



MEDIA MONITORING

In the Campaign for 2019 Parliamentary Elections

Final Report
9 January – 24 February 2019
(general conclusions)



This report is produced by the Independent Journalism Center (IJC) and the Association of Independent Press (API), under a media monitoring project, implemented with the financial support of National Endowment for Democracy (USA), Swedish Government, and the US Agency for International Development (USAID).

The opinions expressed therein belong to the authors and do not necessarily reflect the views of the donors.

I. GENERAL DATA

1.1 Objective of the project: monitor and inform the public about media behavior in the pre-election period and during the campaign for the 2019 parliamentary elections in the Republic of Moldova

1.2 Monitoring period: 9 January 2019 – 24 February 2019

1.3 Criteria for selecting the media outlets to be monitored:

The media outlets were selected based on the following criteria: a) form of ownership; b) geography; c) broadcasting language; d) fame/audience. Thus, we are monitoring public and private media outlets, with national, quasi-national and regional coverage, in Romanian and in Russian.

1.4 Media outlets monitored:

Broadcast media

Moldova 1, GRT, Prime TV, Canal 2, Canal 3, Publika TV, Jurnal TV, NTV Moldova, Pro TV Chişinău, TV8, Accent TV, TV Centrală

Online portals and print media

Agora.md, Aif.md, Deschide.md, Diez.md, Esp.md, Gagauzinfo.md, Jurnal de Chişinău (ziar), Kp.md, Moldova.org, Newsmaker.md, Noi.md, Realitatea.md, Sputnik.md, Timpul.md, Unimedia.info, Zdg.md

1.5 Subject-matter of monitoring

TV (18:00-22:00 interval)

- A. One newscast in Russian and one in Romanian;
- B. Programs (talk shows) with electoral character;
- C. Election debates.

Online portals and print media

The entire editorial content, without the publicity marked accordingly.

1.6. The team

The project is implemented within the Coalition for Free and Fair Elections by the Independent Journalism Center (TV monitoring) and the Association of Independent Press (online and print media monitoring).

1.7 Methodological framework

The data were collected and analyzed based on a monitoring methodology developed by Oxford Media Research Center for the monitoring projects of the international organization Article 19: Global Campaign for Free Expression. The methodology was updated at the end of 2018 and beginning of 2019 with the assistance of the experts of the Italian organization Osservatorio di Pavia.

This methodology's characteristics are as follows: use of indicators 1) *quantitative*, including type, duration, topic of coverage, news sources, frequency and duration of appearance of election candidates in news, and 2) *qualitative*, designed to evaluate the tone of coverage: neutral, positive or negative, considering the attitude of the media outlet and/or journalist to each protagonist.

The monitoring focuses on two main components: assessment of *social pluralism* and of *political pluralism* in the media, which implies measuring the diversity of opinions and multitude of voices in the items with electoral content. We are monitoring all items with direct or indirect election content and all items in which representatives of parties or candidates appear, even though the items are not directly related to the elections. We are also monitoring all items dealing with the work of the Government, Parliament and President's Office, as these protagonists play an important role in the public space.

Each item was subject to a content and context evaluation to determine the tonality of coverage. Tonality is assigned by assessing the presence 1) of the *explicit opinion*, expressed by the media to the protagonists, and 2) of the *framing*¹ of the events or subjects that may favor or disfavor the protagonists.

The item's positive content and/or context does not necessarily indicate the bias or partisanship of the media outlet broadcasting the news. Only if there is a trend of favoring or disfavoring certain subjects for a certain period can we speak about lack of balance.

II. DATA ANALYSIS

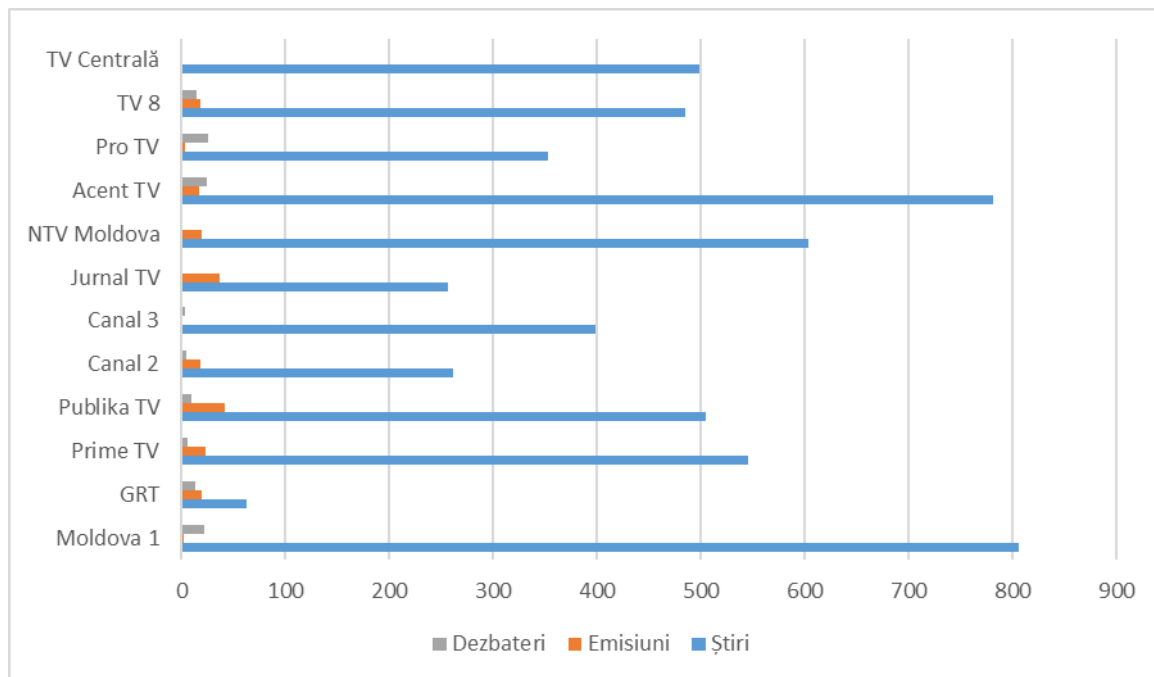
2.1 Broadcast media

Frequency of coverage. In the period from 9 January to 24 february 2019, the 12 TV stations monitored overall broadcast 5,877 items with direct and indirect electoral content, of which 5,556 news stories, 206 programs, and 115 debates. The total amount of the items was of about 449 hours, nearly 208 hours of which accounted for news, 165 hours – for programs, and circa 76 hours – for debates.

Type of item	Appearances	Duration (sec)
News	5556	747476
Talk shows	206	595186
Debates	115	273972
Total	5877	1616634

¹ Framing – selecting and highlighting certain sides of an event or subject and connecting them in such a way as to show a certain interpretation or solution <http://www.revistadesociologie.ro/pdf-uri/nr3-4-2011/07-N%20Corbu.pdf>

Frequency of news stories, programs and debates, per TV station



Topical diversity. The subjects tackled by the majority of the media monitored most of the times concerned the political area – activities with the involvement of the candidates and of political parties, launching of candidates in the national constituency and in uninominal constituencies. Many times, they concerned various allegations, including of corruption, launched by some candidates against others. The second topic by frequency was the election process, including subjects about the work of the Central Election Commission (CEC), the procedure for the registration of candidates in the elections, the voting procedure in the country and abroad, reports on alleged infringements of the legislation by the candidates etc. These were followed by subjects on social issues, the economic area and healthcare areas, corruption, foreign relations, culture and entertainment. As a rule, they had indirect electoral content, dealing with activities of the President and President’s Office, of various ministries and governmental structures, last Parliament session etc. Such subjects as the local public administration, integrity, charity, education and human rights were also tackled but much more rarely.

Social pluralism. In addition to the political players and the candidates, the stations monitored used various social sources in their news, with citizens ranking first, at a great distance followed by representatives of CEC, civil society, local and foreign experts, diplomats, foreign officials and observers, and local public administration. The citizens most of the times were found in news with Vox Populi elements concerning social and political issues as well as in news about the campaign, expressing their opinions about certain candidates in uninominal constituencies.

