

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

Report IV
November 1-7, 2010

This Report has been developed within the Project “Media Monitoring in the Election Campaign”, with the financial support of the United Kingdom Embassy to Chisinau, the Council of Europe and the East Europe Foundation, with the resources provided by the Swedish International Development Cooperation Agency (SIDA/ASDI), the Ministry of Foreign Affairs of Denmark, the National Endowment for Democracy (NED), and the United States Agency for International Development (USAID) through Eurasia Foundation.

The Report has also been made possible with the generous support of the American people through the United States Agency for International Development (USAID), under AED’s Moldova Civil Society Strengthening Program (MCSSP). The opinions expressed herein are the responsibility of the author and do not necessarily reflect the views of the donors.



1. General Data

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

1.2 Monitoring timeframe: 28 September – 28 November 2010

1.3 Criteria for selection of media outlets subject to monitoring:

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

1.4 Media outlets monitored:

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

Radio: Radio Moldova, Prime FM, Vocea Basarabiei

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

News agencies and online publications: Moldpres, Infotag, www.omg.md, www.unimedia.md

1.5 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, Chișinău.

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 has 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
MR = “Ravnopravie” (Equal Rights) 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
PMUEM = “Moldova Unită – Edinaia Moldova” (Unified Moldova) Party
PNL = National Liberal Party
PNȚ = Party for the Country and the People
PPCD = Christian Democratic People’s Party
PPM = Moldovan Patriots’ Party
PPR = Republican People’s Party
PRM = Republican Party of Moldova
PSD = Social Democratic Party
PSM = Socialist Party of Moldova
PUM = Humanist Party of Moldova
UCM = Centrist Union of Moldova
UM = Labor Party

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

AD =Alexandru Demian
EN=Eugen Nazarenco
GR = Galina Rusu
GR= Gheorghe Rusu
GS = Gabriel Stati
LB = Lenuța Burghilă
ML= Maia Laguta
SB = Sergiu Banari
VC- Valentina Cușnir
VP = Valeriu Pleșca
VS = Victor Stepaniuc

Topics on the Public Agenda during November 1-7, 2010

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

- The Central Election Commission concluded the registration of candidates in the electoral competition. There will be 40 candidates on the ballot.
- CBS AXA publicized the results of an opinion poll according to which 4 parties would accede to the next Parliament. AMN filed a complaint to CEC about the results of the poll.
- CCCEC has conducted audits on the financial reports of a number of parties registered in the campaign and announced that it has not found any serious violations.
- The Ministry of Internal Affairs refuted the charges alleged in an article published by the web portal „Omega”, regarding the artificial induction of floods last summer.
- Civil society organizations publicized a number of reports on the conduct of the election campaign.
- The first houses for the victims of floods have been commissioned with the participation of Prime Minister Filat.

3. General Trends

3.1 Broadcast media

During November 1-7, 2010, the 10 monitored TV and radio stations broadcast a total number of 1,965 items with direct or indirect electoral impact, which is 43% higher than the number of items aired during the previous monitoring period. Most items were news and special electoral programs, including debates, in which the contestants had the possibility to present their electoral platforms and discuss the platforms of other contestants. The amount of electoral advertisements and of airtime provided increased significantly. Moldova 1 and NIT, among the TV stations, and Radio Moldova, among the radio stations, broadcast the largest number of items relevant for this monitoring. The latter also allotted free airtime apart from news, opinion programs, and special electoral programs.

During the reporting period, Moldova 1 and Radio Moldova covered the election campaign in a balanced manner and managed to ensure a pluralism of opinion, both in their news and in their special electoral programs and free airtime. Both stations gave access to a large number of candidates to present their electoral platforms. In most cases, the relevant issues were covered in a neutral way; however, certain electoral contestants appeared in either a positive or a negative light. On Radio Moldova, the representatives of PLDM and PL appeared primarily in news with indirect electoral impact, that is, in items which could bring them electoral credit.

The private station with national coverage, Prime TV presented 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 of 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 pluralism of opinion in its news bulletins, and most electoral candidates had limited access in the news on this station. Due to the free airtime and the debates, a number of electoral candidates presented their platforms.

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

The station with regional coverage, N4 was more active in covering electoral issues in its newscasts. It ensured pluralism of opinion by quoting many contestants, including independent candidates. Still, most of the time, the station featured the representatives of PLDM in a positive context.

On Publika TV, there was no clear trend of favoring any electoral contestant. However, judging by the length of candidates' appearance in a negative context on Publika TV, a slight disfavoring for PCRM could be noticed.

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. Given the high frequency of PNȚ's appearance in a positive context in news and programs, one can say that a slight favoring for PNȚ and disfavoring for PCRM could be noticed.

On Vocea Basarabiei a disfavoring for PCRM and a favoring for PL and PLDM could be noticed, while on Prime FM – a favoring for PDM and a slight disfavoring for PCRM and PLDM.

3.2 Print press/press agencies/online publications

The print press, including the press agencies and online publications, increased both in number of items covering the election campaign, and the area allotted for the publication thereof. Thus, the number of items increased by 17.9%, from 508 in the week of 25-31 October to 599 in the week of 1-7 November. The 12 monitored newspapers published 11 relevant pieces of information on an average in each issue. *Timpul de dimineață*, *Moldova Suverană*, *Nezavisimaia Moldova* and *Jurnal de Chișinău* published the highest number of articles, while *Golos Bălți* and *Vesti Gagauzii* – the lowest number. The two monitored news agencies published 18 news items per day on an average, two thirds of which were published by *Infotag*. The news sites posted specific information every day of the week, with different levels of frequency: www.omg.md – 18.7 news articles a day on an average, and www.unimedia.md – 7.8 news articles a day.

The electoral education items were not a priority in the editorial planning of the monitored newspapers, agencies and online publications; it covered less than 2% of the total area allotted to articles on the election campaign.

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.

Certain media outlets (particularly the website www.omg.md, the newspapers *Nezavisimaia Moldova* and *Moldova Suverană*) appear to have assumed the role of PCRM party's press. They promote this electoral contestant extensively, trying to suggest to readers that they are largely supported by entire settlements throughout the country, to the detriment of the Alliance for European Integration (AIE) and the electoral contestants PLDM, PDM and PL, which are portrayed almost exclusively in a dark light.

The editorial policy of the newspapers *Timpul de dimineață* and *Jurnal de Chișinău* showed a trend of disfavoring PCRM in the absolute majority of their journalistic items, while favoring the liberal parties and the non-communist parties in general. Partly, this statement is true for the newspapers *Panorama*, *Evenimentul Zilei*, *Gazeta de Sud*, and *Flux* as well.

The news agency *Infotag* and the newspaper *Cuvântul* demonstrated relatively balanced editorial behavior during the reporting period, presenting different opinions and positions of parties in the context of the election campaign. Two other monitored media outlets – the news agency *Moldpres* and the web portal www.unimedia.md observed the principle of diversity of sources and opinions, displaying however a certain level of preference for the liberal electoral contestants.

Komsomolskaia pravda v Moldove published a lot of electoral advertising but less news and opinion items; although, the content of the latter was favorable to PLDM and PDM during the past week.

It appears that the regional newspapers *Vesti Gagauzii* and *Golos Bălți* were not interested in covering the election campaign and offered almost no information to readers about the elections of November 28, 2010.

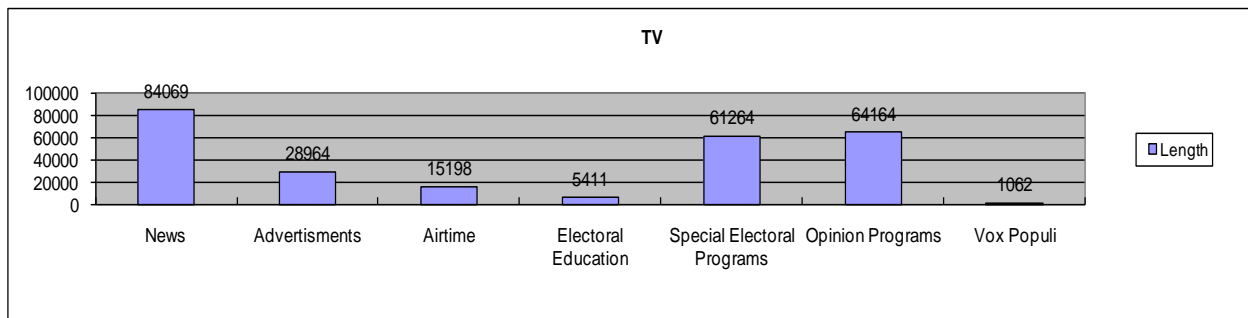
4. Broadcast Monitoring Data

4.1 Involvement in the election campaign

4.1.1 TV

During November 1-7, 2010, the seven monitored TV stations broadcast a total number of 1804 items and programs with electoral impact, with a total length of approximately 72 hours. The amount thereof increased by 35%, mostly due to the increase in the number of electoral advertisements. Advertising came first in the list of items due to its frequency (885 in total), followed by news – 754, which had the biggest length – 23.3 hours. During the reporting period, the frequency and length of opinion programs and special electoral programs, as well as, the number of electoral education items and the length of airtime increased (see Diagram 1). The time allotted to Vox Populi was still short.

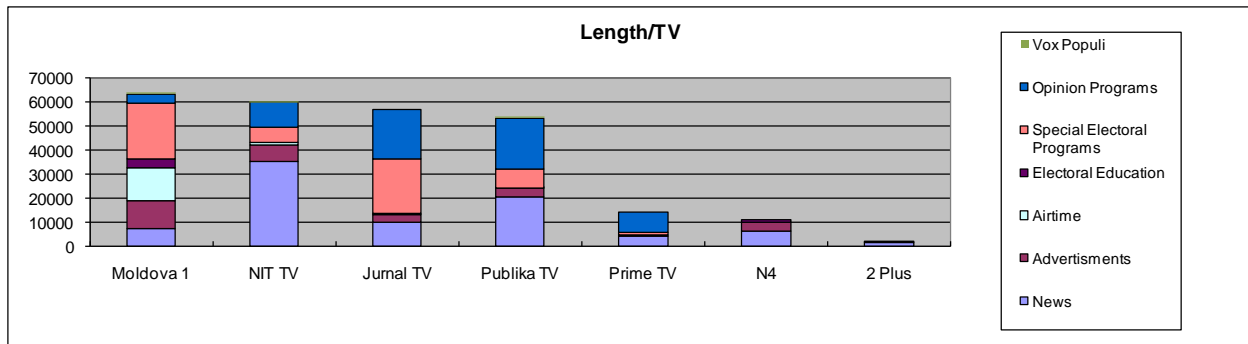
Diagram 1. Length of items with electoral connotation broadcast by the 7 TV stations during November 1-7, in seconds



During the reporting period, the largest amount of relevant items was aired by the public broadcaster Moldova 1, followed by the private station NIT. Moldova 1 had the highest diversity of items relevant for this monitoring. Overall, the public station aired 548 items, among which 104 were news (1.9 hours), 3.1 hours were allotted to electoral advertising, 1.3 hours – to electoral education programs and items, 6.5 hours – to special electoral programs, particularly to debates, and approximately 1 hour – to opinion programs. At the same time, Moldova 1 provided 3.9 hours of free airtime to the contestants and aired a Vox Populi – for 209 seconds. NIT, Jurnal TV and Publika TV also included in their program listing free airtime (Diagram 1.1). Prime TV, 2 Plus and N4 had less varied items.

Politics and the electoral process were the prevailing topics in the news bulletins on the 7 monitored stations, followed by social problems, particularly the subject of the building of houses for the victims of floods and provision of social allowances for the payment of heating.

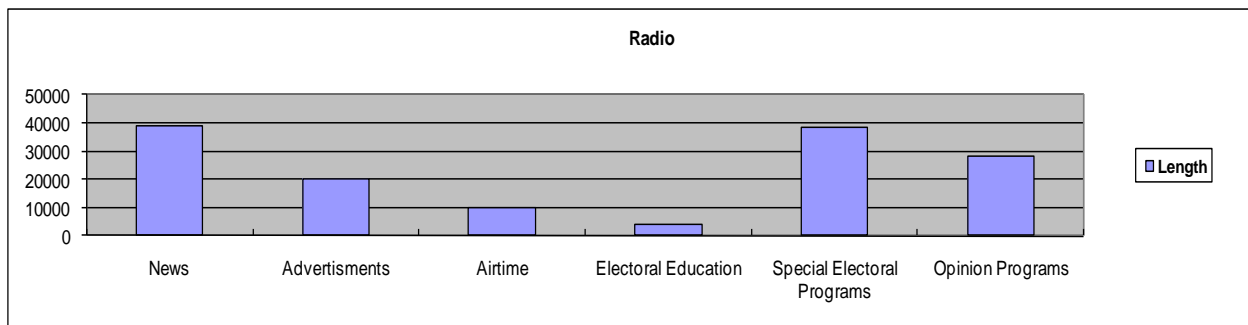
Diagram 1.1. Length and type of electoral items broadcast by the TV stations during November 1-7, in seconds



4.1.2 Radio

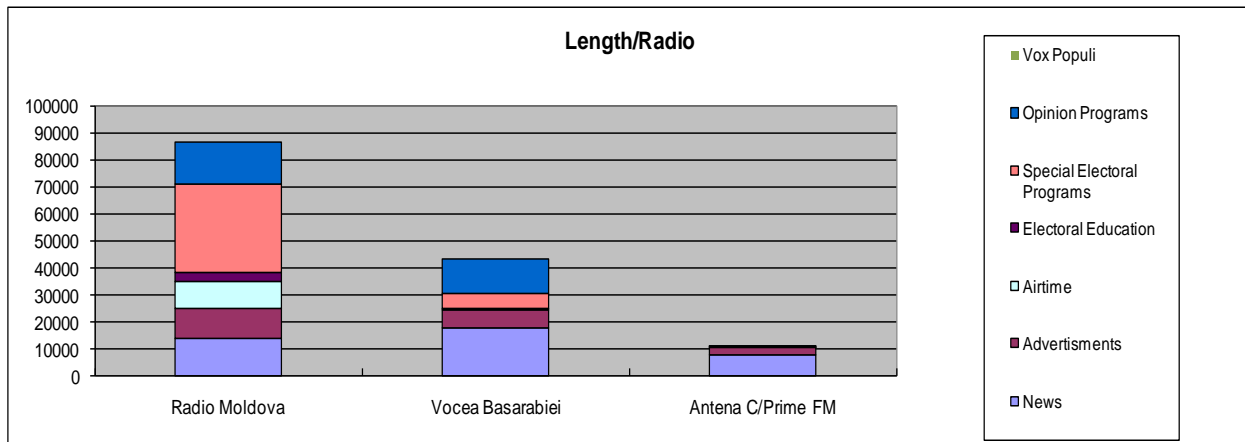
Between November 1-7, 2010, the number of items with electoral impact on the three radio stations increased to 1014 (59% more compared to the previous week). The total amount of items relevant for this monitoring was approximately 39 hours. As in the case of TV stations, advertising prevailed in terms of frequency, and newscasts prevailed in terms of length, followed by special electoral programs and opinion programs. Also, electoral education programs 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).

Length of items with electoral connotation broadcast by the 3 radio stations during November 1-7, in seconds



Radio Moldova broadcast the biggest number of relevant items, which were also the most varied. The station covered the campaign in news, opinion programs, and electoral education items. At the same time, the public station offered free airtime to the electoral contestants, and aired special electoral programs and advertisements. *Vocea Basarabiei* also stood out with a high amount of news, opinion programs and special electoral programs. *Prime FM* broadcast primarily news bulletins (see Diagram 2.2.). Similarly to the TV stations, the prevailing topics of electoral news on the radio were politics and the electoral process, followed by social problems, far down in the list.

