

# **Media Monitoring in the Campaign for the Presidential Elections of 2016**

Final report  
15 September 2016 – 11 November 2016

## I. GENERAL DATA

**1.1 Objective of the project:** to monitor and inform the public opinion about the editorial behavior of media outlets in the election period and in the campaign for presidential elections in the Republic of Moldova.

**1.2 Monitoring period:** 15 September 2016 – 13 November 2016 (*the last two days of the election campaign were monitored from the angle of possible infringements on the election legislation in force*).

### **1.3 Criteria of selection of the media outlets subjected to monitoring:**

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

### **1.4 Media monitored:**

#### **Broadcast media**

Moldova 1, Prime TV, Canal 2, Canal 3, Publika TV, Jurnal TV, Realitatea TV, NTV Moldova, ProTV Chişinău, TV7, Accent TV, N4 TV

#### **Online portals**

Agora.md, Deschide.md, Gagauzinfo.md, Jurnal.md, Moldova24.info, Newsmaker.md, Noi.md, Realitatea.md, Sputnik.md, Today.md, Unimedia.info, Ziarulnational.md

#### **Print media**

КП В Молдове, Панорама, Săptămîna, Timpul

### **1.5 Subject matter of monitoring**

#### **TV (interval between 18.00 and 24.00)**

- A. Newscasts;
- B. Programs of electoral character;
- C. Interviews with the candidates;
- D. Vox Populi;
- E. Election debates.

#### **Online portals**

The entire editorial content of websites, without the advertising marked accordingly.

#### **Print media**

The entire editorial content of periodicals monitored, without the advertising marked accordingly.

### **1.6. The team**

The project is carried out as part of the Coalition for Free and Fair Elections by the Association of Independent Press (monitoring the online and print media) and the Independent Journalism Center (monitoring TV stations).

### **1.7 Methodological framework**

**Statistics:** The monitoring methodology was developed by the Oxford Media Research Center for the monitoring projects of the international organization Global Campaign for Free Expression “Article XIX”. The characteristics of this methodology are as follows: use of indicators 1) *quantity*

*indicators*, including type, duration, topic of coverage, sources of news, frequency and duration of appearance of election candidates in news, and 2) *quality indicators*, which establish the bias of the media outlet monitored. Each news item or opinion is subjected to a content and context evaluation, to determine if they are favorable or unfavorable to one or another party/or one or another election candidate. A positive or negative content and/or context of a news item does not necessarily point out the bias or partisanship of the media outlet that broadcasts the news item. It is possible for the news to favor or disfavor one of the subjects and still be objective and fair from a professional point of view. Unless there is a tendency, for a certain period, one cannot speak about an unbalance. **In assessing the context, we measure only the frequency of the items that favor or disfavor directly or indirectly the election subjects. Neutral appearances are quantified only from the perspective of the frequency of appearances in images and of personal interventions.**

**Case studies:** Taking into account the major impact that the media have on creating the public opinion and on the high credibility thereof among the population, we made a content analysis of the items that treated the most important subjects broadcast by the media monitored. We aimed to identify the angles of approach and the manners of presentation of the relevant subjects. The items were analyzed both from the point of view of their observance of the principles of quality journalism (fairness, impartiality, pluralism of the information sources, separation of facts from opinions) and from a technical aspect, looking at the use of technical procedures to amplify or diminish certain messages.

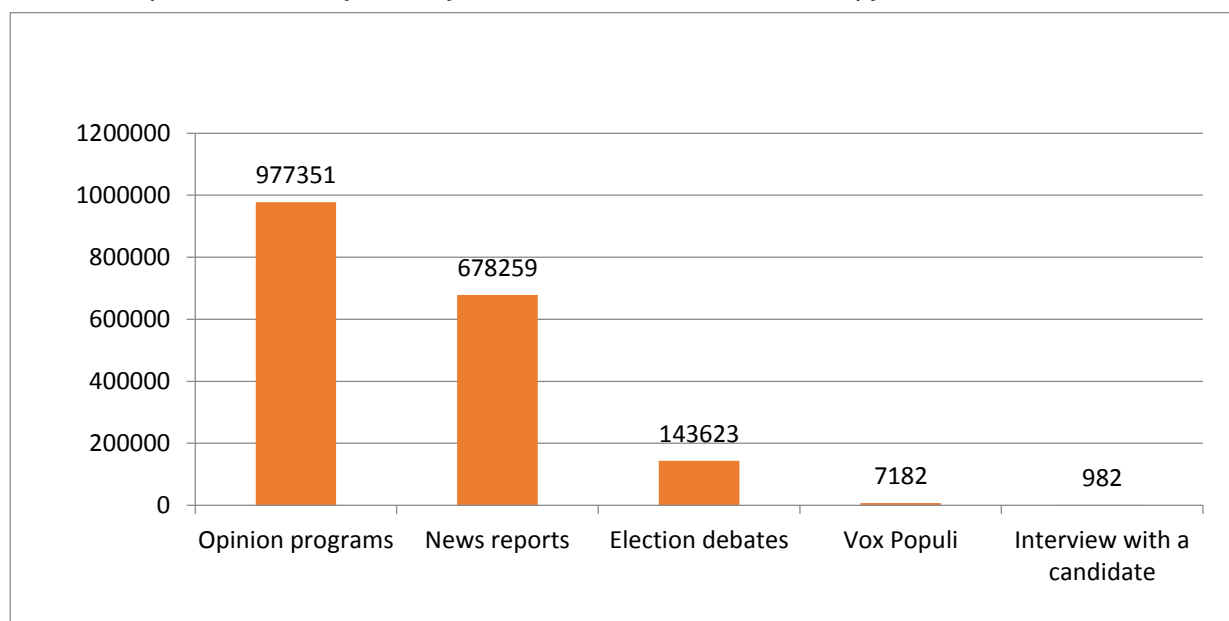
## II. DATA ANALYSIS

### 2.1 Broadcasting

#### General conclusions

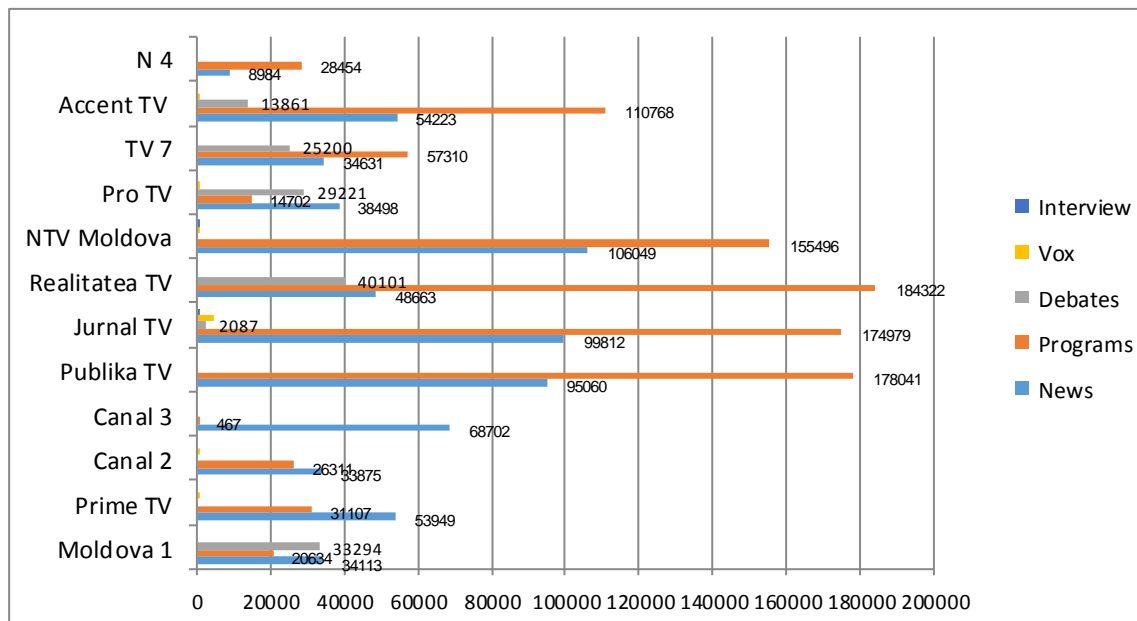
Between 15 September and 11 November 2016, the 12 broadcasters monitored aired 5923 items of direct or indirect election character, in the total amount of 1807397 sec. or 502 hours. Of them, 5370 were news stories; 457 – programs; 50 – debates; 47– Vox Populi and 3 – interviews with the candidates.

*Space allocated by the 12 TV stations for items of direct and indirect electoral character, by genre, sec.*



The largest space for news stories of direct and indirect electoral character was allocated by NTV Moldova – 106049 sec. (29.4 hours), Jurnal TV - 99812 sec. (27.7 hours) and Publika TV – 95060 sec. (26.4 hours), while the biggest space for programs was offered by Realitatea TV – 184322 sec. (51.1 hours), Publika TV – 178041 sec. (49.5 hours), Jurnal TV – 174979 sec. (48.6 hours) and NTV Moldova – 155496 sec. (43.2 hours). Realitatea TV, Moldova 1 and Pro TV allocated most of the space for election debates. The most Vox Populi were inserted by Jurnal TV. The TV stations with national coverage Prime TV, Canal 2, Canal 3 and Publika TV did not organize election debates in the interval monitored.

Space allocated by the 12 TV stations for items of direct and indirect electoral character, by station, sec.



Most of the times, the subjects tackled by the 12 TV stations referred to the political area – 3054 items or approximately 52% of the total amount of subjects, and to the election process – 1214 items (20%). These were followed by the social issues – 369 items (6%); economic problems and various crimes – 247 and 237 items accordingly (4% each). The figures show that the stations monitored covered the election campaign rather from the perspective of political statements and of the allegations launched by certain political players against others. The important subjects, such as the perspectives of the election candidates regarding resolving the social and economic problems and corruption were tackled less while such topics as education, the minorities, environment and human rights were nearly missing from the agendas of the media monitored.