The most diverse social sources were used by Pro TV (citizens, CEC, experts, civil society, judges/lawyers, diplomats/foreign observers, LPA, media etc.) Moldova 1 (CEC, citizens, NGOs, diplomats/foreign observers, media, judges/lawyers etc.) and Accent TV (citizens, CEC, diplomats/foreign observers, experts, civil society, LPA etc).

Social sources and protagonists quoted or mentioned in news stories and programs/12 TV stations

Sources and protagonists	Frequency
Citizens	5145
Central Election Commission	833
Civil society – NGOs	477
Experts (foreign and local)	462
Diplomats, foreign officials and observers	437
Local Public Administration	425
Government officials	271
Police/Army	253
Business	239
Initiative groups	221
Media	212
Judges, lawyers	194
Church	33
Trade Unions	4

Political pluralism. The items monitored in the reference period had party representatives as well as the independent candidates in uninominal constituencies as main protagonists. In addition, President Igor Dodon, next to Prime Minister Pavel Filip and other Government representatives, were the subjects of many news programs as well as of programs on some of the stations monitored.

The Democratic Party of Moldova (PDM), the Electoral Bloc ACUM, the Socialists Party of Moldova (PSRM), the Șor Political Party, and the Liberal Party (PL) had the biggest visibility in terms of frequency and duration of appearances in images and of direct interventions in news items, programs and debates.

Frequency and duration of appearance in news items and programs of political party representatives, candidates in the national constituency/12 TV stations

Sources and protagonists	Candidate	Frequency	Duration of appearance, sec.	Duration of direct speech, sec.
Democratic Party of Moldova	Yes	2048	42086	27680
Electoral Bloc ACUM	Yes	1723	50180	33514
Socialists Party of Moldova	Yes	1707	56518	37638
Șor Political Party	Yes	831	13864	6196
Liberal Party	Yes	546	10015	6430
Communists Party of Moldova	Yes	354	4464	2256
Our Party	Yes	264	7542	6023
Anti-Mafia People's Party	Yes	169	3191	1829
Democracy at Home Party	Yes	157	2494	1518
Regions Party of Moldova	Yes	147	7889	7050

National Liberal Party	Yes	109	1390	764
People's Will Political Party	Yes	105	1659	1095
Professionals Movement «Speranța - Nadezhda»	Yes	95	1717	1152
Green Ecologic Party	Yes	82	1188	662
Political Party "Patria" (Motherland)	Yes	46	185	0

Frequency and duration of appearance in debates of political party representatives, candidates in the national constituency /12 TV stations

Sources and protagonists	Candidate	Frequency	Duration of appearance, sec.	Duration of direct speech, sec.
Democratic Party of Moldova	Yes	34	17243	17135
People's Will Political Party	Yes	25	12783	12812
Democracy at Home Party	Yes	24	11439	11475
Communists Party of Moldova	Yes	22	5250	4860
Professionals Movement "Speranța – Nadezhda"	Yes	19	8290	8283
Socialists Party of Moldova	Yes	16	7651	6780
Electoral Bloc ACUM	Yes	14	5279	5220
Șor Political Party	Yes	13	4508	4380
Green Ecologic Party	Yes	8	4800	4800
Liberal Party	Yes	8	4088	4080
Our Party	Yes	8	4615	4560
Anti-Mafia People's Party	Yes	8	4265	4260
National Liberal Party	Yes	7	4500	4500
Regions Party of Moldova	Yes	6	2460	2460

Of the candidates registered in the elections in uninominal constituencies, the most covered ones were Vladimir Plahotniuc (affiliated to PDM), Andrei Năstase (affiliated to Electoral Bloc ACUM), Ilan Șor (Șor Political Party), Maia Sandu (Bloc ACUM), Pavel Filip (PDM).

Frequency and duration of appearance in news items and programs of candidates in uninominal constituencies/12 TV stations/TOP 20

Sources and protagonists	Political affiliation	Frequency	Amount of appearance, sec.	Duration of direct speech, sec.
Plahotniuc Vladimir	Democratic Party of Moldova	191	6654	3471
Năstase Andrei	Electoral Bloc ACUM	176	3148	1549
Șor Ilan	Șor Political Party	111	2242	813
Sandu Maia	Electoral Bloc ACUM	100	1636	521
Filip Pavel	Democratic Party of Moldova	87	1540	807
Bătrîncea Vlad	Socialists Party of Moldova	85	6729	5383
Țuțu Constantin	Democratic Party of Moldova	79	1122	565

Greceanii Zinaida	Socialists Party of Moldova	70	2149	1315
Vieru Calin	Independent	59	2165	1552
Munteanu Valeriu	Electoral Bloc ACUM	56	1317	522
Nastas Andrei	Independent	47	426	62
Bolea Vasile	Socialists Party of Moldova	38	2415	1754
Babuc Monica	Democratic Party of Moldova	37	1024	785
Odiintov Alexandru	Socialists Party of Moldova	35	1817	1255
Roşca Vladimir	Socialists Party of Moldova	33	973	526
Slusari Alexandru	Electoral Bloc ACUM	32	452	252
Volosatii Boris	Independent	28	419	278
Terguța Ion	Electoral Bloc ACUM	28	533	303
Costin Vasile	Democratic Party of Moldova	27	166	71
Cojocaru Dinari	Socialists Party of Moldova	27	1262	800

Frequency of appearance in debates of candidates in uninominal constituencies /12 TV stations/at least three appearances

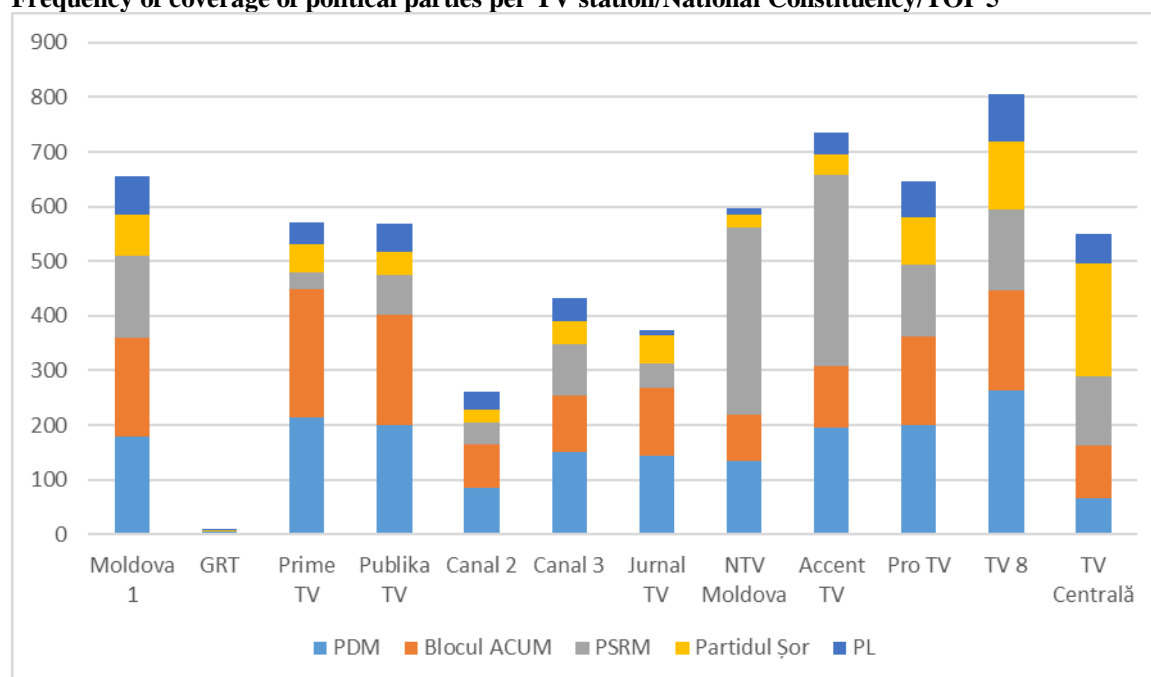
Sources and protagonists	Political affiliation	Frequency	Amount of appearance, sec.	Duration of direct speech, sec.
Herța Veronica	Liberal Party	3	1800	1800
Leiciu Gheorghii	Independent	3	2100	1800
Ciubașenco Dumitru	Our Party	3	1800	1800
Guznac Valentin	Democratic Party of Moldova	3	905	900
Cîrlig Mihail	Independent	3	1800	1800
Bolea Vasile	Socialists Party of Moldova	3	1805	1805
Stratulat Mihail	Democratic Party of Moldova	3	1800	1800
Lebedinschi Adrian	Socialists Party of Moldova	3	1800	1800
Renița Iurie	Electoral Bloc ACUM	3	1800	1800
Lipskii Oleg	Socialists Party of Moldova	3	1823	1823
Chitoroaga Dumitru	Șor Political Party	3	1440	1440
Dimoglo Nina	Șor Political Party	3	2100	1800
Cuznețov Iurii	Șor Political Party	3	1800	1800
Dudoglo Nicolai	Independent	3	2100	1800
Nedelea Veaceslav	Democratic Party of Moldova	3	1385	1380
Gagauz Fiodor	Socialists Party of	3	2100	1800