Diagram 2.2. Length and type of electoral items broadcast by the radio stations during November 1-7, 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 November 1-7, 2010, the public station Moldova 1 used various sources in its news with direct and indirect electoral impact. Thus, the Prime Minister and other ministers, who have not been suspended for the campaign period, were quoted 14 times as sources, for a total length of 301 seconds. The acting President was quoted as a source 6 times for 70 seconds. Individually, the AIE member parties were quoted in news as follows: AMN – 4 times (92 seconds), PDM - 5 times (67 seconds), PLDM - 10 times (143 seconds) and PL – 11 times (165 seconds). The main opposition party, PCRM, was referred to 22 times either directly or indirectly, for 241 seconds of total air time. The other parties and independent candidates together served as news sources 23 times and their representatives appeared on screen for 506 seconds. One of the sources most frequently quoted during the reporting period, other than the candidates, were citizens, who appeared on screen 18 times (379 seconds) and civil society representatives – 13 times (254 seconds). In its opinion programs, special electoral programs, airtime, electoral education and Vox Populi, various electoral contestants, as well as citizens and civil society representatives, appeared as sources (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

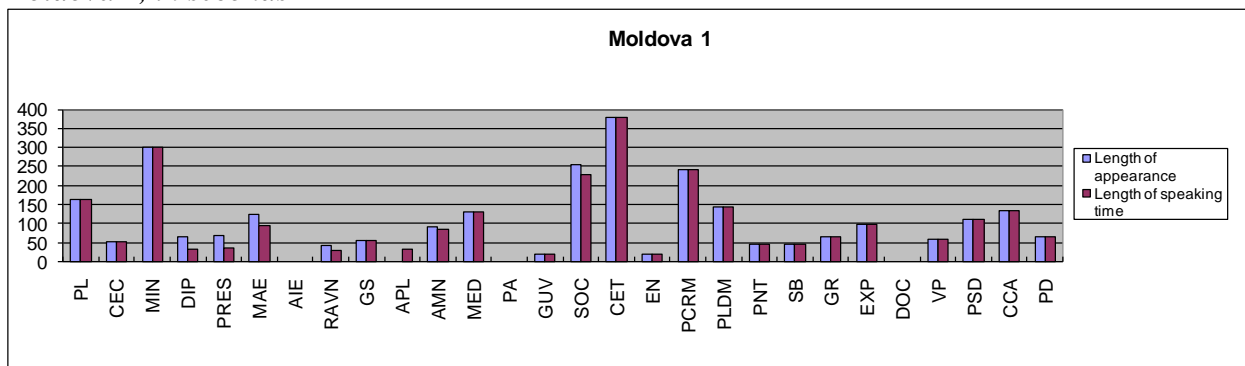
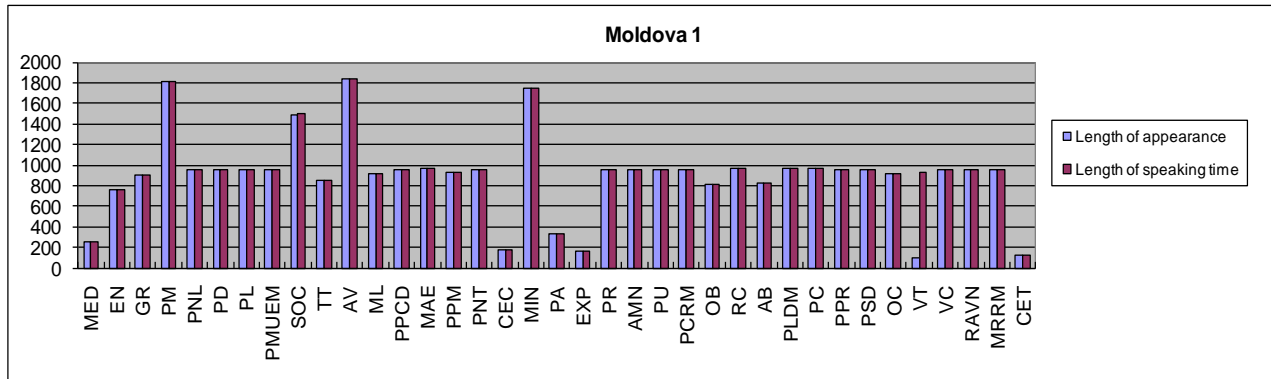
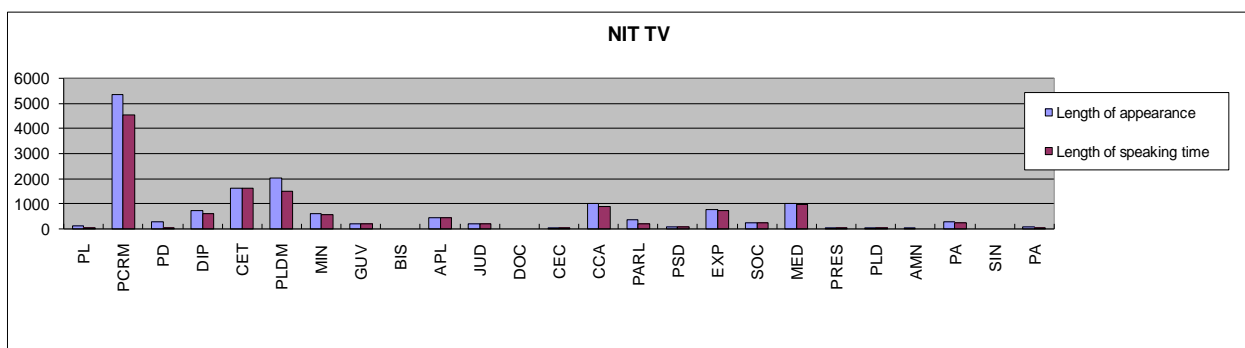


Diagram 3.1 Length of appearance for candidates in relevant items other than newscasts on Moldova 1, in seconds



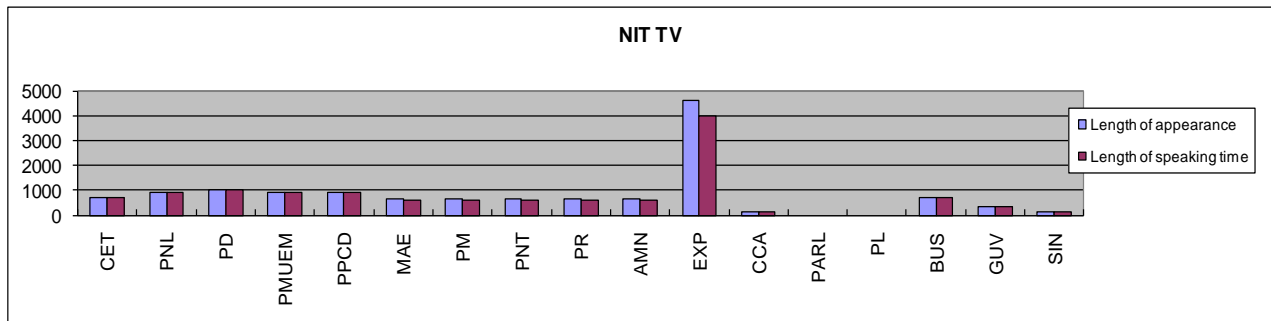
NIT, a private station with national coverage, maintained its trend of quoting predominantly PCRM in its news items; this electoral candidate was referred to 153 times for a total length of 1.47 hours of appearance on screen (5327 seconds). The President’s office, the Prime Minister and the high government officials were quoted directly or indirectly 19 times for a total of 675 seconds. The AIE member parties were also frequently quoted: PLDM – 76 times for 2036 seconds of appearance, PDM – 29 times (285 seconds), PL – 15 times (117 seconds), AMN – 10 times (45 seconds). Notably, in most cases the representatives of PDM, PL and AMN, only appeared in news referring to them without being granted any speaking time. The other non-parliamentary parties appeared as sources for just 97 seconds, and in most cases they were quoted indirectly (4 times in total). During this period, citizens often appeared on screen, being quoted as sources 67 times for 0.5 hours, primarily in items of the campaign supporting the leader of PCRM. CCA and journalists, particularly those of NIT, served as sources frequently (30 and respectively 32 times, for 1004 and 1001 seconds respectively), in issues surrounding the sanctioning of NIT by CCA for failure to ensure pluralism of opinion in its newscasts (Diagram 4).

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



It was primarily experts who appeared in the opinion programs, special electoral programs, Vox Populi and free airtime (see Diagram 4.1).

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



In covering issues with a direct or indirect electoral impact, the private station Prime TV used information sources in a less varied way. Other than the representatives of the ruling parties and the main opposition party, Prime TV used as sources primarily citizens and civil society, and sometimes experts. The other candidates, including the independent ones, appeared less frequently on screen, being quoted rather indirectly. Prime TV had no news quoting the Prime Minister or other high Government officials, while the acting President and the representatives of the President’s Office were quoted only once, indirectly. Individually, PL was quoted in news 7 times (116 seconds), AMN - 5 times (53 seconds), PLDM – 2 times (25 seconds), and PD – 10 times (165 seconds). PCRM was referred to 8 times (126 seconds). Citizens, civil society representatives and experts were quoted respectively 8, 10 and 6 times (134 seconds, 107 seconds and 93 seconds respectively). The other electoral contestants appeared as sources on Prime TV 10 times for a total of 103 seconds. Non-news items transmitted on Prime TV also lacked variety in terms of sources. In its programs broadcast during the reporting period, the largest amount of speaking time was allotted to the representatives of the Democratic Party; Valeriu Lazăr was invited to speak on the programs “Confidențe VIP” (“VIP Confidences”) and “Din prima sursă” (“From the First Source”) (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

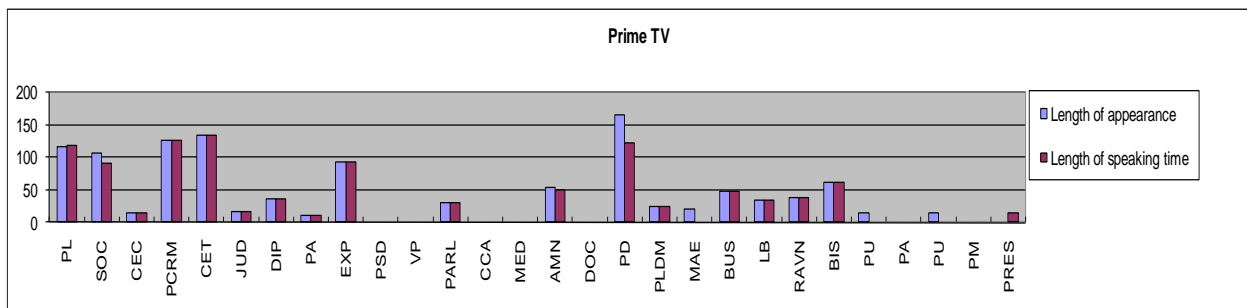
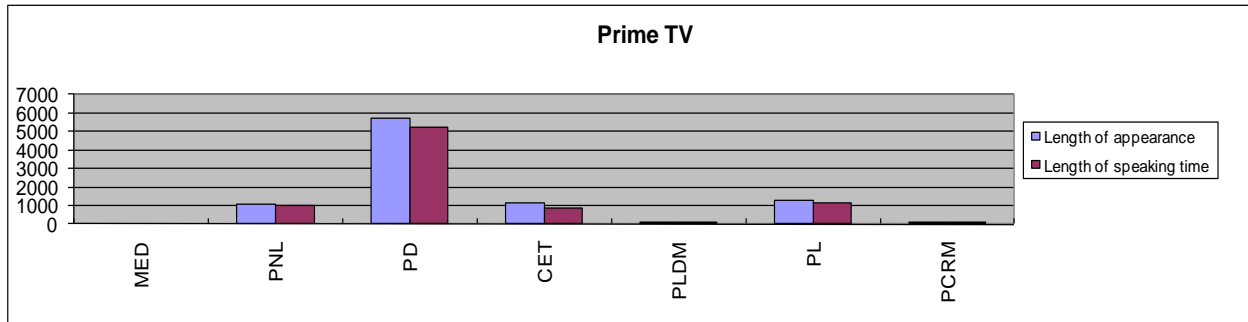
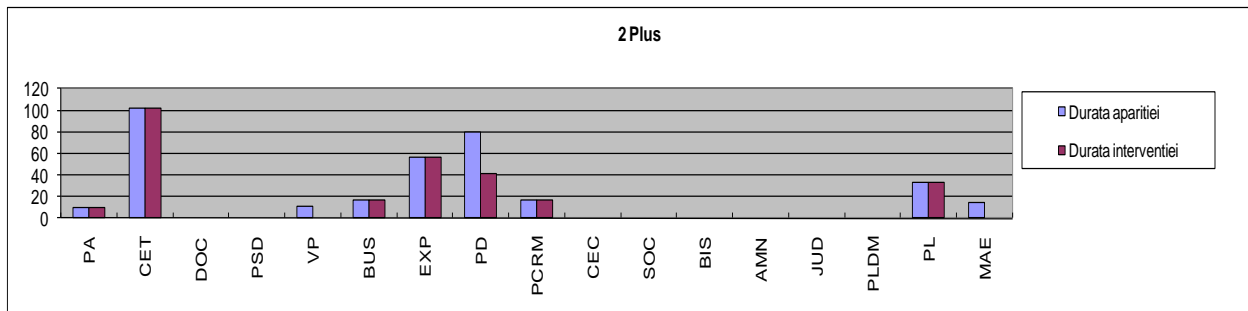


Diagram 3.1 Length of appearance for candidates in relevant items other than newscasts on Prime TV, in seconds



According to the monitoring data from the previous weeks, it is possible to say that the editorial policy of 2 Plus, a private station with national coverage, was a carbon copy of Prime TV's editorial policy. The Prime Minister and the ministers, who have not been suspended, as well as the acting President, did not appear in the items with direct or indirect electoral impact. Individually, among the AIE parties, PL and PD appeared on 2 Plus 1 time and 4 times respectively, for 33 seconds and 80 seconds respectively. AMN and PLDM were referred to 2 times each, and their representatives were quoted indirectly, without appearing on screen. PCRM was quoted as a source 5 times (17 seconds), while other non-parliamentary parties and independent candidates just 3 times for 25 seconds in total. 2 Plus did not have any non-news programs relevant for this monitoring during the reporting period.

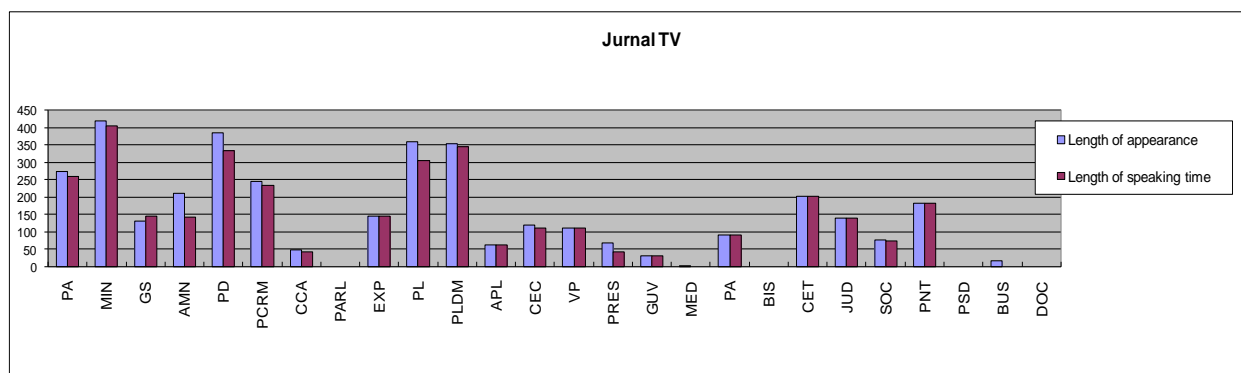
Diagram 6. Length of appearance and length of speaking time for candidates on 2 Plus, in seconds



On the news station Jurnal TV, the Prime Minister and the high government officials, who have not been suspended, but also the ruling parties appeared in the news with a direct or indirect electoral connotation. They were offered a relatively even amount of time, except for AMN, which appeared on screen for a shorter time (211 seconds). The representatives of PCRM were quoted as sources 24 times for a total of 245 seconds.