Subjects with direct or indirect electoral character tackled by the 12 TV stations.

Topics tackled	Frequency	Duration, sec.
Political	3054	1259750
Election process	1214	193112
Social issues	369	67491
Economic	247	72996
Crime	237	37854
Foreign relations	130	24848
Corruption	126	36312
European integration	89	19240
Health	81	16762
Law and Constitution	72	13007
Culture and entertainment	59	8828
Education	55	8380
Local public administration	50	17060
Minorities	34	8349
Sport	31	4088
Press	25	3707
Police/Security/Army	15	7500
Human rights	10	1315

Gender	8	948
Transnistrian issue	5	2815
Environment	5	2318

In documenting news stories, most of the times the respective stations resorted to citizens - 3249 appearances/42070 sec. of direct interventions, and these mainly were items on the meetings of the election candidates and the favorable opinions expressed by the citizens in their support. These were followed by the representatives of the Central Election Commission (CEC) (499 times/9275 sec. of direct interventions) who most of the times were quoted in items on the unfolding of the election campaign and the preparations for the voting, and the current CEC activities. Civil society representatives had 497 appearances /13990 sec. in items on the results of the election surveys and the monitoring of the election campaign. The members of the Government were quoted and/or mentioned 453 times, for 9130 sec., rather in items of indirect electoral character on the successful activities of the governance as well as in items of direct electoral character, such as the meetings of Government members in various localities of the country. The experts were present in news stories 442 times, with direct interventions of 20483 sec., followed by foreign diplomats, officials and observers (424 times/8801 sec.) and representatives of the local public administration (LPA) (405 times/ 6745 sec.). The following were also mentioned or quoted: judges/lawyers (285 times), MPs (259 times), businesspeople (224 times), media, representatives of the Police, Church, Broadcast Council, President's Office etc.

Of the election candidates, the highest number of appearances and mentions – circa 25% of the total number – was enjoyed by the candidate of the Action and Solidarity Party (PAS), Demnitate si Adevăr Platform Party (PPDA) and Liberal Democratic Party (PLDM) Maia Sandu and by the candidate of the Socialists Party (PSRM) Igor Dodon. Igor Dodon received the largest space for screen appearances and direct interventions. He was followed by Marian Lupu, the candidate of the Democratic Party of Moldova (PDM), with 17% and Andrei Năstase, PPDA, with 13%. Of the political parties, the PDM ranked first (19% of the total appearances and mentions) followed at a big distance by Our Party (9%) and PSRM (6%).

*Frequency, duration of appearances in images and duration of direct interventions of election candidates and political players in news stories, 12 TV stations, sec.*

Sources and protagonists	Frequency of appearance	Duration of appearance in images	Duration of personal intervention
Maia Sandu	1508	43428	17402
Igor Dodon	1504	47502	24399
Democratic Party of Moldova	1107	28071	14890
Marian Lupu	995	33554	13784
Andrei Năstase	762	25624	9276
Partidul Nostru	535	13577	5252
Iurie Leancă	510	10478	4551
Mihai Ghimpu	432	9614	4940
Dumitru Ciubașenco	379	6932	2417
Socialists Party of Moldova	378	11946	10073
Demnitate and Adevăr Platform Party	376	10227	6638
Valeriu Ghilețchi	229	4023	2084
Inna Popenco	225	4175	1622
Maia Laguta	203	3520	1763
Ana Guțu	187	3041	1271

Silvia Radu	186	3746	1531
Communists Party of Moldova	161	4278	3714
Social-Political Movement "Ravnopravie"	112	2971	1401
Action and Solidarity Party	99	2931	2419
Liberal Democratic Party of Moldova	98	1078	591
Liberal Party	66	1713	1259
People's European Party of Moldova	18	440	349
People's Socialist Party	13	761	667
Antimafia People's Movement	11	525	418
Renaissance Party	10	373	213
"Our House - Moldova" Party	8	92	0
Liberal Reforming Party	6	116	116
Russian-Slavic Party of Moldova	4	190	168
People's Christian Democratic Party	4	96	51
"Right" Political Party	3	42	42
National Liberal Party	2	15	14

Experts and media representatives prevailed in programs (267 and 202 appearances and/or mentions accordingly). They were followed by the citizens, with 134 appearances, PDM representatives – 129 appearances, of the civil society – 83 appearances, members of the Government – 51 appearances and PSRM members – 49 appearances. The election candidates, most of the times, participated in debates and were mentioned in programs.

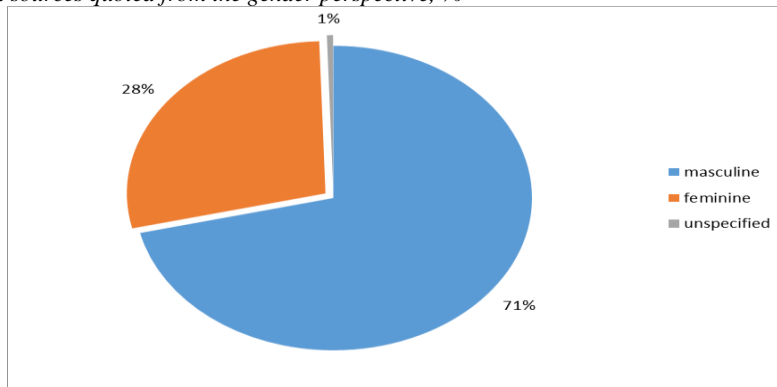
*Frequency of appearance or mentions, duration of appearance in images and duration of direct intervention of election candidates in programs and debates, 12 TV stations, sec.*

Sources and protagonists	Frequency of appearance	Duration of appearance in images	Duration of personal intervention
Maia Sandu	122	36771	24185
Igor Dodon	121	44815	30125
Marian Lupu	77	7867	2575
Andrei Năstase	72	14203	9157
Iurie Leancă	52	15796	13017
Mihai Ghimpu	45	14002	10427
Dumitru Ciubașenco	37	10285	7346
Valeriu Ghilețchi	30	18005	13974
Ana Guțu	22	14748	12093
Maia Laguta	21	12394	9839
Silvia Radu	16	9516	6569
Inna Popenco	8	154	0

Between 15 September and 11 November 2016, the share of feminine gender sources in the items aired by the 12 broadcasters monitored accounted for 28%. To note that this indicator fluctuated depending on the number of appearances in news stories of the election candidates<sup>1</sup>, of citizens and CEC representatives, without the media making additional efforts to quote feminine sources from other source categories.

<sup>1</sup> Five female candidates ran in the elections: Ana Guțu, Inna Popenco, Maia Laguta, Maia Sandu, and Silvia Radu.

Share of protagonists and sources quoted from the gender perspective, %

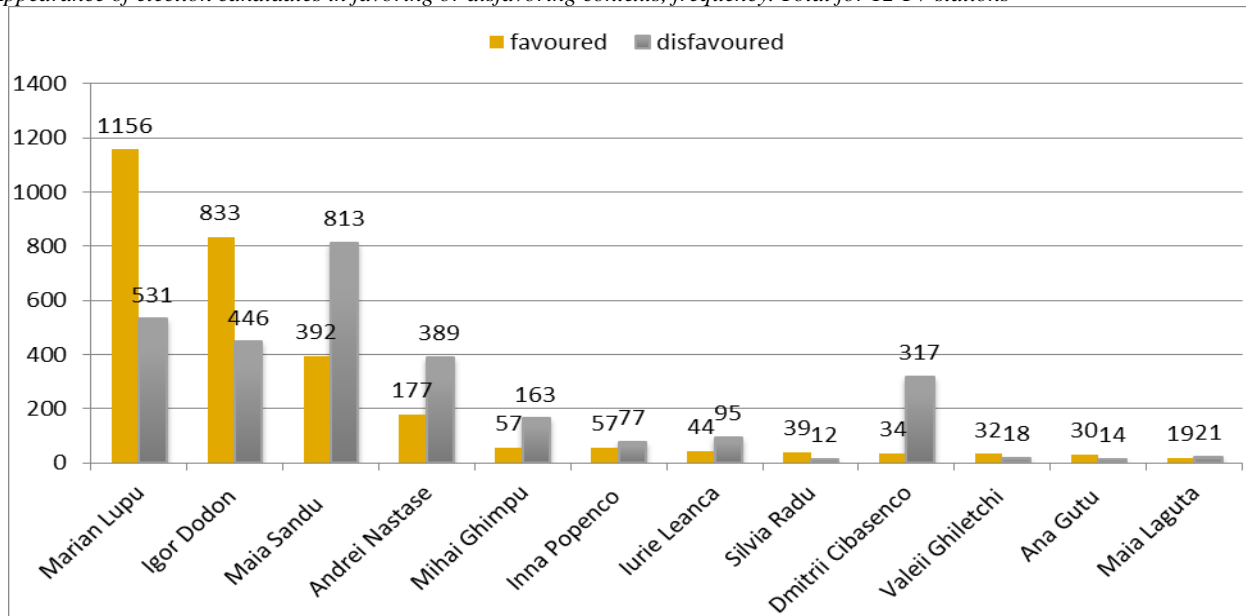


A perfect gender balance was registered in the citizens category where the share of women accounted for 51% (1733 women sources versus 1648 men sources) and CEC<sup>2</sup> – 60,8% (305 women versus 196 men). This indicator was relatively high in the civil society category as well – 31% (181 women versus 390 men).

The lowest share of women was attested among the members of the Government (6%), Parliament (8%) and experts (8%). The unbalance was obvious for political parties, too, where the rate of women mentioned or quoted varied as follows: PPEM - 0%; Renaissance Social-Political Movement– 2.5%; Our Party – 3%; PLDM – 4%; PAS – 5%; PPDA – 6%; PL – 9%; PSRM – 10%; PCRPM – 15%; and PDM - 16%.