	Moldova			
Bilețchi Vlad	Liberal Party	3	1791	1791
Cebotarescu Dumitru	Independent	3	1800	1800
Cerba Valeriu	Independent	3	1800	1800
Cojocaru Dinari	Socialists Party of Moldova	3	1800	1800
Volconovici Augustin	Communists Party of Moldova	3	1800	1800
Rotaru Valentina	Democratic Party of Moldova	3	1904	1904
Jelescu Dumitru	Liberal Party	3	490	480
Burduja Petru	Socialists Party of Moldova	3	1800	1800
Crețu Ilie	Liberal Party	3	1800	1800
Verbițchi Ruslan	Electoral Bloc ACUM	3	1800	1800
Nicolaescu-Onofrei Liliana	Electoral Bloc ACUM	3	1800	1800

Of the state institutions, President Igor Dodon and the representatives of the President's Office ranked first in terms of both frequency of appearance and duration of direct interventions.

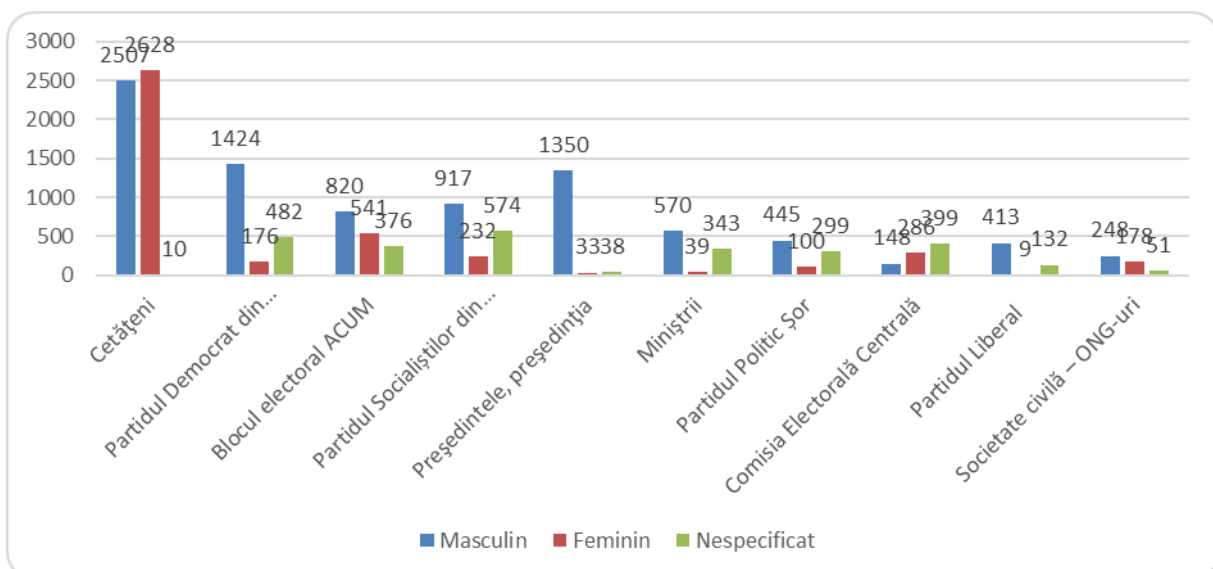
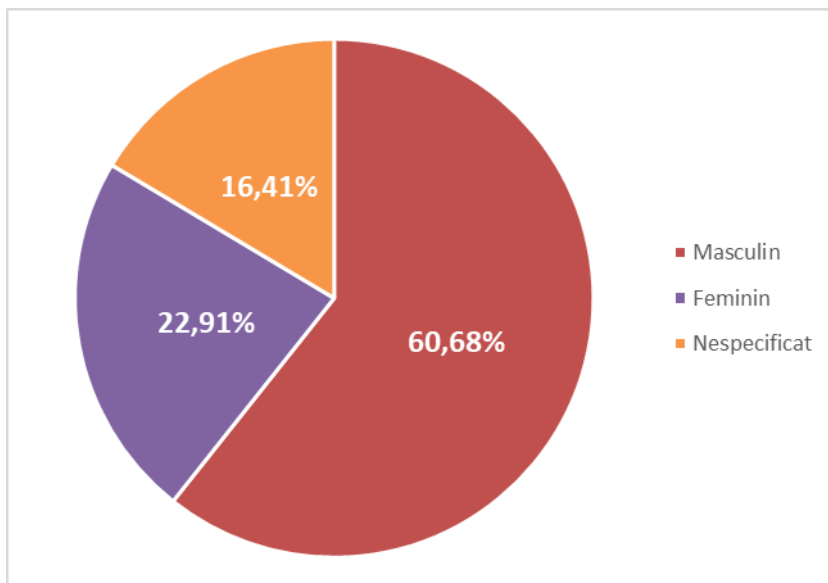
Subjects	Candidate	Frequency	Duration of appearance	Duration of direct speech
President, President's Office	No	1419	95403	55270
Ministries	No	952	36951	30135
Parliament	No	237	7324	5837

Frequency of coverage of political parties per TV station/National Constituency/TOP 5



Gender balance. The vast majority of the items reviewed strongly lacked balance in terms of gender ratio, as a large number of the sources and protagonists quoted or mentioned by the 12 TV stations were males (61%) while female sources accounted for 23%. The only categories of sources/protagonists in which the presence of women was higher than of men were ‘citizens’ and ‘CEC’. A relatively high number of female protagonists/sources was also found within the Electoral Bloc ACUM, followed by the Socialists Party of Moldova. To note that the rate of female sources of the ‘citizens’ category accounted for 48% of total female sources. The best indicator for gender balance was found on Jurnal TV – 32%, Canal 2 – 29%, Canal 3 – 28%, Prime TV – 26%, Publika TV – 24%, TV Centrală – 24%.

