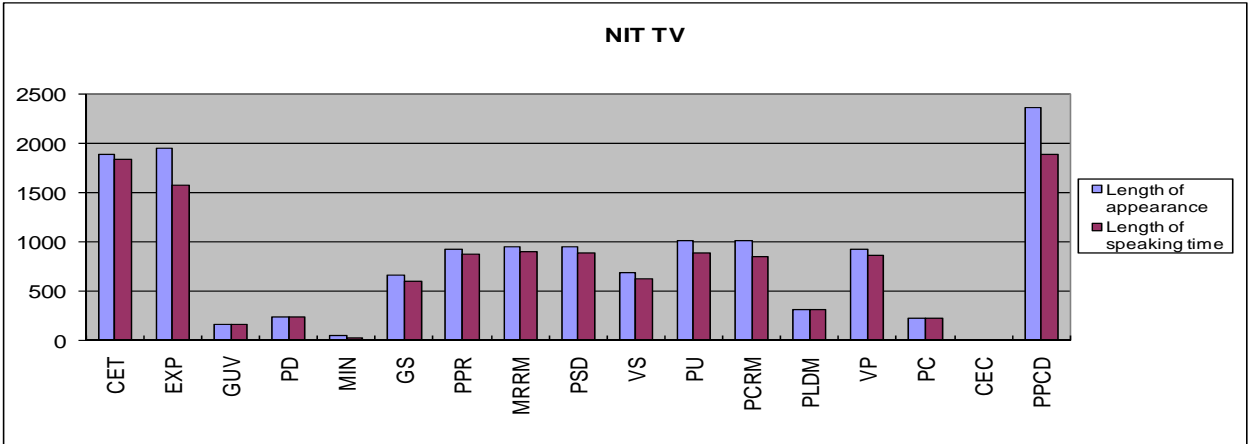
On NIT, a private station with national coverage, there was a slight reduction in the frequency of quotes from PCRM representatives. =They were referred to 125 times during the week, in comparison with 153 times in the previous monitoring period. At the same time, the length of PCRM's appearance on TV increased from 1.47 hours to 1.77 hours (6,381 seconds). The President's office, the Prime Minister and the high government officials were quoted directly or indirectly 17 times for 398 seconds. The AIE member parties were also frequently quoted: PLDM – 34 times, for 810 seconds of appearance on screen, PDM – 26 times (375 seconds), PL – 27 times (546 seconds), and AMN – 15 times (144 seconds). Notably, the representatives of PDM, PL and AMN in some cases only appeared on screen in news referring to them, without being provided any speaking time. The other candidates in the election race were not quoted as sources in the relevant news on NIT. Citizens continued to have an important presence in news, being quoted as sources 82 times for 2,382 seconds, primarily in items of the campaign supporting the PCRM leader. (Diagram 4).

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



Besides the electoral candidates and experts, ordinary citizens also appeared as sources in opinion programs, special electoral programs, Vox Populi and free airtime. (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 67 relevant news pieces, Prime TV used 131 information sources. The Prime Minister and other high government officials, along with the Acting President and the President’s Office representatives appeared as sources on Prime TV 7 times, for 118 seconds. Individually, PL was quoted in news 6 times (62 seconds), PLDM – 4 times (96 seconds), AMN - 4 times (38 seconds), and PD – 9 times (215 seconds). PCRM was referred to 11 times (244 seconds). Citizens, civil society representatives and experts were frequently quoted in news, along with foreign government (i.e. Romanian) representatives (DIP), who spoke in the context of the decision on rebroadcasting the TVR station on the 2 Plus channel. Notably, business persons (BUS) had an important presence, being given the opportunity to speak for 170 seconds, namely –Vlad Plahotniuc who has been recently included on the electoral list of PDM under # 2. The other electoral contestants appeared on Prime TV as sources 14 times, for a total of 225 seconds. In the programs broadcast by Prime TV during the reporting period, the representatives of PL and PD had the longest speaking time, along with government representatives and experts (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

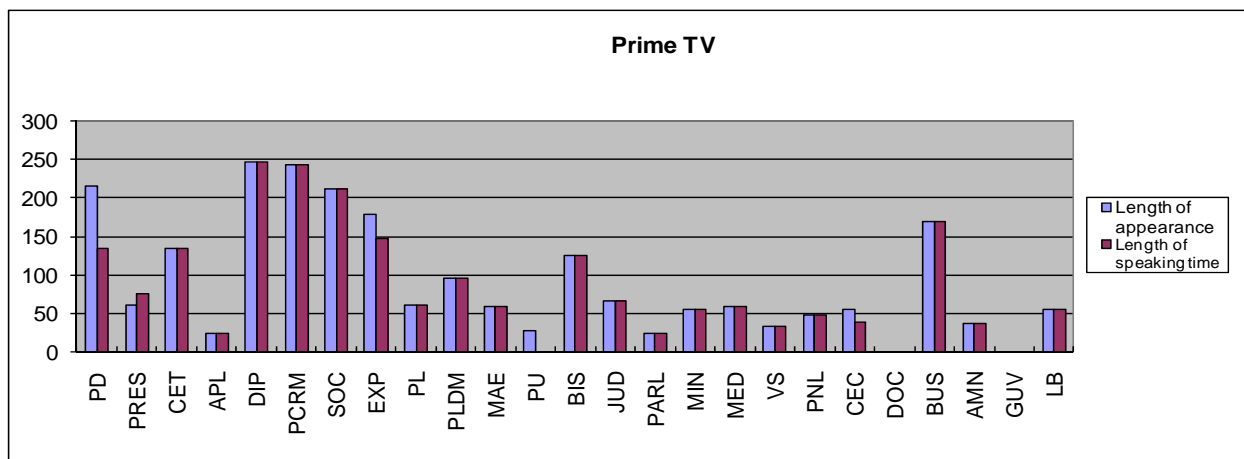
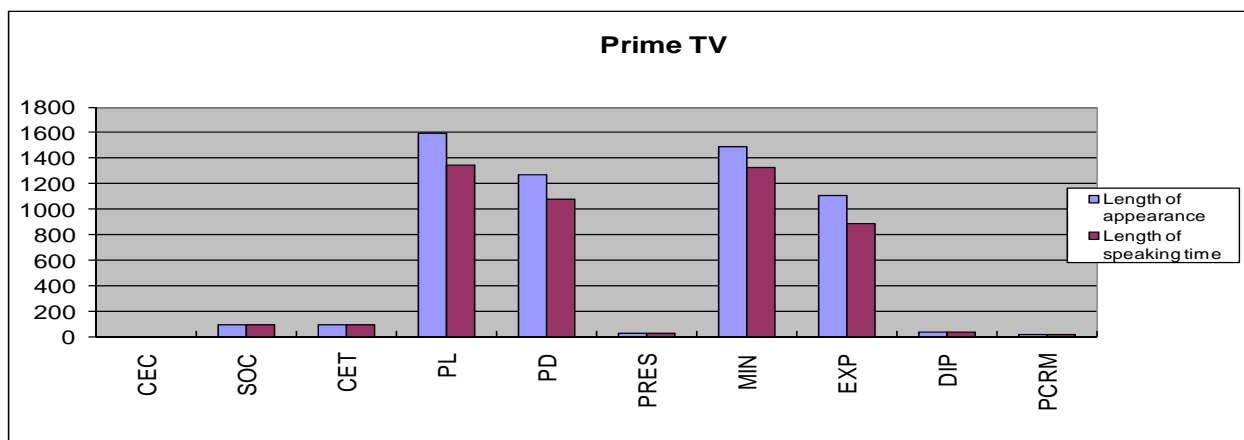
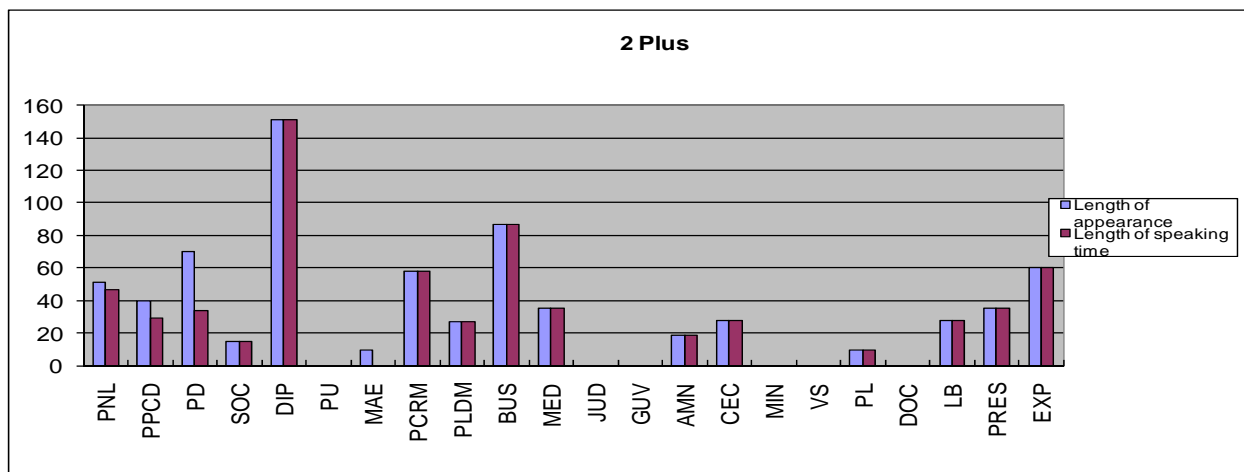


Diagram 5.1 Length of appearance for candidates in relevant items other than newscasts on Prime TV, in seconds



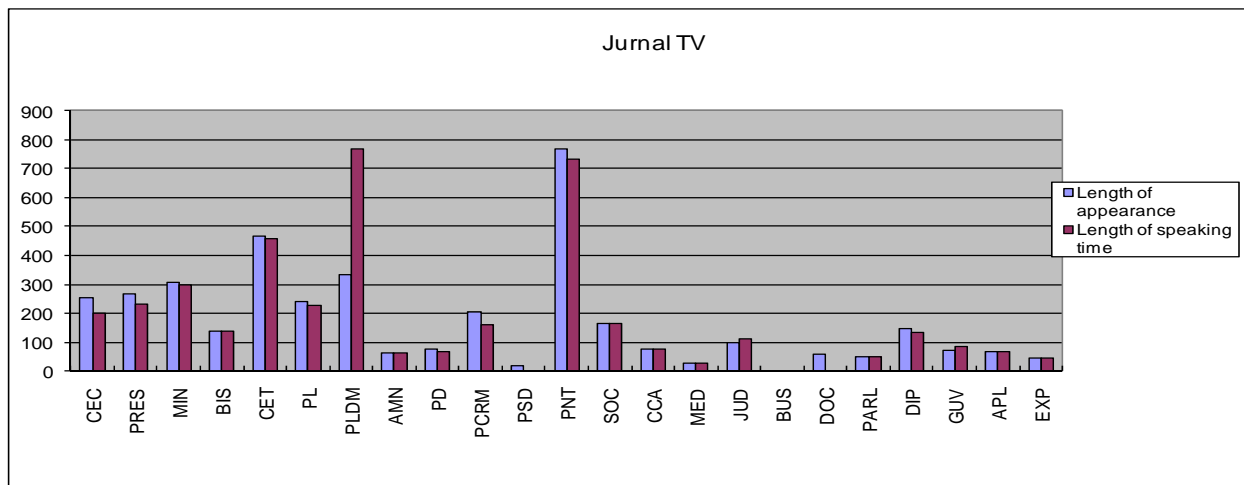
The Prime Minister, and ministers who have not been suspended along with the Acting President, appeared less frequently in the relevant news on 2 Plus. Individually, of the AIE parties, PL, PLDM and AMN were quoted twice each, for 10, 27 and 19 seconds respectively. PD appeared 3 times in news for 70 seconds. PCRM was quoted as a source 4 times (57 seconds), while the other non-parliamentary parties and independent candidates were quoted more indirectly 7 times, for a total length of 129 seconds. 2 Plus did not have any relevant programs during this monitoring.

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



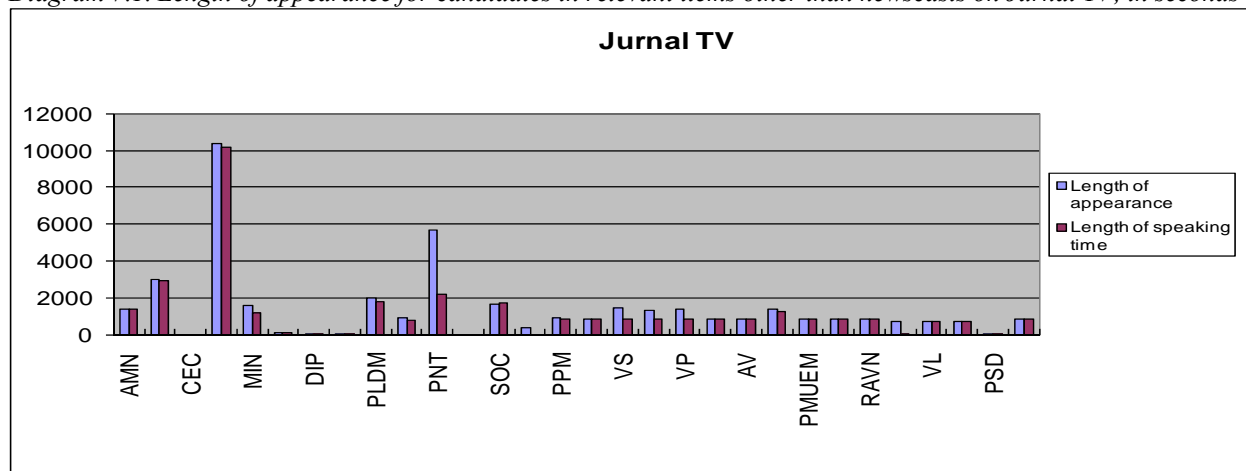
On the news station Jurnal TV, among the electoral candidates, the representatives of PNTJ spoke for the largest amount of time; appearing on screen for 770 seconds in 19 quotes. The Prime Minister, and the high government officials who have not been suspended from office along with the Acting President, appeared on screen for 577 seconds in total, being quoted as sources 26 times. Individually, PLDM was quoted 19 times (335 seconds), PL – 12 times (239 seconds), PDM - 7 times (76 seconds), while AMN – 6 times (62 seconds). The representatives of PCRM were quoted as sources 16 times, for a total of 206 seconds. The station offered frequent airtime to citizens and CEC members.

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



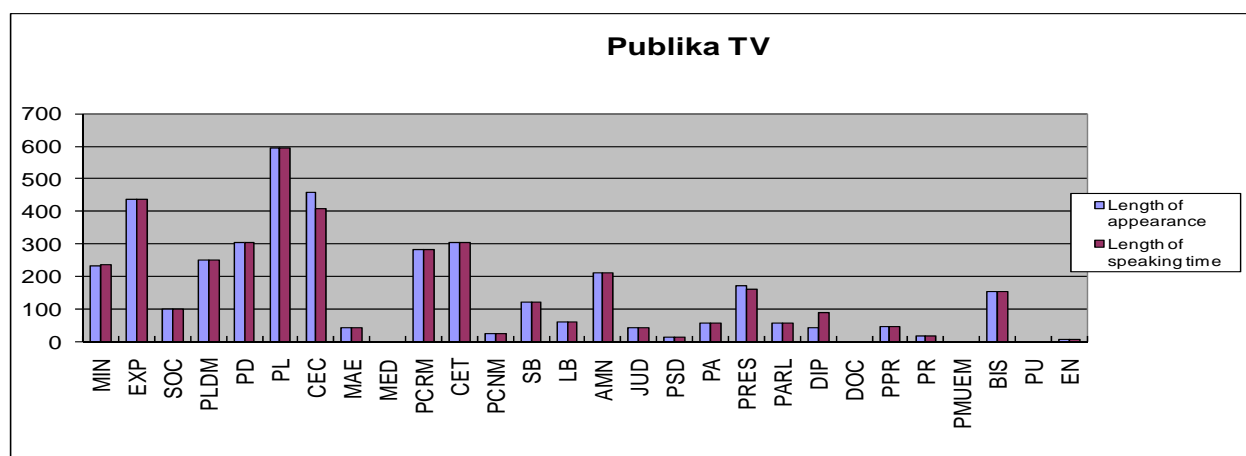
In the items other than news, Jurnal TV allotted the highest amount of airtime to local and foreign experts – 10,398 seconds (2.8 hours). Among the electoral contestants, the representatives of PNTJ appeared for the longest period of airtime – 5,693 seconds, taking part in 2 programs – “Chestiunea Zilei” (The Issue of the Day) and “Votează Moldova” (Vote Moldova), being the only invitees in the studio. PL and PLDM were present for 2,982 seconds and 1,959 seconds respectively.

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



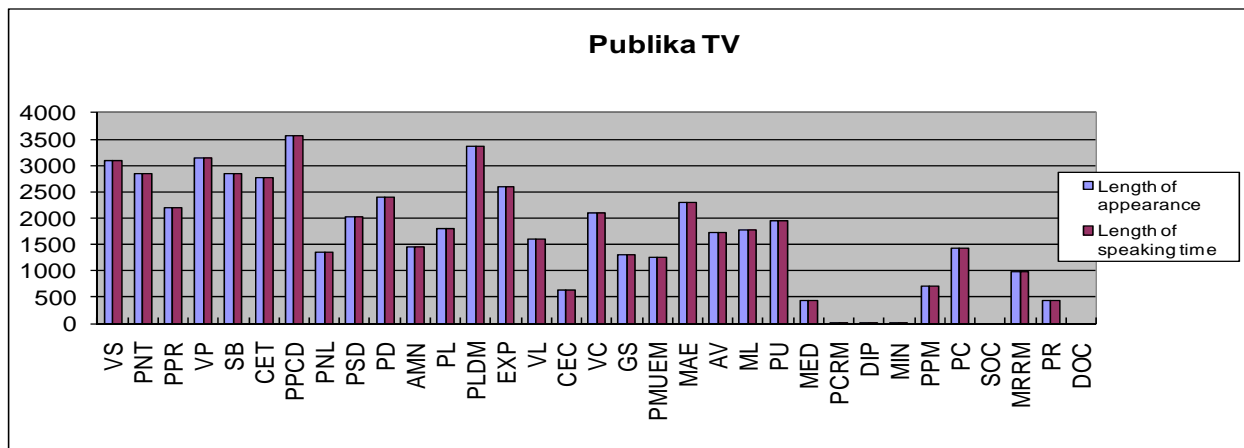
During the reporting period, Publika TV primarily offered access to local and foreign experts in its news; the latter were quoted 27 times (438 seconds). Among the electoral candidates, representatives of the governing parties and the main opposition party were most frequently quoted as sources. Individually, the AIE member parties appeared as sources as follows: PL – 15 times (594 seconds), AMN – 11 times (210 seconds), PDM – 16 times (301 seconds) and PLDM – 20 times (256 seconds). PCRM was quoted for 30 times in total; the party representatives appeared on the TV screen 12 times for 282 seconds. The other electoral contestants were quoted as news sources 12 times (343 seconds).