The PDM candidate Marian Lupu and the PSRM candidate Igor Dodon were most favored from the viewpoint of the context of their appearances, being shown in positive light in 1156 and 833 items accordingly. They were followed, at a big distance, by the PAS, PPDA and PLDM candidate Maia Sandu, with 392 favoring items. Maia Sandu was also the most disfavored candidate by the context (813 items). To note that the number of disfavouring items for the PAS, PPDA and PLDM candidate significantly increased in the second round of the elections.

Appearance of election candidates in favoring or disfavouring contexts, frequency. Total for 12 TV stations



<sup>2</sup> CEC President – Alina Rusu



Seven of the 12 TV stations monitored favored and/or massively disfavored certain election candidates via news stories and programs of direct and indirect election character. The other five TV stations did not display any clear trends of favoring and/or disfavoring an election candidate.

The public broadcaster **Moldova 1** generally covered the election campaign in an appropriate manner. The station provided certain balance regarding the frequency and duration of appearances of the candidates and political parties as well as regarding the context of appearances, by presenting the candidates in neutral, negative or positive contexts. Moldova 1 had the highest indicator for gender balance (34%). However, it had some problems with regard to the diversity of subjects, diversity of sources and the protagonists. To note that in the first campaign period the station broadcast a relatively high number of subjects of indirect electoral character that favored the candidate of the governance Marian Lupu. The share of such items decreased after the publishing of the first reports on the monitoring of the civil society.

The private stations with national coverage **Prime TV, Publika TV, Canal 2** and **Canal 3** covered the election campaign in an unbalanced manner by the frequency and context of appearance of political parties and election candidates and by the duration of appearances on the screen and direct interventions and gender parity; and covered in a relatively balanced way the diversity of subjects and diversity of sources. The stations part of the same holding – General Media Group – massively promoted the PDM candidate Marian Lupu in the first election round and clearly disfavored the PAS, PPDA and PLDM candidate Maia Sandu in the second election round.

**Jurnal TV** covered in an unbalanced manner the election campaign with regard to frequency and the context of appearance of politicians and election candidates in news stories and programs; the duration of appearances on the screen and of direct interventions; diversity of subjects and gender parity and in a relatively balanced manner the equilibrium of protagonist categories in election news stories. Jurnal TV clearly disfavored the election candidates Marian Lupu and Igor Dodon and exclusively favored Andrei Năstase and Maia Sandu.

**NTV Moldova** and **Accent TV** covered in an unbalanced way the election campaign by segments: frequency and the context of appearance of election candidates and parties in news stories; duration of direct interventions; diversity of subjects; the balance of the categories of protagonists in election news stories and gender parity. NTV Moldova and Accent TV massively favored the PSRM candidate Igor Dodon both by the space granted to his direct interventions and the positive context of the items with direct or indirect electoral character and disfavored the PAS, PPDA and PLDM candidate Maia Sandu.

**Realitatea TV** and **Pro TV Chișinău** covered the election campaign in a balanced and adequate manner. However, it had some problems related to the diversity of the subjects, the balance of protagonist categories and gender parity.

**TV 7** generally covered the election campaign adequately with regard to the number of election news stories; diversity of subjects and average number of sources and protagonists per news story. At the same time, TV 7 covered in an unbalanced manner the election campaign with regard to the frequency and context of appearance of the protagonists in news stories; the frequency of direct interventions of the election candidates and their duration in news stories; and gender balance. In the second election round, TV 7 slightly favored the election candidate Maia Sandu.

**N4** did not cover the elections adequately, if referring to the number of election news stories, the average number of sources and protagonists per news item, and gender parity. At the same time, N4

covered in a relatively balanced manner the election campaign with regard to the balance of protagonist categories in the election news stories. N4 did not clearly favor any of the election candidates.

## Moldova 1

Between 15 September and 11 November 2016, the public broadcaster Moldova 1 aired 472 items of electoral character, of which 453 news stories, 10 election debates, 7 programs and 2 Vox Populi. The total duration of items was of 88175 sec. (24.5 hours). The vast majority of news stories tackled topics related to the election process (53%) and the political area (37%), referring to the CEC work, the monitoring of the campaign by civil society organizations, to campaign activities of the election candidates, results of opinion surveys etc.

In documenting the 453 news stories the stations used 975 sources, most of which were from the category of CEC members (78 appearances/1550 sec.), civil society representatives (66 times/1311 sec.), foreign diplomats, officials and observers (47 times/440 sec.), citizens (46 times/478 sec.), representatives of the Parliament and Government (37 and 36 times, for 617 and 896 sec. accordingly). The stations also made reference to the LPA members, representatives of the Police, Church, President's Office, businesspeople etc.

Of the election candidates, the stations most of the times made reference and quoted Maia Sandu – 106 times or 10.8% of the total number of sources who also had the highest duration of direct interventions. The frequency of appearance of Igor Dodon was a little lower – 89 times (9.1%). Party members appeared in news stories more rarely than the election candidates.

*Frequency, duration of appearance in images and duration of direct interventions of election candidates and political parties in news stories, sec.*

Sources and protagonists	Frequency of appearance	Duration of appearance in images	Duration of personal intervention
Maia Sandu	106	3174	996
Igor Dodon	89	2497	853
Marian Lupu	48	1178	242
Iurie Leancă	45	1095	284
Andrei Năstase	40	963	112
Mihai Ghimpu	36	799	315
Dumitru Ciubașenco	30	731	239
Valeriu Ghilețchi	24	398	152
Ana Guțu	21	446	172
Silvia Radu	21	345	151
Maia Laguta	18	308	106
Inna Popenco	17	526	147
Socialists Party of Moldova	15	270	205
Communists Party of Moldova	12	208	186
Demnitate and Adevăr Platform Party	12	271	175
Democratic Party of Moldova	9	266	148
Action and Solidarity Party	5	103	77
Social-Political Movement "Ravnopravie"	4	100	51
Our Party	4	132	0

Liberal Party	2	24	0
Liberal Democratic Party of Moldova	2	34	34
Liberal Reforming Party	2	24	24
“Right” Political Party	2	18	18

The 7 relevant programs that most of the times had an indirect electoral character were attended by representatives of the civil society, members of the Government and Parliament, experts, and CEC members. Election candidates did not participate in programs.

Between 15 September and 13 November Moldova 1 organized 10 election debates to which all the election candidates were invited. The behavior of the moderators was balanced, without favoring or disfavoring any of the debate participants.

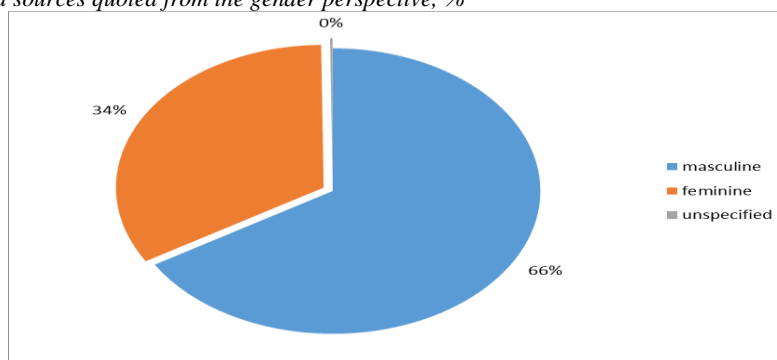
*Frequency, duration of appearances in images and duration of direct interventions of the election candidates in programs and debates, sec.*

Sources and protagonists	Frequency of appearance	Duration of appearance in images	Duration of personal intervention
Maia Sandu	5	4708	4670
Igor Dodon	5	4784	4740
Iurie Leancă	2	1516	1500
Mihai Ghimpu	2	1500	1500
Andrei Năstase	1	749	720
Dumitru Ciubașenco	2	1490	1490
Ana Guțu	2	1470	1470
Valeriu Ghilețchi	2	1500	1500
Silvia Radu	2	1500	1500
Maia Laguta	2	1500	1500
Marian Lupu	1	720	720

The relevant items on Moldova 1 showed the highest rate of women sources and protagonists women – 34%. The highest number of women sources were from the categories CEC (68%) and citizens (67%). The biggest gender unbalance was registered for the members of the Government category (5%).

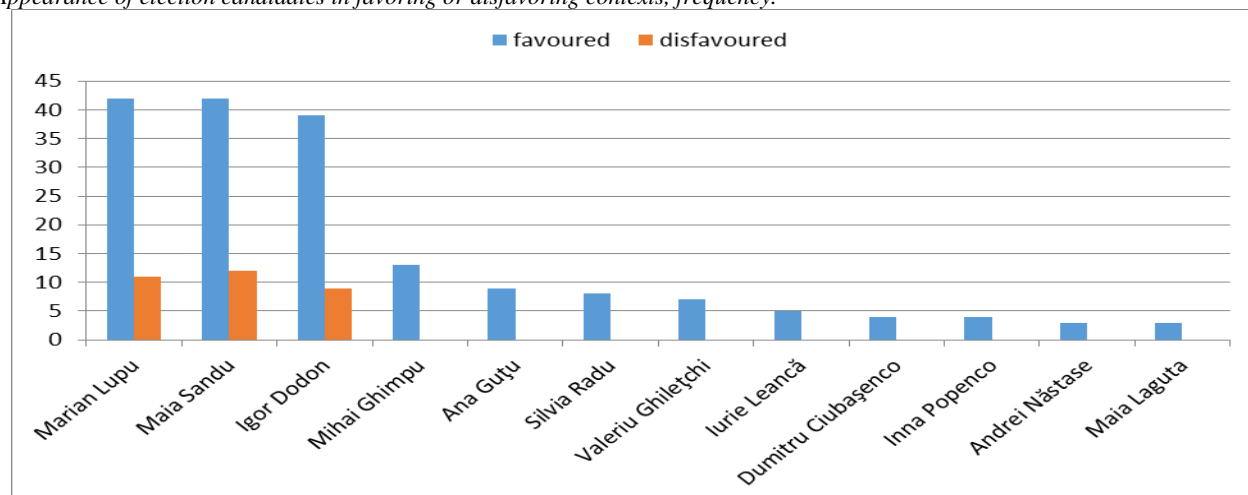
Feminine gender sources were not diverse. The relatively high indicator is explained by the high number of items with the presence of the election candidates – the frequency of appearance of Maia Sandu, for instance, accounted for 32% of the total number of feminine sources while the other female candidates enjoyed circa 26%. Other 16% of sources were CEC representatives and 9% - citizens.