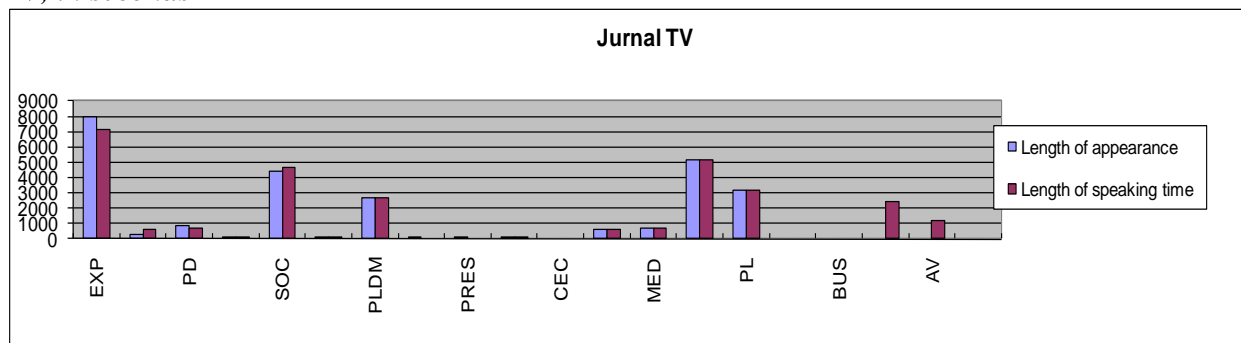
Among the other electoral candidates only the representatives of PNTJ were provided speaking time in the news on Jurnal TV (for 183 seconds). The station often gave airtime to citizens, as well as to local and foreign experts.

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



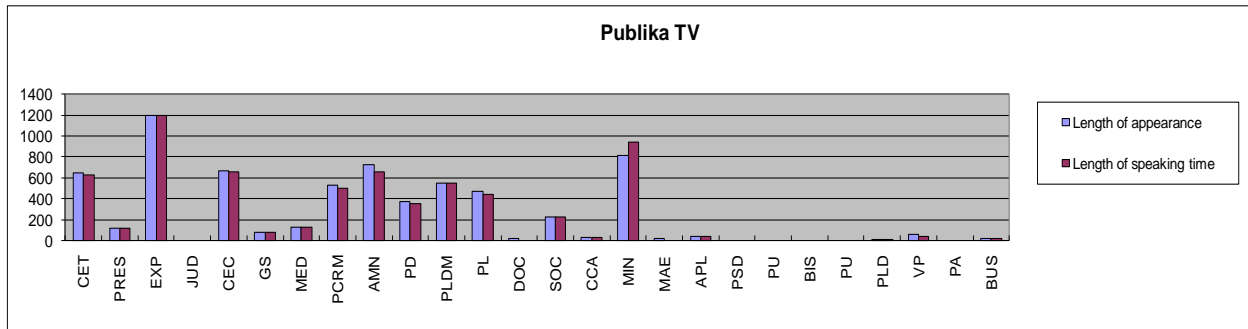
In the items other than news, Jurnal TV allotted the highest amount of airtime to local and foreign experts – 7952 seconds (2.2 hours). Among the electoral contestants, there were appearances most frequently by the representatives of PNTJ – 5138 seconds (1.4 hours), who took part in 2 programs, followed by PL and PLDM - for 3180 seconds (0.8 hours) and 2716 (0.75 hours) respectively.

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



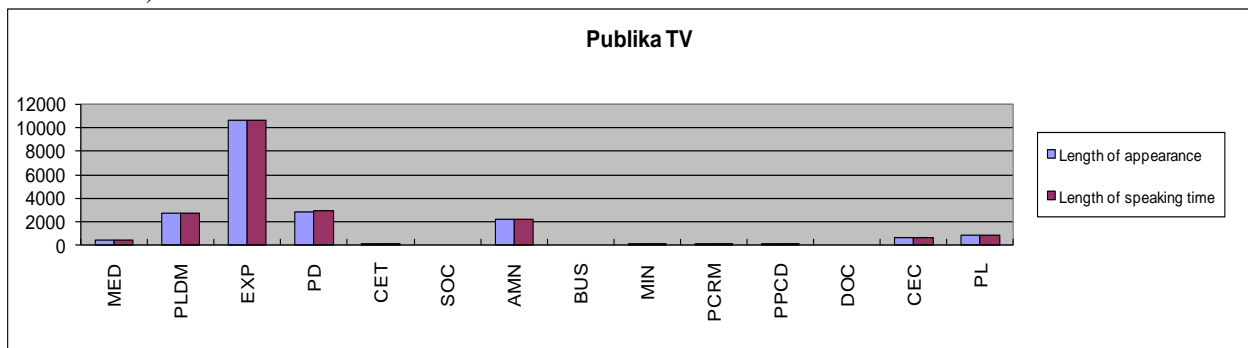
During the reporting period, Publika TV most often offered access in its news to local and foreign experts, who were quoted 69 times (1196 seconds). Among the electoral candidates, representatives of the governing parties, and the main opposition party, were most frequently quoted as sources. Individually, the AIE member parties appeared as sources as follows: PL – 26 times (469 seconds), AMN – 35 times (525 seconds), PDM – 19 times (376 seconds) and PLDM – 26 times (546 seconds). PCR was quoted 43 times in total with party representatives appearing on screen for 525 seconds. The other electoral contestants were quoted as sources in news 12 times (164 seconds).

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



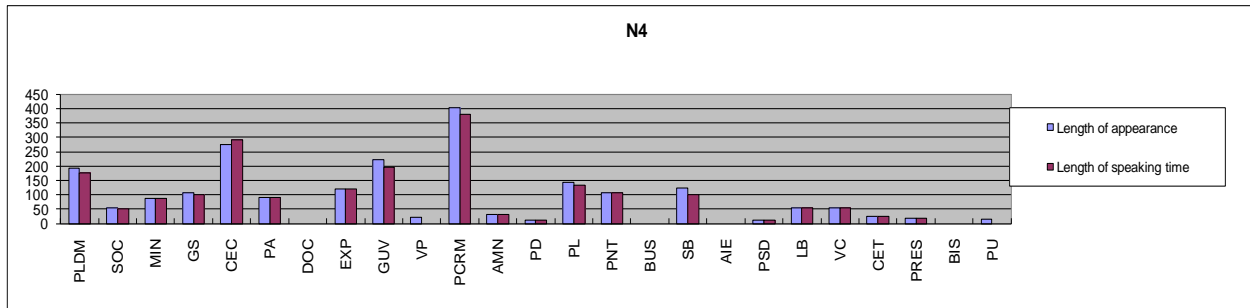
In the opinion programs and items aired by Publika TV, it was primarily experts who participated, and had the chance to speak for 10651 seconds (2.95 hours), followed by the representatives of PDM, PLDM and AMN, who spoke for 2816 seconds (0.78 hours), 2737 seconds (0.76 hours) and respectively 2191 seconds (0.6 hours).

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



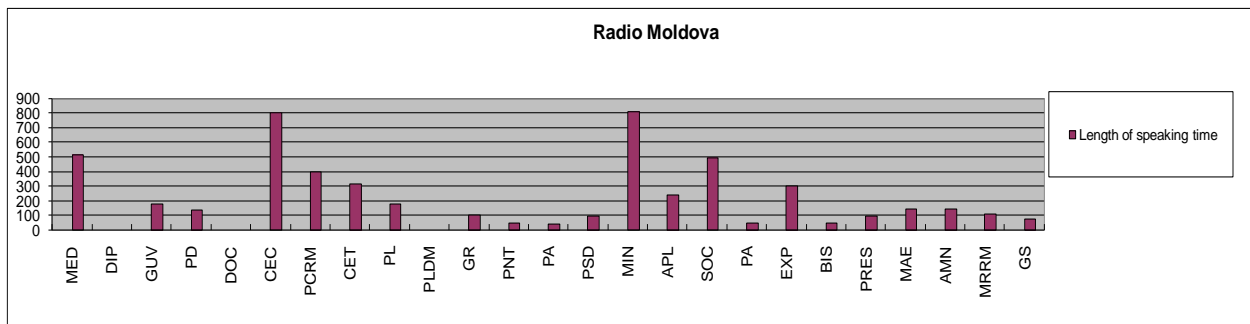
On N4, a station with regional coverage, top of the list of sources quoted most frequently in news with electoral connotation, were representatives of PCRM – 19 times (402 seconds), followed by CEC - for 274 seconds (17 times) and PLDM - for 194 seconds (quoted 6 times). In its relevant news items, N4 was one of the few stations that quoted many electoral candidates, other than just the AIE member parties and PCRM. Therefore, eight non-parliamentary parties and independent candidates were quoted directly or indirectly 19 times for a total of 494 seconds. N4 did not have any program or other opinion items during the reporting period.

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



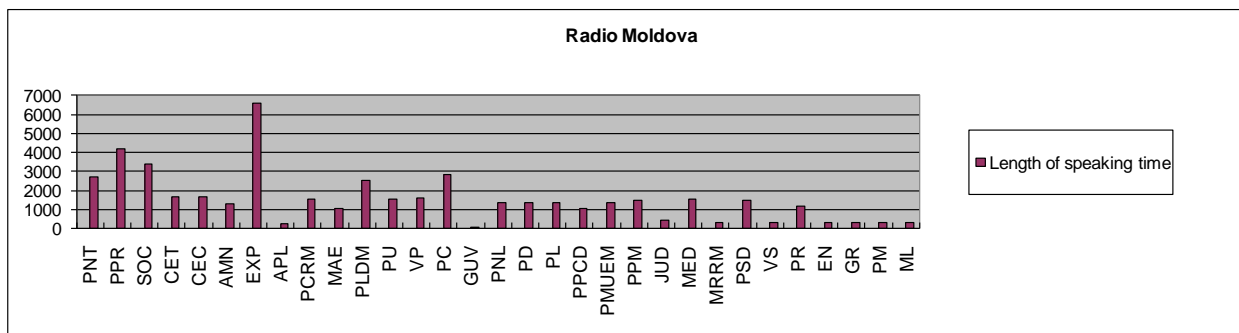
In its news with direct or indirect electoral connotation, the public station Radio Moldova preferred to quote the Prime Minister and other ministers who are still in office in the government. They were referred to 23 times, for a total of 811 seconds speaking time. In terms of frequency and length, CEC was quoted in a similar manner – 22 times for 806 seconds. The civil society representatives and the experts followed, primarily being featured in news which was relevant for the electoral process monitoring. Of the ruling parties, PL, PD, and AMN appeared as news sources during the reporting period for 173, 138 and 70 seconds respectively. PLDM was quoted twice indirectly. The representatives of the opposition party – PCRM – were quoted 11 times in total (395 seconds).

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



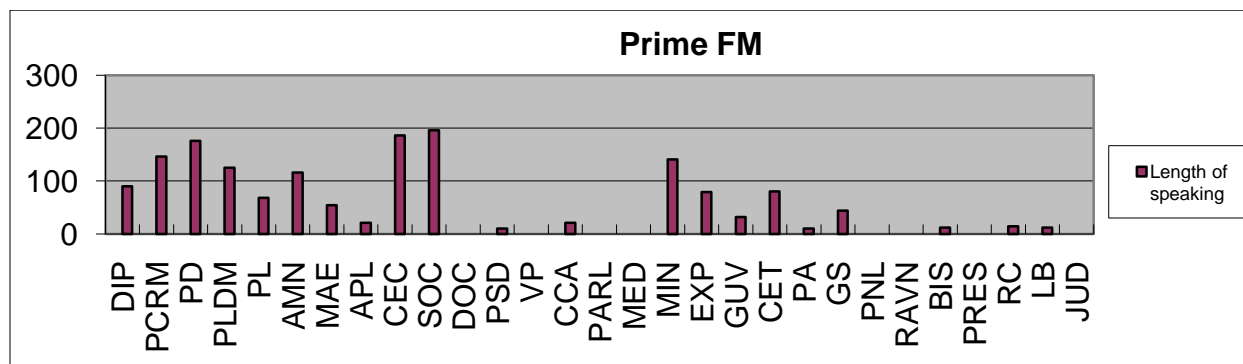
In its non-news items , most visible were experts followed by representatives of the civil society. Due to the free airtime offered by Radio Moldova, many electoral candidates had the possibility to present their electoral platforms.

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



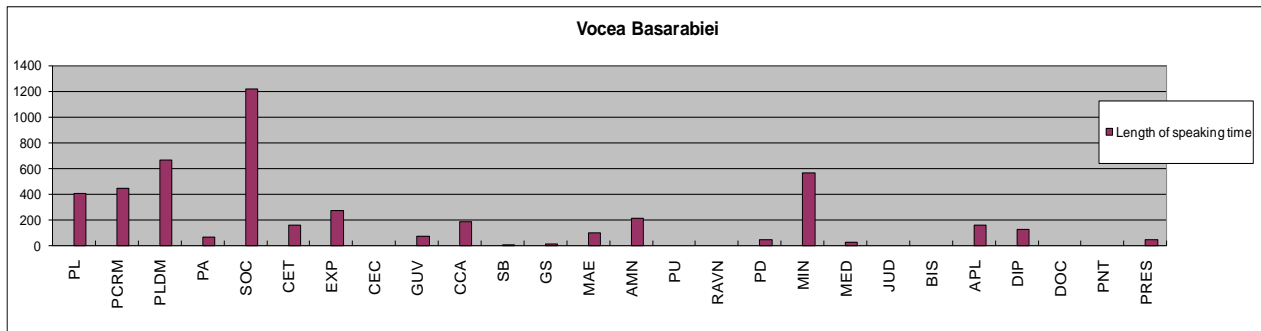
In its news programs, the private radio station Prime FM quoted most often representatives of CEC and civil society. It provided access to all AIE member parties: PD was quoted 14 times for 176 seconds, PLDM – 12 times (125 seconds), AMN – 8 times (116 seconds) and PL – 10 times (68 seconds). On the other hand, PCRM was quoted in 18 items, being allotted 176 seconds in total, and the non-parliamentary parties – 15 times, mostly indirectly, for 80 seconds of speaking time. During the reporting period, Prime FM did not have any non- news programs or other opinion items.

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



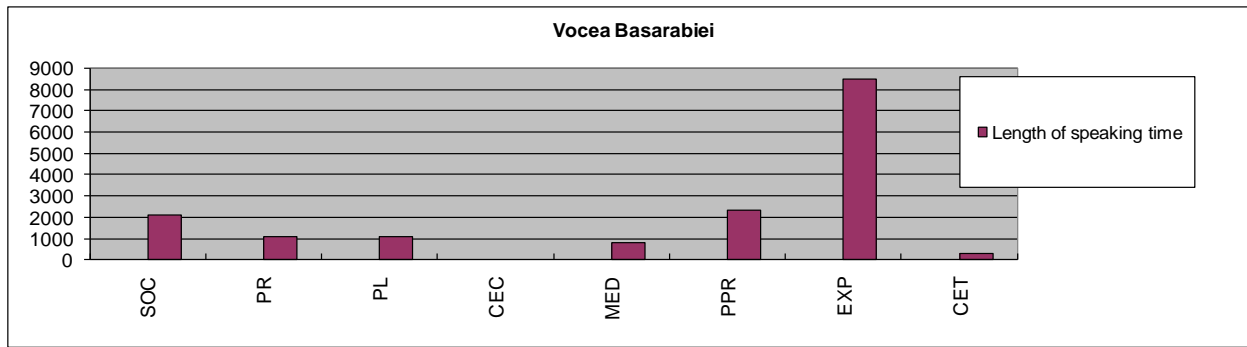
During the reporting period, the news broadcast by Vocea Basarabiei quoted most frequently civil society representatives, who spoke 53 times for a total of 1218 seconds. PLDM followed with 668 seconds, being quoted 25 times. PL, AMN and PD were quoted directly or indirectly 17 times (405 seconds), 8 times (214 seconds) and respectively 5 times (46 seconds). The representatives of the President’s office, the Prime Minister, and other ministers appeared on screen 40 times as sources, being allotted 612 seconds of airtime in total. On the other hand, PCRM was quoted directly or indirectly 30 times (449 seconds). The other non-parliamentary parties and independent candidates were quoted in the newscasts on Vocea Basarabiei 22 times, for 121 seconds of speaking time.