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



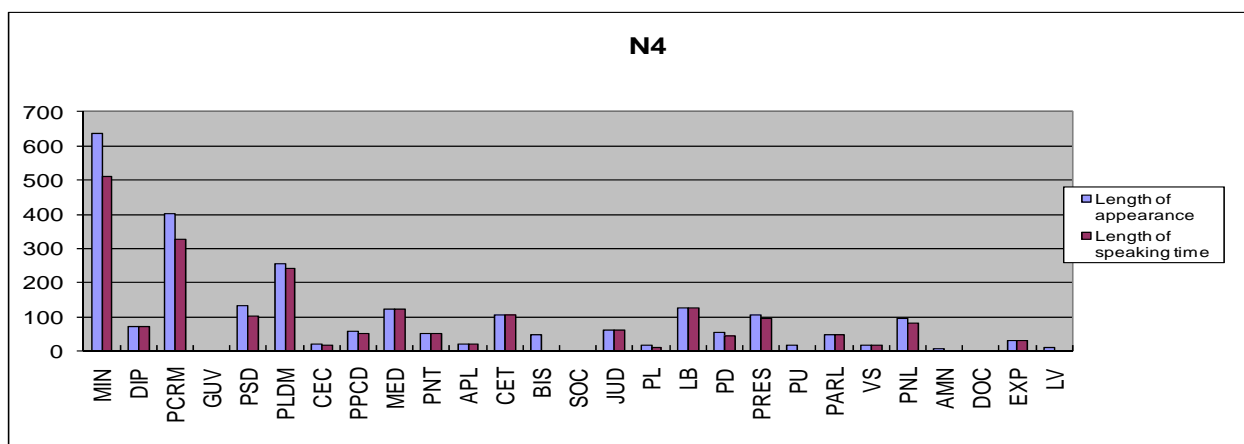
In the opinion programs and items aired by Publika TV, it was primarily experts who participated, and had the chance to speak for 10,651 seconds (2.95 hours), followed by the representatives of PDM, PLDM and AMN, who spoke for 2,816 seconds (0.78 hours), 2,737 seconds (0.76 hours) and 2,191 seconds (0.6 hours) respectively.

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



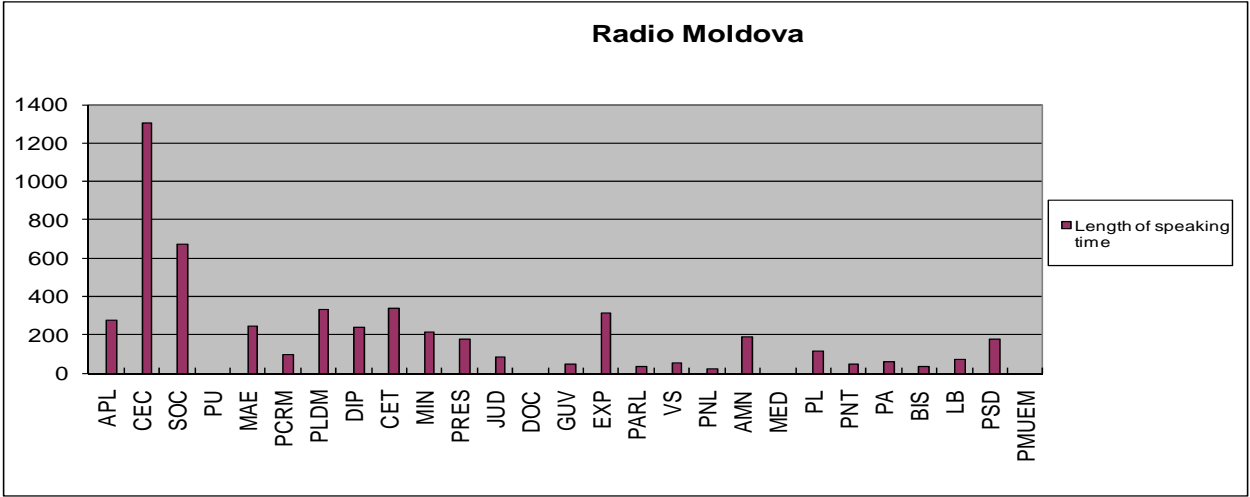
On N4, a station with regional coverage, topping the list of the 128 sources, quoted in news items with electoral connotation, were the Prime Minister and other ministers who were not suspended during the election campaign, quoted 18 times during 637 seconds, and the representatives of PCRM – quoted 18 times (402 seconds). PLDM individually appeared as a news source in 16 cases (243 seconds), while the other AIE members were provided less airtime: PL was quoted 3 times (19 seconds), PD – 5 times (56 seconds), AMN - 2 times (8 seconds). N4 is one of the few stations that quoted as sources in the relevant news the highest number of electoral contestants, other than the AIE and the PCRM parties. Thus, eight non-parliamentary parties and independent candidates were quoted directly or indirectly 21 times for a total of 510 seconds. N4 did not have any program or other opinion items during the reporting period.

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



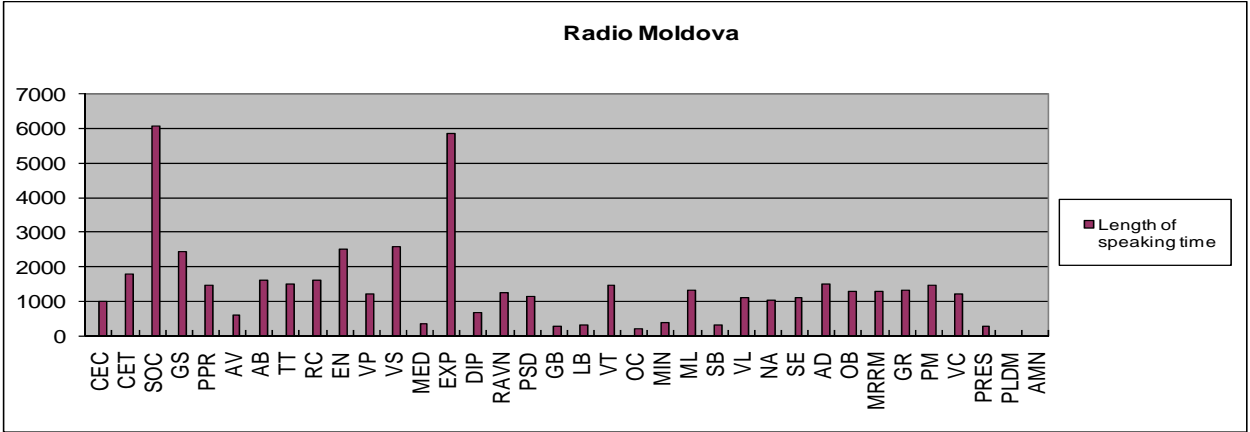
In its news with direct or indirect electoral impact, the public station Radio Moldova used 184 sources, giving preference to CEC representatives, who spoke 35 times during 1,306 seconds and to civil society representatives - 18 times (652 seconds) and ordinary citizens – 15 times (340 seconds). The Prime Minister and other ministers in the government were referred to 13 times, for 344 seconds of speaking time in total; significantly lower than in the previous week. The Acting President appeared in news items 6 times (179 seconds). Among the leading parties, the representatives of PL, PLDM and AMN appeared as news sources (for 114, 334 and 188 seconds respectively). The representatives of the opposition party, PCRM, were quoted 3 times in total (96 seconds).

Diagram 10. Length of appearance and length of speaking time for candidates in newscasts on Radio Moldova, in seconds.



In its non-news items, the representatives of the civil society and experts were most visible. Due to the free airtime offered by Radio Moldova, many electoral candidates had the possibility to present their electoral platforms.

Diagram 10.1 Length of appearance for candidates in relevant items other than newscasts on Radio Moldova, in seconds





In its news programs, the private radio station Prime FM quoted most often foreign and local experts, representatives of CEC and civil society representatives. It provided access to all AIE member parties: PD was quoted 9 times for 42 seconds, PLDM – 10 times (126 seconds), PL – 4 times (82 seconds). AMN was quoted indirectly 4 times. On the other hand, PCRM was quoted in 12 items, being allotted 72 seconds of airtime in total, while the non-parliamentary parties – 16 times, mostly indirectly, for 177 seconds of total speaking time. Experts spoke most frequently in special electoral programs and opinion programs on Prime FM.

Diagrama 11. Length of speaking time for candidates in newscasts on Prime FM, in seconds

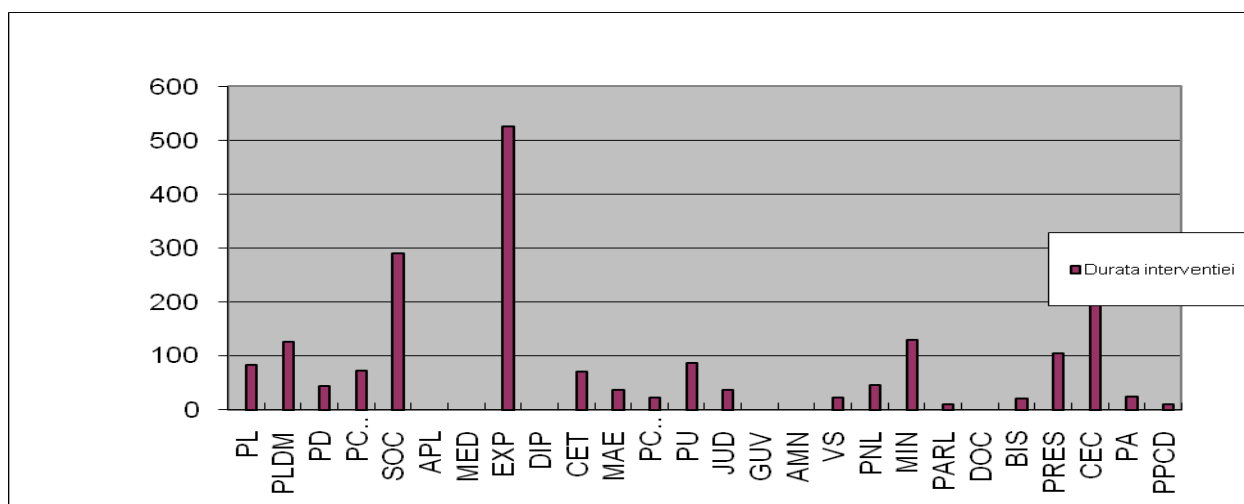
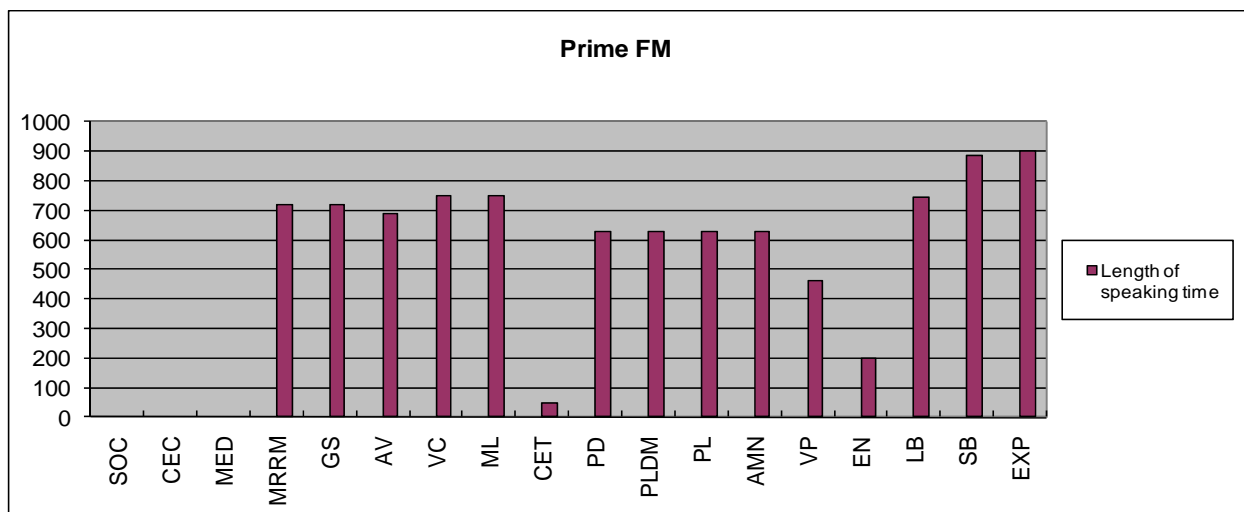
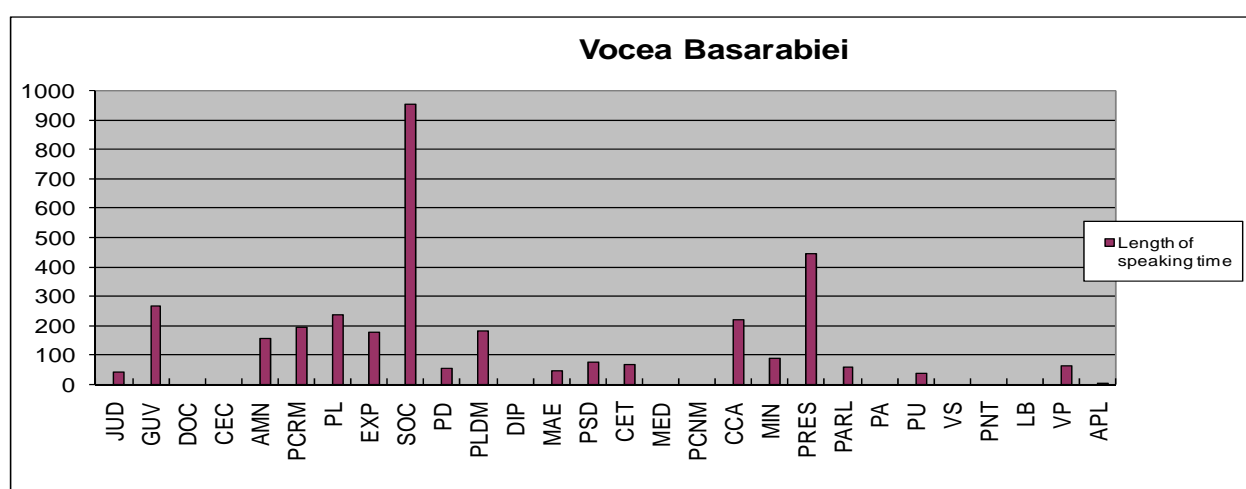


Diagram 11.1 Length of appearance for candidates in relevant items other than newscasts on Prime FM, in seconds



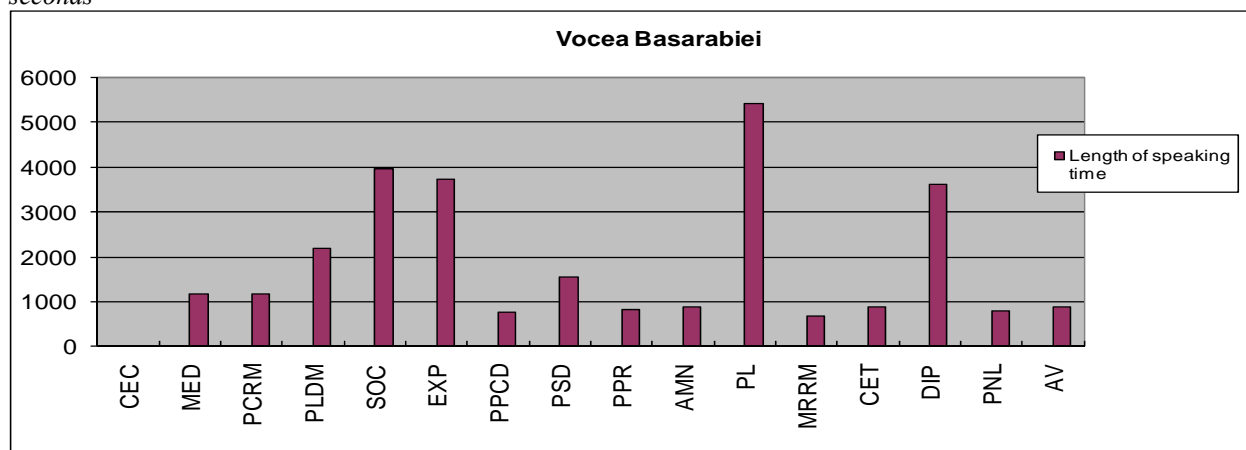
During the reporting period, the news broadcast by Vocea Basarabiei quoted most frequently civil society representatives, who spoke 39 times for a total of 952 seconds. The Acting President and the representatives of the President's office followed with 446 seconds, being quoted 9 times. PL, AMN and PD were referred to directly or indirectly 14 times (239 seconds), 8 times (156 seconds) and 11 times (53 seconds) respectively. On the other hand, PCRM was quoted directly or indirectly 16 times (194 seconds). The other non-parliamentary parties and independent candidates were referred to in the newscasts on Vocea Basarabiei 22 times, speaking for 224 seconds.

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



Besides news, 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 the representatives of PL, followed by experts and civil society representatives.