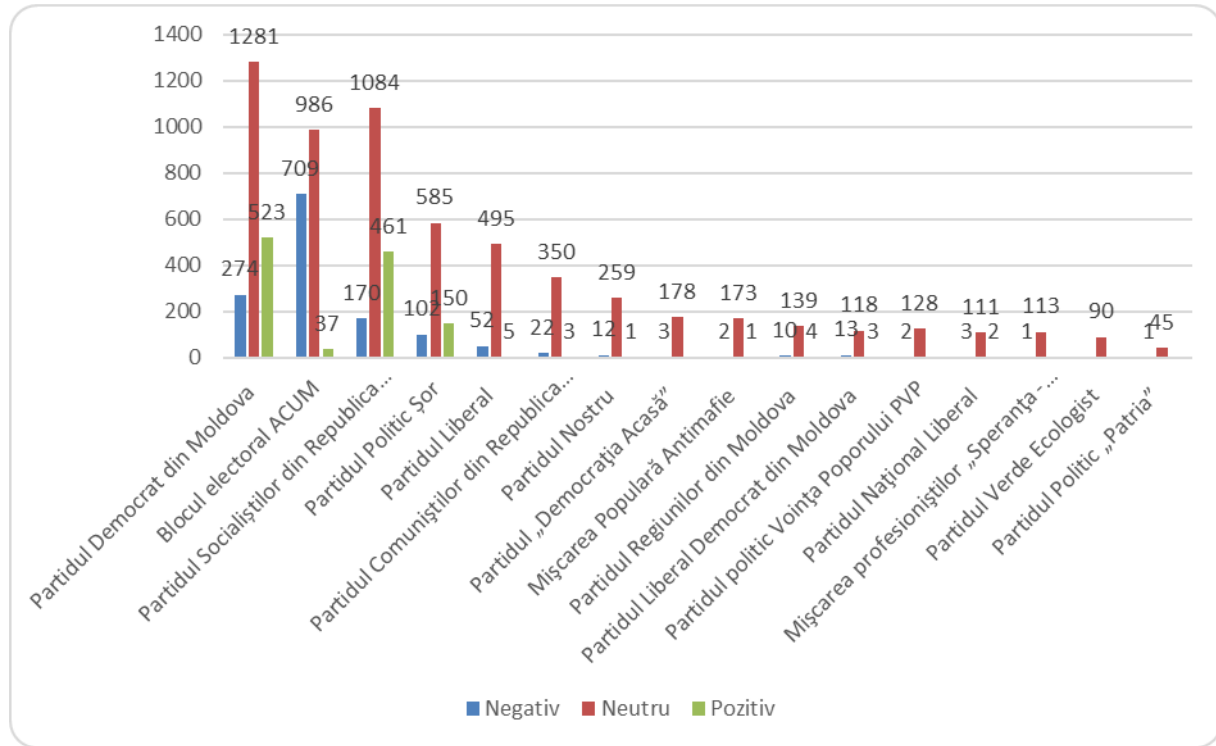
Rate of sources and protagonists from a gender perspective



Tonality of coverage of candidates/General data, 12 TV stations. The PDM candidates in the national constituency were the ones to enjoy positive tonality most of the times, followed by PSRM and Șor Political Party. Similarly, the electoral players in uninominal constituencies

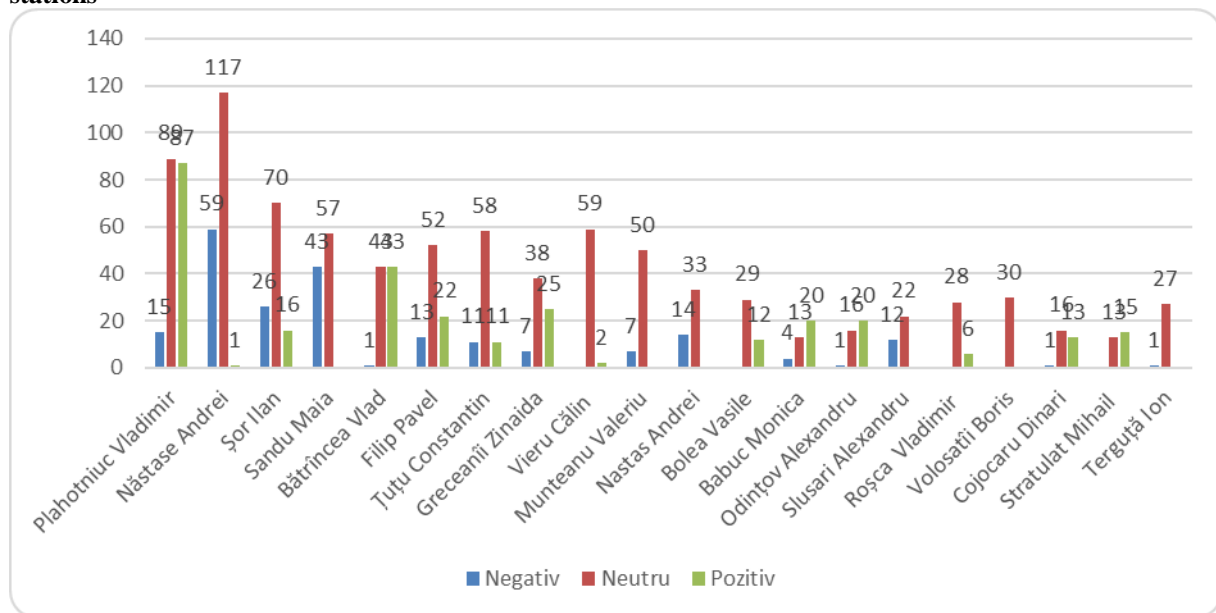
affiliated to this parties were the protagonists of most items on positive tonality. At the same time, the Bloc ACUM representatives appeared in most items on negative tonality. The representatives of PDM, PSRM, Șor Party and PL also appeared in items on negative tonality.

Tonality of coverage of candidates in news items, programs, debates/National Constituency, 12 TV stations

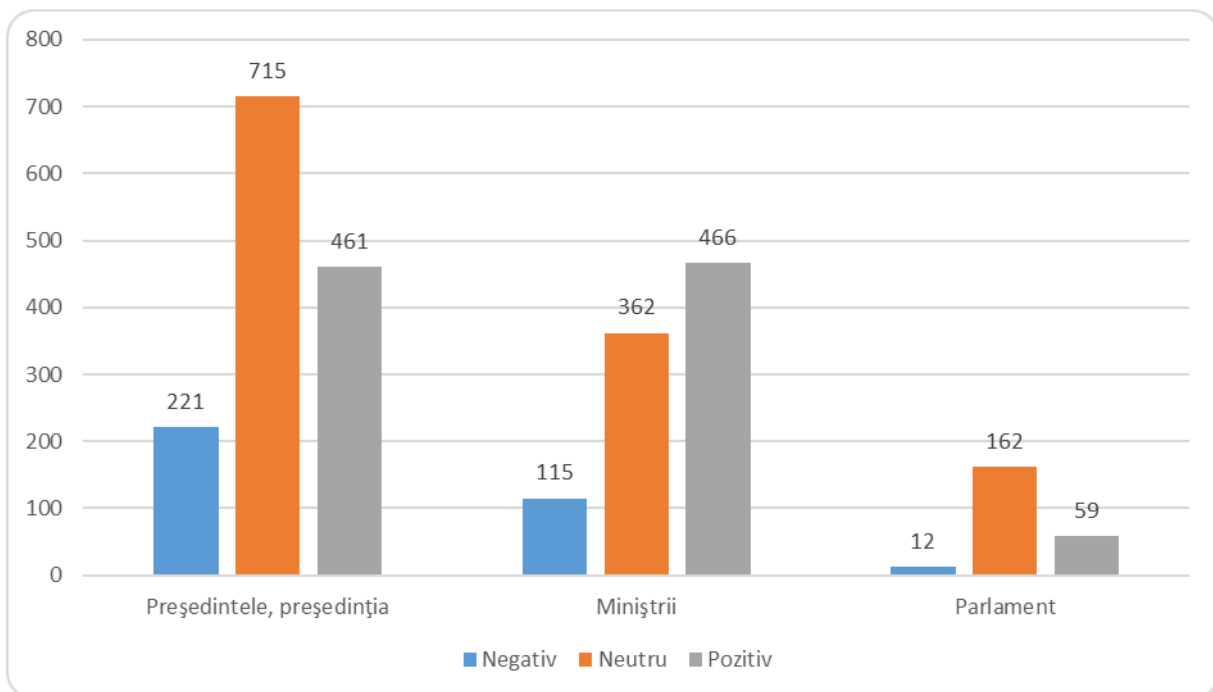


Of the candidates in uninominal constituencies, Vladimir Plahotniuc had most appearances in items on positive tonality, followed by Vlad Bătrâncea and Zinaida Greceanîi. Andrei Năstase, Maia Sandu and Ilan Șor had most appearances on negative tonality.

Tonality of coverage of candidates in news items, programs, debates/Uninominal Constituencies, 12 TV stations



The representatives of state institutions, especially of the Government, were more concerned in items on positive tonality, and those of the President’s Office and of the Parliament – on rather neutral as well as positive tonality.