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



Besides the 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 experts, followed by the civil society representatives. Of the electoral contestants, the representatives of PPR, PL and PR appeared in the relevant items for 2328, 1102 and 1107 seconds respectively.

Diagram 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

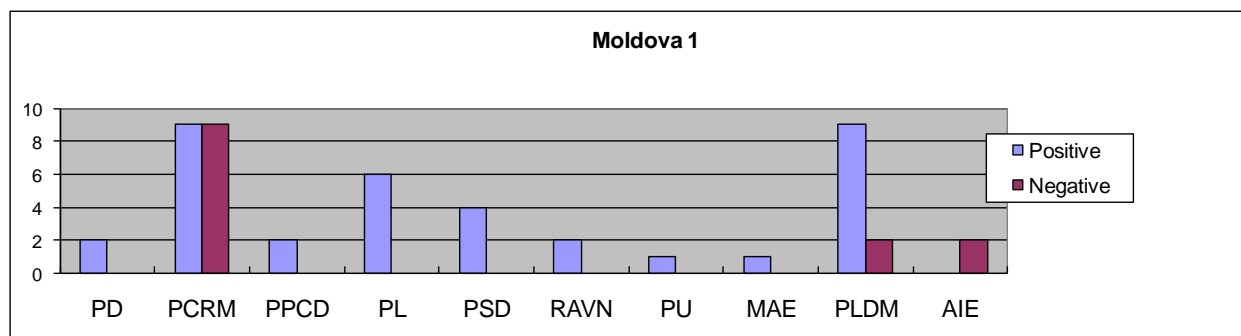
During November 1-7 2010, the context in which most subjects on Moldova 1 were covered was primarily neutral. However, there were cases when electoral contestants appeared in either a positive or a negative light. Thus, PLDM was portrayed in a positive context 5 times in news as a result of *Vlad Filat's participation in the commissioning of houses for the victims of floods and the provision of allowances for heating*. PLDM was also mentioned twice in a negative context, in the news about the *civil society's report on the monitoring of elections*. The share of news favorable to PLDM, in the total number of relevant news items broadcast by Moldova 1, was 4.8%, and the share of those unfavorable – 1.9%. PL appeared only in a positive context 6 times or in 5.7% of the news (in the items covering the *launch of its electoral platform in Orhei and Cahul, and also in the news regarding Mihai Ghimpu's promises to the victims of floods*). PD appeared in a positive

context in 2 news items or in 1.9% of the total number, while AIE appeared only in a negative context - 2 times (1.9%). Several non-parliamentary parties also appeared in a positive light.

PCRM was portrayed in a positive and a negative light in an even number of news items – 9, or 8.6% of the total number of news pieces relevant for this monitoring. The positive context was determined by *PCRM’s electoral promises regarding the social and economic areas, and the strategies to prevent natural disasters*, while the negative context– *by the refutation of charges brought by PCRM regarding the induction of artificial floods in Nemțeni; the ascertainment by the civil society of the violation of human rights during the electoral meetings of PCRM; and some charges against PCRM launched by other contestants within their meetings with the voters* (see Diagram 13).

In their programs, other than news, PCRM and AIE were mentioned most frequently in a negative context: 10 and 9 times respectively, in items concerning various accusations by other electoral contestants during the electoral debates.

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

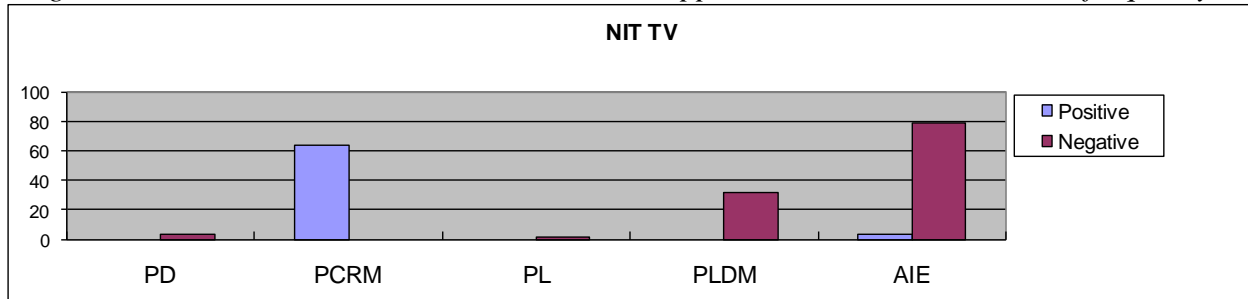


NIT

The private station NIT continued to demonstrate a clear trend of favoring certain electoral contestants and disfavoring others. This was expressed not only by the high frequency of negative or positive items for certain candidates, but also by the way of covering issues, the biased approach of the authors and the failure of reporters to ensure a balance of sources and separate facts from opinions. During the reference period, PCRM appeared primarily in a positive context – in 64 news items; the share of positive news for this candidate in the total number of news items with electoral impact was of 34.2%. PCRM appeared usually in a positive context in news about *many statements supporting PCRM; the meetings of PCRM members with the voters; the launch of the economic and social program, and the strategy to prevent natural disasters; the survey of CBS-AXA* etc. By contrast, AIE was mentioned in a negative context in 42.2% of the items (79 times); most often the news referred to *the accusations about the ruining of the country, inadequate campaign; pressures on PCRM; limitation of press freedom, charges brought by PCRM members during meetings with the voters*, but also in news such as those regarding the *increase in the criminality rate; citizens’ disappointment about AIE’s ruling during the past year; charges against the use of administrative resources by the AIE members* etc (see Diagram 14).

In items other than news, aired by NIT during the reporting period, no massive disfavoring of any electoral contestant was noticed. Only AIE appeared in a negative light 9 times (6% of the total number), in items regarding the accusations launched by other contestants during the electoral debates.

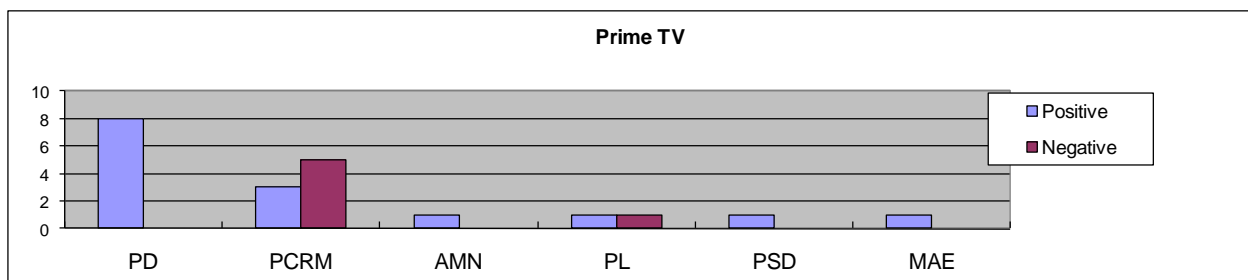
Diagram 14. Context in which electoral candidates appear in the newscasts on NIT, frequency



Prime TV

The only electoral candidate that appeared most often in a positive context on Prime TV was PD – 9 appearances or 14.2% of the total number of news items with electoral connotation. The news items in question referred primarily to the *caravan with the slogan “United to Go to the Ballot” organized by the young democrats in the capital; the economic program of PDM; the meeting of the PDM leader at the Academy of Science with the slogan “Lupu Reconciles the Society”; the meeting of Marian Lupu with the voters in Ungheni; the participation of PD’s youth organization in planting roses in Chişinău.* The share of news favorable and unfavorable to PCRM was of 5.3% and 8.9% respectively (3 and respectively 5 times). Several other parties appeared in a negative or positive light once each (Diagram 15). In the programs on Prime TV, PCRM and PLDM appeared most often in a negative context, 4 times each (or 5% of the total number of items).

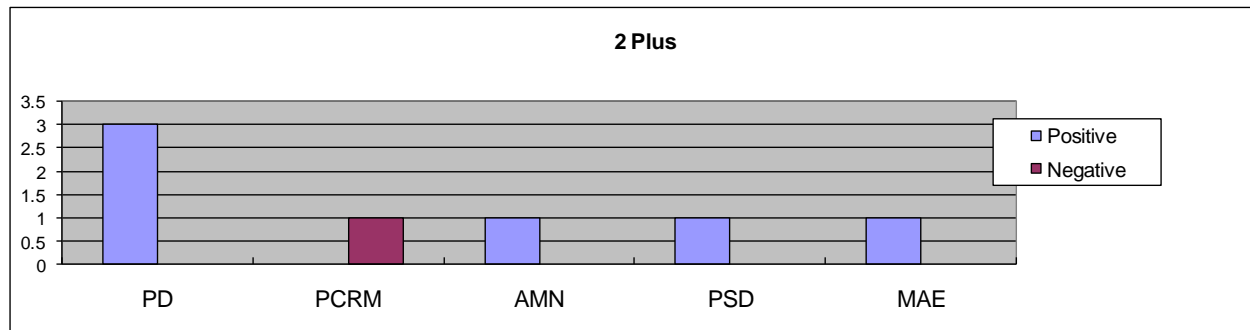
Diagram 15. Context in which electoral candidates appear in the newscasts on Prime TV, frequency



2 Plus

The majority of the 26 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 context. Thus, PD was favored 3 times (11.5%), and MAE, PSD and AMN – once each. PCRM appeared once in a negative context.

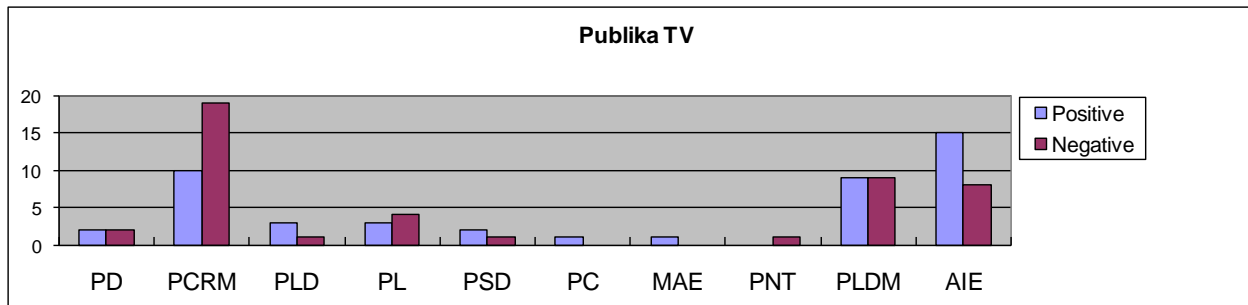
Diagram 16. Context in which electoral candidates appear in the newscasts on 2 Plus, frequency



Publika TV

On Publika TV, the candidates were presented primarily in a neutral context, but also in a negative and a positive context. PCRM and AIE were mentioned most frequently, appearing in an unfavorable but also a favorable context. Thus, AIE appeared in a positive light 15 times (*Serafim Urechean's statement that AIE would win 61 mandates in the elections; another statement from the same politician, alleging that the alliance continued to stay sound and that the dissensions were insignificant; the opinion of experts and citizens that during the AIE ruling year the situation improved in Moldova in terms of democratic freedom; the change of European institutions' perception about Moldova due to AIE; the Alliance brought bigger funds during the past year*) and in a negative light - 8 times, which represents 7% and respectively 3.7% of the total amount of relevant news. PCRM appeared in a positive context 10 times and in a negative context - 19 times, or 4.7% and respectively 8.9% of the total number of news, which referred particularly to Mihai Ghimpu's statements that *Vladimir Voronin should be deprived of his legislative immunity, being suspected of misuse of power during the events of April 7; Vlad Filat's opinion that PCRM allegedly maintained itself on power through lies; the accusations launched in the conferences of PL and PLDM that PCRM would allegedly try hard to get into power in order to continue to steal from the Republic of Moldova* etc. The other electoral contestants appeared in a positive and a negative light in a small amount of news.

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



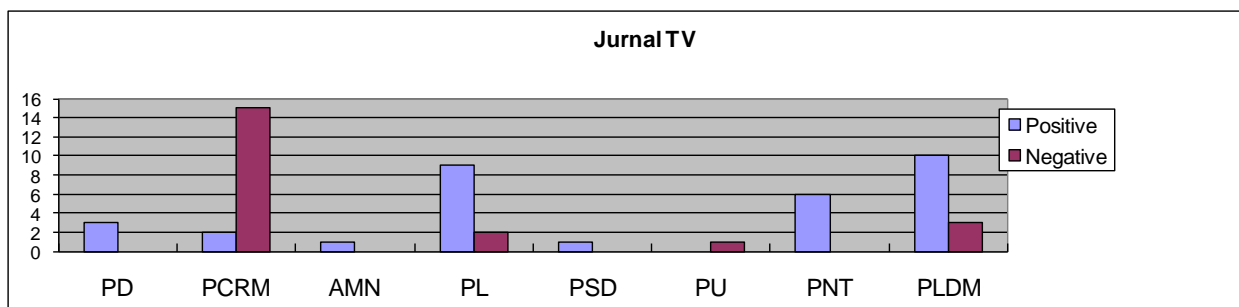
In the opinion items, Vox Populi, and electoral education items on Publika TV, PCR was featured in a negative context 4 times. PD, PLDM and AIE appeared in a negative context once each. At the same time, PLDM and AIE were mentioned also in a positive context, once and respectively twice.

Jurnal TV

On Jurnal TV, PCR appeared 15 times in a negative context (*the news referred particularly to the physical assaults by the PCR supporters on other electoral contestants; the accusations of vandalizing the offices of certain candidates; the funding of PCR by fictitious donors etc.*) and twice in a positive context, which represents 13.3% and approximately 1.7% of the total number of 112 news falling under this monitoring. By contrast, PL appeared 9 times in a positive context (8%) (*meetings with students, the distribution of special road cleaning trucks, with the participation of Ghimpu; the promises of the acting President regarding the construction of houses for the victims of floods etc.*) and 2 times in a negative light (1.7%). PLDM appeared 10 times in a positive light (8.9%) (*the announcement regarding the allowances for heating; the handing of keys for the houses of flood victims; the need of adjusting the prices and reducing the prices for medicines etc*) and three times in a negative context (2.7%). PNT was portrayed 6 times in a positive context (5.3%) in the news featuring Sergiu Mocanu and other members of PNT *as fighters with the mafia, accusing CCCEC of corruption.* The news item was broadcast several times (*Diagram 18*).

In the opinion items on Jurnal TV, PNT appeared most frequently in a positive context – 3 times, or in 7.7% of the news, and PCR – most frequently in a negative light – 9 times (23%), followed by PD – 3 times (7.7%).

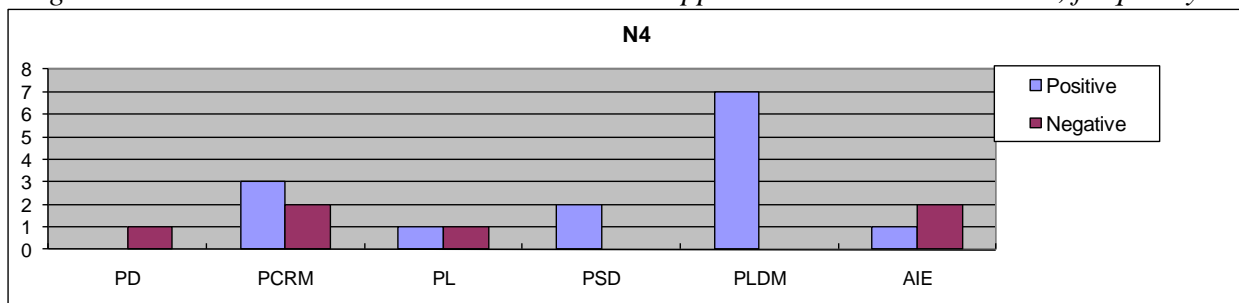
Diagram 18. Context in which electoral candidates appear in the newscasts on Jurnal TV, frequency



N4

On the station N4, which has a regional coverage, PLDM appeared primarily in a positive light – 7 times or in 12.2% of the total number of 57 news items. The news covered particularly *the payment of social allowances for heating; commissioning of houses for the victims of floods; possible reduction of the interest rate on bank credits for farmers with Vlad Filat asking for the problem to be solved; the provision of computers and internet to the student dormitories*. The share of positive news for PCRM was 5.2%, and that of negative news - 3.5% of the total number of relevant news items.