*Share of protagonists and sources quoted from the gender perspective, %*



The context of appearances of the election candidates in news stories, programs and debates on Moldova 1 was rather favoring of most of the candidates. Maia Sandu, Marian Lupu and Igor Dodon were favored or disfavored by the context in a relatively equal number of items. In Marian Lupu's case, the high number of favoring items is explained by the presence of items of indirect electoral character (favoring by transfer of positive image). The other candidates appeared only in positive contexts, especially in the election debates that were attended by the candidates or their representatives.

*Appearance of election candidates in favoring or disfavoring contexts, frequency.*



## Prime TV

Prime TV, a private station with national coverage, owned by Vlad Plahotniuc, First Deputy President of the PDM, in total broadcast 566 items, including 539 news stories, 24 programs and 3 Vox Populi, with the total amount of 80551 sec. or circa 22.4 hours. The topics tackled focused more on the political area – 251 items or 44%, the election process – 72 items (12%) and social issues – 58 items (10%). By 26 October, when the PDM candidate announced his withdrawal from the election campaign, Prime TV inserted many campaign news stories as well as news stories of indirect electoral character that favored Marian Lupu. Most of the times these were subjects on the successful work of the Government, the meetings of Government members in various localities of the country, items on the social actions undertaken by Vlad Plahotniuc's Edelweis Foundation, and the campaigns and projects carried out by PDM in various localities in the country. The station informed less about the election process and the election programs or other election candidates. After 26 October and especially in the second round of the elections, Prime TV substantially reduced the number of items relevant to this monitoring.

The 1839 sources quoted in the relevant news stories on Prime TV most of the times included citizens – 429 times or 23% of the total sources and protagonists. This station also quoted representatives of the Government (89 times), foreign diplomats, officials and observers (64 times), LPA representatives (54 times), CEC (45 times), civil society (38 times), businesspeople (29 times), experts (28), judges/lawyers (26 times), media (24), MPs (20 times) etc.

Of the election candidates and political parties, the news stories most of the times mentioned the PDM members and Marian Lupu – 136 times and 121 times or 7.4% and 6.8% accordingly. They had the longest duration of appearances in images – 2624 sec. and 2863 sec. accordingly, and were followed by Our Party members, mentioned 95 times and quoted for 360 seconds; Maia Sandu – with 89 appearances/340 sec. direct quotes and Igor Dodon – 84 appearances/816 sec. of personal interventions.

*Frequency, duration of appearances in images and duration of direct interventions of election candidates and political players in news stories, sec.*

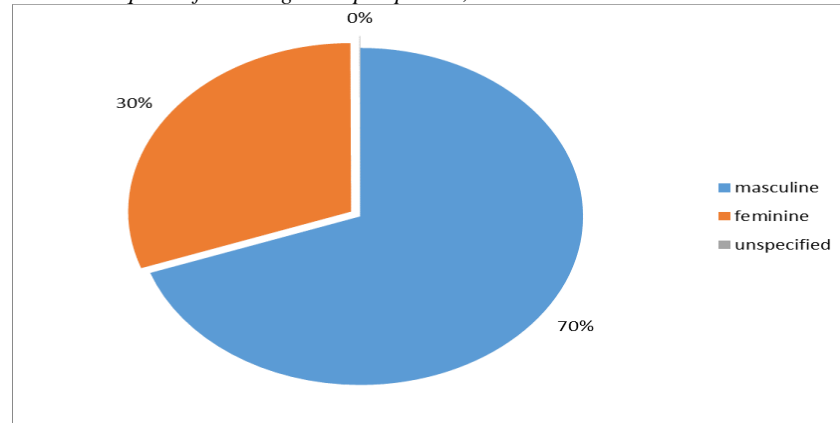
Sources and protagonists	Frequency of appearance	Duration of appearance in images	Duration of personal intervention
Democratic Party of Moldova	136	3796	2624
Marian Lupu	121	5393	2863
Our Party	95	1706	360
Maia Sandu	89	1705	340
Igor Dodon	84	2003	816
Andrei Năstase	57	1552	198
Iurie Leancă	32	780	413
Demnitate and Adevăr Platform Party	27	654	106
Socialists Party of Moldova	26	613	365
Dumitru Ciubașenco	24	402	18
Valeriu Ghilețchi	12	196	95
Maia Laguta	12	280	160
Social-Political Movement "Ravnopravie"	11	319	112
Communists Party of Moldova	10	246	188
Silvia Radu	8	154	71
Action and Solidarity Party	7	188	170
Ana Guțu	6	68	0
Liberal Party	5	87	82
Antimafia People's Movement	4	65	42

The relevant programs had experts, representatives of the civil society, of the media, members of the Government and the election candidate Iurie Leancă as guests. As a rule, the programs were attended by guests who shared the same point of view, without assuring the diversity of opinions. Prime TV did not organize election debates in the interval monitored under the project. The debates of the first election round were broadcast in morning hours (6.00) while in the second election round the station did not organize debates, thus infringing on the legal provisions that require national broadcasters air debates with election candidates<sup>3</sup>.

The rate of feminine sources as a whole accounted for 28%. The highest unbalance was found among the CEC members – 78%; citizens – 53%; and the civil society – 50%. This indicator is explained by the high number of items (news stories and programs) that mentioned or quoted female citizens – 42%; female election candidates, including Maia Sandu, who accounted for 25% of the total number of feminine sources; CEC female representatives – 7%; and PDM members – 6%.

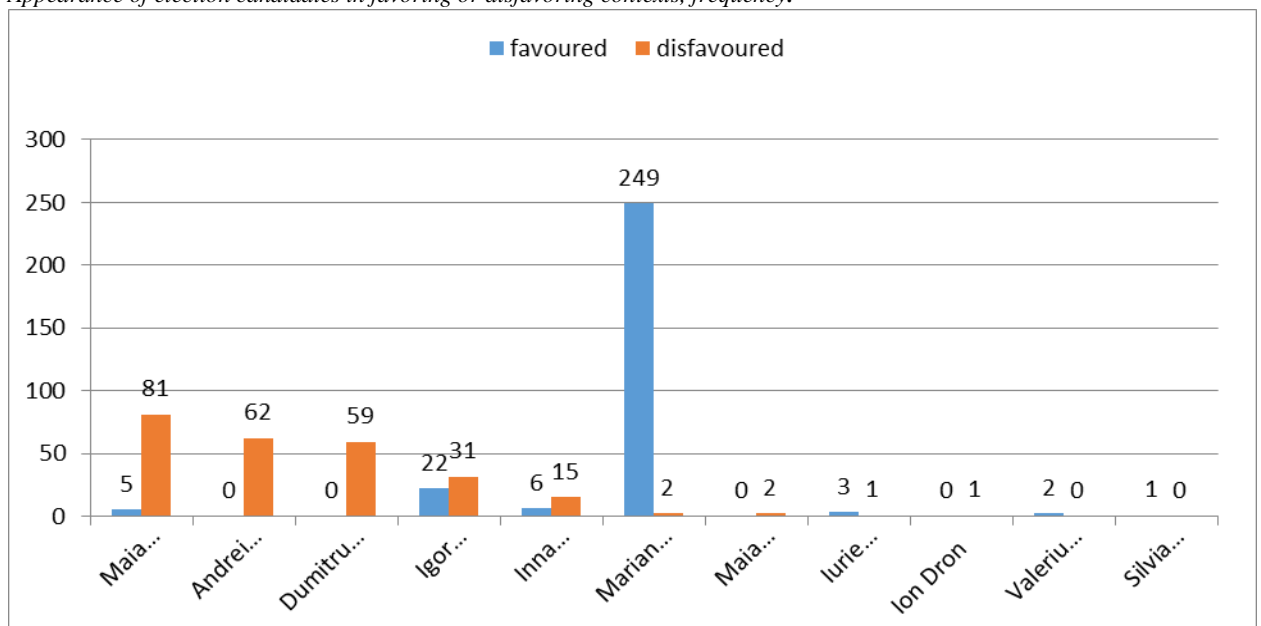
<sup>3</sup> Art.64<sup>1</sup> para.(3) of the Election Code

Share of protagonists and sources quoted from the gender perspective, %.



In the first election round the editorial policy of Prime TV was focused on the massive promotion of the PDM election candidate Marian Lupu who was favored in 249 items (44%). Maia Sandu was disfavored in 14% of the total number of items, Igor Dodon – in 5% and, at the same time, favored in 4% of items. To note that the disfavoring of the PAS, PPDA and PLDM candidate happened more in the second round when the percentage of negative items reached 72% of the total number of items analyzed. By contrast, Igor Dodon was favored in 19% of items. In case of the PAS candidate, her disfavoring was targeted, the station selecting and repeating items with negative connotation so that to amplify the negative effect. Examples of disfavoring headlines published in the last week of the election campaign: *Sandu accused of lying by the PSRM*, of 7 November; *PSRM accuses Sandu that she spends more than she declares*, 8 November; *Voronin supports Dodon and criticizes Maia Sandu* (news relayed again in the newscast of 9 November); *Dodon requests verification of PAS accounts*; *Sandu and Năstase booed in Bălți*; *Maia Sandu refuses to answer inconvenient questions*; *Caught lying*, of 10 November; *Dodon comes with allegations against Sandu and Coffee for a vote*, of 11 November).

Appearance of election candidates in favoring or disfavoring contexts, frequency.