Tonality of coverage of candidates per TV station

The national public TV station **Moldova 1** covered the campaign mainly in news and debates, also granting free airtime to the candidates. Most of the relevant subjects concerned the election process (39% of the total number of subjects tackled) and the political area (32%), CEC (31%), citizens (25%) and civil society representatives (17%), being the social sources quoted/mentioned most often in the news reviewed. The national public broadcaster granted airspace to a large number of candidates in the national constituency and uninominal constituencies. Most often, its news covered the representatives of the Electoral Bloc ACUM (20% of the total number of candidates in the national constituency), of PDM (20%) and PSRM (17%). Of the candidates in uninominal constituencies, it most often covered Vladimir Plahotniuc (PDM) - 8%, Pavel Filip (PDM) – 4.4% and Valeriu Munteanu (Electoral Bloc ACUM) – 3.5%. The tonality of coverage was neutral for the most part for the majority of them. The representatives of the President’s Office and of the Government were protagonists in many relevant news items, with Prime Minister Pavel Filip and members of the Cabinet most of the times covered on positive tonality (45% of the total number of items with their presence).

The regional public station **GRT** broadcast the election campaign in a summary manner, broadcasting few items relevant to this monitoring in the Russian language evening newscast. The station organized debates for the candidates in uninominal constituencies. Its relevant news, most of the times on political topics (48%), quoted/mentioned CEC representatives (32%) and citizens (32%) who were the main social sources quoted/mentioned by **GRT**. The news and programs aired by this regional public broadcaster showed a tendency to favor the independent candidate Nicolae Dudoglo who enjoyed positive tonality in 50% of the items.

The private stations with national coverage **Prime TV, Canal 2, Canal 3** and **Publika TV** similarly covered the election campaign in their news, programs and debates (on the topic of the national consultative referendum). Political subjects prevailed on the agendas of these broadcasters, with citizens (55-68%), at a great distance followed by experts (5-8%), being the social sources most often used by these stations in the items reviewed. Of the political players, the PDM representatives (26-29%) and the candidates affiliated to this party had access to these stations in most cases. The tonality of their coverage was mainly positive (63-73%), PDM being also favored by the presence of Government members in news and programs (60-80%). The representatives of the Electoral Bloc ACUM and the candidates in uninominal constituencies affiliated to this bloc were present mainly in images, the tonality for them in news being negative most of the times (83-93%). The PSRM representatives and President Dodon appeared in items on negative (38-48%) and neutral (23-33%) tonality.

Jurnal TV covered the campaign in news, programs and debates. The topics tackled mostly concerned the political area (35%) and the election process (22%), the station mainly using citizens (62%) as social sources, followed by experts (8%) and civil society representatives (7%). Of the political players, the representatives of PDM (36%), Bloc ACUM (31%) and Șor Political Party (13%) enjoyed the biggest visibility. The tonality to PDM and Șor Party was neutral (74 and 73%) and negative (26 and 27%), and it was neutral and positive to the Bloc ACUM (85 and 15%).

NTV Moldova and **Accent TV** had similar editorial policies, covering the campaign in news and in programs, and Accent TV – in debates as well. The topics most often tackled were from the political area (28-49%), election process (10-17%), foreign relations (8-10%), civil society, and the economic area. Citizens prevailed among the categories of social sources quoted (43-66%), followed by diplomats and foreign observers (6-21%) and CEC (5-11%). Of the political players, the stations offered airspace mainly to the representatives of PSRM (41-51%) and the candidates in uninominal constituencies affiliated to this party as well as to President Igor Dodon. The items about the Head of the State and representatives of the President's Office took significant space in newscasts and programs, accounting for 80-96% of the items on the Government, Parliament and President's Office. Tonality of coverage was more positive for PSRM (56-72%) and for President Dodon (56-57%). PDM and the Bloc ACUM accounted for 20-22% and 12-13% of the space dedicated to the candidates, being covered on neutral as well as negative tonality: PDM - 49-58% negative and ACUM - 27-39% negative.

Pro TV broadcast a large number of news items and debates for the candidates in the national as well as in uninominal constituencies. This station stood out by providing topical diversity, dealing with subjects on the election process (36%), political area (28%), civil society (6,5%), integrity (6%), corruption (3%) etc. Of social sources, it most often quoted citizens (56%), representatives of CEC (12%), media (5%), civil society (4%), experts (4%) etc. PDM (23%), the Bloc ACUM (19%) and PSRM (13%) were among the more visible political players on Pro TV. Pro TV provided a platform for debates to a large number of candidates in uninominal constituencies. In most cases, the tonality of coverage of political protagonists was neutral on this station.

TV 8 aired news items, programs as well as debates in the period monitored. Most of its subjects (62%) referred to the political area, followed by the election process (18%). The main sources were citizens (55%), CEC (8%), and judges/lawyers (6%). The political players

covered most often included PDM (24%), the Bloc ACUM (17%) and PSRM (16%). The debates organized by TV 8 were attended by a large number of candidates in uninominal constituencies. The station's attitude to the political players most often was neutral.

Televiziunea Centrală covered the campaign in news that mainly concerned the political area (40%) and the electoral process (26%), integrity (7%) and social issues (6%). The station provided relative social pluralism, resorting to citizens (52%), CEC (14%) and LPA (8%) as well as to other social sources. Șor Political Party had the largest visibility (27%), followed by PSRM (17%) and the Bloc ACUM (13%). The tonality to Șor Political Party was rather positive (70%) and to the representatives of PSRM and of the Electoral Bloc ACUM – rather neutral (40%) as well as negative (38%).

2.2 ONLINE PORTALS AND PRINT MEDIA

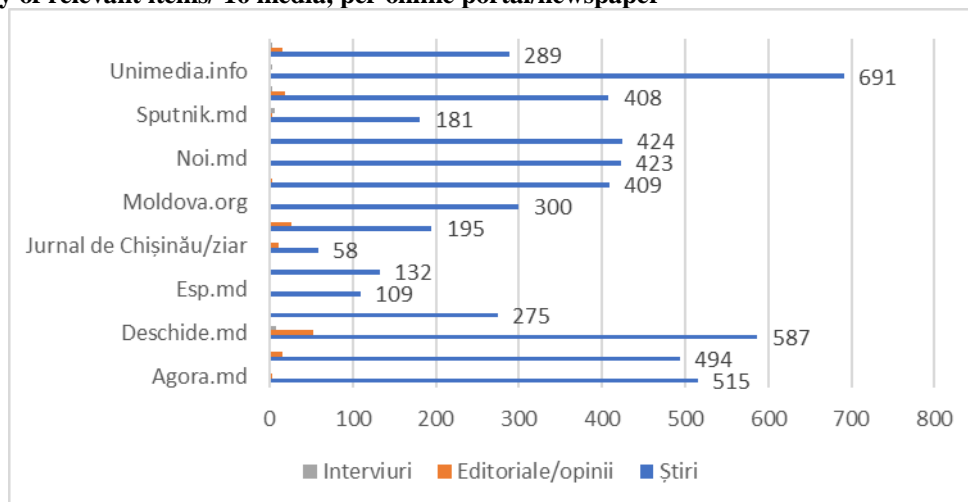
Frequency of coverage. Between 9 January and 24 February 2019, the 16 online portals and newspapers monitored published in total 5,677 items with direct and indirect electoral content, including 5,490 news items, 153 editorials or other opinions, and 34 interviews. The total amount of relevant items constituted 12,458,545 characters. Some items relevant to this monitoring were accompanied by video tracks, with a total amount of 1,651,622 seconds of video recordings (circa 459 hours).

Frequency and duration of items with direct or indirect electoral content/ 16 media

Item genre	Appearances	Videos (sec.)	no. character
News	5490	1627972	11607761
Editorials_opinions	153	9109	592039
Interviews	34	14541	258745
Total	5677	1651622	12458545

Throughout the elections period, Unimedia.info and Deschide.md were the most active information portals, publishing 695 and 648 relevant journalistic items accordingly, followed by Agora.md (518) and Aif.md (511). The regional portals Esp.md (110 items) and Gagauzinfo.md (133) had the most modest coverage of the campaign. The weekly *Jurnal de Chișinău* overall published 69 items that directly or indirectly concerned the election campaign.