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



Radio Moldova

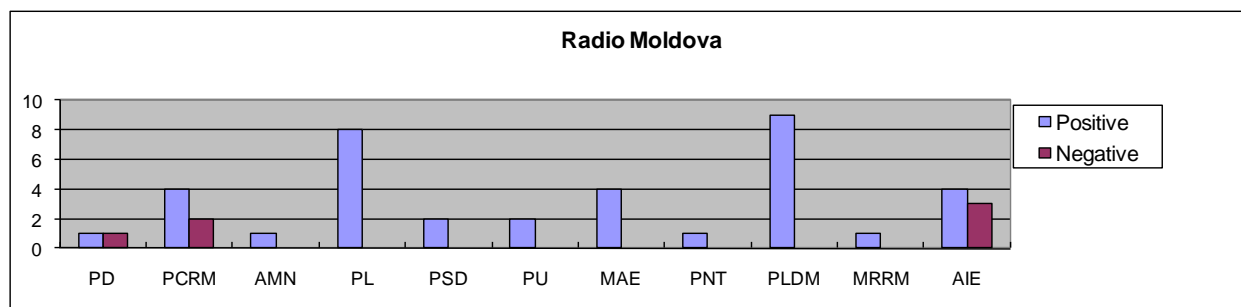
During the monitoring period, on Radio Moldova, PLDM and PL appeared most frequently in a positive context – 9 and respectively 7 times, or in 7.9% and respectively 7% of the number of total news items with direct or indirect electoral impact. Those news items concerned particularly *the payment of social allowances for heating, where Vlad Filat spoke for 270 seconds and the news was broadcast several times; the commissioning of houses for the victims of floods, where the Prime Minister spoke for 132 seconds; discussions about the creation of jobs and attraction of foreign investments during a meeting of Filat with a Polish professor etc*. The positive context for PL was determined by *Mihai Ghimpu's meeting with the students, and with the voters in Cahul; and also the news about Ghimpu's visit on the construction site in Nemțeni*.

The share of news favorable to AIE was 3.5% and that of unfavorable news – 2.6%. PCRM appeared in a positive context 4 times or approximately 3.5% (the press conferences in which the PCRM initiatives of modernizing the infrastructure and preventing natural disasters were made

public) and in a negative context - 2 times or 1.7% of the news with electoral connotation aired by Radio Moldova during the reporting period (*Diagram 20*).

In the items other than news, PCRM and AIE were featured most often in an unfavorable context – 6 and 10 times each, usually in news about accusations made by other electoral candidates.

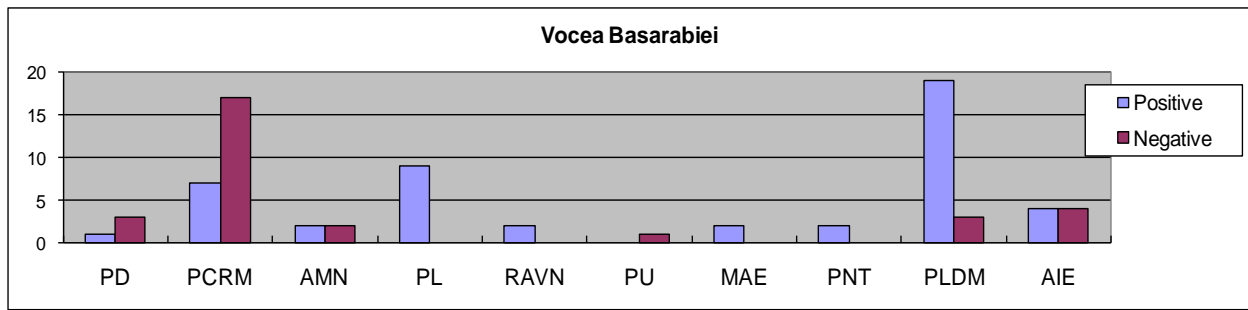
Diagram 20. Context in which electoral candidates appear in the newscasts on Radio Moldova, frequency



Vocea Basarabiei

During the reporting period, in the newscasts by Vocea Basarabiei, PLDM was portrayed most often in a positive context – 19 times, or in 12.2% of the total number of 155 news items. Thus PLDM was favored in the news on *the payment of allowances for heating; the commissioning of houses for the victims of floods; the provision of computers and internet to the student dormitories; the regulation of prices on medicines; PLDM's press conference in which the accusations about the artificial provocation of floods were refuted; the electoral actions of PLDM youth organization, etc.* This candidate was also presented in a negative light – 3 times (1.9%). PL was portrayed only in favorable news – 9 times or 5.8%, including in news about *the distribution of special road cleaning trucks, with the participation of Mihai Ghimpu and the liberal minister Șalaru; meetings with the voters; meetings with the students.* AIE was favored and also disfavored in an even number of news items - 4 or 2.6%. PCRM appeared both in a positive and a negative context. However, it was rather disfavored – 17 times, in items related to the *charges against PCRM for having allegedly falsified the financial reports; the accusations of fraudulent schemes by which the representatives of PCRM in Briceni allegedly distributed social aids; the forecasts of the Association of the Parliament of '90 that the state symbols could be changed if PCRM came back to power; accusations that there have been inconsistencies in Vladimir Voronin's Statement of Assets etc.* A series of non-parliamentary parties were covered either positively or negatively (*Diagram 21*). In the opinion items on Vocea Basarabiei, PCRM appeared 12 times in a negative context, while PD and PUM – 2 times each.

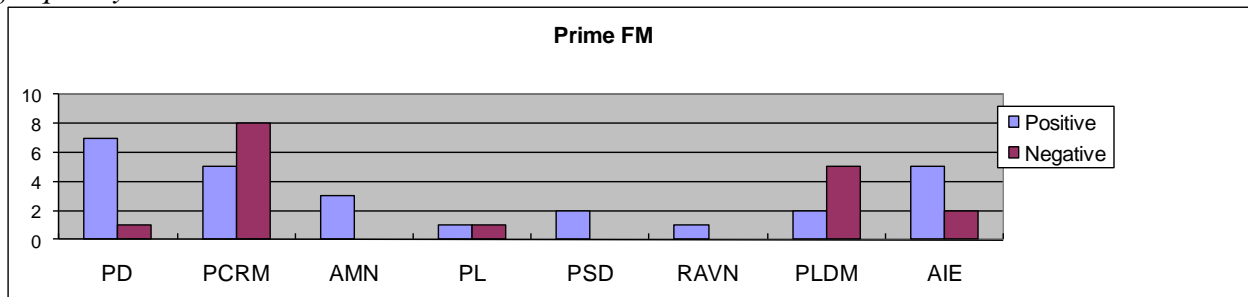
Diagram 21. Context in which electoral candidates appear in the newscasts on Vocea Basarabiei, frequency



Prime FM

On Prime FM, PDM was featured most frequently in a positive context in news items– 7 times, or in 5.4% of the news (the items about the *meeting of Marian Lupu at the Academy of Science – “Lupu reconciles the society”*; *meetings with the electorate in Ungheni*; *the news about the fact that after November 28 PDM would accept a dialogue with all political forces*); the party was disfavored in one news item (0.07%). AIE was featured in a positive context 5 times (3.9%) and 2 times in an unfavorable light (1.5%). PLDM appeared more in a negative than a positive context (5 and 2 times respectively), while AMN – only in a positive light – 3 times, or 2.3% of the 128 relevant news pieces. PCRM was disfavored in 8 cases and favored in 5 cases.

Diagram 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 first week of November 2010, the 12 monitored newspapers published 322 journalistic pieces that directly or indirectly referred to the anticipated parliamentary elections, compared with 311 pieces during the previous week (an increase of 3.5%). The total newspaper surface allotted to thematic pieces has also grown during the reporting period, exceeding 147 thousand sq.cm.

The campaign was mainly covered in news reports, opinion articles, and electoral advertisements. There was an increase in the share of news reports in the total of relevant pieces. Both the number and the surface occupied by opinion articles went down correspondingly; the volume of properly marked electoral advertisements went down as well. Thus, during 1-7 November 2010, the newspapers published 151 news reports on a surface of 56,235 sq.cm (46% of the total number of pieces and 38% of the total surface allotted to those pieces by the 12 monitored newspapers). The 84 editorials and other opinion pieces published during this period occupied 54,352 sq.cm, or 37% of the total surface allotted to articles on the elections, while 28,368 sq.cm, or 19.3%, were taken by electoral advertisements of the election candidates. It is worth noting that the volume of advertisements during this period was around 10% higher during the previous week.

The monitored newspapers published only 15 pieces on election education presenting the ways of exercising the right to vote and answering specific questions referring to participation in the voting. The following newspapers published articles on election education: *Jurnal de Chişinău*, *Timpul de dimineaţă*, *Cuvântul* and *Gazeta de Sud*, and to a lesser extent *Panorama*, *Moldova Suverană* and *Evenimentul Zilei*. Nevertheless, in terms of the surface, this type of article was given only 1.8% of the total surface allotted to pieces on the elections. 1-2 pieces from the category of special election agenda, that is, interviews and other texts presenting the platforms of the political parties for the anticipated parliamentary elections were published by 4 of the 12 monitored newspapers each during this period, a single newspaper publishing an opinion poll of the „Vox populi” type from citizens.

Diagram 23. Frequency (number) of pieces on the election campaign, published in 12 newspapers

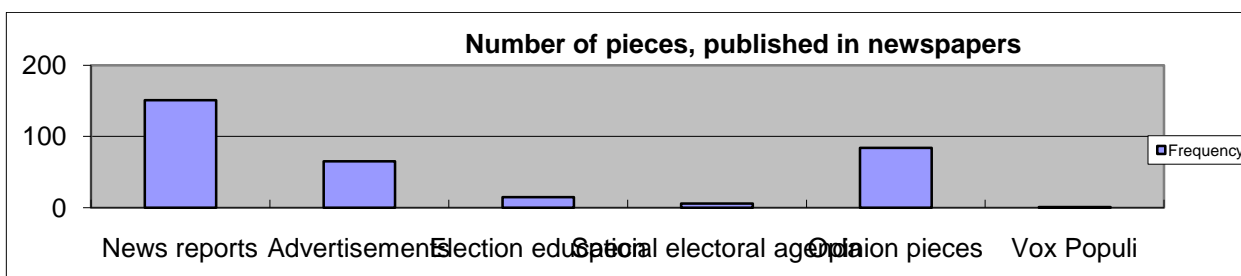


Diagram 24. Surface of pieces on the election campaign, published in 12 newspapers, sq.cm



The greatest number of pieces on the anticipated parliamentary elections (69) were published by *Timpul de dimineață*, followed by *Moldova Suverană* and *Nezavisimaia Moldova* with 47 relevant articles, *Jurnal de Chișinău* (36), *Panorama* (29), *Komsomolskaia pravda v Moldove* (22), *Cuvântul* (20), *Evenimentul Zilei* and *Gazeta de Sud* with 16 pieces, *Flux* (13), *Vesti Gagauzii* (4) and *Golos Bălți* with 3 pieces on the elections in the space of a week. As for the surface allotted in the newspapers to articles on the anticipated parliamentary elections, the amount was divided as follows: *Moldova suverană* (26,925 sq.cm), *Timpul de dimineață* (25,802 sq.cm), *Nezavisimaia Moldova* (23,000 sq.cm), *Jurnal de Chișinău* (16,627 sq.cm), *Panorama* (13,141 sq.cm), *Flux* (12,146 sq.cm), *Komsomolskaia pravda v Moldove* (9,591 sq.cm), *Cuvântul* (7,293 sq.cm), *Gazeta de Sud* (6,364 sq.cm), *Evenimentul zilei* (4,738 sq.cm), *Vesti Gagauzii* (1,217 sq.cm), *Golos Bălți* (244 sq.cm). **Note:** The analysis of this indicator has to take into account the frequency, with which each separate publication appears.

In three of the monitored newspapers (*Nezavisimaia Moldova*, *Flux* and *Evenimentul Zilei*), the ratio between news reports and opinion pieces was unfavorable to news reports, meaning that opinions got greater coverage in those publications than news. The biggest number of marked electoral advertisements was published in *Komsomolskaia pravda v Moldove*, *Timpul de dimineață* and *Panorama*.

Diagram 25. Frequency (number) of relevant pieces published in newspapers

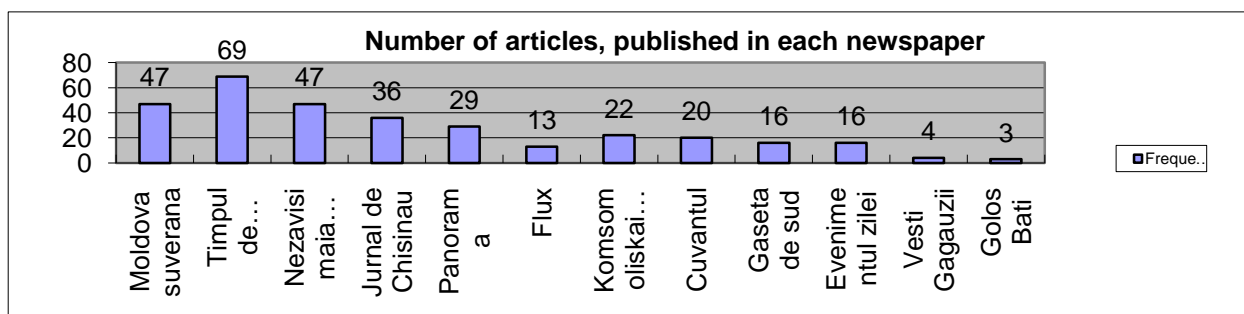
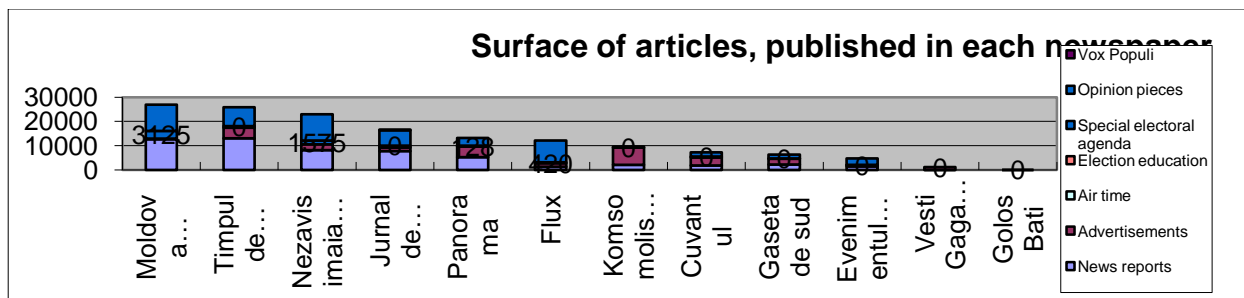
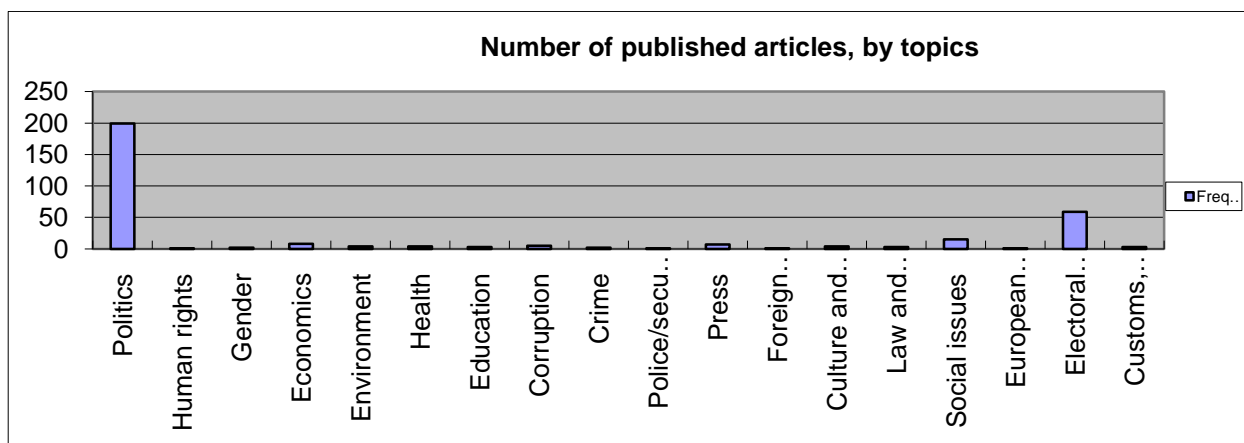


Diagram 26. Surface of pieces on the election campaign in newspapers, sq.cm



From a thematic point of view, 61% of the total of articles and 65% of the total of surface of the pieces published during the reporting period addressed general politics, presenting public events, the declarations and reactions of the election candidates. The topic of the electoral process, including the decisions of the Central Election Commission, had a share of 18.3% in the total number of pieces and 14.4% in the total surface. Pieces analyzing specific economic or social problems and situations were rarely included.