## Canal 2

In the report period, the private TV station with national coverage Canal 2, owned by Vlad Plahotniuc, First Deputy President of the PDM, broadcast 244 news stories with the total amount of 33891 sec. or 9.4 hours, 16 programs with the amount of 26911 sec (7.5 hours) and 4 Vox Populi of 588 sec. The following prevailed among the topics tackled: political problems (100 or 38% of the total number of subjects), the election process (33 times or 12.5%), and crimes (18 or 7%). The station had an editorial policy similar to that of Prime TV that consisted in airing items promoting the PDM candidate in the first round and subjects disfavoring the PAS, PPDA and PLDM candidate in the second round. Canal 2 covered the campaign activities of the PDM candidate Marian Lupu, the activities of Vlad Plahotniuc's Edelweis Foundation, the campaigns and projects carried out by PDM in various localities of the country as well as the candidates' mutual allegations. The station informed less about the election process and the election programs of other election candidates. After 26 October and especially in the second round, Canal 2 substantially reduced the number of items relevant to this monitoring.

In documenting its news stories, Canal 2 most of the times resorted to citizens (217 appearances, for 2115 sec or 25% of the total number of sources), representatives of the Government (34 times, 747 sec. or 4%), of CEC (10 appearances, 186 sec.). Of the political parties, PDM ranked first by frequency of appearances; its members were quoted and mentioned 79 times for 1616 sec. (9% of the total number of items), followed by Our Party – 51 appearances and mentions (6%), with a duration of screen appearance of 836 sec. and direct interventions of 48 sec.

The PDM candidate Marian Lupu was mentioned and/or quoted most times – 55 (6%), with the highest duration of personal interventions as well (1310 sec.). Maia Sandu was mentioned or quoted 53 times (6%), with a duration of direct interventions nearly 4 times lower than the duration of her appearances in images, most of which were mentions in negative contexts. Igor Dodon was mentioned 44 times (5%), with a duration of personal interventions of 318 sec.

*Frequency, duration of appearances in images and duration of direct interventions of election candidates and political players in news stories, sec.*

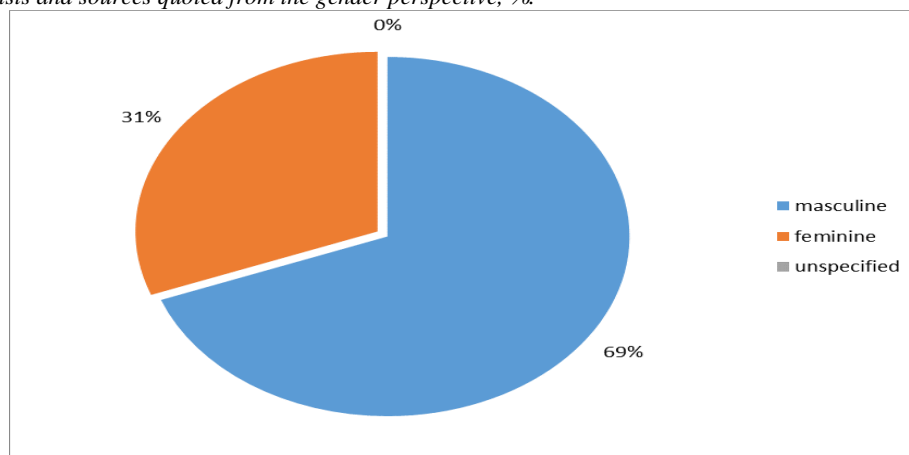
Sources and protagonists	Frequency of appearance	Duration of appearance in images	Duration of personal intervention
Democratic Party of Moldova	79	2247	1616
Marian Lupu	55	2457	1310
Maia Sandu	53	1005	270
Our Party	51	836	48
Igor Dodon	44	865	318
Andrei Năstase	36	974	132
Iurie Leancă	18	389	169
Demnitate and Adevăr Platform Party	17	304	81
Dumitru Ciubașenco	14	192	18
Mihai Ghimpu	13	158	87
Socialists Party of Moldova	12	369	246
Communists Party of Moldova	8	172	76
Inna Popenco	8	108	34
Maia Laguta	7	108	89
Liberal Democratic Party of Moldova	5	49	21
Valeriu Ghilețchi	5	77	48

Social-Political Movement "Ravnopravie"	4	61	38
Action and Solidarity Party	3	71	34
Silvia Radu	3	52	35
Liberal Party	1	12	7
Ana Guțu	1	5	0

The 16 relevant programs had experts, businesspeople, LPA, civil society, and Government officials as protagonists. Most of them had an indirect electoral character, with election subjects tackled tangentially. Most of the times, the guests expressed the same opinions and thus the pluralism of opinions was missing.

Between 15 September and 11 November 2016, the rate of feminine sources at Canal 2 accounted for 31%. Gender parity was assured for the sources from among citizens – 56% (131 women versus 99 men) and sources and protagonists from PDM – 34.5%. The sources from the categories Parliament, Government, foreign diplomats, officials and observers mainly were of masculine gender, with women accounting for 0%, 15% and 18% accordingly. The feminine sources were not varied and mainly derived from 3 categories – citizens, PDM and female election candidates, which added up to 78.4% of the total number of women sources and protagonists.

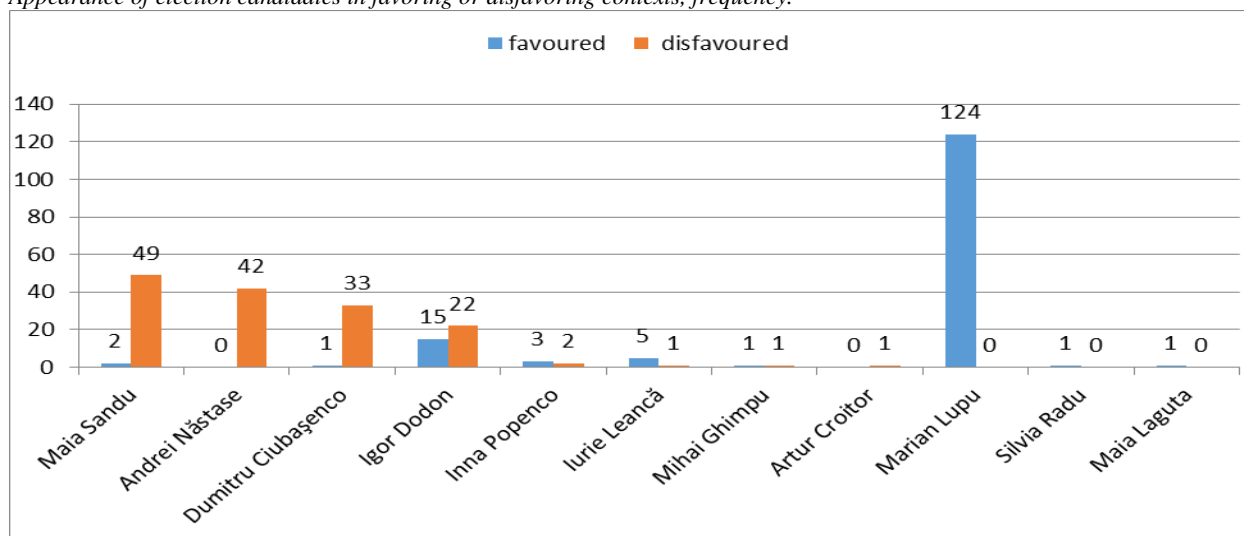
*Share of protagonists and sources quoted from the gender perspective, %.*



The PDM candidate Marian Lupu in most relevant items appeared in a positive context – 124 or 47% of the total number of items. Igor Dodon was favored by 6% of the total number of relevant items while 8% disfavored him. Nineteen percent of the total number of items on Canal 2 disfavored the PAS, PPDA and PLDM candidate Maia Sandu and 16% - the PPDA leader Andrei Năstase. Maia Sandu's disfavoring was more obvious in the second election round. In the last week of the election campaign, for instance, the PAS candidate was disfavored by 62% of the total number of items on Canal 2. By contrast, Igor Dodon was favored in the last week of the election campaign by 25% of the items analyzed.



Appearance of election candidates in favoring or disfavoring contexts, frequency.



### Canal 3

The private TV station with national coverage Canal 3, owned by Vlad Plahotniuc, First Vice President of the PDM, in the report period aired 621 items (69369 sec or 19.2 hours) of which 617 news stories, with the total amount of 68702 sec. (19 hours), 2 programs, with the amount of 467 sec. and 2 Vox Populi of 200 sec. After the PDM candidate withdrew from the election run and especially in the second round of the elections Canal 3 significantly reduced the number of items relevant to this monitoring.

The topics of the issues tackled mainly referred to the political area (244 or 39%), the election process (123 items, 20%) and social issues (63 items or 10%). The station repeated the editorial policy of Prime TV and Canal 2 by airing a high number of items that put the PDM candidate Marian Lupu in positive light but after he withdrew from the election run Canal 2 broadcast a larger number of items about the PAS, PPDA and PLDM candidate Maia Sandu. The station covered the campaign activities of the PDM candidate Marian Lupu, the activities of Vlad Plahotniuc's Edelweis Foundation, the campaigns and projects carried out by PDM in various localities in the country as well as the candidates' mutual allegations. The station informed less about the election process and the election programs of other election candidates.