Frequency of relevant items/ 16 media, per online portal/newspaper



Topical diversity. More than half (circa 55%) of the journalistic items relevant to this monitoring covered the political activities of the parties and candidates, their declarations, allegations and reactions to them, campaign actions and electoral promises etc. The unfolding of the electoral process, the preparations for the elections date, the work of CEC and of constituency commissions, and the decisions made thereby were subjects of news in 17.5% of the items monitored. Environment topics (only in 5 cases) and gender equality (in 8) were almost never tackled in electoral context. The situation of national minorities, the topics of European integration, settlement of the Transnistrian conflict, and the respect for human rights were tackled very rarely in such context. Nor did such topics as healthcare, education or local public administration enjoy too much attention in items on the campaign and the elections. The fight against corruption was also a subject insufficiently tackled in electoral context.

Several portals published analyses, investigative reports of their own and detailed profiles of the candidates for MP seats, produced under the Civic Initiative for a Clean Parliament. Some media outlets identified creative solutions for informing about the elections via podcasts, competitions, and interactive games. Some portals were very active on the elections day, publishing a very large number of news items on the unfolding of the voting process inside and outside the country, data on voting attendance, infringements flagged, the case of organized transportation of groups of citizens from the Transnistrian region to vote in localities on the right bank of the Nistru River etc.

Social pluralism. The online portals and newspapers monitored used 7,076 sources and protagonists from other categories in addition to the political players and the candidates when documenting their items. As a whole, the portals Agora.md, Deschide.md, Newsmaker.md and Zdg.md had the biggest diversity of social sources. Overall, the portals monitored most of the times used other media sources as primary source of information, by documenting the information additionally or commenting on it. Other media outlets were the most frequent source for half of the 16 portals and newspapers monitored. The election officers were the most frequent source for six portals. *Jurnal de Chişinău* was the only publication monitored where citizens prevailed as the social source. Foreign officials and observers, civil society representatives and experts were also quoted as sources (*see table*).

Social sources and protagonists quoted or mentioned in the items /16 media

Sources and protagonists	Frequency, no.
Media	1721
Central Election Commission	1247
Citizens	970
Diplomats, foreign officials and observers	568
Civil society – NGOs	442
Experts (foreign and local)	392
Initiative groups	386
Government officials	302
Judges, lawyers	301
Business	299
Police/Army	230
Local Public Administration	192
Church	26

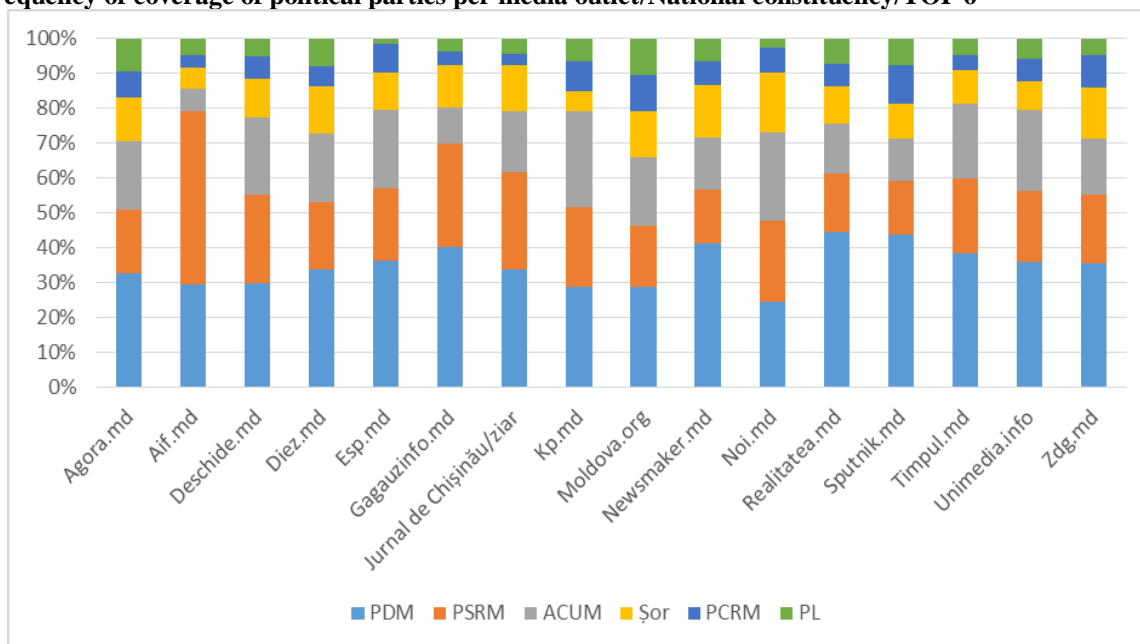
Political pluralism. The online portals and newspapers monitored overall used 3,216 sources and protagonists from the political area, including the parties running in the national election constituency, candidates in the uninominal constituencies or top representatives of the President’s Office, Parliament and Government. By frequency and duration of appearances (quotes/direct speech), the most visible candidates of the 15 parties and other political entities registered in the national constituency were PDM, at a certain distance followed by PSRM and the Electoral Bloc ACUM, then by Șor Party, Communists Party and Liberal Party. The Political Party “Patria”, the Green Ecologic Party and the Professionals Movement “Speranța – Nadezhda” had the most modest media coverage, being concerned in journalistic items tens of times more rarely than the PDM. The items that reported on elections and the electoral process often recalled parties that did not participate in the elections, such as the Liberal Democratic Party, the “Demnitate și Adevăr” Platform, the Action and Solidarity Party or the European People’s Party.

PDM enjoyed the biggest coverage and direct speech/quoting space. By the number of appearances, PDM was the most visible one in 15 of the 16 media outlets monitored, while PSRM – only in one media outlet (**Aif.md**).

Frequency and duration of appearance of political party representatives, national constituency/16 media/TOP 20

Sources and protagonists	Candidate	Frequency, no.	Duration of appearance, characters	Duration of direct speech, characters
Democratic Party of Moldova	Yes	2602	1348268	233449
Socialists Party of Moldova	Yes	1669	954117	189545
Electoral Bloc ACUM	Yes	1411	741202	134080
Șor Political Party	Yes	879	446705	36676
Communists Party of Moldova	Yes	515	169847	34627
Liberal Party	Yes	487	195544	58500
Our Party	Yes	412	139275	24436
Anti-Mafia People’s Movement	Yes	120	37611	16519
Liberal Democratic Party of Moldova	No	119	95166	13597
National Liberal Party	Yes	113	30080	3528
“Platforma Demnitate și Adevăr” Party	No	101	48940	10214
Regions Party of Moldova	Yes	99	76286	26714
Democracy at Home Party	Yes	97	29987	3837
People’s Will Political Party	Yes	84	28914	5972
Action and Solidarity Party	No	78	39501	7016
Professionals Movement “Speranța - Nadezhda”	Yes	69	25264	4323
Green Ecologic Party	Yes	68	18045	1981
Patria Political Party	Yes	51	9709	0
European People’s Party of Moldova	No	47	8161	561
Our House Moldova Party	No	38	19361	4109

Frequency of coverage of political parties per media outlet/National constituency/TOP 6



The items published overall referred to 318 of the 321 candidates registered for the elections in uninominal constituencies (3,900 times overall on all portals and newspapers monitored). By the frequency of their appearances, the most covered ones, in various context and tonality, were Vladimir Plahotniuc/PDM, Andrei Năstase/ACUM, Maia Sandu/ACUM, and Ilan Șor/Șor Party. By the space/duration of appearance, Vladimir Plahotniuc and Ilan Șor were approximately at the same level. By the duration of direct speech/quoting, Pavel Filip/PDM ranked first, mainly because he participated in many public actions, presented as his prime minister duties, during the election campaign (*see table that includes the candidates mentioned at least 19 times*).