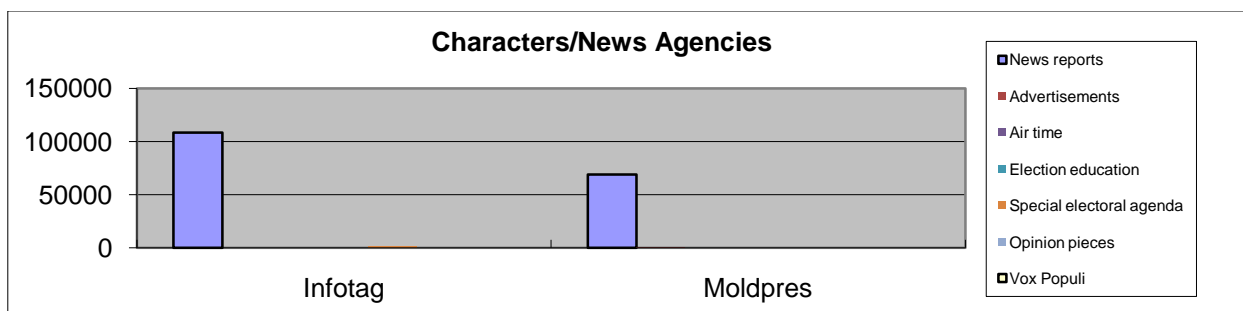
Diagram 27. Topics addressed by the newspapers, frequency, sq.cm



5.1.2 News Agencies and Online Publications

The pace at which the monitored news agencies, *Moldpres* and *Infotag*, are covering the election campaign has increased. The two agencies published 91 news reports relevant for the subject of this monitoring during the reporting week (compared with 74 during the preceding week, +23%). The published news reports had a total of over 179 thousand characters (no spaces), showing an increase by 20% compared with the last week of October. *Infotag* was more active in covering the campaign compared with *Moldpres*, the share of the number of published news items being 67% for *Infotag* and 33% for *Moldpres*. The share of the surface occupied by the published news reports was 61.5% compared with 38.5%.

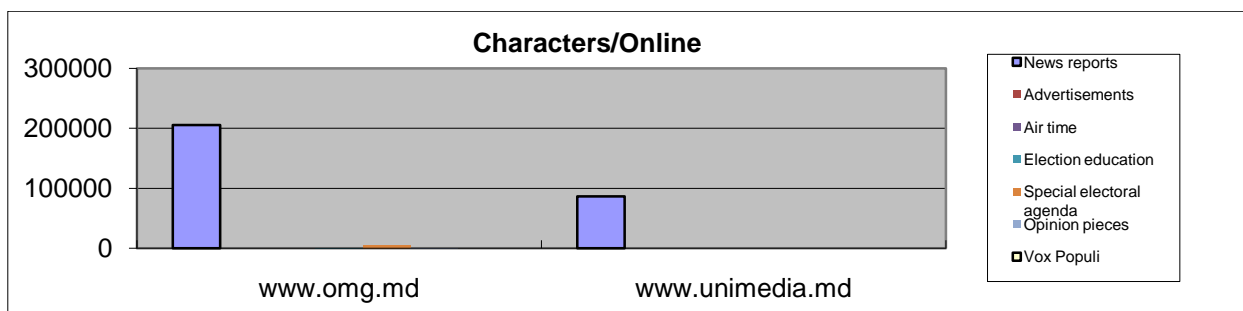
Diagram 28. Space (characters, no spaces) allotted to thematic pieces by news agencies



The number of pieces of information on the elections that could be accessed by Internet users on www.unimedia.md and www.omg.md has grown as well. Thus, during this week, the two websites posted 186 produced or reproduced news items, with a total of almost 298 thousand characters. Comparing this data with the one in the last monitoring report, there is an increase by 50% in the number of news items and by 47.5% in the total surface of thematic news on the two monitored websites. Some of the pieces posted on the websites were accompanied by video sequences for amplification of the information effect. www.unimedia.md placed electoral advertisements in the form of banners, the surface of which is not included in the below diagrams.

70% of the number and total surface of news items posted by the two monitored publications was provided by www.omg.md.

Diagram 29. Space (characters, no spaces) allotted to thematic pieces by websites



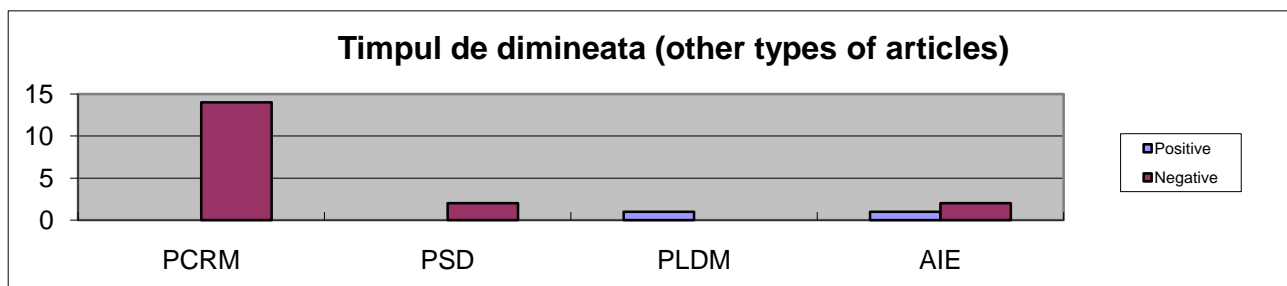
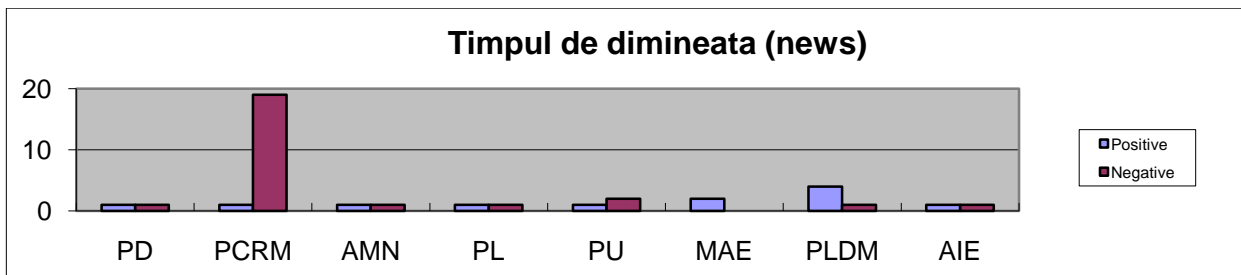
5.2 Candidates, parties directly or indirectly favored or disfavored in news reports and opinion pieces – frequency

5.2.1 Newspapers

The 32 news reports published by *Timpul de dimineață* during the reporting week directly or indirectly referred both to the election candidates and the Alliance for European Integration (AIE) as the governing alliance. The majority of the political figures were portrayed in the newspaper in a balanced manner, presented in a positive context in one news item and in a negative context in another. An exception was made for three of the election candidates: the Party of Communists, the Liberal Democratic Party, and the European Action Movement that were either favored or disfavored by the newspaper. Thus, of the 20 news reports featuring PCRM as a candidate, the party was disfavored in 19 cases, making up 59.4% of the total of news reports. At the same time, PLDM and MAE were favored in news items. PLDM was portrayed positively in four of the five news reports, while MAE was presented twice, only in a positive context.

The tendency to disfavor PCRM was maintained in the opinion pieces published by *Timpul de dimineață* during the reporting period as well. Thus, in all the 14 cases (approx 61% of the total of pieces) directly or indirectly referring to PCRM, the party was criticized or presented in a negative light. PSD as a candidate was also disfavored in opinion articles published in the newspaper.

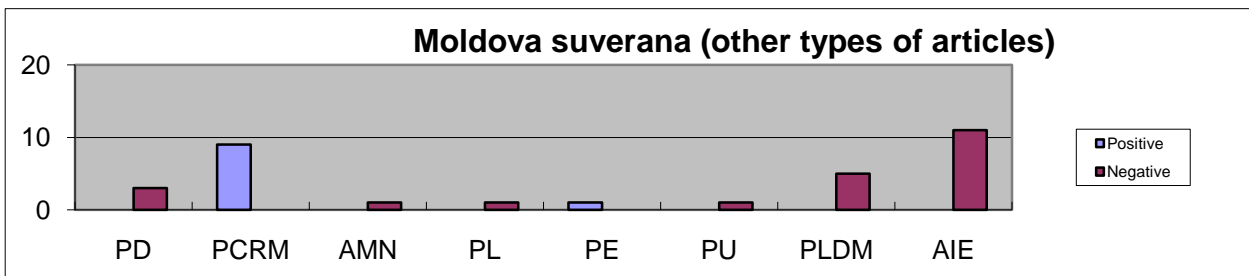
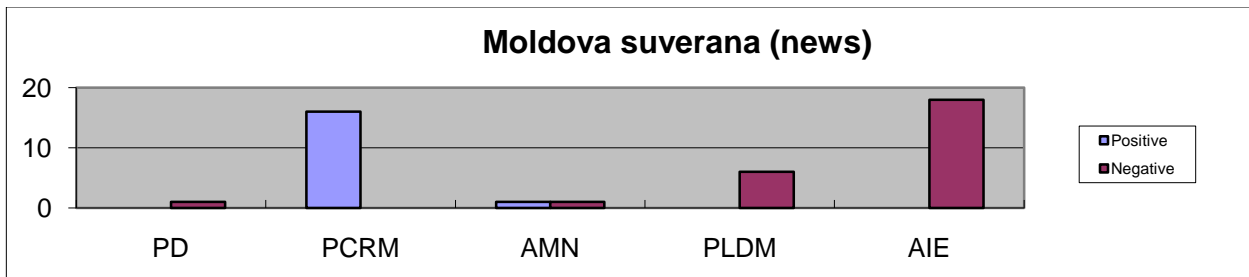
Diagrams 30 and 31. Favored or disfavored candidates in articles by *Timpul de dimineață* – frequency



The biggest number of news reports published in *Moldova Suverană* (18 of 27 news reports, or 66.7% of the total) presented AIE in an unfavorable context, while PLDM as a candidate was featured in six news reports (22.2%), each time in a negative light. At the same time, the newspaper intensely favored PCRM as a candidate in all the published news reports (16 cases, 59.3% of the total).

The other 20 thematic pieces in *Moldova Suverană* maintained the tendency to disfavor AIE and PLDM and PDM as candidates, on the one hand, and to portray PCRM in a positive light, on the other hand. Thus, in all the 11 journalistic pieces (other than news reports), that is 55% of the total, AIE was disfavored, while conversely PLDM was presented negatively in five articles (25% of the total), while PDM in three (15%). AMN, PL and PUM also appeared in a negative context. PCRM as a candidate, on the contrary, was praised in all the nine opinion pieces that referred to it (45% of the total).

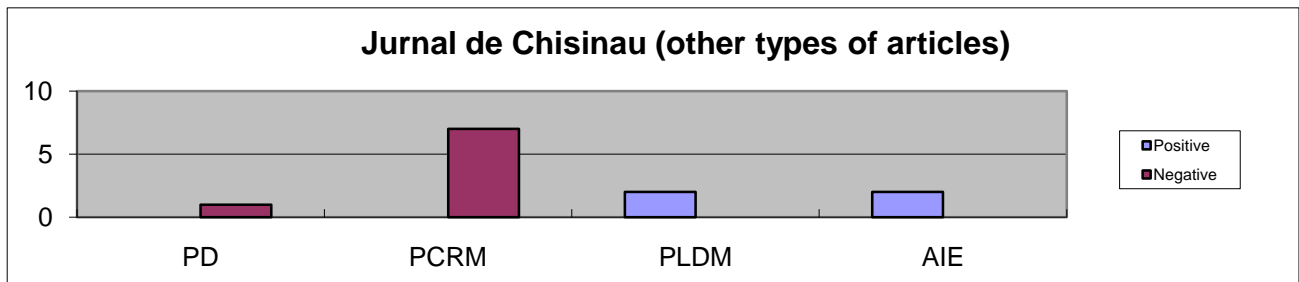
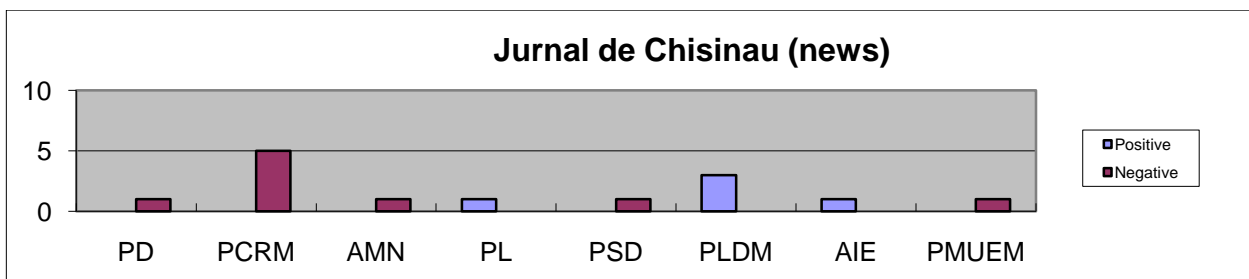
Diagrams 32 and 33. Favored or disfavored candidates in articles by *Moldova Suverană* – frequency



The news reports published by *Jurnal de Chişinău* during this week portrayed the following election candidates in an unfavorable light: PCRM (5 times, 31% of the total news reports), PDM, PSD, PMUEM and AMN in one news item each. The following were seen to be favored by being presented only in a positive context: PLDM (three times) and PL in one news item.

The opinion articles in *Jurnal de Chişinău* featured PCRM in a negative context in all seven cases in which the party was written about (46.7% of the total of such pieces). PDM also appeared in one opinion piece in a negative light. PLDM as a candidate was seen to be favored by the two opinion pieces published, which presented the party in a positive context. The other two articles portrayed AIE in a positive light.