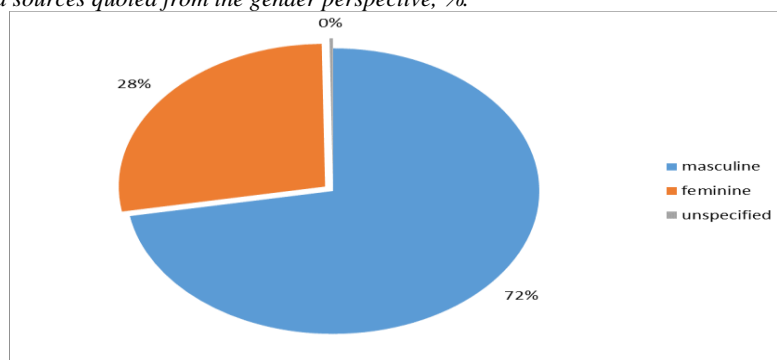
The sources quoted in the relevant news stories lacked diversity, with the highest share being held by the citizens category – 400 times or 21% of the total (4325 sec.), at a big distance followed by Government members – 34 appearances or 2% (791 sec.), LPA representatives – 58 appearances or 3% (778 sec.), and businesspeople – 39 appearances or 2% (587 sec.). Of the political parties, PDM ranked first by the frequency and duration of quotes, with 191 appearances or 10% of the total number of sources and protagonists, followed by Our Party – 122 appearances or 6%. Of the election candidates, Marian Lupu ranked first, with 25.4%, followed by Maia Sandu who appeared more in images (22.7%) while the duration of her direct quotes was circa 7 times smaller than the duration of screen appearances. Igor Dodon was mentioned less (18.1%) and he enjoyed broader space for direct interventions.

*Frequency, duration of appearances in images and duration of direct interventions of election candidates and political players in news stories, sec.*

Sources and protagonists	Frequency of appearance	Duration of appearance in images	Duration of personal intervention
Democratic Party of Moldova	191	5828	2688
Marian Lupu	158	8433	3077
Maia Sandu	141	2864	390
Our Party	122	2390	173
Igor Dodon	113	2939	854
Andrei Năstase	103	3334	263
Demnitate and Adevăr Platform Party	53	1179	109
Dumitru Ciubașenco	53	901	51
Iurie Leancă	46	1273	500
Socialists Party of Moldova	35	1130	519
Mihai Ghimpu	27	551	112
Inna Popenco	21	590	213
Valeriu Ghilețchi	21	571	208
Maia Laguta	21	539	199
Silvia Radu	16	616	74
Liberal Democratic Party of Moldova	13	111	36
Ana Guțu	13	252	0
Communists Party of Moldova	12	173	60
Action and Solidarity Party	5	162	100
Liberal Party	3	141	105
Antimafia People's Movement	3	57	57
Social-Political Movement "Ravnopravie"	2	96	40

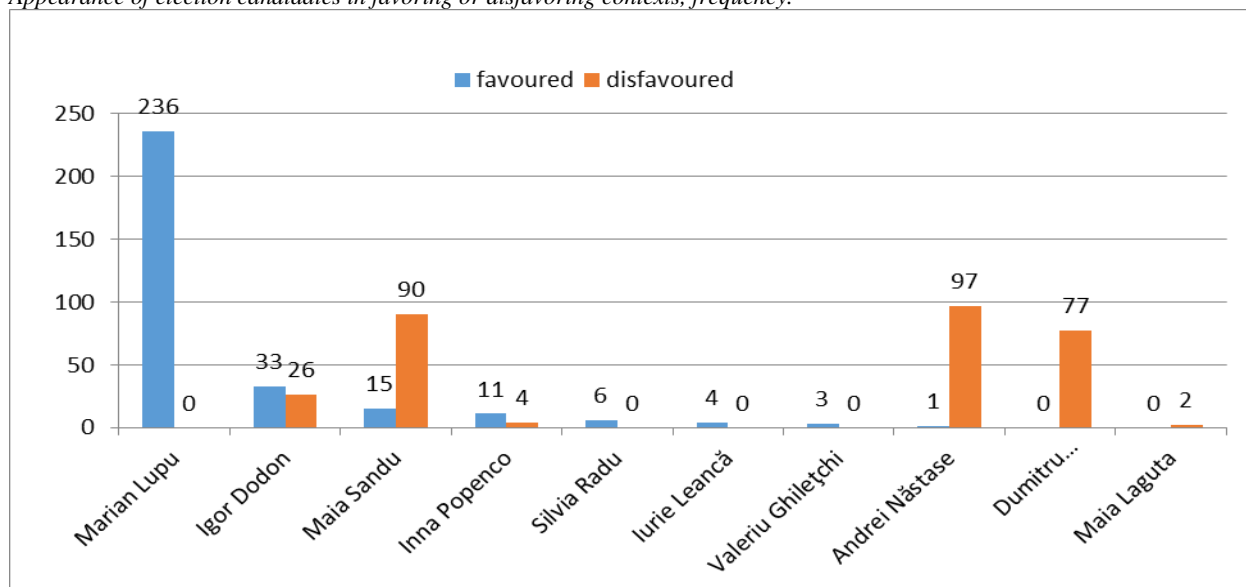
In the monitoring period, the rate of feminine sources to which the items of Canal 3 made reference was of 28%. The highest weight of sources and women protagonists was registered in the citizens category – 50% (201 women versus 199 men), CEC – 62% (13 women versus 7 men), and civil society – 67% (21 women versus 10 men). The other categories of sources were mainly of masculine gender. In general, this indicator was maintained at this level rather due to the large presence of female election candidates in this run – 38%. The appearances of the candidate Maia Sandu accounted for 26% of the total number of female sources, and the other female candidates accounted for 12%. Citizens accounted for 38% of the total number of feminine sources, and the PDM female members – for 7%.

*Share of protagonists and sources quoted from the gender perspective, %*



The PDM candidate Marian Lupu was favored in 38% of the total number of relevant items aired by Canal 3. Maia Sandu and Andrei Năstase were the most disfavored election candidates, with 15% of items disfavoring Maia Sandu and 16% disfavoring Andrei Năstase. To note the increase in the number of disfavoring items in the second round. In the last week of the election campaign, Maia Sandu was put in negative light by 61% of the relevant items broadcast by Canal 3. Igor Dodon was both favored and disfavored nearly equally – in 5% and 4% of items accordingly. There was an increase in the number of items favoring Igor Dodon in the last week of the campaign – 26%.

*Appearance of election candidates in favoring or disfavoring contexts, frequency.*



## Publika TV

In the reference period, Publika TV, a news TV station owned by Vlad Plahotniuc, First Vice President of the PDM, aired a total of 918 items (814 news stories and 104 programs), with the total amount of 273395 sec. or circa 76 hours. Of them, 96154 sec or 27 hours accounted for news stories and 177041 sec or 49 hours – for programs. This TV station did not air election debates in the interval monitored. After 26 October and especially in the second round Publika TV substantially reduced the number of items relevant to this monitoring.

The subjects analyzed referred to various topics, most of them from the political area – 425 or 46%, social issues – 124 items or 14,5%, the election process – 81 items or 8.8%, and the economic area – 66 items or 7%. The station repeated the editorial policy of Prime TV, Canal 2, and Canal 3 by airing a high number of items that put the PDM candidate Marian Lupu in positive light and after he withdrew from the election run Publika TV broadcast a number of negative items about the PAS, PPDA and PLDM candidate Maia Sandu. During the election run, Publika TV closely followed the campaign activities of the PDM candidate Marian Lupu, the activities of Vlad Plahotniuc's Edelweis Foundation, the campaigns and projects carried out by the PDM in various localities of the country as well as the candidates' mutual allegations. The station informed less about the election process and the election programs of other election candidates.

The 814 relevant news stories made reference to 2484 sources, with the citizens being the most often quoted or mentioned category – 598 times/6096 sec., which accounts for 24% of the total number of sources. These were followed by LPA representatives and foreign diplomats/observers, with 78 appearances each, Government members – 74 appearances, and civil society representatives – 72 appearances. The station quoted other sources as well, such as MPs, experts, businesspeople, Church representatives etc. Of the political parties, PDM ranked first, with 10% of the total sources

and protagonists. Of the election candidates, most of the quotes and mentions were enjoyed by Marian Lupu – 8%; Maia Sandu – 6.4%; Andrei Năstase – 5%; and Igor Dodon – 4.8%.

*Frequency, duration of appearances in images and duration of direct interventions of election candidates and political players in news stories, sec.*

Sources and protagonists	Frequency of appearance	Duration of appearance in images	Duration of personal intervention
Democratic Party of Moldova	251	7917	5478
Marian Lupu	203	8676	4371
Maia Sandu	159	3512	825
Andrei Năstase	125	4024	353
Igor Dodon	119	2314	971
Our Party	103	2006	197
Iurie Leancă	60	1792	671
Demnitate and Adevăr Platform Party	51	991	514
Mihai Ghimpu	40	1050	231
Dumitru Ciubașenco	36	958	57
Socialists Party of Moldova	35	995	766
Inna Popenco	35	668	200
Maia Laguta	21	463	204
Valeriu Ghilețchi	16	434	217
Communists Party of Moldova	12	246	306
Liberal Democratic Party of Moldova	9	111	40
Ana Guțu	9	190	0
“Our House - Moldova” Party	8	92	0
Action and Solidarity Party	8	182	132
Silvia Radu	8	436	100
Liberal Party	5	83	156
Social-Political Movement “Ravnopravie”	4	84	84
Renaissance Party	4	233	79

The relevant programs aired in the reference period by Publika TV most of the times were attended by experts – 55 appearances; journalists – 50; and civil society representatives. Of the political parties, the station reported mostly about the PDM. Our Party was mentioned 9 times and appeared on the screen for 2827 sec. but did not have direct interventions. In the vast majority of cases, the guests in the studio expressed similar viewpoints, which affected the principle of diversity of opinions in programs.