Frequency and duration of appearance of candidates in the elections in uninominal constituencies /16 media

Sources and protagonists	Political affiliation	Frequency, no.	Duration of appearance, characters	Duration of direct speech, characters
Plahotniuc Vladimir	PDM	278	242747	37078
Năstase Andrei	ACUM	229	196600	25297
Sandu Maia	ACUM	206	185921	25894
Șor Ilan	Șor	205	235123	38679
Filip Pavel	PDM	132	127147	42651
Țuțu Constantin	PDM	61	49737	9743
Munteanu Valeriu	ACUM	61	42401	7554
Chirtoacă Dorin	PL	55	49780	14578
Greceanii Zinaida	PSRM	50	31212	4931
Ghilețchi Valeriu	Independent	43	55799	19166
Cebotarescu Dumitru	Independent	41	25358	4664
Terguță Ion	ACUM	40	32949	5098
Bătrîncea Vlad	PSRM	36	31965	7669
Dudoglo Nicolai	Independent	36	28740	601

Vieru Călin	Independent	33	29567	15135
Nastas Andrei	Independent	32	17766	531
Țicu Octavian	ACUM	29	16398	2557
Gaburici Chiril	PDM	28	28924	2483
Savva Viorel	Independent	27	32557	14590
Botgros Nicolae	Independent	27	24420	12003
Tauber Marina	Șor	26	18888	4159
Volosatîi Boris	Independent	25	20327	5053
Iordan Serghei	PDM	24	10919	1114
Lebedinschi Adrian	PSRM	23	25574	2888
Bolea Vasile	PSRM	23	19048	4600
Alaiba Dumitru	ACUM	22	8261	1292
Graur Eleonora	PDM	19	13864	490
Bilețchi Vlad	PL	19	12662	3608
Mitriuc Ghenadii	PSRM	19	12286	946
Vartanean Gaik	PSRM	19	8728	4499
Munteanu Igor	ACUM	19	8506	573
Slusari Alexandru	ACUM	19	6395	479

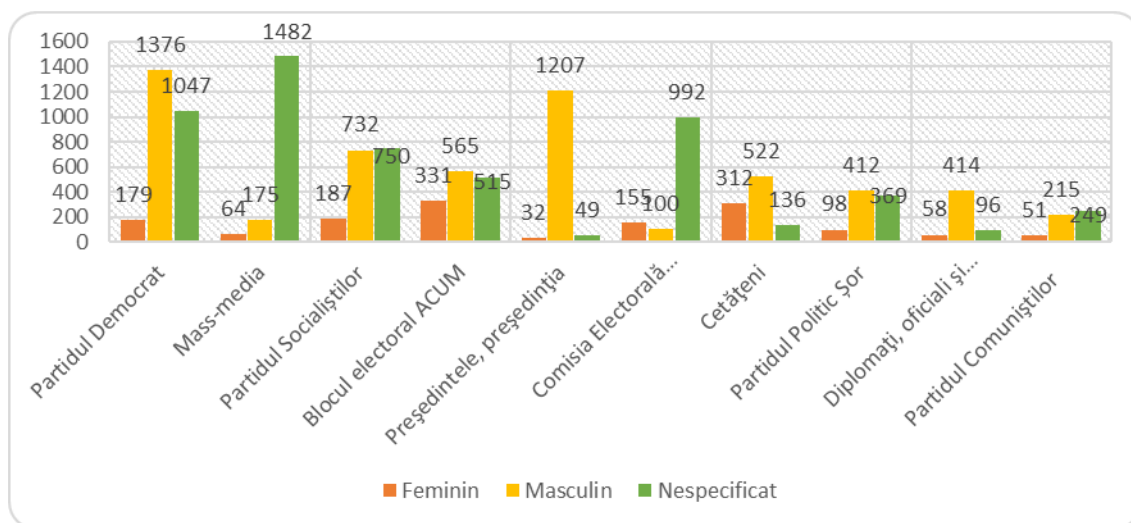
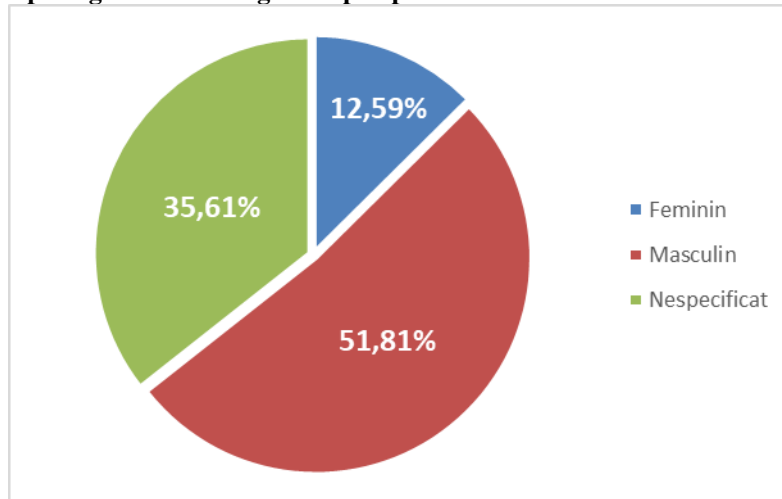
Of the high rank sources, the Moldovan President Igor Dodon was the dignitary covered most often, also enjoying large space of presentation and quoting/direct speech.

Frequency and duration of appearance of the representatives of the President's Office, Parliament, and Government /16 media

Sources and protagonists	Frequency, no.	Duration of appearance, characters	Duration of direct speech, characters
President, President's Office	1288	1280904	346252
Ministries	382	232025	41325
Parliament	202	132442	38720

Gender balance. The lack of gender balance in sources and protagonists in the items that directly or indirectly dealt with the parliamentary elections was maintained throughout the monitoring period. As a whole, for the 16 portals and newspapers monitored, 51.81% of sources and protagonists were males and 12.59% were females. Over one third of the relevant items did not specify the sex of the sources (*see graph*). The best ratio of men sources to women sources in this period was found in the newspaper *Jurnal de Chișinău* and on the portals **Esp.md** and **Agora.md** (on average, three male sources accounted for one female source). The most modest men–women source ratio was found on the portals **Aif.md** and **Gagauzinfo.md** (one female source to 6.5 male sources).

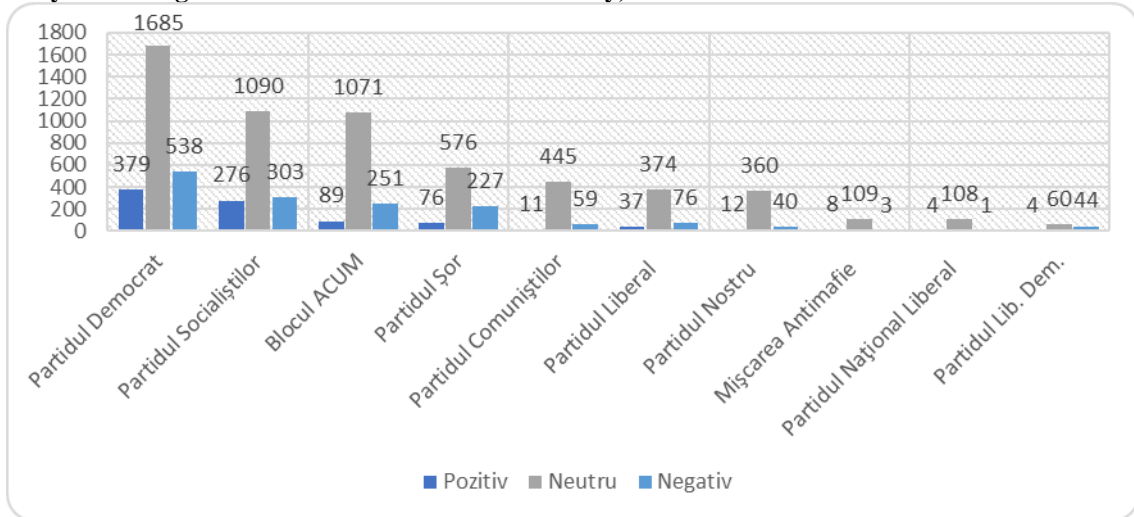
Rate of sources and protagonists from a gender perspective /16 media