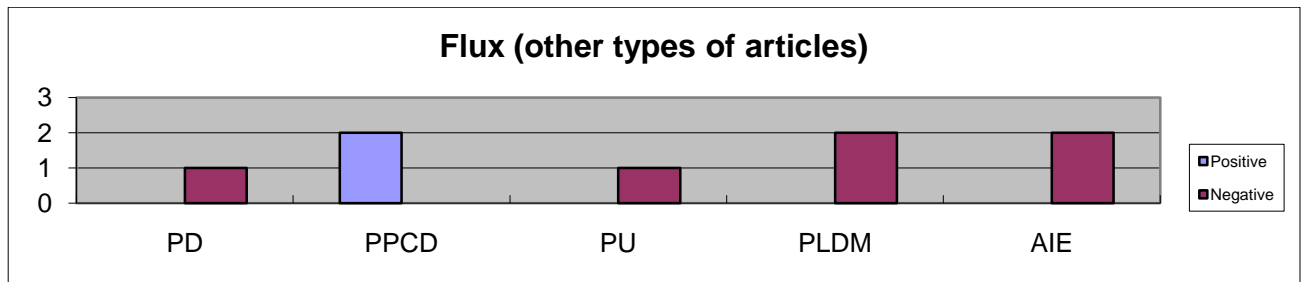
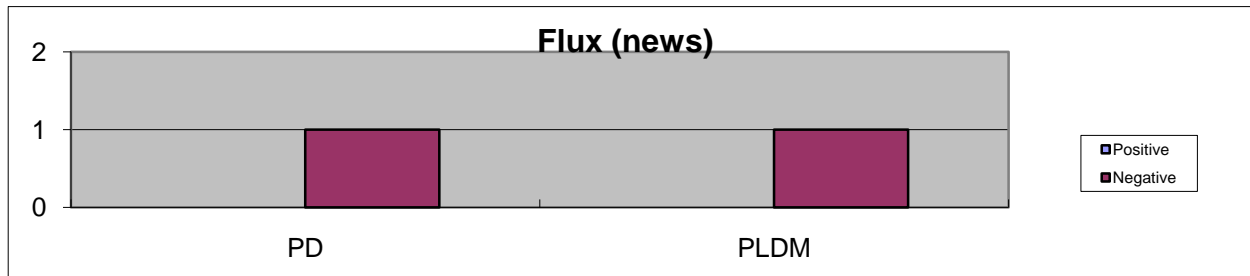
Diagrams 34 and 35. Favored or disfavored candidates in articles by *Jurnal de Chişinău* – frequency



Flux published less news reports (3) and more opinion pieces (8). PLDM and PDM as candidates were presented in an unfavorable context in one news item each, while the other materials featured

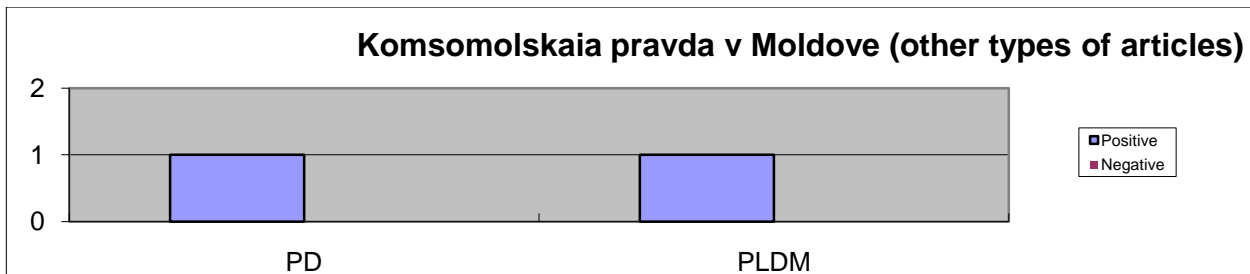
PLDM in a negative light twice, as well as the governing alliance. PDM and PUM as candidates were also presented in an unfavorable context, while PPCD, on the contrary, was favored.

Diagrams 36 and 37. Favored or disfavored candidates in articles by Flux – frequency



In the four issues that appeared during the reporting week, *Komsomolskaia pravda v Moldove* published mainly electoral advertisements (beneficiaries: PDM, PLDM, PCRM, PUM), several news items that were relatively neutral and two opinion articles presenting PLDM and PDM as candidates in a favorable light.

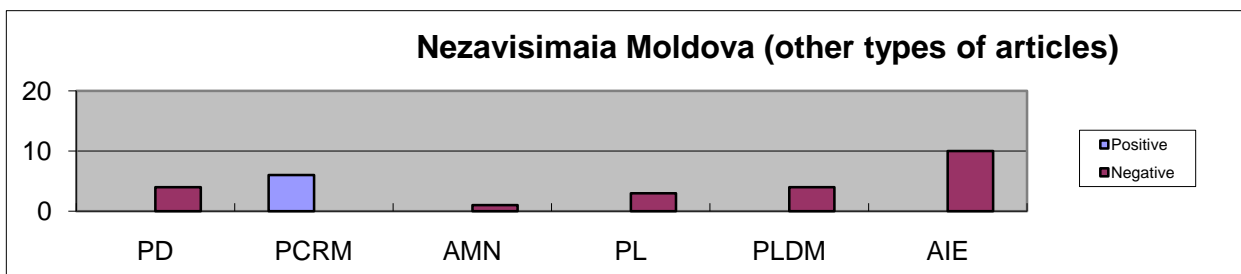
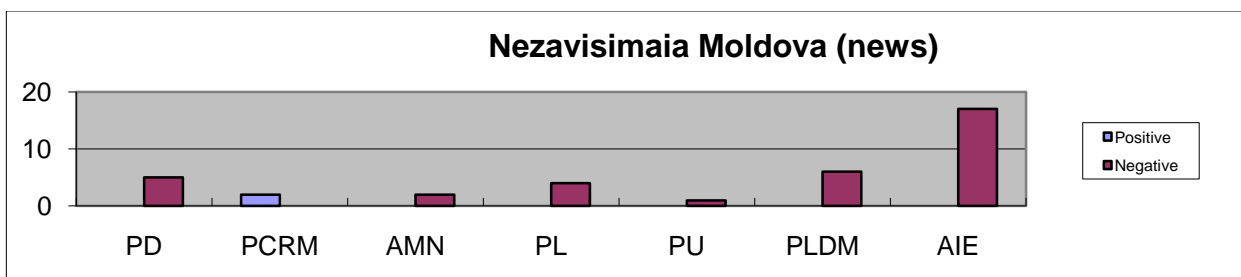
Diagrams 38. Favored or disfavored candidates in articles by *Komsomolskaia pravda v Moldove* – frequency



Nezavisimaia Moldova chose to publish news reports that on the one hand disfavored AIE (17 of 26 news items, or 65% of the total) and the parties forming the governing alliance: PLDM (6 news items, 23% of the total), PDM (5 news items, 19% of the total), PL (4 news items, 15% of the total), AMN (2 news items, 7.7% of the total), while on the other hand, presented PCRM in a positive light (2 news items, or 7.7% of the total).

The same tendency was maintained in opinion articles. Thus, in the 18 opinion pieces published during the week in the four issues of *Nezavisimaia Moldova*, 10 (55.6%) disfavored AIE, while 6 (33.3%) favored PCRM. The rest of the articles featured all of the parties that form the governing alliance in a negative light: PLDM and PDM four times each, PL – three times, AMN – one time.

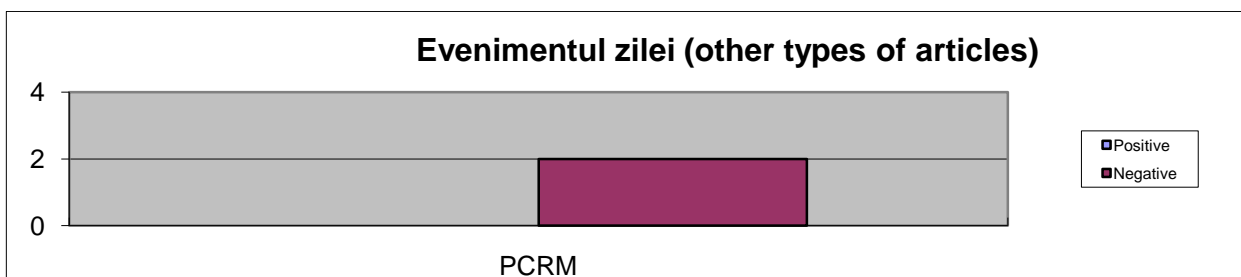
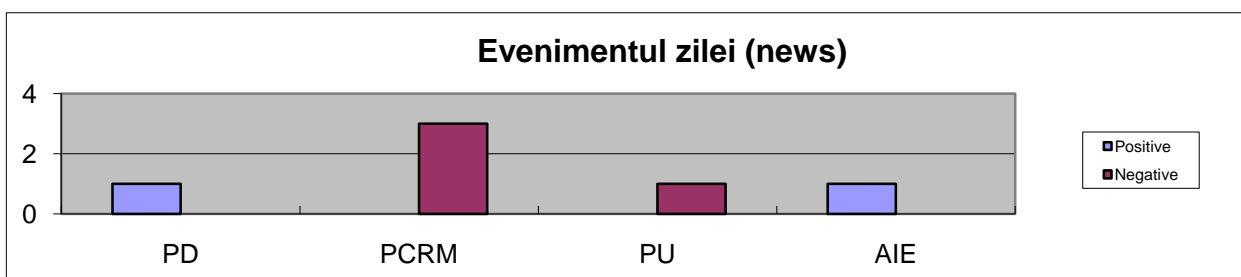
Diagrams 39 and 40. Favored or disfavored candidates in articles by *Nezavisimaia Moldova* – frequency



During the reporting week, *Evenimentul Zilei* published both neutral news items and those that presented the election candidates in a positive or negative light. Thus, PCRM as a candidate was disfavored in three news items, while PUM was disfavored and PDM and AIE were favored in one news item each.

Two of the five opinion pieces published by *Evenimentul Zilei* during this period criticized PCRM as a candidate.

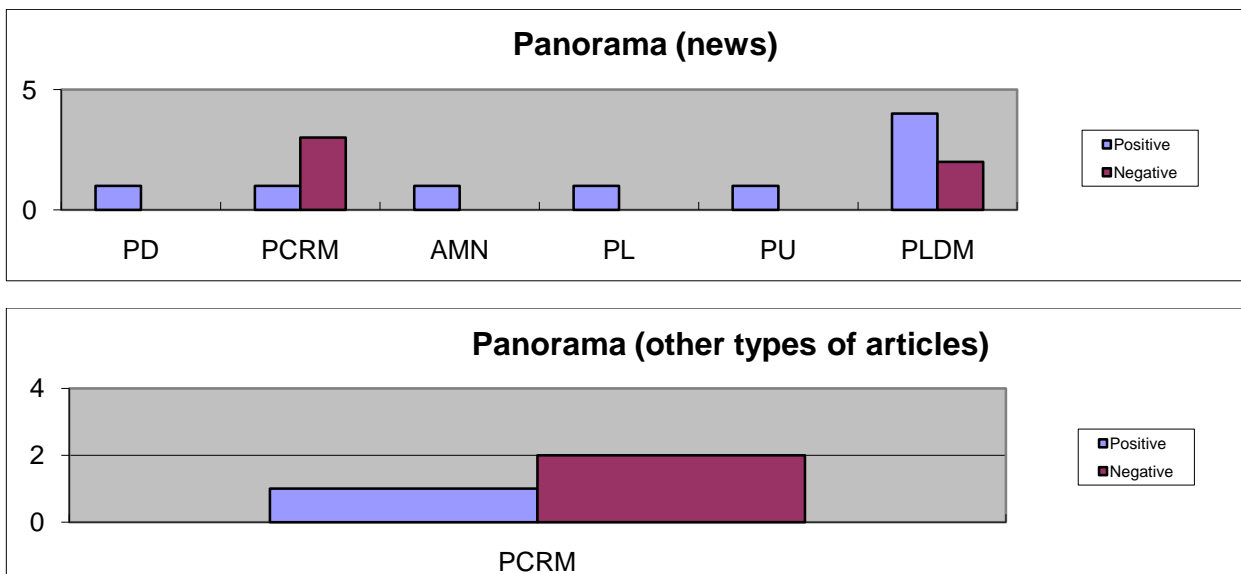
Diagrams 41 and 42. Favored or disfavored candidates in articles by *Evenimentul Zilei* – frequency



During the reporting period, news items in *Panorama* featured positively the following election candidates in one item each: PDM, PCRM, PUM, AMN, PL, while PLDM was favored in four news items. PCRM (3 times) and PLDM (2 times) appeared in news items that portrayed them in a negative light.

In the other pieces, including opinion articles, the newspaper did not show tendencies to favor or disfavor any election candidate, except for PCRM that was portrayed in a favoring light once, and was criticized in the other two opinion pieces.

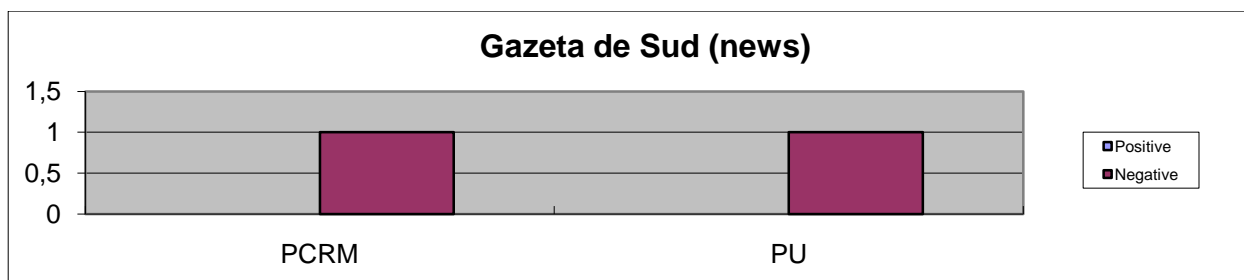
Diagrams 43 and 44. Favored or disfavored candidates in articles by Panorama – frequency



The journalistic pieces on the anticipated parliamentary elections published by *Cuvântul* (Rezina) during the reporting period were neutral and did not show clear tendencies to favor or disfavor any election candidate.

Six of the eight news items published during the first week of November in *Gazeta de Sud* (Cimișlia) were neutral, one presented PCRM in a negative light, while the other disfavored PUM. All the other thematic pieces were neutral.

Diagram 45. Favored or disfavored candidates in articles by Gazeta de Sud – frequency



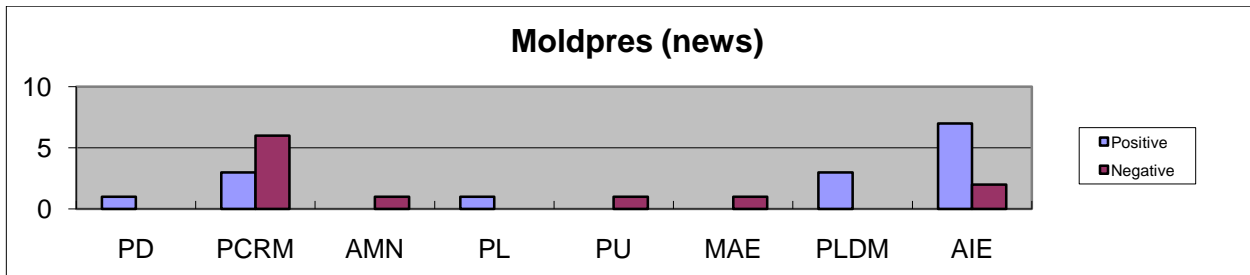
Vesti Gagauzii (Comrat) published just two advertisements of PDM as a candidate, while *Golos Bălți* (Bălți) published a neutral news item on establishment of voting stations in Bălți municipality and two advertisements of PLDM and PSD as candidates.

5.2.2 News Agencies and Online Publications

Moldpres State Information Agency published 29 news items during this period that directly or indirectly referred to the election campaign. Some news items were neutral, and others featured the

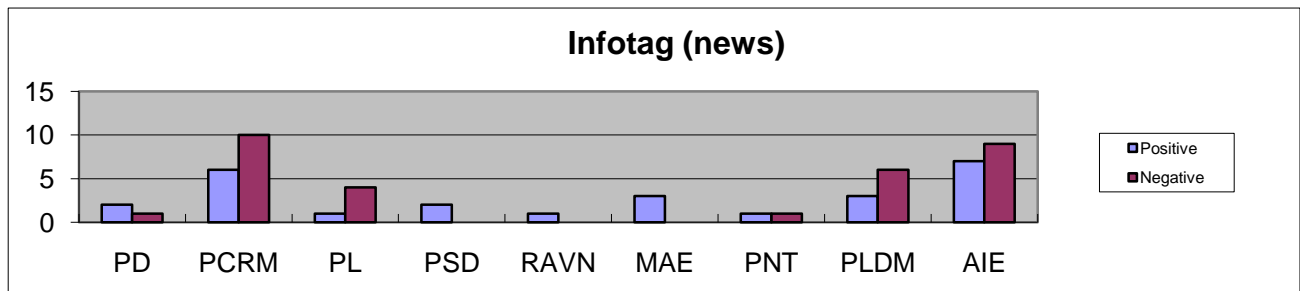
election candidates either in a positive or in a negative context. Thus, PCRM and PLDM were presented in a favorable context three times, while PDM and PL – in one news item each. PCRM as a candidate appeared in an unfavorable context six times. The governing alliance was presented both positively and negatively, although news items favoring AIE prevailed.