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

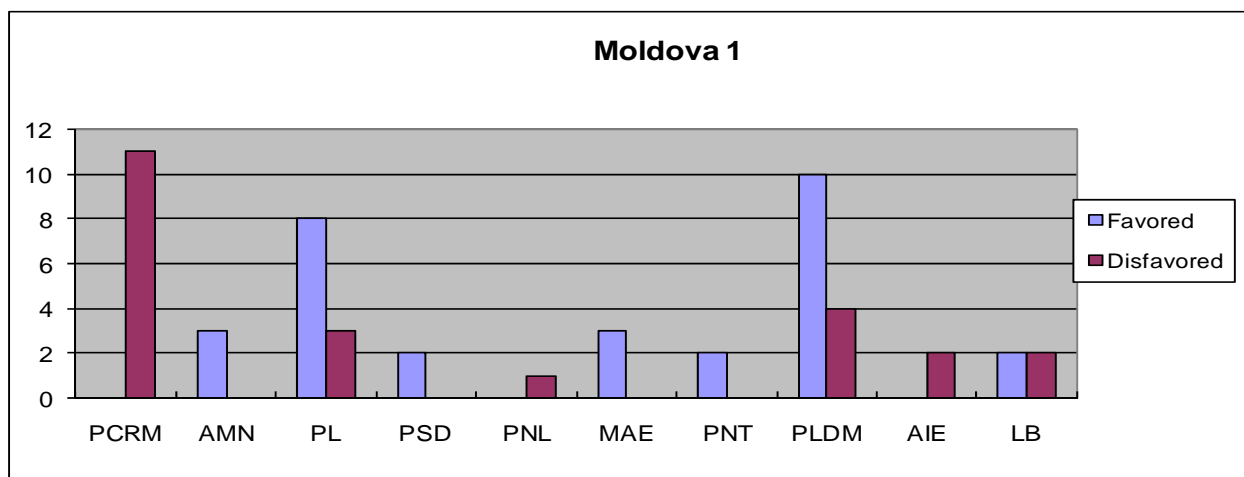
#### 4.3.1 TV

##### **Moldova 1**

Between November 8-14, 2010, most issues falling under this monitoring were covered in a neutral light. However, there were cases when electoral contestants appeared in either a positive or a negative context. PLDM appeared most frequently in a positive context - 10 times, in news about the *free services provided by PLDM lawyers and doctors in rural areas; the starting of the campaign "The Truth About Poverty" by PLDM's youth organization; Vlad Filat's meeting with students at the State University of Moldova (USM); the assessment of the last governance year by Filat's advisor and the opinions of experts civil society representatives, according to which the deadlock between Chişinău and Tiraspol has been settled only due to the meeting of Filat with Smirnov etc.* The share of news favorable to PLDM in the total number of news pieces aired by Moldova 1 was 11.2%. PLDM was mentioned 4 times in a negative context (4,4%). PL appeared in a positive light 8 times or in 8.9% of news (in news regarding *Mihai Ghimpu's participation in the transfer of 5000 case files of deportees to the National Archive; PL's initiative of notifying the Constitutional Court about the issuance of provisional passports abroad if the latter have been declared lost; the planting of trees in Cotul Morii, undertaken by PL's youth organization; presentation of PL's electoral platform in Nisporeni and Ungheni*) and 3 times in a negative context, or 3.3%. AMN appeared in a positive context in only 3 news pieces or 3.3% of the total number. A series of non-parliamentary parties also appeared in a positive light.

PCRM was portrayed only in a negative context – in 11 cases or 12.3% of the total number of news relevant for this monitoring. The negative context was determined by *the charges made by different electoral contestants during meetings with the voters; the PCRM's governing time; the "scams" established during the past 8 years in the areas of prices for medicines; the forbiddance of PCRM's advertisement on grounds that they are not complying with the law, etc.*

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

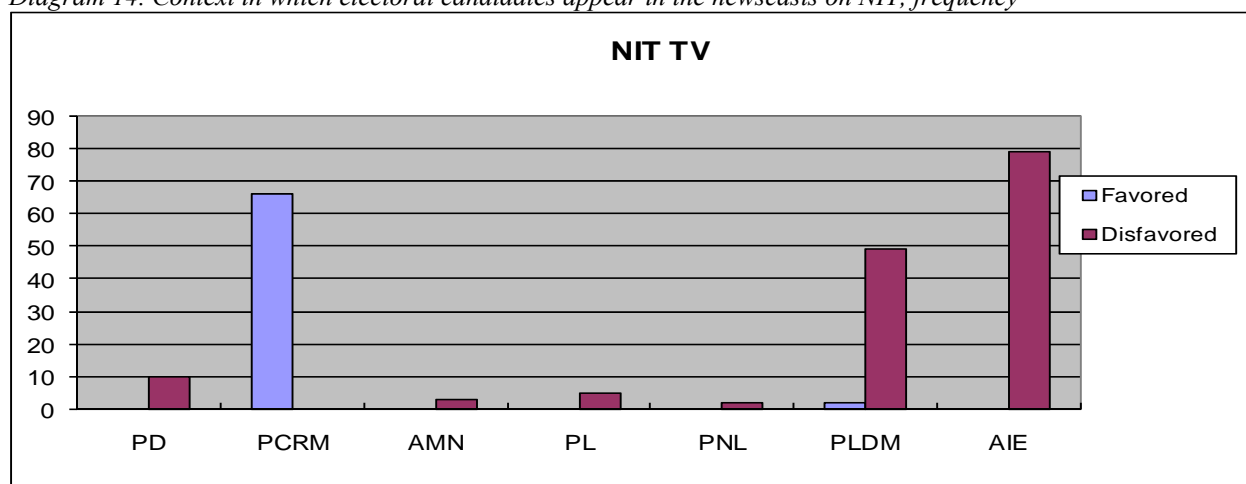


In the non-news programs, PCRM and AIE were mentioned most frequently in a negative context: 9 and 7 times respectively, in items about various charges made by other electoral contestants within electoral debates.

## NIT

During the reporting period, NIT continued to extensively favor PCRM by providing it with a very long airtime in its newscasts. Thus, during one week, PCRM appeared in a positive context in 66 news pieces; the share of news favorable to this electoral candidate in the total number of news items with electoral impact was 36.2%. The representatives of PCRM appeared in a positive light in news about *the statements supporting PCRM; the meetings of PCRM members with the voters; the support of PCRM by the youth organizations; the interview delivered by Vladimir Voronin to the newspaper Rossiyskaia Gazeta regarding PCRM's role in strengthening the relations with Russia; experts' opinions about PCRM's "well thought" platform; the foreign policy concept presented in Nezavisimaia Moldova* etc. By contrast, AIE was mentioned in a negative context in 43.4% of the items (79 times), most often in news about *accusations of bad governance of the country; limitation of press freedom; charges launched by PCRM members during meetings with the voters; OSCE's report which allegedly criticized the amendment of the Electoral Code and PCRM's intention of notifying CC about the lawfulness of amendments to the Electoral Code; the charges against the anti-European policy, political destabilization, incapacity to lead, economic unstableness, etc.* At the same time, the AIE member parties appeared in a negative light individually: PD – 10 times (5.4%), PL – 5 times (2.7%), AMN – 3 times (1.6%) and PLDM - 49 times or 26.9%.

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

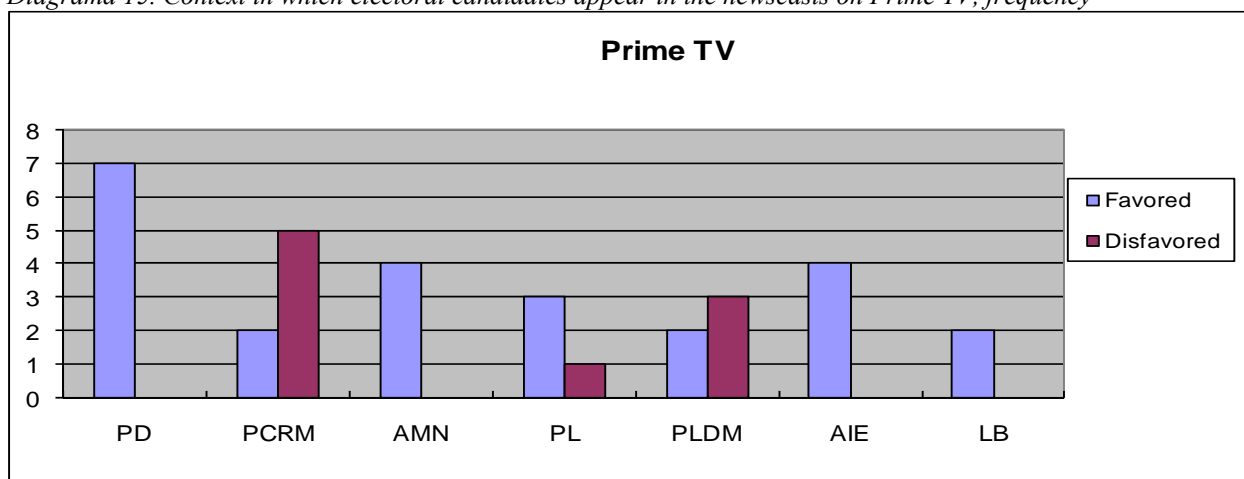


In items other than news broadcasts, aired by NIT during the reporting period, no significant disfavoring of any electoral contestant was noticed. Only AIE appeared in a negative light 8 times (5.3% of the total number), in items regarding the accusations launched by other contestants during the electoral debates.

## Prime TV

The electoral candidate that appeared most often in a positive context on Prime TV was PD – 7 appearances, or 10.4% of the total number of news items with electoral connotation. The news in question referred primarily to the *participation of PLDM's youth organization in the action of planting roses in the town of Râșcani, PDM's desire to hold the position of prime minister in the future government; the welcoming of Marian Lupu "with bread and salt" (traditional hospitable welcome in Moldova) by the voters in the south of the country, within a meeting*. The share of news favorable and unfavorable to PCRM was 2.9% and 7.4% respectively (2 and 5 appearances respectively in a positive and a negative context). PLDM also appeared in a positive and a negative context: 2 times and 3 times respectively (2.9 and 4.4%), PL was featured 3 times positively and 1 time negatively (4.4% and 1.4%), while AMN was portrayed only in a positive context – 3 times (4.4%) (*Diagram 15*). In the programs on Prime TV, PD and PL appeared most frequently in a negative context, 2 times each. PL also appeared 2 times in a negative context.

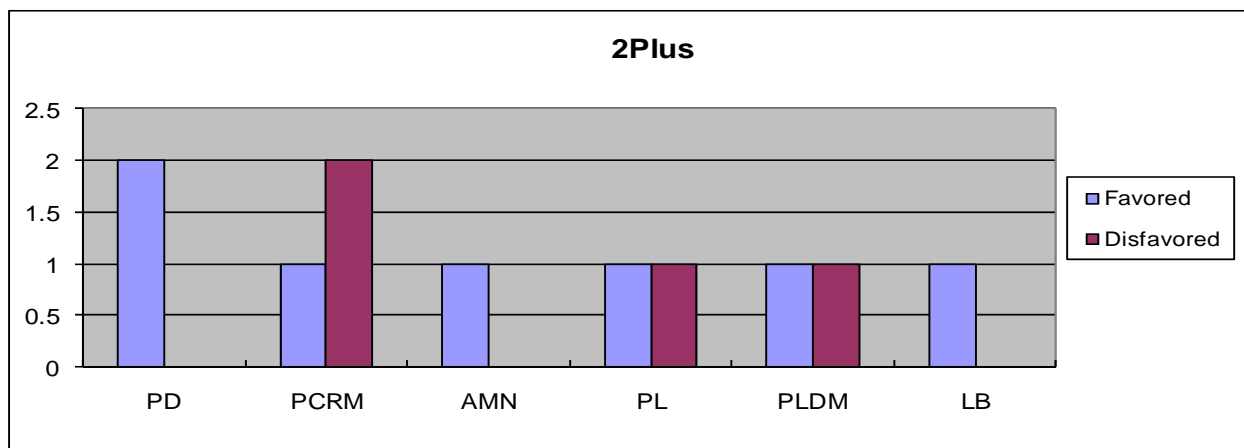
*Diagrama 15. Context in which electoral candidates appear in the newscasts on Prime TV, frequency*



## **2 Plus**

The majority of the 28 relevant news items on 2 Plus portrayed the subjects in a neutral context. Only in a few cases were the contestants featured in a negative or a positive light. Thus, PD was favored twice (7.15%), and AMN, PL, PLDM and PCRM – once each. The latter 3 parties appeared also in a negative context, once each.

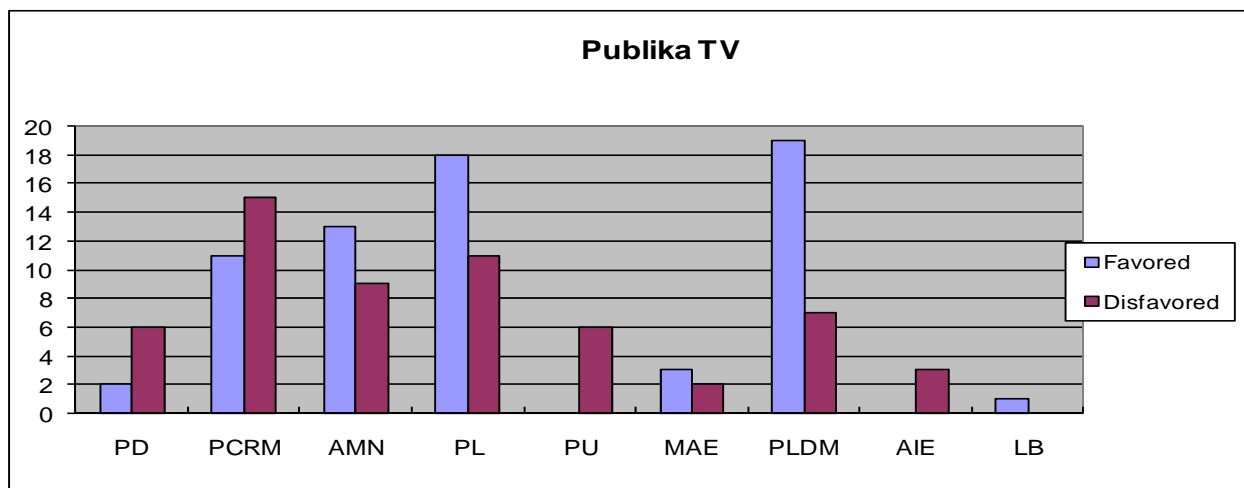
*Diagrama 16. Context in which electoral candidates appear in the newscasts on 2 Plus, frequency*



### ***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 PCRM were portrayed favorably but also unfavorably. Therefore, PLDM appeared in a positive light 19 times or in 14% of the news (*the statement of Filat's advisor that Moldova could apply for accession to EU in 2011 if AIE stays in power; the need of reducing the prices on medicines; and the dismissal of the head of the Medicine Agency upon Vlad Filat's initiative; the Vox Populi survey of the Association of Sociologists and Demographers; the PLDM lawyers would help citizens file petitions to court against communists, etc.*) and in a negative light - 7 times, representing 5.1% of the total number of relevant news pieces. PL was the main subject in 18 news pieces with positive connotation (13,3) (*in the report from Colonița, about the commemoration of Gheorghe Ghimpu, in which Mihai Ghimpu delivered a speech of 486 sec; the opinion poll; Mihai Ghimpu's letter addressed to NATO, in which he seeks the organization's help in withdrawing the Russian troops*) and 11 news items with a negative connotation (8.1%) primarily relating to the reactions against Mihai Ghimpu's letter to NATO. PCRM had the largest number of appearances in a negative light – 15 (11.1%), primarily in news items about *the investigations initiated by CCCEC in the case of the young people from Anenii Noi who donated money to PCRM; the revolt of many inhabitants of different villages who wanted to sue the communists, accusing them of lies; the movie produced by PLDM "8 Years of Lies" etc.* However, it also appeared in a positive light 11 times (8.1%), primarily in news about the results of the opinion poll which says PCRM would accede to the Parliament. The other electoral contestants appeared both in a positive and a negative light, in a smaller number of news items.

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

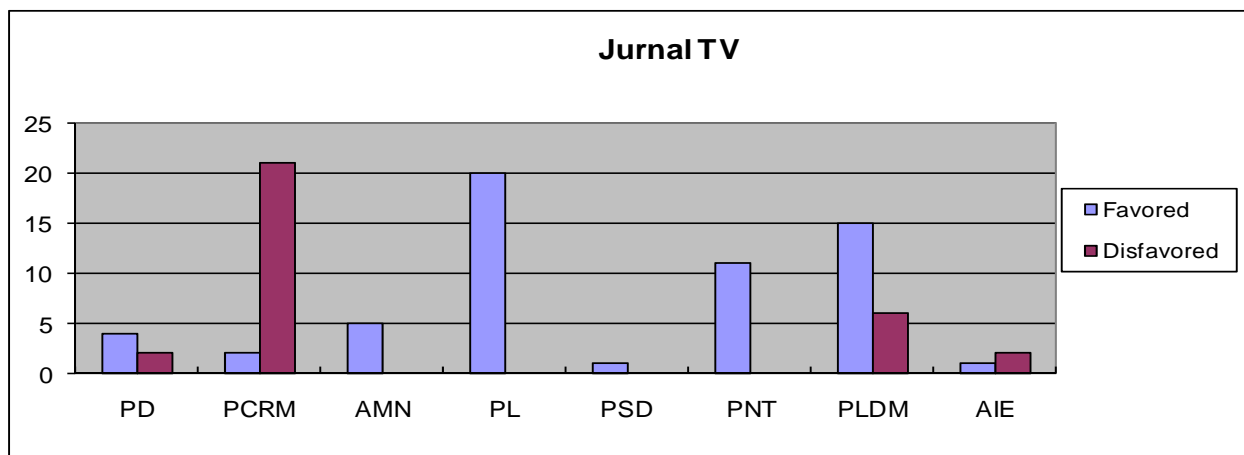


In the opinion items, Vox Populi, and electoral education items on Publika TV, PCRM and AIE were featured most frequently in a negative light – 19 and 13 times respectively. The other electoral players were portrayed both positively and negatively, depending on their participation in the electoral debates.