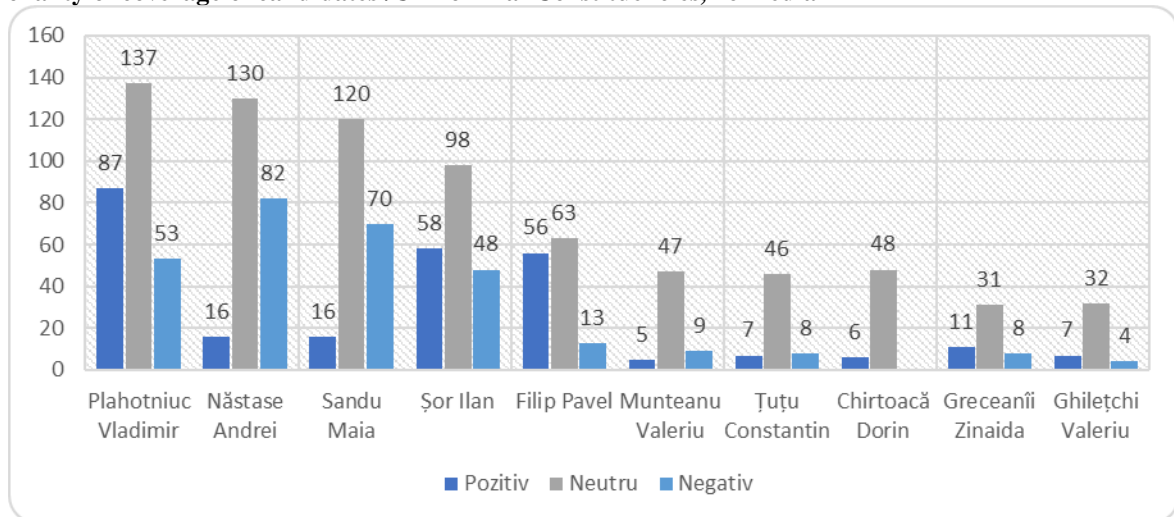
Most of the times, the tonality of coverage overall on the 16 online portals and newspapers monitored was neutral. The PDM was most often presented in negative context, at a distance followed by the PSRM, the Electoral Bloc ACUM and the Șor Party. PDM and PSRM had the most appearances on positive tonality.

The candidates in uninominal constituencies were covered in different contexts and on different editorial tonality, most of the times neutral but also positive or negative. As a whole, Vladimir Plahotniuc/PDM was leader by the number of appearances on positive tonality on all the 16 media outlets monitored, at a great distance followed by Ilan Șor/Șor Party and Pavel Filip/PDM. Andrei Năstase/ACUM and Maia Sandu/ACUM most often were mentioned on negative tonality, at a distance followed by Vladimir Plahotniuc/PDM and Ilan Șor/Șor. In the report period, the President's Office and President Igor Dodon were covered on different tonality, most of the times neutral but also positive and negative.

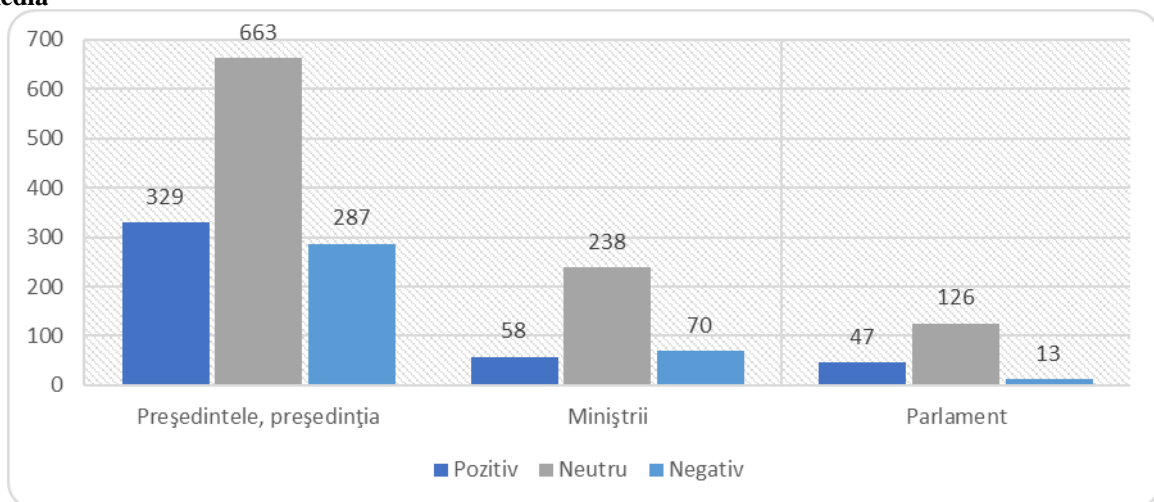
Tonality of coverage of candidates/National Constituency, 16 media



Tonality of coverage of candidates /Uninominal Constituencies, 16 media



Tonality of coverage of representatives of the President's Office, Parliament and Government/16 mass-media



Tonality of coverage of candidates in the elections per media outlet

In the monitoring period, the portal **Agora.md** had a generally balanced editorial behavior and covered the campaign and the candidates on neutral tonality, in an unbiased manner and without editorial preferences.

The portal **Aif.md** covered the election in a biased manner that lacked balance, with visible emphasis on promoting and editorially favoring PSRM and its candidates in the uninominal constituencies, and on laudatory presentation of the activities of President Dodon. At the same time, other election candidates, especially PDM, and more rarely the Șor Party, PL, Electoral Bloc ACUM and PSRM were frequently presented on negative tonality.

The portal **Deschide.md** more often presented the PSRM candidate and President Igor Dodon on negative tonality, editorially disfavoring them. The same can partly be said about the Șor Party. The other candidates were presented differently, more often neutrally but also negatively or positively. At the same time, the portal editorially favored the candidates in the uninominal constituencies Nae-Semion Pleșca/PDM and Viorel Savva/independent.

The portal **Diez.md** covered the campaign and the candidates on different tonality, most of the times neutral but also negative or positive.

The Bălți-based portal **Esp.md** covered the election campaign only from regional perspective, each time presenting the candidates on neutral tonality.

The Comrat-based portal **Gagauzinfo.md** covered the election campaign only from regional perspective. PSRM was more often covered on neutral but also positive tonalities; PDM – neutrally but also negatively. It editorially disfavored the independent candidate Nicolai Dudoglo throughout the campaign through the tonality of his presentation and the allegations brought against him, without granting him the right of reply.

The newspaper **Jurnal de Chișinău** presented PDM as well as this party's candidates Vladimir Plahotniuc and Pavel Filip on generally negative tonality. It often covered PSRM and President Igor Dodon in negative context.

In the monitoring period, the portal **Kp.md** editorially disfavored the Electoral Bloc ACUM and its candidates whom it nearly each time presented on negative tonality, labelling and accusing them, without granting them the right of reply. On the other hand, it favored PSRM, President Igor Dodon as well as Ilan Șor by frequently presenting them on positive tonality.

The portal **Moldova.org** covered the campaign and the candidates generally in a balanced manner, its tone of presentation being mainly neutral.

The portal **Newsmaker.md** generally had neutral tonality in most of its news items on the election campaign and the candidates. It frequently presented the Șor Party and PDM as well as its leaders Ilan Șor and Vladimir Plahotniuc in negative context.

The portal **Noi.md** editorially disfavored the Șor Party and Ilan Șor by the large number of their appearances on negative tonality. It presented the other candidates mainly neutrally.

The portal **Realitatea.md** presented the PDM candidates Pavel Filip and Vladimir Plahotniuc as well as the party as a whole more often on positive tonality. Ilan Șor also often appeared in positive context. The other candidates were presented mainly neutrally.

The portal **Sputnik.md** covered the campaign selectively, omitting many of the resounding events of this period, especially those that might have put the current governance in bad light. President Igor Dodon was obviously favored by the tonality of presentation.

In the monitoring period, the portal **Timpul.md** massively favored PDM and its leaders Vladimir Plahotniuc and Pavel Filip. Ilan Șor and his party was similarly favored. At the same time, the Electoral Bloc ACUM and its leaders Andrei Năstase and Maia Sandu were disfavored by being nearly each time presented on negative tonality. PSRM and President Igor Dodon were also more often covered on negative tonality.

The portal **Unimedia.info** covered the election campaign and the candidates on generally neutral tonality, PDM and its leader Vladimir Plahotniuc being often presented in negative context as well.

The portal **Zdg.md** maintained a generally neutral editorial approach of the campaign and of the candidates, often presenting some of the candidates (PDM, PSRM, the Șor Party, Ilan Șor, Vladimir Plahotniuc) in negative context as well.

The full monitoring report in Romanian language is posted on the websites www.alegeliber.md, www.api.md și www.media-azi.md.