Diagram 46. Favored or disfavored candidates in news items by Moldpres – frequency



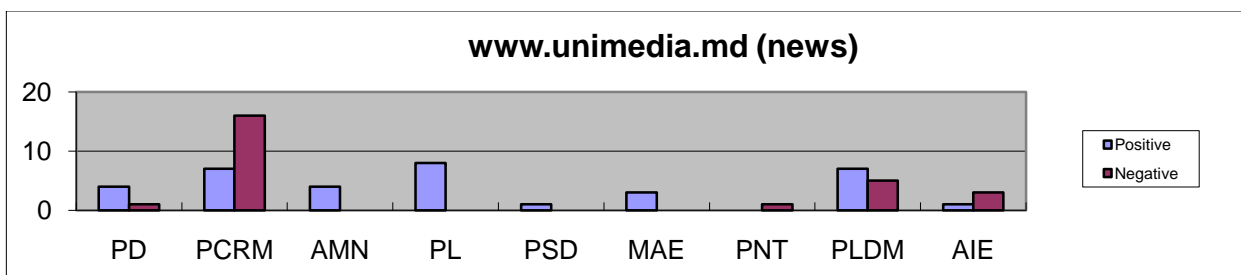
Infotag News Agency continued to maintain a relative fairness in relation to the governing alliance presenting it both in a positive and in a negative context in their daily content. During the reporting week, PCRM, PL and PLDM as election candidates were presented in more disfavoring news items than those that favored them.

Diagram 47. Favored or disfavored candidates in news items by Infotag – frequency



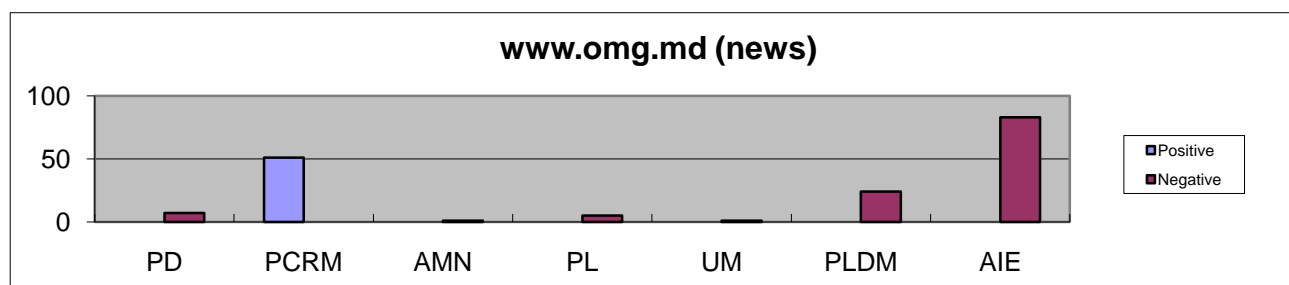
Of the election candidates featured on www.unimedia.md, in the 55 news reports referring to the election campaign, PCRM was mentioned the most often – 16 times (29.1%) in a negative context and the other 7 times (12.7%) in a positive context. PL was presented only in a positive light (8 news items, 14.5%), as were AMN and MAE. In relation to PLDM as a candidate, the website kept a relative balance in its news items, the party being presented both in a positive and a negative context.

Diagram 48. Favored or disfavored candidates in news items on www.unimedia.md – frequency



The editorial policy of www.omg.md was directed on the one hand at disfavoring the governing alliance, while on the other hand at favoring PCRM. By publishing a larger number of news items about PCRM (some of those reproduced several times with a similar or slightly different message), they created the impression that the party was supported by entire localities in the country. Subsequently, in all the 83 news items (63.4% of the total of relevant news items) that referred to AIE directly or indirectly, the governing coalition was disfavored. PLDM as a candidate was presented in a negative light in 25 pieces of information posted on the website (19.1%), PDM in 7 texts (5.3%), while PL in 6 (4.6% of the total). PCRM as a candidate was the only one that appeared in a positive context, the party benefiting from 53 favoring pieces of information in the space of a week (40.5% of the total of relevant pieces).

Diagram 49. Favored or disfavored candidates in news items on www.omg.md – frequency



Annex

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

Case Study No. 1. Moldova 1			
No.	Date	Media Coverage	Remarks
1	04.11.2010	If parliamentary elections were conducted next Sunday, 4 political parties would accede to the Parliament.	The news is fair and unbiased.
2	05.11.2010	AMN accuses the director of CBS AXA, Ion Jigău, of lacking objectivity. The latter has made public the results of a survey,	The news is fair and unbiased.

		according to which AMN would obtain only 2 percent of the votes in the upcoming elections. AMN has filed a complaint to CEC today against the results of the survey. On the other hand, CBS AXA says the poll shows the voters' preferences and all the parties should like it.	
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Conclusions Moldova 1 covered the issues about the survey and the politicians' responses to this in a fair and unbiased way. The news about the survey results is well balanced. In the items about the response of AMN to the poll, the response of CEC would also have been necessary, in order for the viewers to understand better the context in which the complaint was filed.

Case Study No. 2. N4

No.	Date	Media Coverage	Remarks
1	04.11.2010	Political stability. If there were parliamentary elections next Sunday, the political situation would stay as it is now. This is what the results of the opinion poll carried out by CBS AXA show. PCRM would get 39 percent, according to the survey data, followed by PLDM, which would obtain 21 percent. PD could get 19 percent in the elections, while PL- 13%. Other parties have no chances to accede to the legislative body.	The news is fair and unbiased.
2	05.11.2010	AMN asks the company CBS AXA to refute the results of the opinion poll presented yesterday. According to the survey, AMN has no chances to accede to the Parliament. AMN filed a complaint to CEC today in response to the results of the poll, reasoning that CBS AXA had not informed CEC in time about its intent to conduct the survey.	The news is fair, unbiased and balanced.

Conclusions: In the two news presented, N4 demonstrates fairness and lack of bias. However, the

TV station does not always manage to be balanced in covering the issues; the topic is covered without presenting any explanations and comments by certain key-sources.

Case Study No. 3. Jurnal TV

No.	Date	Media Coverage	Remarks
1	04.11.2010	The following Parliament could consist of four political parties, and the voter turnout would be about 50 percent. At least these appear to be the results of an opinion poll made public by the company CBS AXA today. Thus, PCRM could have the biggest number of mandates in the next parliament, followed by PLDM, PD, and PL. According to the survey, AMN would get only 2%, which is not enough to pass the electoral threshold and accede to the next Parliament. The same survey shows that the number of 30% of irresolute respondents remained unchanged.	The block of news is fair, unbiased and balanced, presenting all political players.
2	05.11.2010	AMN will certainly accede to the Parliament; at least this is the opinion of AMN's party leader. This, although being the last opinion poll conducted by CBS AXA, left AMN outside the legislative. The party leaders accused the sociologists of partisanship and asked CEC to apply sanctions on this institution.	The news is fair and unbiased.

Conclusions: Jurnal TV presented a series of news about the results of the survey and the responses by the political players. The news items are fair, unbiased and balanced.

Case Study No 4. 2 Plus

No.	Date	Media Coverage	Remarks
1	04.11.2010	Today the first survey of CBS AXA was publicized. According	The news is fair and unbiased.

		to it, the voting intention of the electorate shows that the next Parliament could consist of four political parties. If there were elections next Sunday, PCRM would acquire ... The top of political leaders.	
2	05.11.2010	AMN filed a complaint to CEC about the survey of CBS AXA, which had scored this party with 2% among the voters. According to Victor Osipov, the results are erroneous, and the interviews were done in early September.	The news is unbiased but not balanced. The authors did not present the response of CBS AXA to AMN's complaint. The position of CEC should also have been presented.

Conclusions: 2 Plus continues to show a low interest in the election by broadcasting the electoral subjects in its section "Short news". The results of the survey are presented in a fair and unbiased way, but without providing the viewers with interpretations and judgments by political parties or experts. Notably, the lack of balance is even more obvious in the news about the complaint of AMN against the results of the poll, which does not contain the response of CBS AXA and of CEC.

Case Study No. 5. Prime TV

No.	Date	Media Coverage	Remarks
1	04.11.2010	<p>- AMN faces a fall in opinion polls. If there were elections next Sunday, only the communists, the democrats, and the liberals would get to the Parliament. These are the results of a sociologic survey publicized today. The authors of the poll say the situation could change on the election eve.</p> <p>- No joy, no hope. Moldovans are dissatisfied with the way things go in Moldova. They fear an increase of prices and have no clear vision about the foreign policy of the country. The unification with Romania is not a priority. This is how the results of the opinion poll published by</p>	<p>The issue is covered in a fair and unbiased way.</p> <p>The issue is covered in a fair and unbiased way.</p>

		CBS AXA look.	
2	05.11.2010	The survey of CBS AXA, which was publicized by AMN, is being complained against by AMN. The party asks CEC to oblige CBS AXA to refute the information presented in the survey. According to the poll, AMN would gather only 2 percent of the electors' votes and would not accede to the parliament.	The issue is covered in a fair and unbiased way.

Conclusions: Prime TV covered the poll conducted by CBS AXA in a fair and unbiased way. The station also presented in an objective and balanced way the complaint filed by AMN regarding the correctness of the survey results.

Case Study No. 6. NIT

N	Date	Media Coverage	Remarks
1	04.11.2010	The CBS AXA Institute made public today the first pre-election sociologic survey. According to it, only four parties could accede to the next parliament - PCRM, PLDM, PD and PL. None of the four parties has any chance to form the government or to elect the president by itself, the survey shows. PCRM qualifies it as electoral propaganda aimed at showing that the Alliance is alive and that it is still united.	The news is structured rather as a reaction of PCRM to the results of the survey than as a report on the survey results. The author insists on the inaccuracy of the results of the sociologic survey, saying that this institution has also carried out other surveys which were wrong, and makes reference to other two polls publicized last summer, about the electorate's intention of participating in the referendum, which did not correspond with the actual voters' turnout. All these arguments accompanied by comments of a PCRM leader, M. Tkaciuk, who says the survey is obvious propaganda for AIE. He brings a series of charges against the leaders of AIE for falsifications and manipulation of the electorate, and for corrupting the electoral commissions. No reply was presented to all this; the journalist only included some video or phone call tones in the report, on the background of which he said the other parties could not be found. At the same time, the author said that previously, one of the PLDM leaders had stated in a press

			<p>conference that he knew the results of the poll, without specifying which poll he referred to.</p> <p>When the journalist says that AMN has little chance to accede to the Parliament, according to the survey, video is shown which puts the party leader in a bad light (the latter is presented sitting relaxed and discussing with his colleagues).</p> <p>The station does not present the response of CBS AXA to all these comments and judgments.</p> <p>Considering the abovementioned facts, the report is biased, unfair and unbalanced.</p>
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Conclusions: NIT ignores the results of the survey and presents only the position of PCRM in regard to the latter. In one news piece only general information is presented, which is commented by a PCRM leader, who makes a series of assaults against other parties included in the poll (92 out of a total of 202 seconds length of the item). The reporter's failed attempts of getting in touch with the other leaders in order to obtain some comments are presented against the background of photos of the leaders and phone rings with no answer. The station does not present the position of the company that conducted the survey. This issue is covered by NIT incompletely, unfairly and without any balance.

Case Study No. 7. Publika TV

No.	Date	Media Coverage	Remarks
1	04.11.2010	About half of the citizens with a right to vote would probably go to the ballot on November 28. These are data resulting from a survey carried out by the Centre CBS-AXA. The station presented the results of the survey and the distribution of seats in the next parliament, according to the survey. At the same time, it presented the top of political leaders which the respondents appear to trust. Both, the authors of the poll and the political analysts consider that by the elections the current situation	The broadcast reports are fair, unbiased and balanced by the presentation of responses of the main political leaders and political analysts.

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

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

Case Study No. 8. Vocea Basarabiei

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

3	06.11.2010	The opinion poll publicized by CBS AXA was perceived in different ways by the parties mentioned in the top. MAE wants to harness the three percent which it would get, according to the survey, and calls the non-parliamentary parties to withdraw from the electoral race in its favor. AMN claims that the survey is submissive to PCRM and asks CEC to cancel it.	The news is fair, unbiased and balanced.

Conclusions: The radio station Vocea Basarabiei focuses rather on the survey data, which reflect the results of the parliamentary elections, if the latter took place next Sunday. The news items are fair, unbiased and balanced. However, in the item of 5 November at 12:30, the anchor demonstrated bias and unfairness by giving a one-sided interpretation of data which were reported in news where the phrase “*allegedly*” is used. It is unclear whether the information is news or rumor, and also why the author compares only the data relating to PDM in the quoted surveys, but not those relating to other political parties, which look as different as those for PDM.

Case Study No. 9. Prime FM

No.	Date	Media Coverage	Remarks
1	04.11.2010	If there were elections next Sunday, PCRM would gather 39 percent of the votes, followed by PLDM with 21 percent, PD – with 19 percent and PL – with 13 percent. AMN would not pass the electoral threshold as it would only acquire 2 percent.	The news is full of figures, as it presents all data of the survey. The subject is treated fairly and without any bias.
2	05.11.2010	- Republic of Moldova considers that the supreme law of Moldova should be amended. Over half of the respondents consider that there is too much democracy in Moldova, a survey conducted by	The news contains a lot of figures, since it presents all the survey results. The issue is covered fairly and without bias.

		<p>CBS AXA shows.</p> <p>- AMN filed a petition to CEC today, asking that CBS AXA is sanctioned and that it refutes its own survey as it has violated the electoral legislation.</p>	<p>The news does not contain the opinion of CBS AXA about the accusations brought by AMN.</p>
3	06.11.2010	<p>The politicians commented differently on the results of the survey conducted by CBS AXA. PCRM suggested the authors of the poll to do weather forecasts instead of polls. The liberal-democrats and the democrats appeared satisfied, while AMN does not believe too much in the truthfulness of the data.</p>	<p>The news does not present the position of CBS AXA to the comments of several political leaders.</p>
4	07.11.2010	<p>CEC warns: all those who want to carry out surveys during the election period should first notify CEC about this.</p>	<p>The news is fair and unbiased, but not balanced.</p>

Conclusions: The radio station covers the results of the survey in several news items. Some of them are confusing because of the number of figures in them. In some of the news items about politicians' response to the results of the survey a lack of balance can be noticed since they do not contain the opinion of the institution which carried out the survey.

Case Study No. 10. Radio Moldova

No.	Date	Media Coverage	Remarks
1	04.11.2010	<p>The data of the last opinion poll show that PLDM, PD, and PL would acquire together 53 percent in the early parliamentary elections, while PCRM – 39 percent. The poll was conducted between ... by CBS AXA...</p>	<p>The news is fair and unbiased. It offers interpretations by the institution which conducted the survey about the data of the latter. The item is well structured.</p>
2	05.11.2010	<p>AMN asks CBS AXA to refute the results of the survey publicized yesterday, which grants the party only 2 percent of the electorate's votes. The authors of the poll have violated</p>	<p>The news is fair, unbiased and balanced. The item is well structured.</p>

		the electoral law, the first deputy president of the party, Victor Osipov, stated.	
Conclusions: Radio Moldova covered the results of the survey and provided interpretations about them in a fair and unbiased way. In the items of the main newscasts, the station gave airtime to all involved parties. The items broadcast on this topic by Radio Moldova had also a sound structure.			