### ***Jurnal TV***

On Jurnal TV, PL, PLDM and PNȚ appeared most often in a positive light - 20, 15 and 11 times respectively, which represents 17.7%, 13.2% and 9.7% accordingly. PL's and PLDM's appearance in a positive light was determined not only by the events and the electoral statements of their representatives, but also by the appearance of the party leaders, as Acting President and Prime Minister respectively, in news with indirect electoral connotation (i.e. *the declassification of SIS (Information and Security Service) case files and their transfer to the national archive with the participation of Mihai Ghimpu; the commemoration of Gheorghe Ghimpu in Colonița, Ghimpu's address to NATO; Filat's intervention in order to reduce the prices for medicines*). PNȚ was featured positively in news about *the PNȚ fighting the business mafia represented by Vlad Plahotniuc, and the mafia in the judiciary; the return of TVR on screens; fighting the corruption "with bare hands" etc.* PCRM appeared 21 times (18.5%) in a negative context (*the news about the irregularities in the financial reports, found out by CEC; the electronic game "Serafică fără frică" ("The Undaunted Serafică") where the AMN leader, Serafim Urecheanu, fights with 4 communists; the charges made by other contestants during the meetings with the voters, alleging that PCRM means poverty; the accusations that mentally ill people took part in the meetings with PCRM, and that PCRM would lose the elections of November 28; the results of the opinion poll entitled "Communists Will Lose"*) and two times in a positive context (in 1.8% of the total number of 113 news items falling under this monitoring (Diagram 18). In the opinion items on Jurnal TV, AIE appeared most frequently in a positive context – 3 times, or 6.6%, while PCRM – in a negative context - 7 times (15.5%).

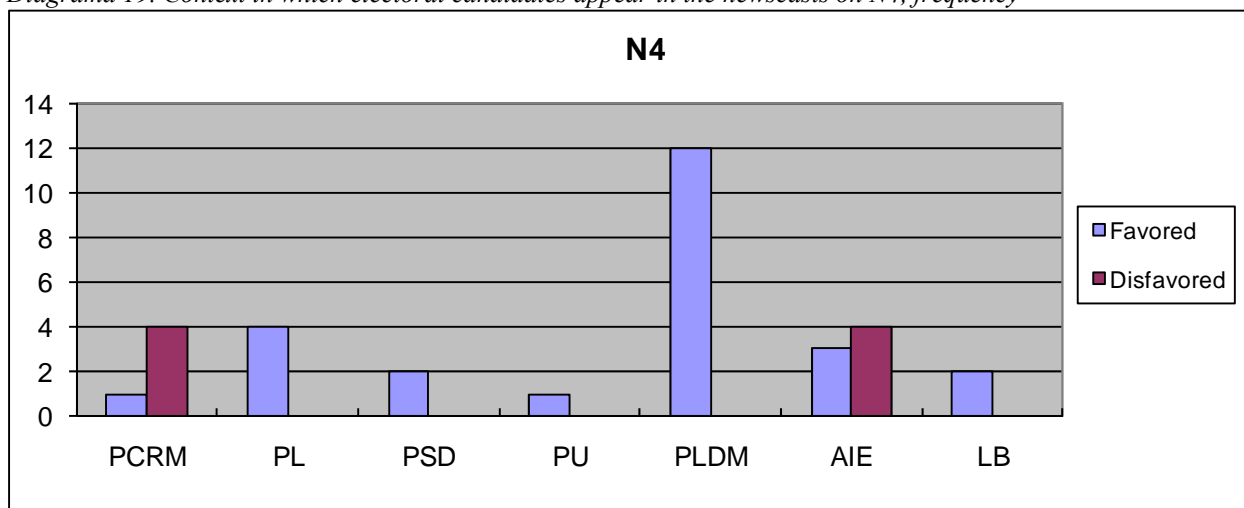
*Diagram 18. Context in which electoral candidates appear in the newscasts on Jurnal TV, frequency*



#### N4

On the station N4, which has a regional coverage, PLDM predominantly appeared in a positive light – 12 times or in 17.1% of the total number of 70 news pieces. These primarily covered *the free services provided by PCRM's doctors and lawyers in rural areas; Filat's meeting with the youth; Filat's visit to a family which he gave a computer; Filat's statement that Moldova could apply to the EU accession in 2011; the dismissal of the head of the Medicine Agency by Filat; the Government meeting on the provision of computers to student dormitories; Filat's planned visit to Italy; Filat's planned meeting with Putin*. In a negative context, it was PCRM and AIE who appeared most frequently – 4 times each (5.7%).

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

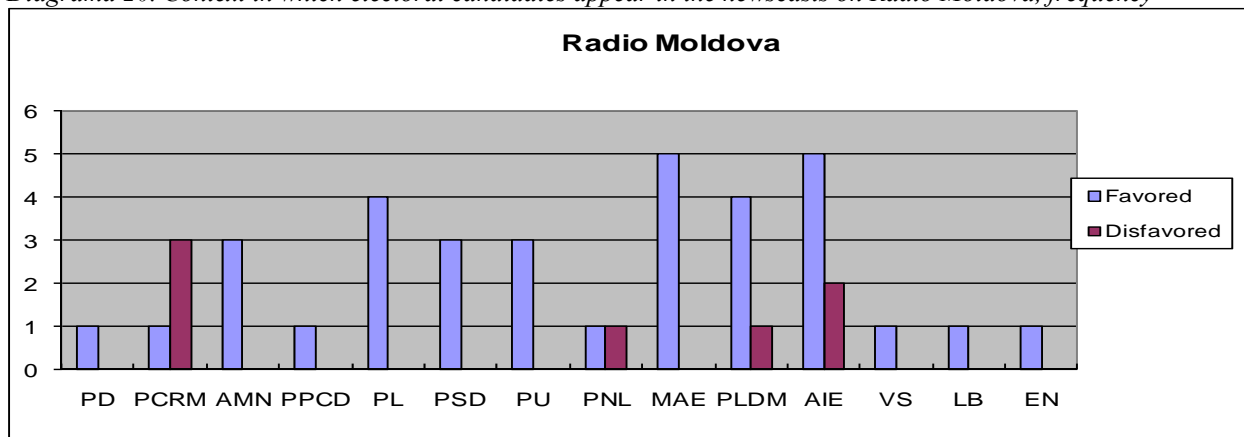


#### Radio Moldova

On Radio Moldova, during the monitoring period, there was no noticeably clear favoring or disfavoring for any electoral candidate. Most of the 115 news items covered the issues in a neutral context. In 31 cases the contestants appeared in a positive context, but no contestants stood out with a high number of favorable news. In 7 cases the context was negative, of which 3 featured PCRM (Diagram 20). In non-news items, PCRM and AIE appeared most frequently in a

favorable context – 11 and 6 times respectively - usually in relation to various accusations by other electoral candidates.

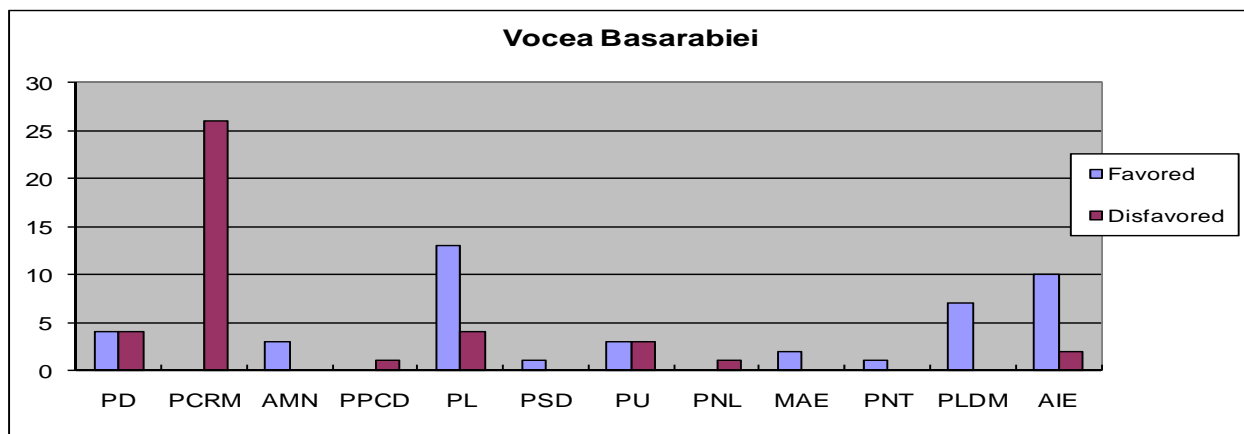
Diagrama 20. Context in which electoral candidates appear in the newscasts on Radio Moldova, frequency



### Vocea Basarabiei

In the newscasts by Vocea Basarabiei, PL was portrayed most frequently in a positive context - 13 times, or 8% of the total amount of 162 news items. In particular, PL was favored in the news regarding *the electoral meetings in Slobozia Mare, Mihai Ghimpu's participation in the transfer of declassified case files to the National Archive; Ghimpu's letter to NATO, etc.* This candidate was also presented in a negative light – 4 times (2.49%). PLDM appeared only in favorable news broadcasts– 7 times, or 4.3%, including those on *Filat's statement about the border treaty between Moldova and Romania; the launch of the campaign "Doctors and Lawyers against Poverty"; the launch of the movie "The Truth about Poverty"; the launch by Vlad Filat of the "commitment to the youth" etc.* AIE was favored in 10 and disfavored in 2 news items – 6.1% and 1.2% respectively, while PCRM appeared only in a negative light – 26 times (16%), in the items about the *accusations of assault on a PLDM member by a PCRM supporter; the movie "The Truth About Poverty", produced by PLDM; the charges by PDM that PCRM allegedly uses false procedures, in the context of forbiddance by the Court of Appeal of a PCRM advertisement; Promolex report on the participation of mentally ill people in the electoral meetings of PCRM; the survey of a Russian institution based in Transnistria, according to which, PCRM faces a fall in opinion polls, etc.* A series of non-parliamentary parties were covered either positively or negatively (Diagram 21). In the opinion items on Vocea Basarabiei, PCRM appeared 18 times in a negative context, while PL and AIE – 7 and 5 times respectively in a positive context.

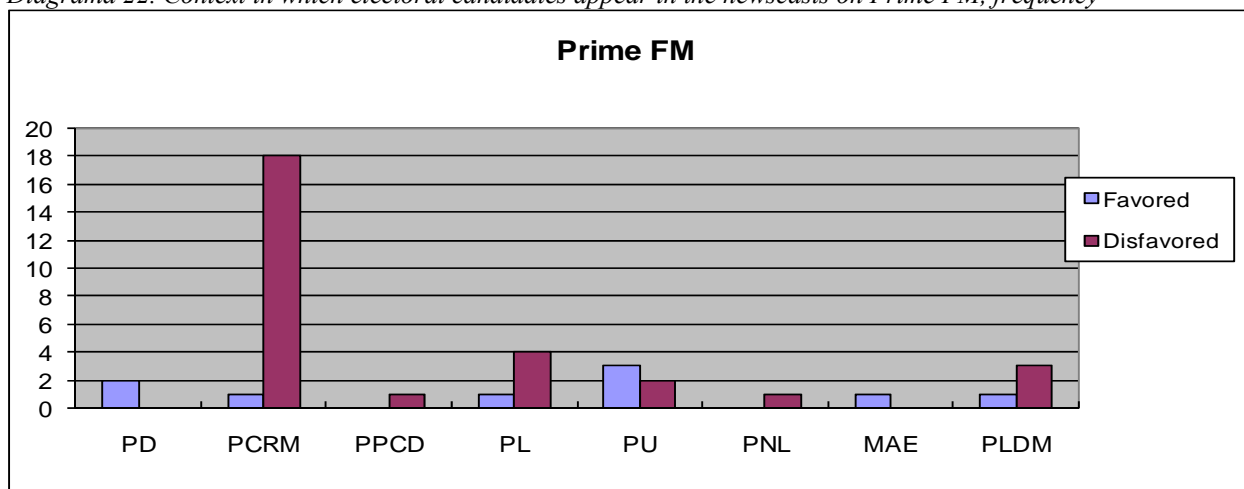
Diagrama 21. Context in which electoral candidates appear in the newscasts on Vocea Basarabiei, frequency



### **Prime FM**

On Prime FM, PCRM was featured most frequently in a negative context – 18 times, or in 17.4 % of the 103 relevant news broadcasts. These included items about *Vlad Filat's accusations that the Government has not managed to dismantle in one year the "fraudulent scams" established during the past eight years; the decision of the Chisinau Court of Appeal according to which PCRM violated the regulation on the coverage of the election campaign by broadcasting an advertisement with the presence of Marian Lupu; the statement made within MAE congress, that we "should get rid of the communist plague"* etc. The other electoral contestants appeared less frequently in either a negative or a positive context; most of the news was presented in a neutral context (Diagram 22). In the opinion items, PCRM and AIE were portrayed most frequently in a negative context. The other candidates appeared once each, in a positive light.

*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

During the second week of November, the 12 monitored newspapers published 8.4% more journalistic pieces on the anticipated parliamentary elections than in the previous period (349 compared with 322). The total newspaper surface allotted to thematic pieces has also grown by 10% up to 162,764 squared centimeters.

After a slight improvement in the ratio between the surface taken by news reports and that occupied by opinion articles registered last week, during this reporting week opinion articles prevailed over news reports again. The volume of political advertisements has almost double compared with the previous week. The number of pieces on election education has increased, as well as the surface area occupied by these pieces, although the increase has not been significant. Thus, during 8-14 November 2010, the newspapers published 143 news reports on a surface of 54,646 sq.cm, which made up 41% of the total number of pieces and 33.6% of the total surface allotted to the articles in the 12 monitored newspapers. The 93 editorials and other opinion pieces published during this period occupied 57,432 sq.cm, or 35.3% of the total surface allotted to articles on the elections, while 46,290 sq.cm, or 28.4%, were taken by electoral advertisements of the election candidates.

Five of the monitored newspapers published 19 pieces on election education presenting the ways of exercising the right to vote and answering specific questions referring to participation in the voting (*Timpul de dimineață*, *Jurnal de Chișinău*, *Cuvântul*, *Gazeta de Sud*, *Golos Bălți*), this type of article accounted for 5.4% of the number and 2.5% of the total surface area allotted by the monitored newspapers to pieces on the elections. Only one newspaper (*Cuvântul*) published opinion polls of the „Vox populi” type from citizens during the reporting week.

Diagram 23. Frequency of pieces on the election campaign, published in 12 newspapers during 8-14 November, number

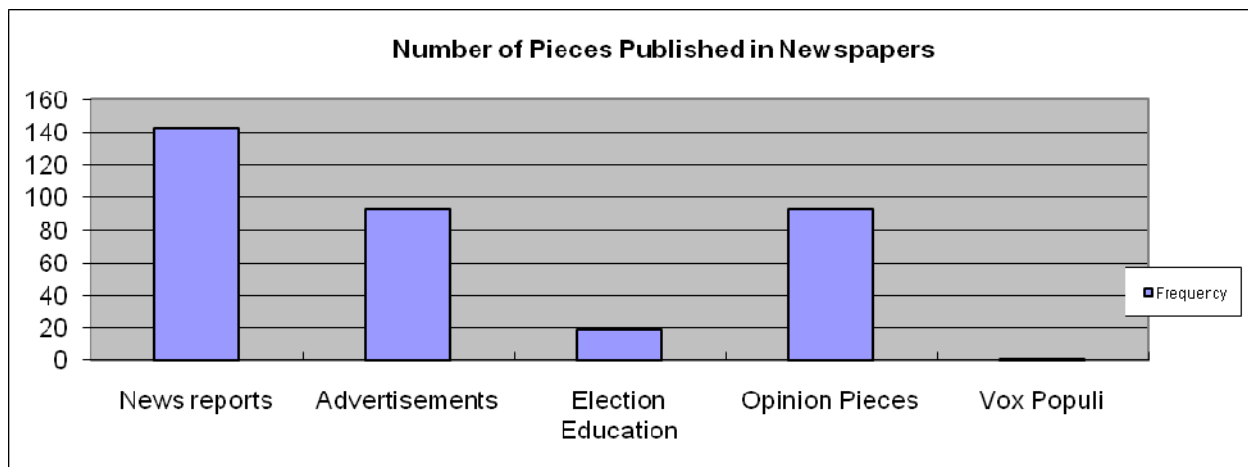
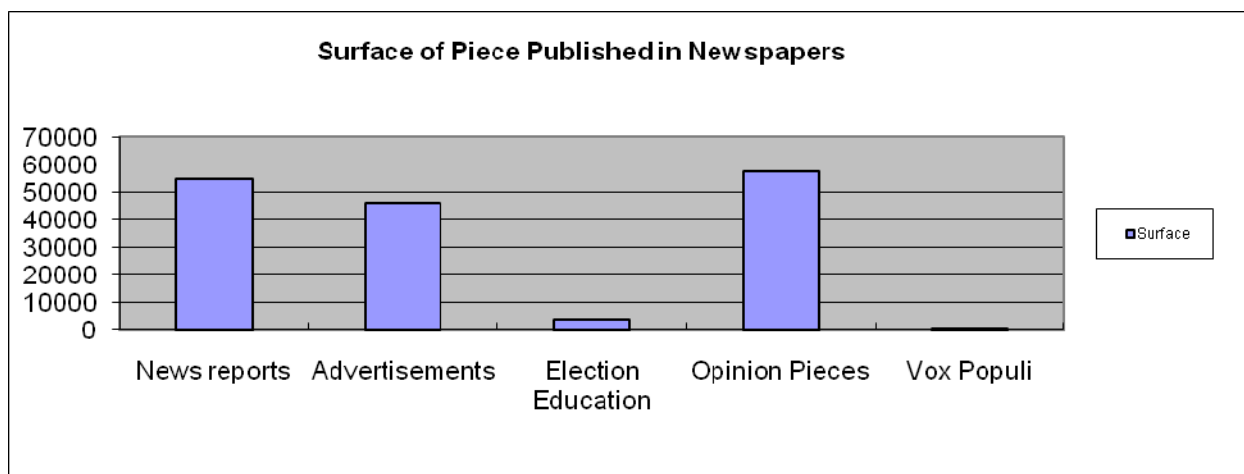


Diagram 24. Surface of pieces on the election campaign, published in 12 newspapers during 8-14 November, sq.cm



The largest number of pieces on the anticipated parliamentary elections (79) were published by *Timpul de dimineață*, followed by *Moldova Suverană* and *Nezavisimaia Moldova* with 44 relevant articles each, *Jurnal de Chișinău* (39) and *Panorama* with 30 texts on the elections. As for the surface area allotted in the newspapers to articles on the anticipated parliamentary elections, the following were the top five newspapers: *Timpul de dimineață* (41,788 sq.cm), *Nezavisimaia Moldova* (22,061 sq.cm), *Jurnal de Chișinău* (18,369 sq.cm), *Moldova suverană* (15,134 sq.cm) and *Flux* (14,333 sq.cm). **Note:** The analysis of this indicator has taken into account the format, volume and frequency, with which each separate publication appears.