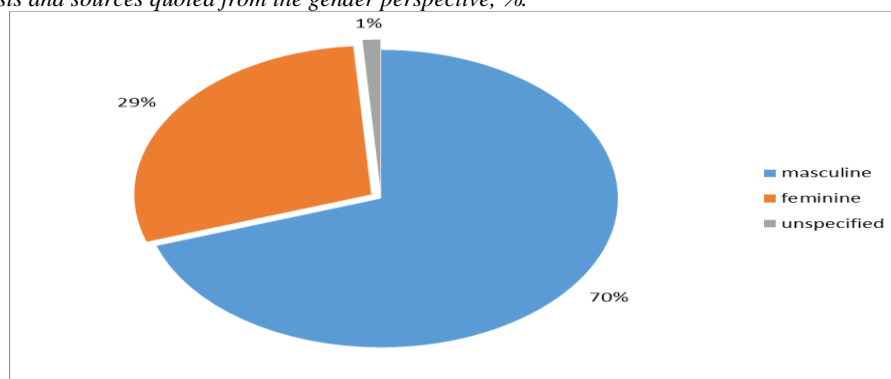
*Frequency, duration of appearance in images and duration of direct interventions of election candidates in programs and debates, sec.*

Sources and protagonists	Frequency of appearance	Duration of appearance in images	Duration of personal intervention
Igor Dodon	32	2556	141
Maia Sandu	29	2080	11
Andrei Năstase	23	2088	144
Marian Lupu	18	1597	144
Democratic Party of Moldova	17	2582	1778

Iurie Leancă	16	1073	392
Our Party	9	2827	0
Dumitru Ciubașenco	9	426	0
Mihai Ghimpu	8	492	300
Demnitate and Adevăăr Platform Party	4	133	15
Inna Popenco	4	126	0
Socialists Party of Moldova	3	770	654
Valeriu Ghilețchi	3	102	11
Maia Laguta	3	101	19
Socialist Party of Moldova	2	30	0
Liberal Party	2	28	68
Ana Guțu	2	90	0
Silvia Radu	2	90	0
Communists Party of Moldova	1	10	0
Social Democratic Party	1	780	780
Social-Political Movement "Ravnopravie"	1	8	8
Liberal Democratic Party of Moldova	1	7	0
Action and Solidarity Party	1	91	59

In the monitoring period, the share of women sources or protagonists quoted or mentioned in the relevant items on Publika TV accounted for 29%. The highest share of women was noted in the following segments: CEC - 80% (20 women versus 5 men), civil society - 44% (45 women versus 54 men), citizens – 58% (370 women versus 260 men), and from PDM – 24% (64 women versus 204 men). Women sources lacked diversity, mainly coming from the categories citizens – 43.5% of the total number of women sources, and female election candidates – 31%, of which Maia Sandu accounted for 22%.

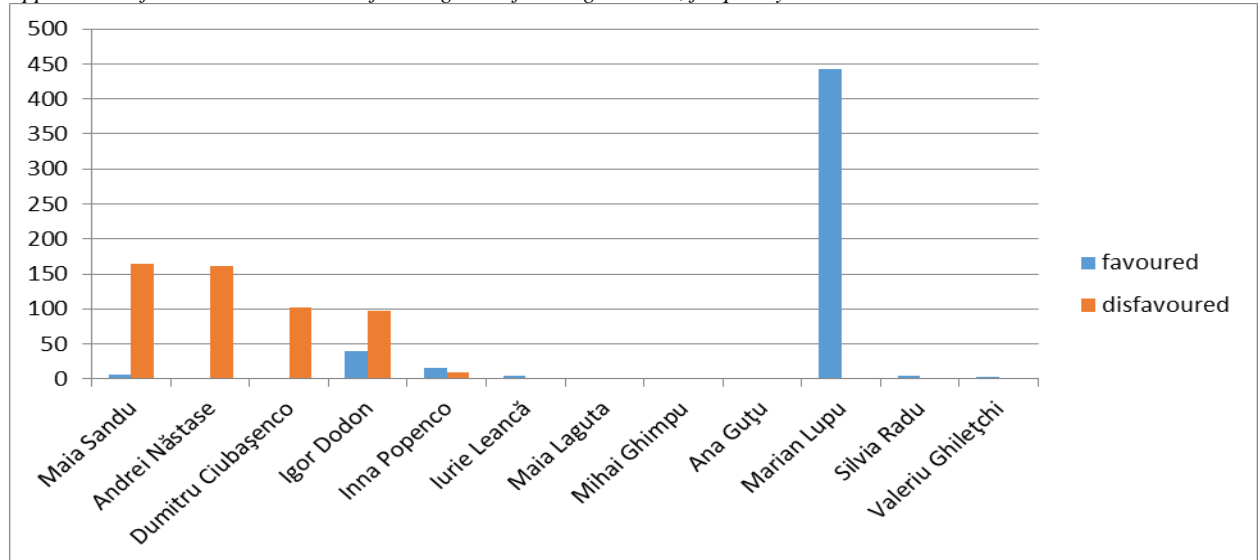
Share of protagonists and sources quoted from the gender perspective, %.



A great deal of relevant items on Publika TV - 48% - favored Marian Lupu. Eighteen percent were disfavoring of the PAS, PPDA and PLDM candidate Maia Sandu. Andrei Năstase was also disfavoring by 18% of items. The Our Party candidate Dumitru Ciubașenco was disfavoring in 11% of items and the PSRM candidate Igor Dodon – in 10% of items. Dodon was also favored in 4% of items. To note that the number of items disfavoring Maia Sandu significantly increased in the last two weeks of the campaign (for instance, in the last week this indicator accounted for circa 81%). These were news stories, such as *PSRM: Ten 10 lying statements of Maia Sandu* of 7 November; *PSRM: The oak has become yellow*, of 8 November; *Maia Sandu and Andrei Năstase were booed in Bălți*, of 9 November; *Dodon demands an investigation of PAS financing*; *Maia Sandu's inaction and lack of solidarity*; *How money reaches Maia Sandu*, of 10 November; *Năstase met with*

*whistles; PSRM, unhappy with Sandu's reforms; "PAS" leaders again caught lying, of 10 November; A burger or coffee for a vote; and Dodon puts Maia Sandu through his paces.* The PSRM candidate Igor Dodon in the second round was presented rather in neutral and positive contexts – in 20% of items.

*Appearance of election candidates in favoring or disfavoring contexts, frequency.*



## Jurnal TV

Between 15 September and 11 November 2016, the TV station with regional coverage Jurnal TV, owned by Victor Topa, a businessman settled in Germany, aired 759 items relevant to this monitoring, including 638 news stories, 102 programs, 2 debates, 16 Vox Populi and one interview, with the total amount of 282731 sec. or circa 78.5 hours. Of them, the highest space was taken by programs – 174979 sec. or 49 hours, and news stories – 99812 sec. or 28 hours. Debates and Vox populi were allocated one hour each and the interview – 470 sec. The vast majority of items referred to political topics (531 or 69%) and the election process – 17%. The station mainly focused on covering the election meetings of the PPDA candidate Andrei Năstase and, after his withdrawal, on the meetings of the joint candidate Maia Sandu, the citizen mobilization campaign especially of those living abroad, the support provided by a number of political and apolitical players to Maia Sandu, allegations against other election players, and the CEC work etc..

The first ones in the top of the 2627 sources quoted were the citizens (627 references /11617 sec. of direct interventions or 24% of the total sources quoted), especially in the items about the meetings of Maia Sandu and Andrei Năstase with the electorate in various localities. Citizens are followed by experts, with 131 appearances/6686 sec. (5% of the total sources) and by CEC – 74 references/1386 sec (3%). The following were also quoted: civil society representatives, foreign diplomats, officials and observers, the media, LPA representatives, the police, representatives of the Church, Government, with fewer and smaller appearances by frequency and duration.

Of the political parties, PDM ranked first; its representatives were mentioned 232 times (30.5%), but rarely had direct interventions, followed by PPDA – 5%. Of the election candidates, Maia Sandu ranked first; she had the highest number of appearances – 28% of the total number, enjoying also the broadest direct interventions. Her counter-candidate Igor Dodon had fewer interventions – 18.3%, with smaller durations. Andrei Năstase was quoted or mentioned in 25.6% of the total number of relevant news stories, and Marian Lupu - in 15%.

*Frequency, duration of appearances in images and duration of direct interventions of election candidates and political players in news stories, sec.*

Sources and protagonists	Frequency of appearance	Duration of appearance in images	Duration of personal intervention
Democratic Party of Moldova	232	4088	535
Maia Sandu	222	9148	5378
Andrei Năstase	195	10384	7089
Demnitate and Adevăr Platform Party	141	5065	4762
Igor Dodon	139	2770	816
Marian Lupu	114	1890	165
Mihai Ghimpu	48	707	227
Our Party	45	2119	1816
Iurie Leancă	38	461	158
Dumitru Ciubașenco	29	523	316
Liberal Democratic Party of Moldova	18	227	152
Communists Party of Moldova	17	677	645
Inna Popenco	14	222	0
Valeriu Ghilețchi	14	159	100
Ana Guțu	13	112	23
Action and Solidarity Party	11	639	505
Silvia Radu	11	117	50
Maia Laguta	11	159	102
Liberal Party	6	76	73
Socialists Party of Moldova	6	156	144
People's Christian Democratic Party	4	96	51
People's European Party of Moldova	4	60	19
Liberal Reforming Party	2	42	42
Social-Political Movement "Ravnopravie"	1	10	0

The relevant programs on Jurnal TV most of the times were attended by experts – 64 appearances; citizens – 60 appearances; media – 37 appearances; LPA – 21 times; CEC – 19 times; civil society – 10 times; judges/lawyers – 13 appearances, with mentions of representatives of the President's Office, Parliament, Government etc. The PDM members were mainly mentioned in negative contexts and having minimal direct interventions. Igor Dodon also appeared more in images during programs (1751 sec.), with direct interventions of 92 sec. Most of the times, program guests expressed similar opinions, thus registering an unbalance from the point of view of the pluralism of opinions principle.