In six of the monitored newspapers (*Flux*, *Moldova Suverană*, *Evenimentul Zilei*, *Nezavisimaia Moldova*, *Gazeta de Sud*, *Cuvântul*) the ratio between news reports and opinion pieces was unfavorable to news reports, meaning that those publications covered the campaign more in opinions than in news. *Vesti Gagauzii* did not publish a single news report on the elections in the issue which appeared during the reporting week.

The volume of properly marked electoral advertisements has substantially grown, the majority of advertisements being published in *Komsomolskaia pravda v Moldove* and *Timpul de dimineață*. At the same time, a number of newspapers published electoral advertisements not duly marked as such, which is a violation of the provisions of the Election Coverage Regulations passed by the Central Electoral Commission.

*Diagram 25. Frequency of relevant pieces published in newspapers during 8-14 November, number*

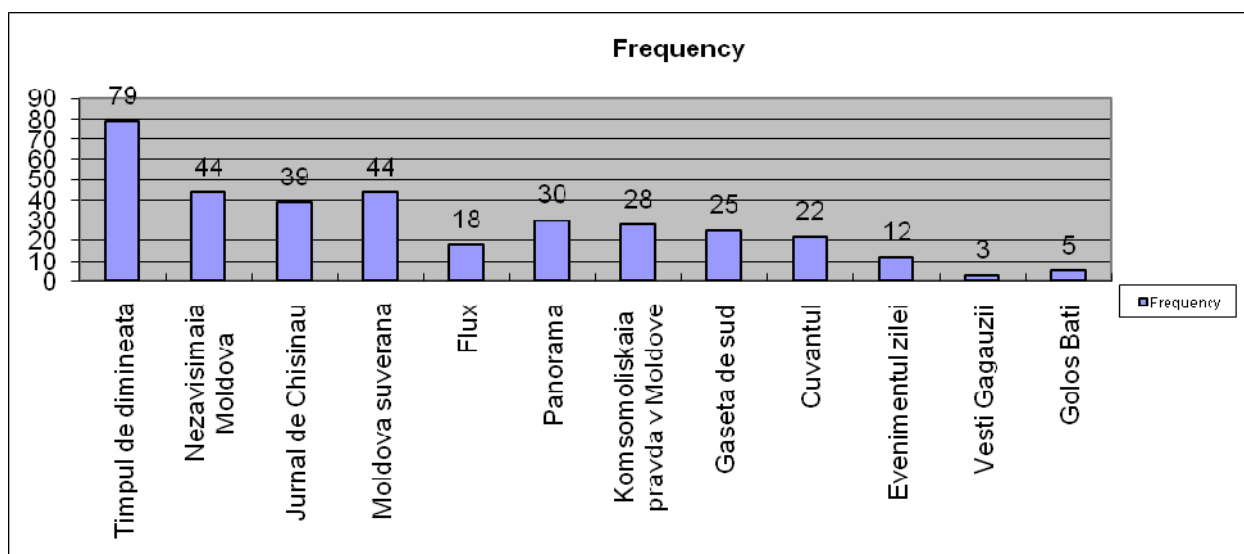
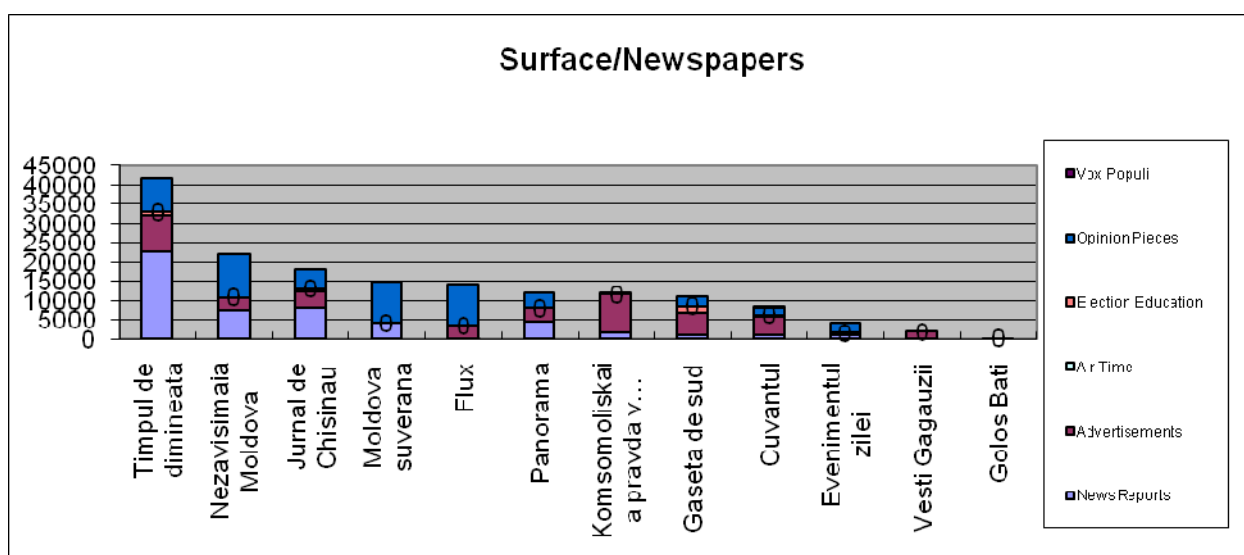


Diagram 26. Surface of pieces on the election campaign in newspapers during 8-14 November, sq.cm



From a thematic point of view, journalistic pieces continue to address general politics, presenting public events, the declarations and reactions of the election candidates (68% of the total number and surface), without giving details on problems and concrete situations in the economic or social fields. 13% of the total number of pieces, published during the reporting week, were about the actual carrying out of the electoral process, including CEC decisions on examination of contestations filed by the election candidates. However, the surface occupied by these articles was relatively small, only 7.2% (approx 11,800 sq.cm) of the total surface allotted to pieces on the elections. Instead, the surface area allotted to pieces accusing the election candidates of complicity in acts of corruption or other crimes was of 14,900 sq.cm, or 9.1% of the total.

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

Topic	Frequency
Politics	240
Human rights	5
Gender	5
Economics	5
Environment	5
Health	5
Education	5
Corruption	5
Crime	5
Police/security/arm...	5
Press	10
Foreign relations	10
Culture and...	5
Law and Constitution	5
Social issues	5
European integration	5
Electoral process	45
Customs, CCECC...	5

The two monitored news agencies, *Moldpres* and *Infotag*, published 68 news reports relevant to the subject of this monitoring during the reporting week (compared with 91 news reports during the previous week, a decrease of 25%). The published news reports had a total of over 113,400 characters (no spaces), representing a decrease of 36% compared with the first week of November. 63% of the number of news reports and 55.9% of the surface area occupied by the published news reports accounted for by *Infotag*.

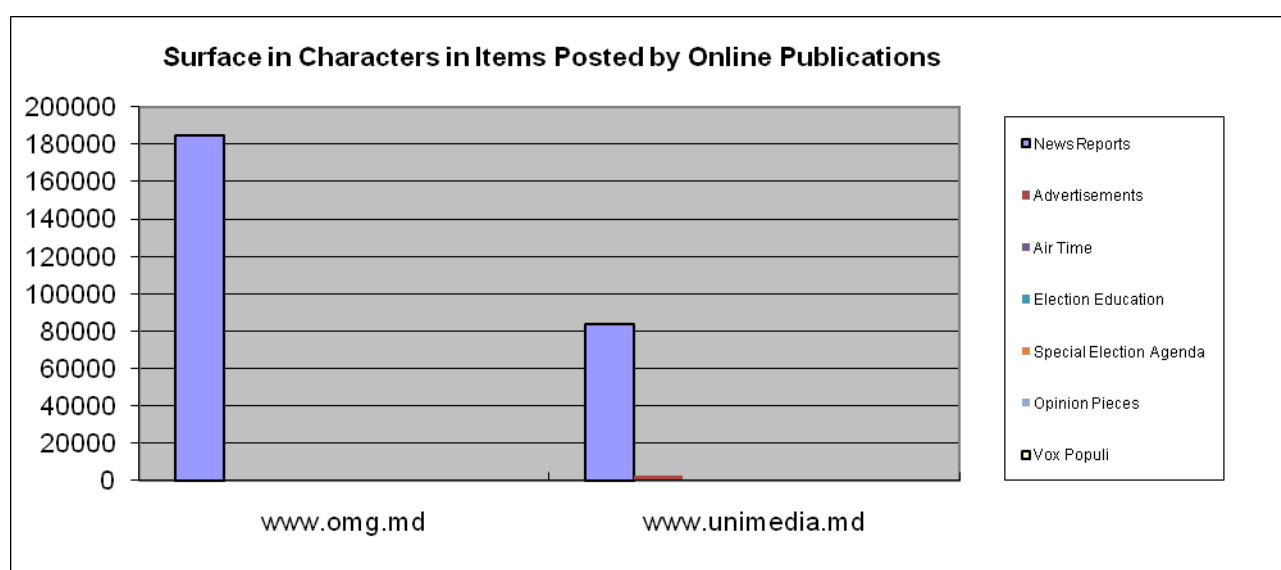
**Surface in Characters in Items Published by News Agencies**

Agency	News Reports	Advertisements	Air Time	Election Education	Special Election Agenda	Opinion Pieces	Vox Populi
Infotag	62000	0	0	1000	0	0	0
Moldpres	50000	0	0	1000	0	0	0

The number of pieces of information on the elections that could be accessed by Internet users on [www.unimedia.md](http://www.unimedia.md) and [www.omg.md](http://www.omg.md) during 8-14 November remained almost unchanged compared with the previous week (188 news reports compared with 186 news reports). However, the total surface area of the thematic news reports decreased by 9%, down to approx 271 thousand characters (compared with 298 thousand characters during the previous monitoring week). Some of the pieces posted on the websites were accompanied by video sequences for an amplification effect of the information. The information portal [www.unimedia.md](http://www.unimedia.md) placed electoral advertisements in the form of banners, the surface of which is not included in the diagrams below.

55% of the number, and 68% of the total surface area, of news items posted by the two monitored publications was provided by [www.omg.md](http://www.omg.md).

Diagram 29. Space (characters, no spaces) allotted to thematic pieces by websites during 8-14 November



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

### 5.2.1 Newspapers

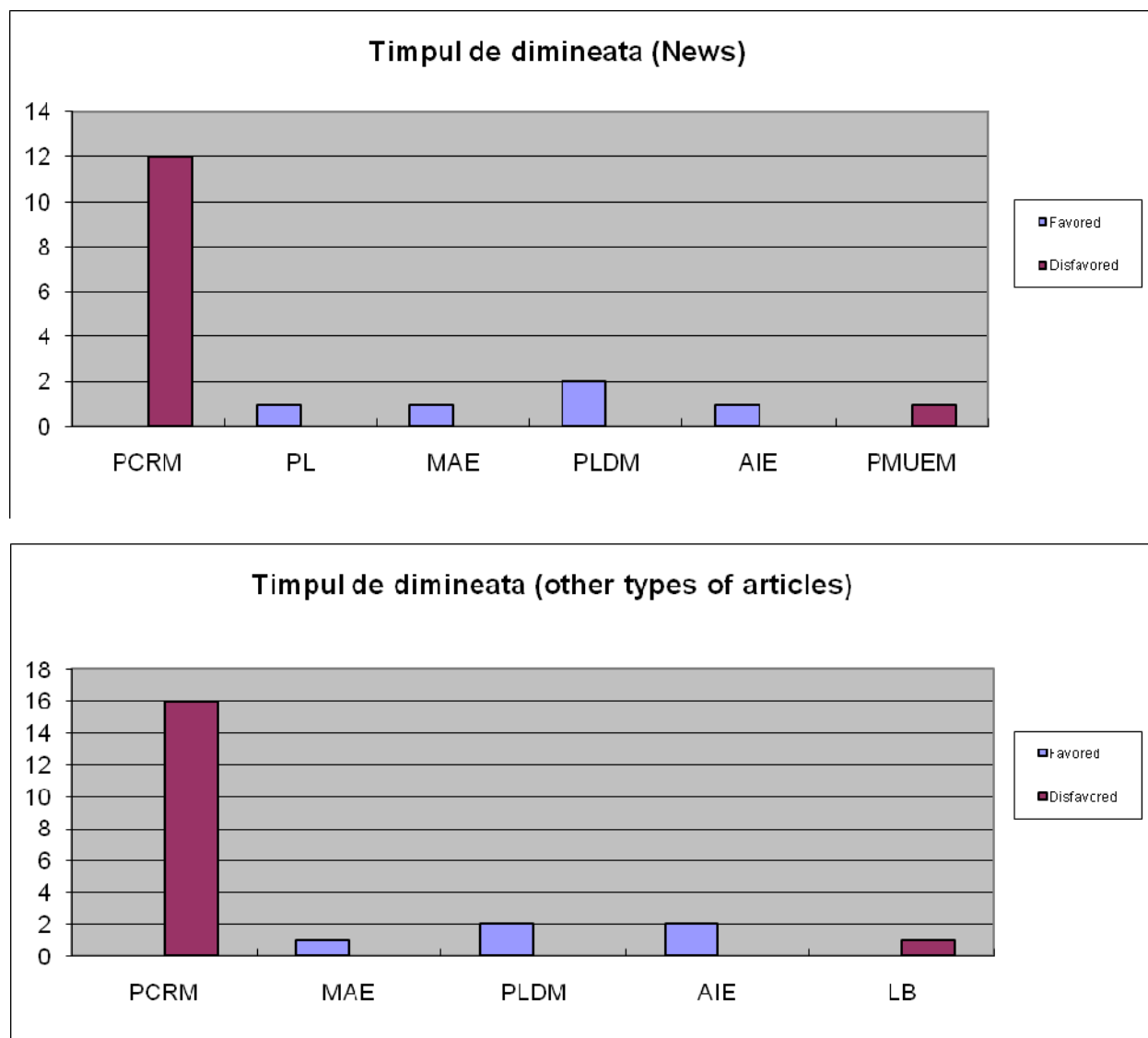
12 of the 31 news reports published during the reporting week (38.7% of the total) by *Timpul de dimineață* disfavored PCRM, while the other election candidates were presented in a relatively balanced context, in 1-2 positive or negative news items, without a clear favoring or disfavoring tendency. In some cases, PCRM as an election candidate was accused without being offered the right to reply, for example in the news report about the case of an alleged aggression of a PLDM follower („Comuniștii fac agitație electorală cu... cuțitul” (The communists make electoral propaganda with... a knife), 8 November).

In the majority of opinion articles (16 of 22 cases, 72.7%), PCRM as an election candidate was also disfavored and presented in a negative context, including several articles responding to the threat by PCRM candidate Marc Tkaciuk to sue the newspaper for publishing the text of an e-mail that he had allegedly addressed to V. Voronin.

During the reporting period, the paper published an opinion article disfavoring independent candidates in general, and Elena Burghilă-Leonte in particular, („Independenții. Foaie verde, fum electoral...” (The Independents. A Trifle, Electoral Smoke), 10 November).

The overall analysis of the news items and opinion articles published in *Timpul de dimineață* indicates the editorial preferences of the newspaper, i.e. the liberal parties, especially PLDM.

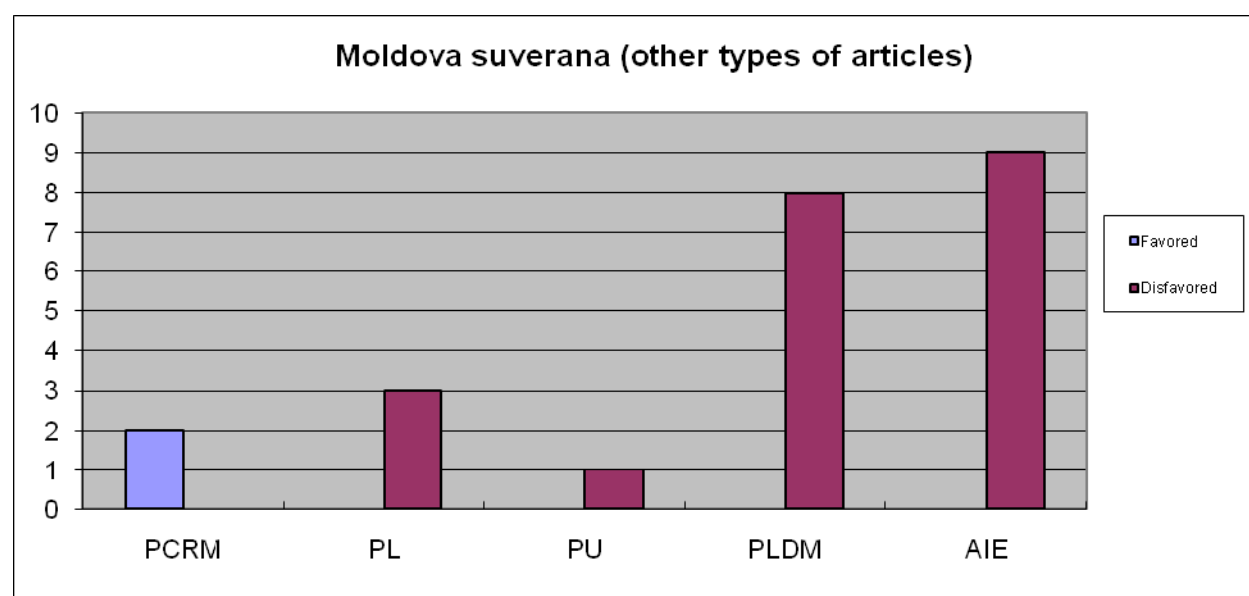
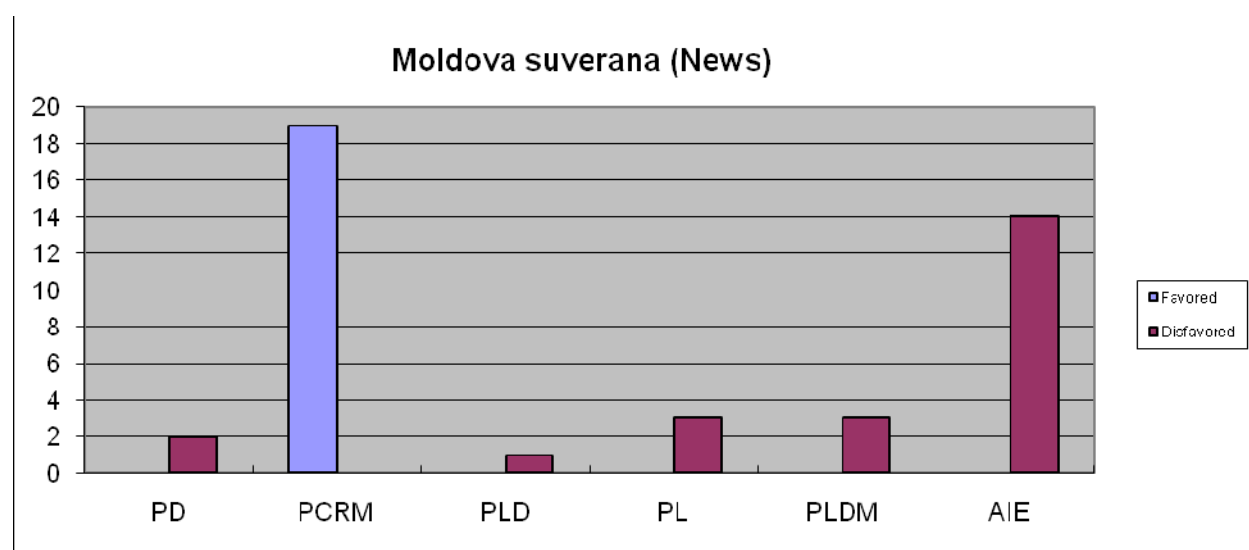
Diagrams 30 and 30.1. Favored or disfavored candidates by *Timpul de dimineață* during 8-14 November, frequency



The editorial policy of *Moldova Suverană* continued to be heavily critical of the authorities, including in articles of a pronounced denigrating nature with elements of xenophobe language . This was countered by an intense favoring of PCRM as an election candidate, and it was the only political force greeted by this newspaper both in news reports and opinion articles. Thus, PCRM was portrayed in a positive light in all of the 19 news reports that referred to the party (26.4% of the total news items), as well as in opinion articles. Subsequently, the newspaper published general news reports without other sources of information aside from PCRM candidates and

activists, which left an impression that the majority of the population unconditionally supported PCRM and condemned AIE. Often, the pieces were accompanied by photographs featuring the PCRM leader applauded by citizens („Moldova alege victoria” (Moldova Chooses Victory), „Studentii susțin PCRM” (Students Support PCRM), 10 November). AIE was presented entirely in a negative context (14 news items, 9 opinion articles), especially discrediting the parties forming the governing alliance, PLDM and PL, which did not get a right to reply („Morți și mii de oameni rămași fără adăpost pentru Băsescu și liberal-democrații moldoveni” (The Dead and Many People Left Without a Shelter for Basescu and Moldovan Liberal Democrats), 9 November; „Actuala guvernarea le-a adus oamenilor frica” (The Present Government has Induced Fear in People), 10 November; „PLDM a mutilat grav un activist PCRM” (PLDM has severely mutilated a PCRM activist), 12 November, etc.).

*Diagrams 31 and 31.1. Favored or disfavored candidates by Moldova Suverană during 8-14 November, frequency*

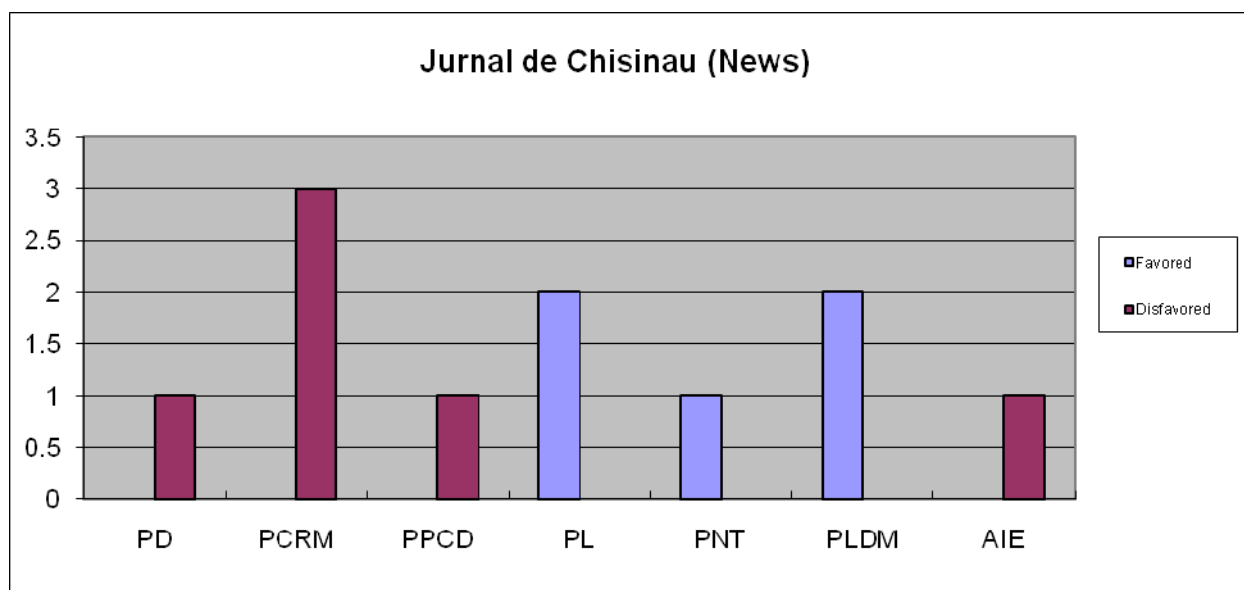


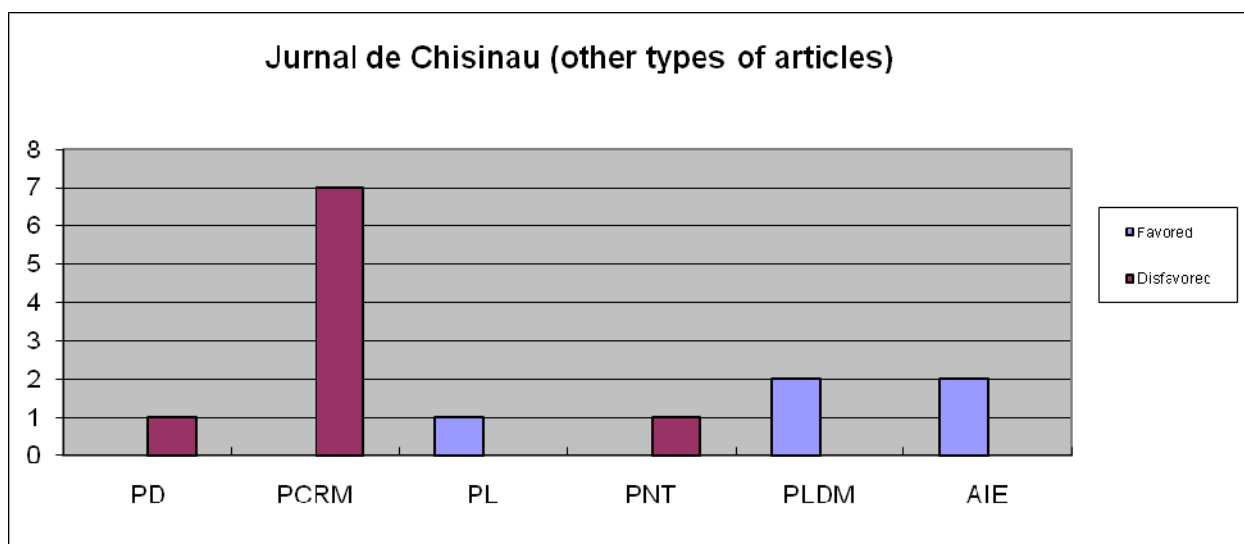
The news reports published by *Jurnal de Chișinău*, during this week, featured PCRM as a candidate in an unfavorable light three times, while PL and PLDM appeared in a positive context twice each. The newspaper published a page-length report about a day's activity for the PL leader Mihai Ghimpu, but the article was not marked as an electoral advertisement. Also, the newspaper placed a number of advertisements for election candidates without mentioning that that they were paid from the electoral fund of the corresponding candidate.

PCRM appeared in a negative context in all of the articles featuring the party in *Jurnal de Chișinău* (7 cases, 46.7% of 15 relevant pieces).

*Jurnal de Chișinău* also inserted a civic and election education supplement „Obiectiv” prepared and distributed by the Independent Press Association (API) within the Coalition for Free and Fair Elections.

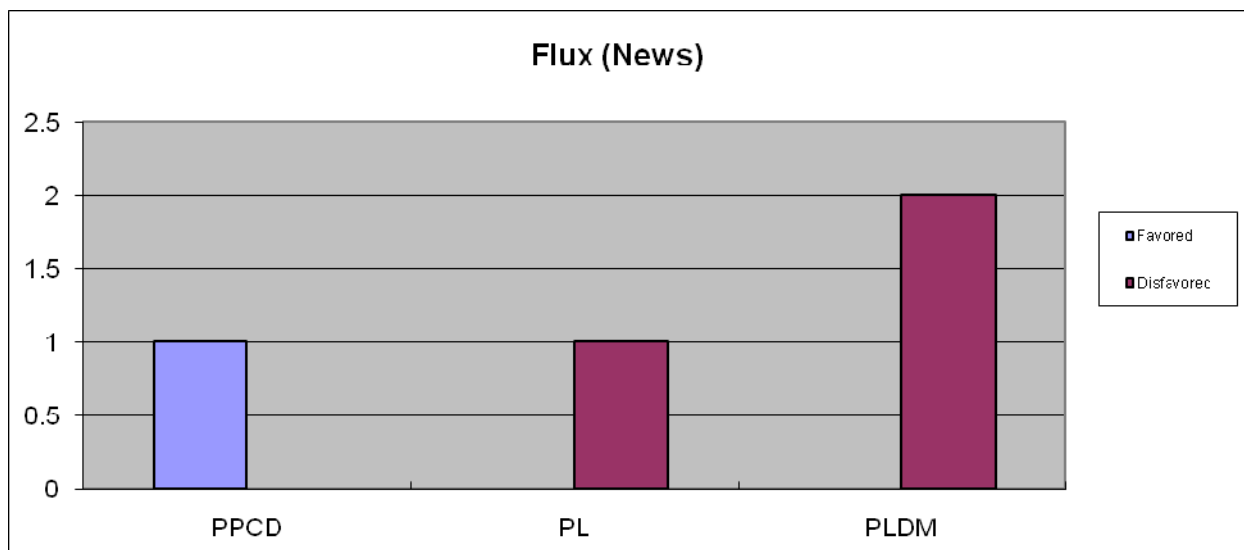
*Diagrams 32 and 32.1. Favored or disfavored candidates by Jurnal de Chișinău during 8-14 November, frequency*

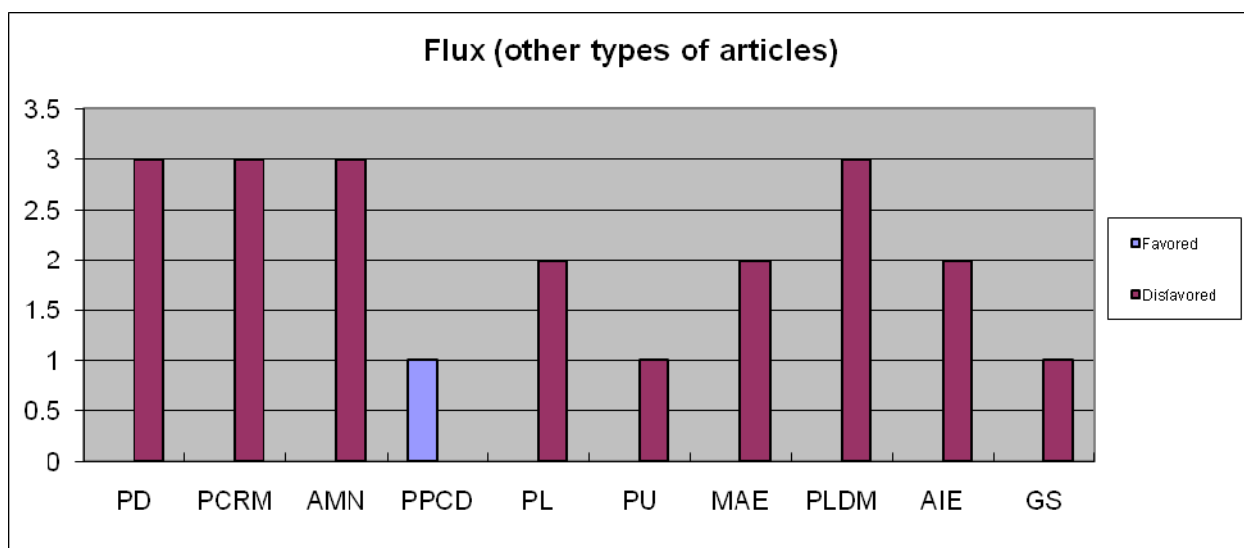




The choice of news reports and opinion articles published by *Flux* indicated the tendency to disfavor editorially both the election candidates from the government and the parliamentary opposition, as well as extra-parliamentary parties and independent candidates. The only election candidate appearing in a positive context in *Flux* was PPCD („Numai o formațiune ca PPCD, care nu se subordonează oligarhilor, poate servi țara și binele comun” (Only a Party like PPCD That Is Not Subordinated to Oligarchs Can Serve the Country and the Common Good), 12 November).

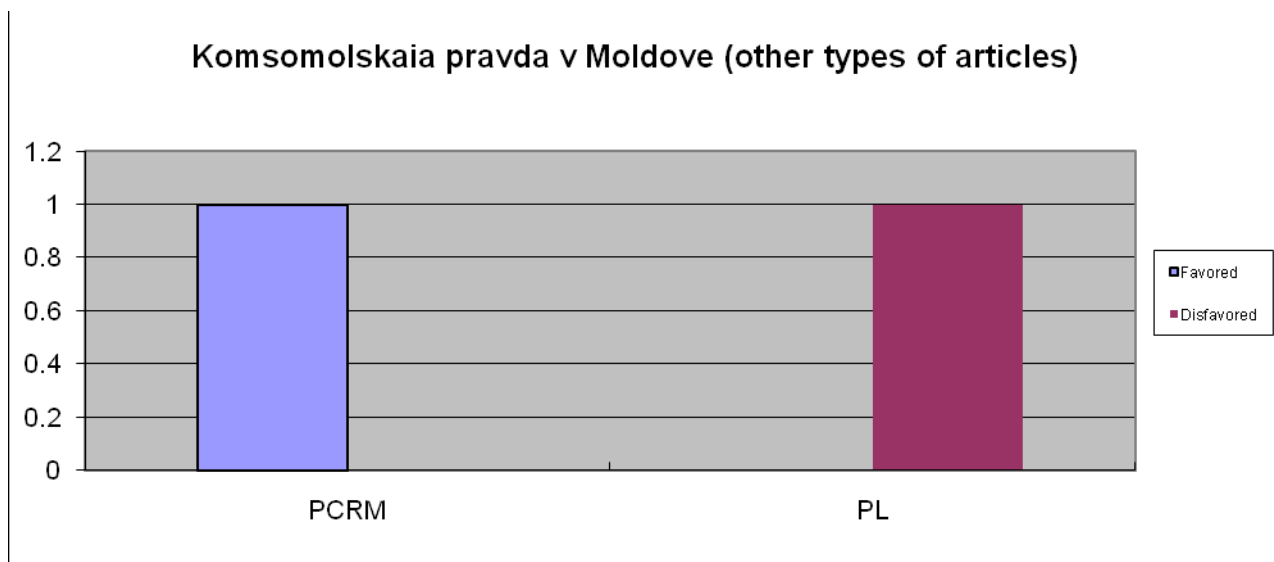
*Diagrams 33 and 33.1. Favored or disfavored candidates by Flux during 8-14 November, frequency*





*Komsomolskaia pravda v Moldove* published primarily electoral advertisements during the reporting week, several relatively neutral news reports and two opinion articles, one of which presented PCRM in a positive light, while the other disfavored PL as a candidate.

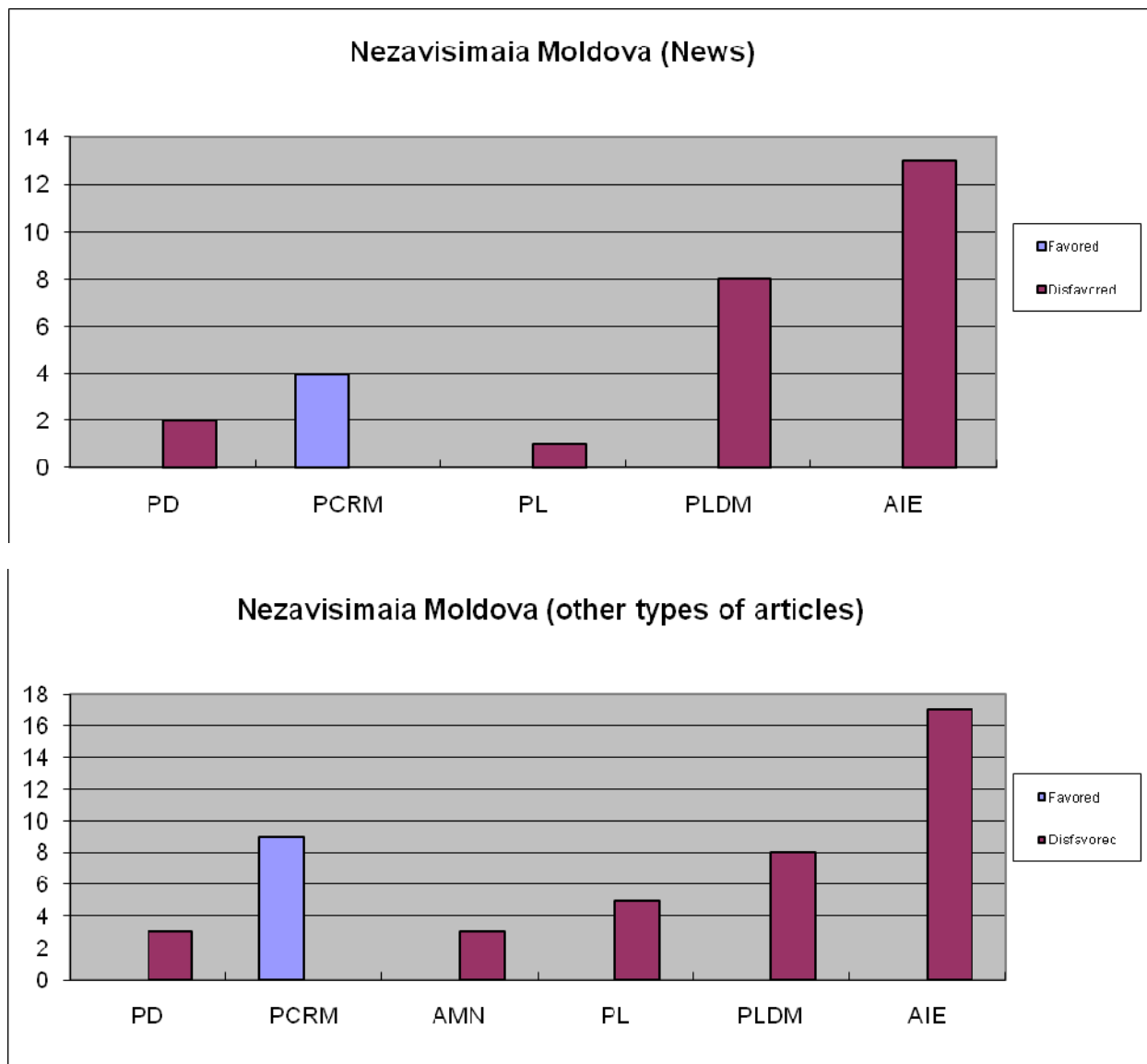
Diagrams 34. Favored or disfavored candidates in opinion articles by *Komsomolskaia pravda v Moldove* during 8-14 November, frequency



The editorial policy of *Nezavisimaia Moldova* is similar to that of *Moldova Suverană*. AIE as the governing alliance, PLDM and PL as election candidates, as well as the other non-communist parties are a constant target of the publication which presents these election candidates in the most unfavorable light. At the same time, PCRM as a candidate is praised, and presented as the only salvation for the Republic of Moldova. Thus, of the 22 news reports published by this newspaper in the space of a week, AIE was presented in a negative context 13 times (59% of the total of news items), and PLDM was disfavored in 8 news items (36.4% of the total). This tendency was accentuated in opinion articles. 17 of 18 opinion pieces, which directly or

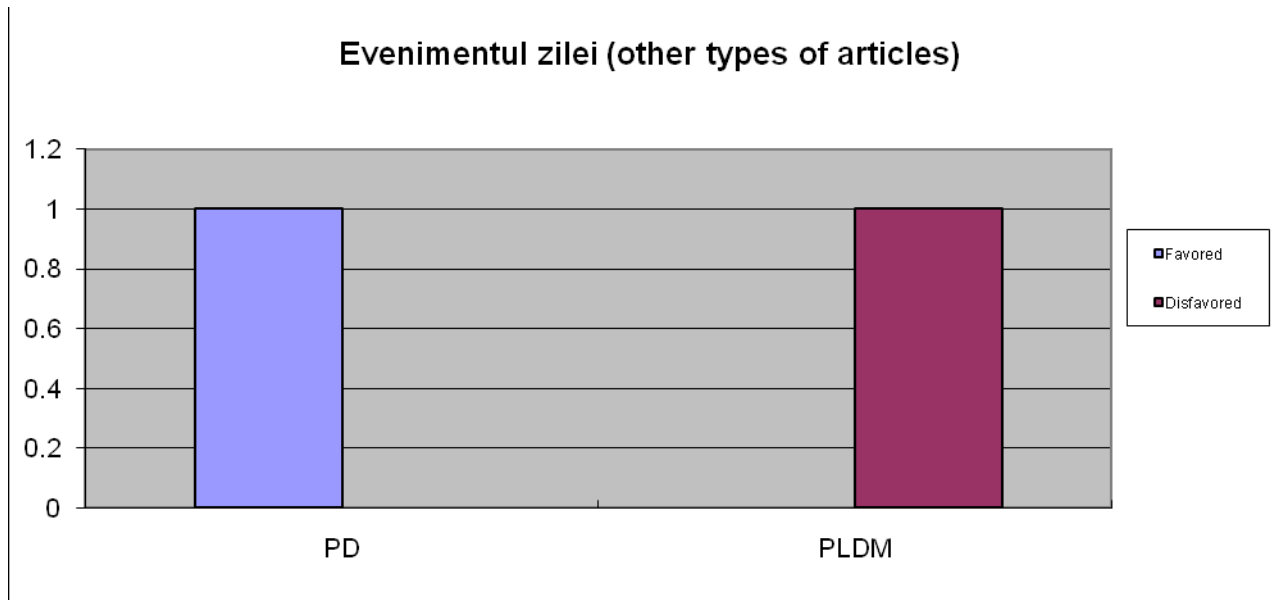
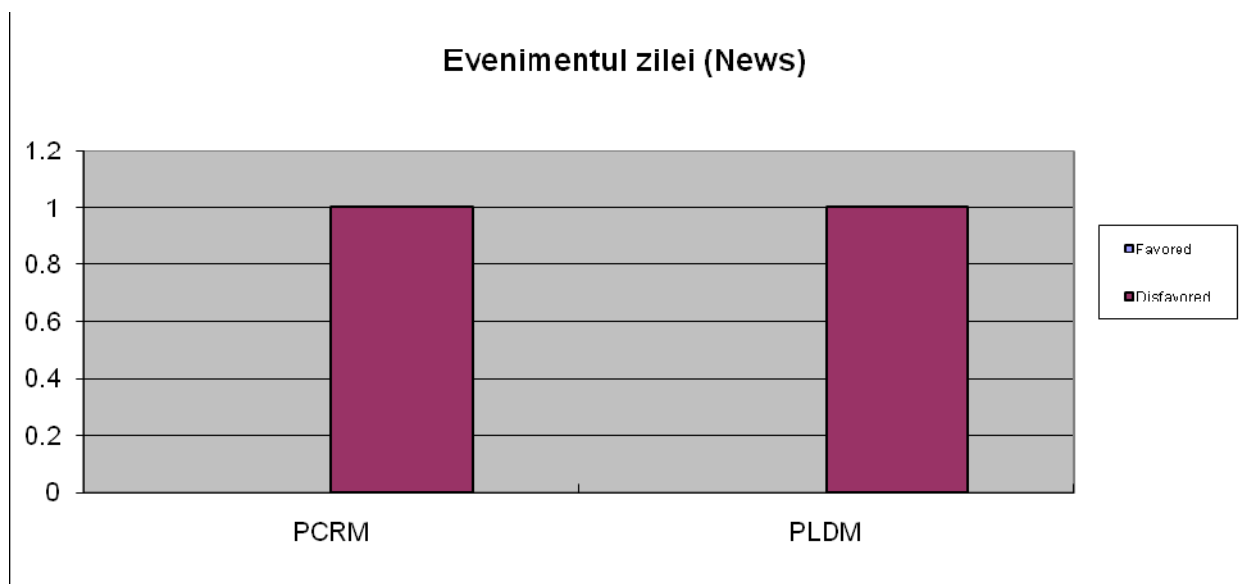
indirectly referred to AIE, disfavored the alliance. PLDM, PL, PDM and AMN also appeared in *Nezavisimaia Moldova* only in a negative context.

*Diagrams 35 and 35.1. Favored or disfavored candidates by Nezavisimaia Moldova during 8-14 November, frequency*



*Evenimentul Zilei* published both neutral news and news that presented the election candidates in either positive or negative light. Nevertheless, an overall analysis of news reports and opinion articles showed a slight tendency to disfavor PLDM as a candidate. They appeared in both a news report and an opinion article which presented the party in a negative context.

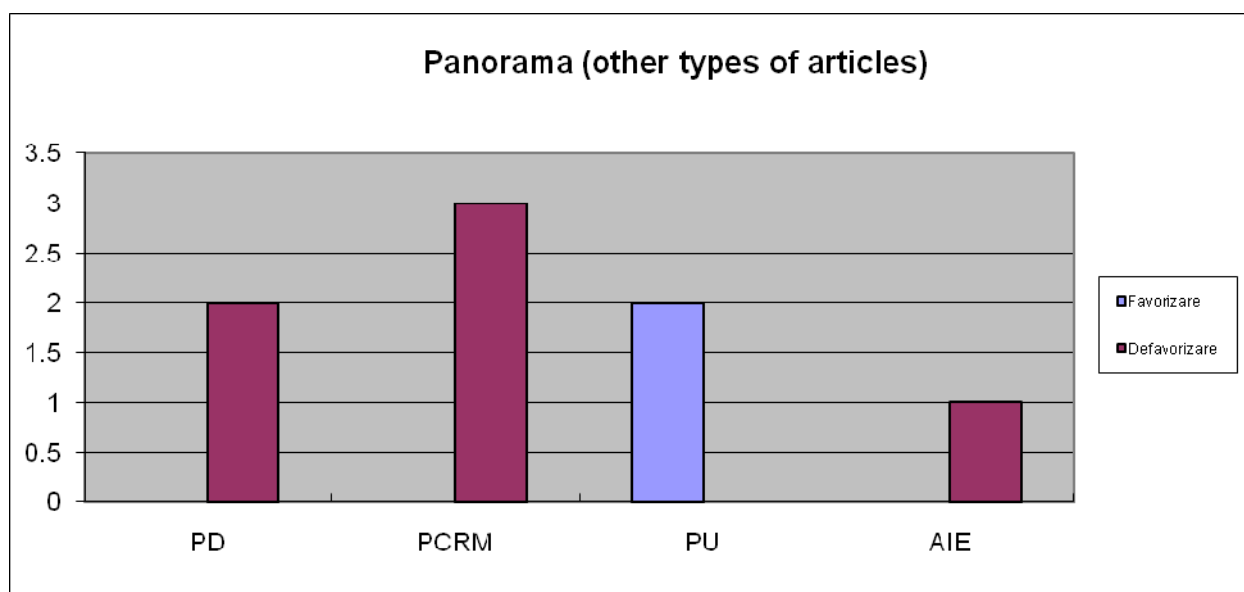
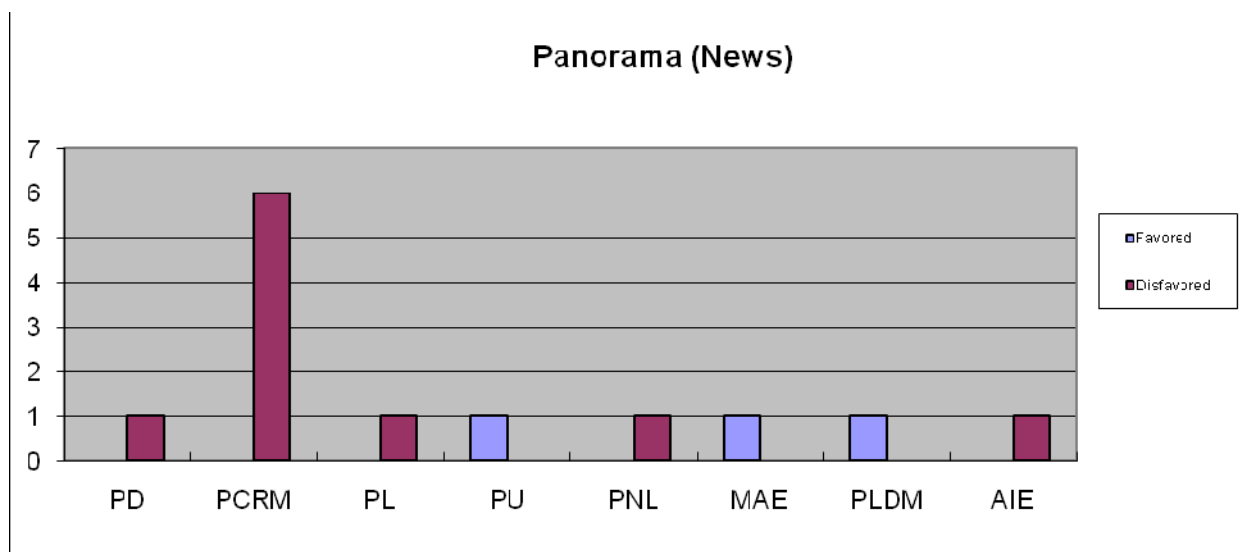
*Diagrams 36 and 36.1. Favored or disfavored candidates by Evenimentul Zilei during 8-14 November, frequency*



During the reporting period, PCRM as an election candidate was presented in a negative context in 27% of the 22 news reports published by *Panorama*. The critical attitude towards PCRM was maintained in opinion articles, where there also appeared to be a tendency to disfavor PDM as a candidate.

The election candidate that appeared most often in a positive context in *Panorama* was PUM. Notably, the newspaper published an opinion article signed by someone called D. Ciubasenco, who presented provisions from the election agenda of PUM in a way, which made the article appear as disguised advertisement favoring this election candidate („Încredere în sine, încredere unul în altul, încredere în țară” (Trust in Oneself, Trust in the Other, Trust in the Country), 12 November).

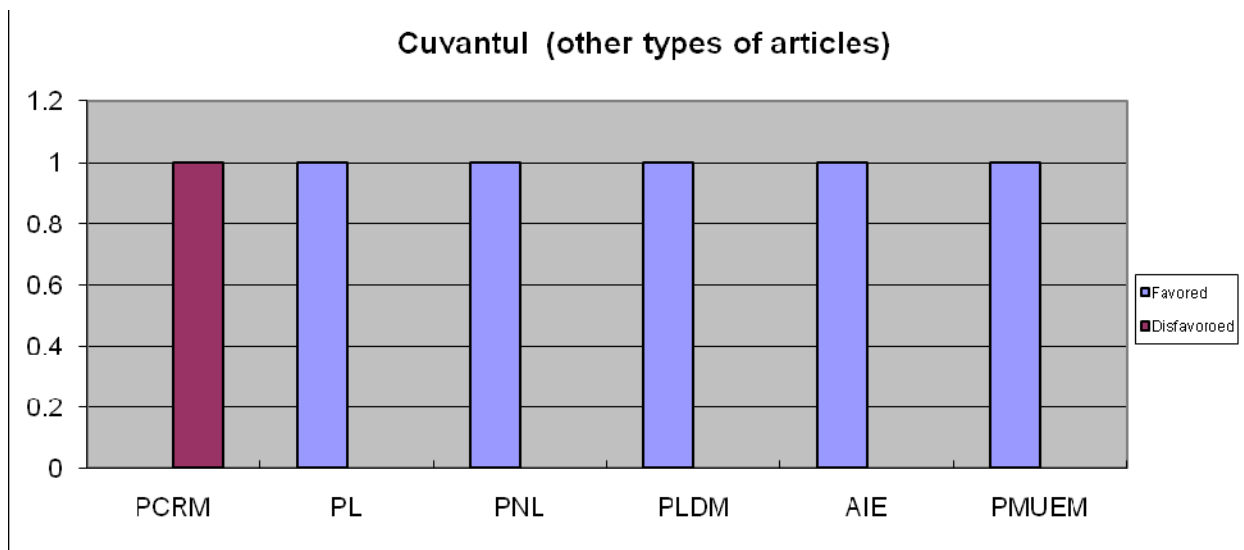
*Diagrams 37 and 37.1. Favored or disfavored candidates by Panorama during 8-14 November, frequency*



The news reports on the anticipated parliamentary elections published by *Cuvântul* (Rezina) during the reporting period were mostly neutral. The opinion articles, as a rule, presented democratic parties in a positive light, while conversely PCRM was criticized.

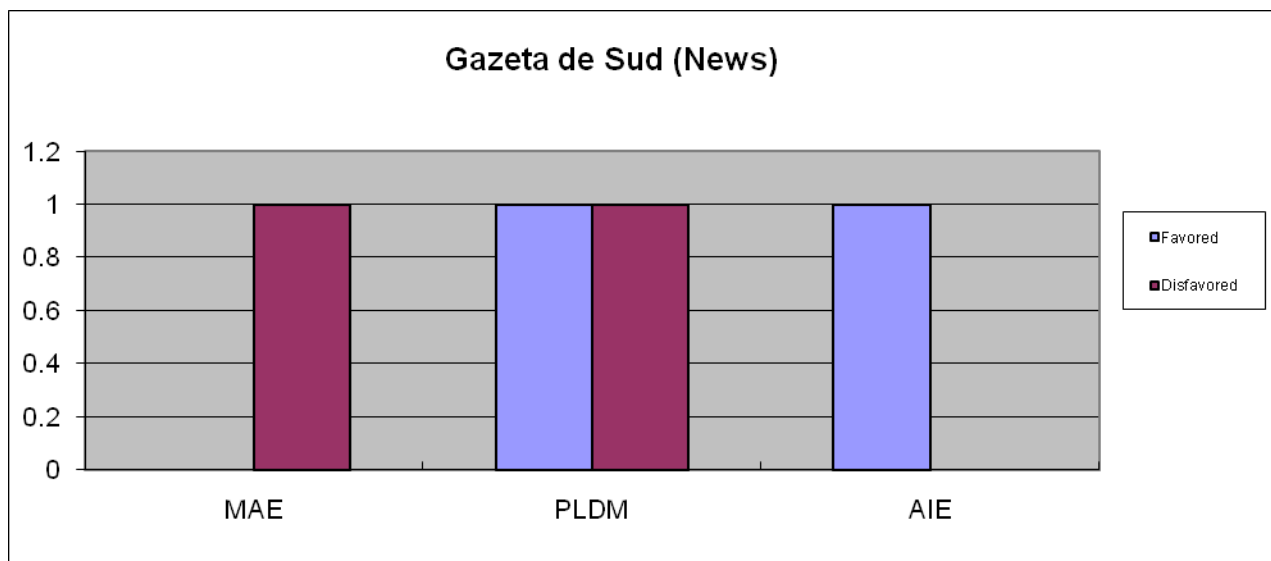
*Cuvântul* also inserted a civic and election education supplement „Obiectiv” prepared and distributed by the Independent Press Association (API) within the Coalition for Free and Fair Elections.

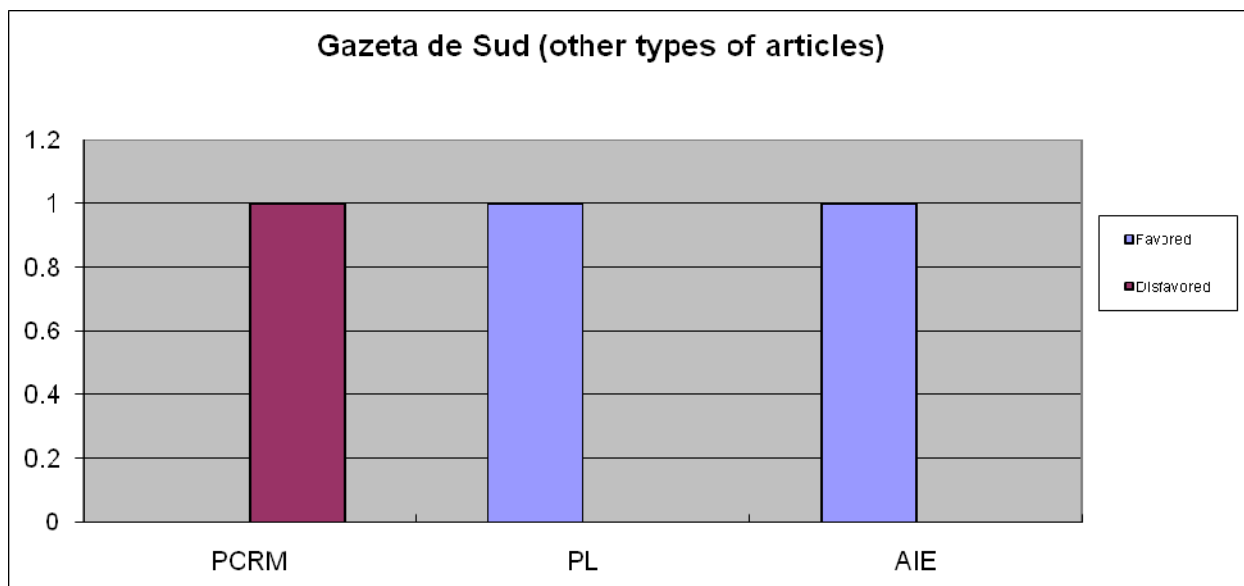
*Diagram 38. Favored or disfavored candidates by Cuvântul during 8-14 November, frequency*



The pieces published in *Gazeta de Sud* weekly (Cimişlia) showed a slight tendency to favor AIE, as the governing alliance, and non-communist parties. *Gazeta de Sud* also inserted a civic and election education supplement „Obiectiv” prepared and distributed by the Independent Press Association (API) within the Coalition for Free and Fair Elections.

*Diagrams 39 and 39.1. Favored or disfavored candidates by Gazeta de Sud during 8-14 November, frequency*



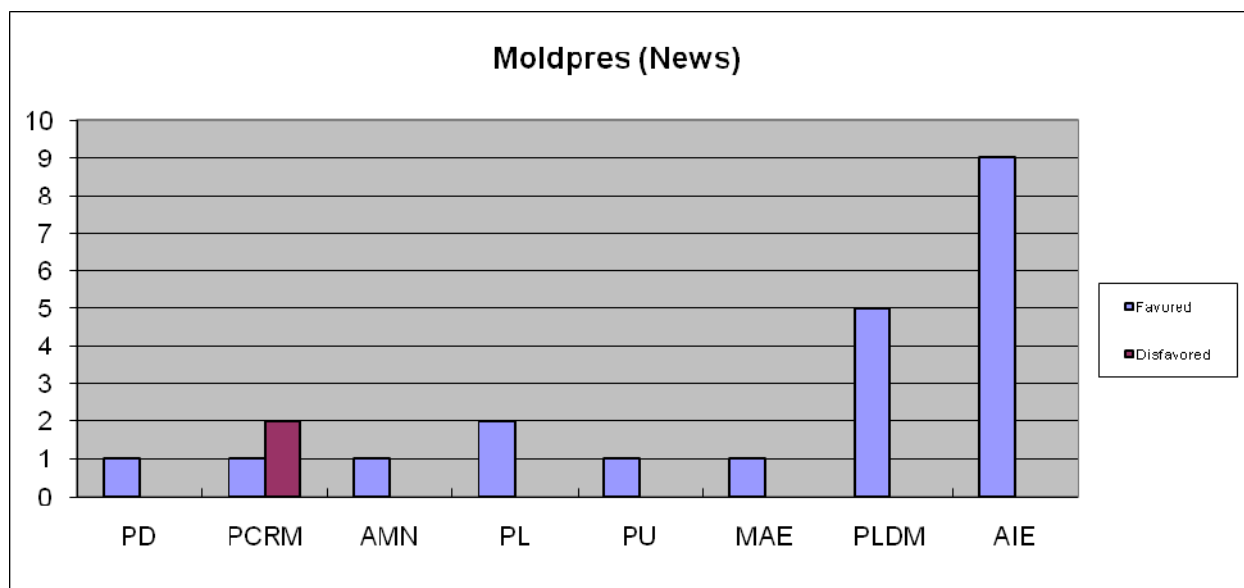


*Vesti Gagauzii* public (Comrat) did not publish news reports or opinion articles on the anticipated parliamentary elections during the reporting week, only several advertisements of election candidates. Meanwhile *Golos Bălți* (Bălți) published several neutral news reports and two election education articles about the location of the polling stations in Balti and the process of verifying the electoral lists.

### 5.2.2 News Agencies and Online Publications

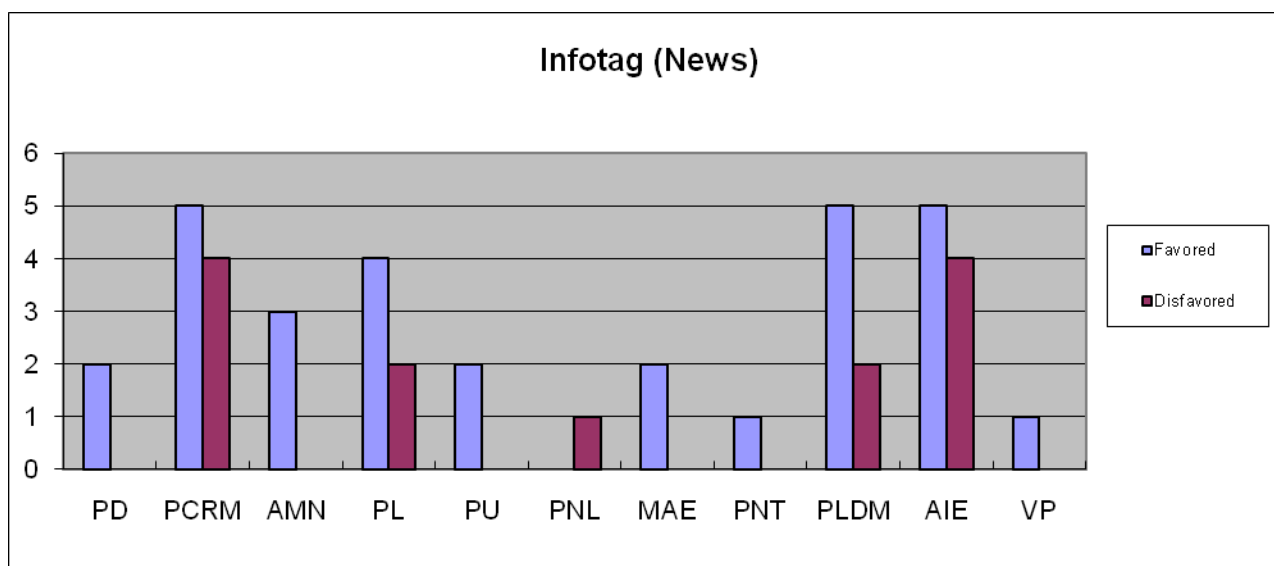
*Moldpres* State Information Agency published 25 news items that directly or indirectly referred to the election campaign during this period. Some news items were neutral, and others featured the election candidates either in a positive or in a negative context. In the context of news reports, - on high level meetings or events with the participation of the country's leaders, in the country or abroad, which referred to the achievements of the current government - AIE appeared in a positive light for a number of times, as did PLDM as a candidate, in the context of events with the participation of the Prime Minister Vlad Filat, who is concomitantly the chairman of PLDM.

Diagram 40. Favored or disfavored candidates in news items by Moldpres during 8-14 November, frequency



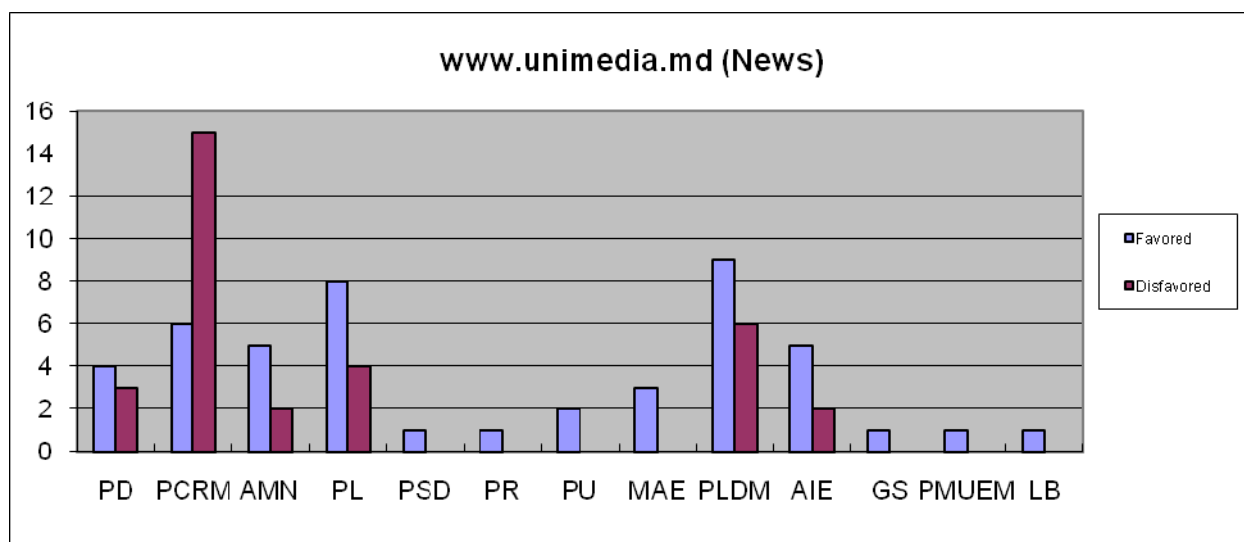
Infotag news agency continued to cover the events and declarations of the political figures and election candidates without clearly favoring any in particular.

Diagram 41. Favored or disfavored candidates in news items by Infotag during 8-14 November, frequency



[www.unimedia.md](http://www.unimedia.md) ensured a pluralism of opinion in the majority of items posted on the website. The election candidates were presented differently, both in a positive and in a negative light. Nevertheless, the ratio of the favoring and disfavoring news reports that referred to PCRM as a candidate (6 positive news reports versus 15 negative news reports) indicated a tendency to present this party primarily in a negative context.

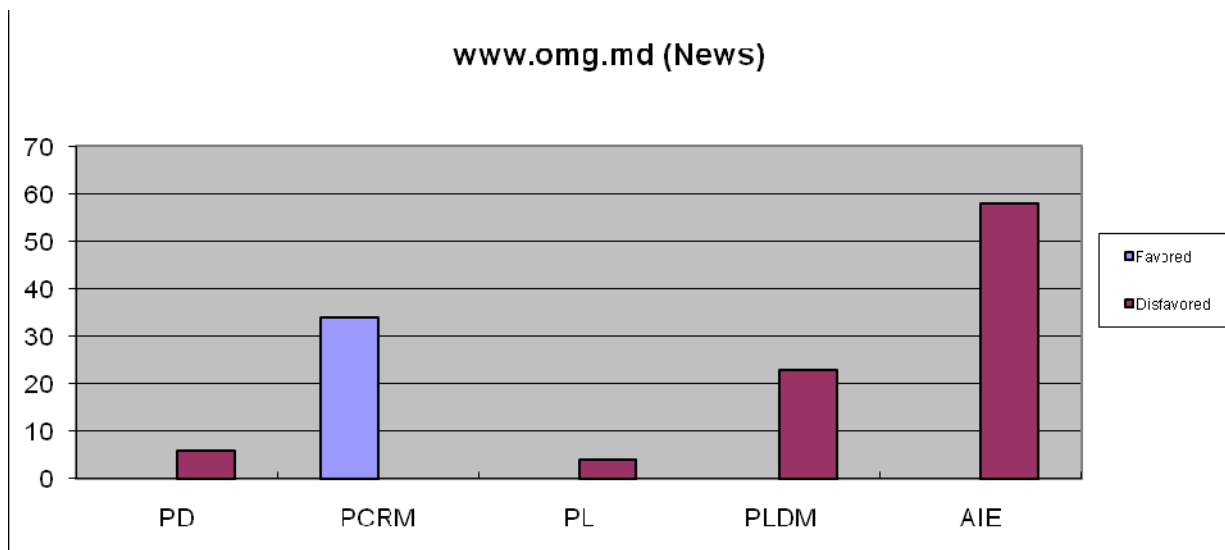
Diagram 42. Favored or disfavored candidates in news items on [www.unimedia.md](http://www.unimedia.md) during 8-14 November, frequency



58 of the 104 relevant texts posted on [www.omg.md](http://www.omg.md) during 8-14 November (55.8%) pursued the goal of presenting AIE and the parties that formed it in a dark light. PLDM as an election candidate was disfavored in 23 texts (22%). Meanwhile PCRM as a candidate was the only party which appeared in a positive context, benefiting from 34 favoring pieces of information in the space of a week (32.7% of the total of relevant items). The website published general news reports suggesting that the majority of the population unconditionally supported PCRM and condemned AIE. Essentially, they referred to letters from citizens, although there was no evidence that these letters actually exist, and the website also failed to give the names of the „signatories” of the letters. Later, the information was also published in *Moldova Suverană* and *Nezavisimaia Moldova*. Likewise, they published texts based exclusively on the words of PCRM candidates, who had launched accusations towards the governing authorities without offering them the right to reply. The most frequently quoted source in the texts published on the website was PCRM candidate Marc Tkaciuk (in 9 different news reports posted in the space of a week).

Some of the news reports, published speculations aimed at inducing in the readers mind a feeling of fear and conspiracy by AIE against PCRM („Forțele militare din Moldova sunt în stare de alertă” (The Military Forces of Moldova Are in a State of Alert”), „Ministerul Apărării dezmente starea de alertă, în pofida informațiilor interne din minister că aceasta persistă” (The Minister of Defense Denies the State of Alert in Spite of Internal Information from the Ministry That the State Persists), 10 November). For several days in a row, [www.omg.md](http://www.omg.md) repeated highlighted the same news report on a so-called „investigation” of the causes of floods, and extended an invitation to discuss the arguments of the authors in the video publicly (produced by PCRM candidate Alexandr Petkov).

Diagram 43. Favored or disfavored candidates in news items on [www.omg.md](http://www.omg.md) during 8-14 November, frequency



## ANNEX

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</p>	The subject is fair, but partially balanced, since the opinion of the opposition is not presented.

		treaty.	
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	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.

		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.	
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 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.	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 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	The bilateral treaty on the state border regime, cooperation and	The group of news items and broadcasts is fair, unbiased and

		<p>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>	balanced.
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**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	<p>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.</p>	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>			
<b>No.</b>	<b>Date</b>	<b>Media Coverage</b>	<b>Remarks</b>
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>			
<b>No.</b>	<b>Date</b>	<b>Media Coverage</b>	<b>Remarks</b>
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 participated today in the	The news is fair and unbiased.

		<p>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> <hr/>	<p>A fair, unbiased and balanced block of news.</p> <hr/>
<p><b>Conclusions:</b> 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.</p>			
<p><b>Case Study No. 8. Vocea Basarabiei</b></p>			
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>	<p>The news is fair, unbiased and balanced.</p>
2	09.11.2010	<p>- PCRM is suspicious about the signing of the Treaty. Romania wants the document signed</p>	<p>- Impartial and unbiased news.</p>

		<p>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>- News based on the Ambassador's statements. It is fair and unbiased.</p>
<p><b>Conclusions:</b> The radio station Vocea Basarabiei covered the topic of the Treaty in several news items. Most of them were balanced and unbiased.</p>			
<p><b>Case study No. 9. Prime FM</b></p>			
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</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>

		before being signed.	
<b>Conclusions:</b> 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.			
<b>Case Study No. 10. Radio Moldova</b>			
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 Lazurca. A report from a press conference.	Fair and unbiased news, but not balanced.
2	09.11.2010	<p>- 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 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</p>	<p>- The news is fair and unbiased.</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>

		Minister Vlad Filat.	
<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.			