*Frequency, duration of appearance in images and duration of direct interventions of election candidates in programs and debates, sec.*

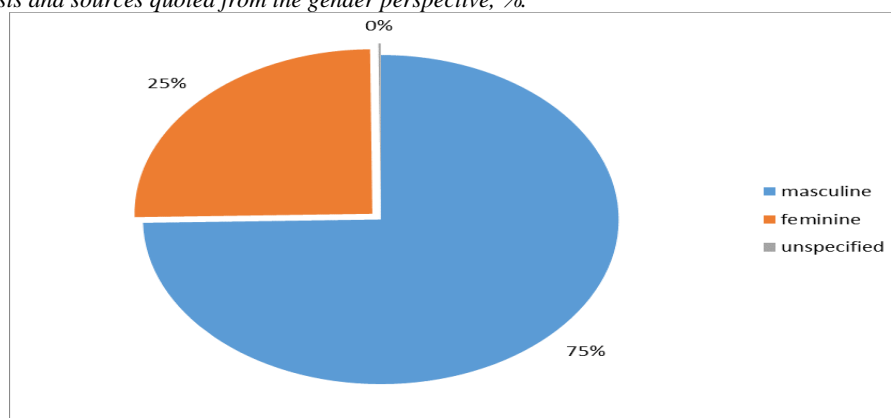
Sources and protagonists	Frequency of appearance	Duration of appearance in images	Duration of personal intervention
Democratic Party of Moldova	92	7805	129
Igor Dodon	41	6175	256
Maia Sandu	33	5961	3002
Marian Lupu	31	3414	378
Demnitate and Adevăr Platform Party	20	10751	10017



Mihai Ghimpu	17	1797	900
Andrei Năstase	17	3659	1711
Iurie Leancă	12	942	0
Valeriu Ghilețchi	11	1710	897
Communists Party of Moldova	9	267	16
Our Party	7	375	285
Dumitru Ciubașenco	7	601	0
Liberal Democratic Party of Moldova	6	128	0
Ana Guțu	6	1568	900
Maia Laguta	5	627	0
Liberal Party	4	244	5
Socialists Party of Moldova	4	157	0
Silvia Radu	4	607	0
Action and Solidarity Party	3	335	180
National Liberal Party	2	4	0
Renaissance Party	2	38	38
Inna Popenco	2	15	0
Social-Political Movement "Ravnopravie"	1	60	10
People's European Party of Moldova	1	1223	1237

The rate of women quoted as sources or protagonists in the relevant items of Jurnal TV accounted for 26%. The highest percentage was registered in the CEC category – 56% (51 women versus 39 men), citizens – 46% (317 women versus 370 men), and civil society – 30% (29 women versus 67 men). Women sources lacked diversity and mainly came from among the female election candidates and citizens. Maia Sandu's share in the total number of women sources accounted for 31% (255 appearances). Citizens accounted for 38%, CEC members – for 6%, and civil society members – for 3.5%.

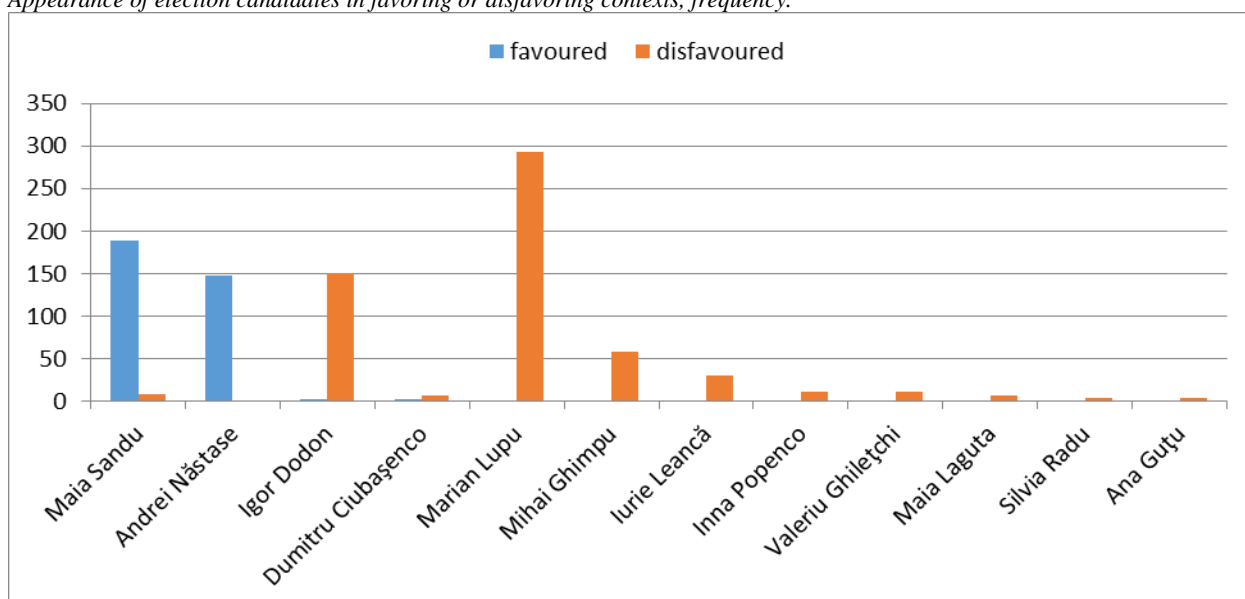
Share of protagonists and sources quoted from the gender perspective, %.



Maia Sandu was most favored election candidate in the items of Jurnal TV – 25% of the total items put the PAS, PPDA and PLDM candidate in positive light. She is followed by Andrei Năstase who appeared in 19% of total items in positive light. By contrast, Marian Lupu and Igor Dodon were only disfavored – by 39% and 20% of items. To note that the number of items disfavoring Igor Dodon increased in the second election round. In the last week of the election campaign the rate thereof constituted 55%.



Appearance of election candidates in favoring or disfavoring contexts, frequency.



## Realitatea TV

The private TV station with regional coverage Realitatea TV, owned by Dumitru Țîra, in the election campaign aired 481 items, of which 407 news stories, 58 programs and 16 election debates, with the total amount of 273146 sec. or circa 76 hours. Of them, the largest space was allocated to programs – 184382 sec. (51 hours). News stories received 48763 sec. or 13.5 hours while the debates – 40001 sec. or 11 hours. The subjects tackled mainly referred to political topics (277 or 47% of the total number of subjects) and the election process (157 or 33%) and included the electoral promises of the candidates, civil society reports, CEC activities, the voting procedure for various categories of persons, the mutual allegations of counter-candidates, etc.

In documenting its news stories, Realitatea TV mentioned and quoted 1273 sources, of which the citizens accounted for circa 6% (75 appearances, 1289 sec.), CEC members – circa 4% (46 appearances, 1029 sec.). The station also quoted representatives of the Parliament, Government and President's Office, foreign diplomats/observers, experts, and the civil society but more rarely. Most of the sources either were politicians/members of political parties, or election candidates. Igor Dodon and Maia Sandu had an approximately equal number of screen appearances (11% and 10%, accordingly) and the duration of their direct interventions was smaller for the PSRM candidate.

Frequency, duration of appearances in images and duration of direct interventions of election candidates and political players in news stories, sec.

Sources and protagonists	Frequency of appearance	Duration of appearance in images	Duration of personal intervention
Igor Dodon	144	3089	1604
Maia Sandu	127	3549	2290
Marian Lupu	73	1136	543
Iurie Leancă	65	1012	733
Mihai Ghimpu	60	1365	1037
Andrei Năstase	47	821	36
Valeriu Ghilețchi	43	683	284

Dumitru Ciubașenco	42	959	543
Silvia Radu	33	730	398
Social-Political Movement "Ravnopravie"	31	1135	624
Ana Guțu	29	764	433
Democratic Party of Moldova	27	439	246
Our Party	24	523	159
Maia Laguta	24	489	198
Inna Popenco	23	579	423
Socialists Party of Moldova	21	343	493
Liberal Democratic Party of Moldova	11	49	7
Action and Solidarity Party	9	221	308
Communists Party of Moldova	8	250	309
Demnitate and Adevăr Platform Party	8	138	93
Liberal Party	7	96	108
People's European Party of Moldova	3	6	0
People's Democratic Party of Moldova	2	11	0
National Liberal Party	2	15	14

In the report period, Realitatea TV aired 58 programs of direct or indirect electoral character that were attended by experts (37 appearances, 50849 sec), representatives of the civil society (8 appearances, 8903 sec), of the media (27 appearances, 31491 sec.), CEC and LPA (one appearance each, 2140 and 916 sec). Realitatea TV also aired programs with the participation of candidate applicants who had not been registered by CEC.

The election candidates or their representatives were invited to participate in 16 election debates, held in Russian and Romanian. Realitatea TV also gave access to the members of various parties who supported certain election candidates.

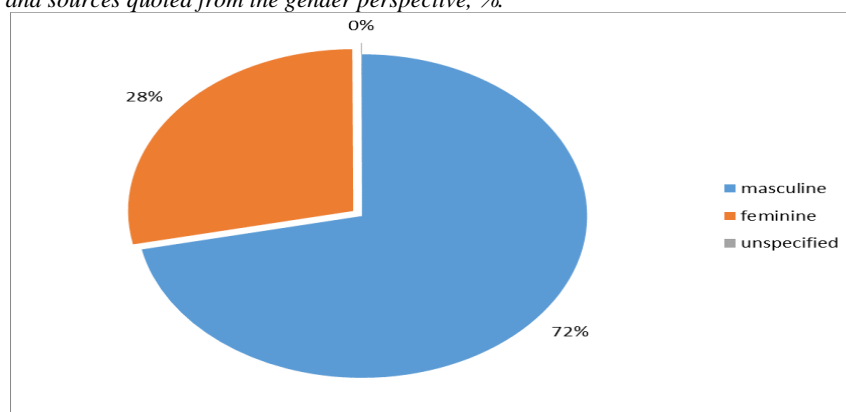
*Frequency, duration of appearance in images and duration of direct interventions of election candidates and political parties in programs and debates, sec.*

Sources and protagonists	Frequency of appearance	Duration of appearance in images	Duration of personal intervention
Igor Dodon	7	6372	5862
Maia Sandu	6	2946	2579
Mihai Ghimpu	5	3605	3206
Iurie Leancă	5	5845	5691
Dumitru Ciubașenco	5	3642	3119
Ana Guțu	5	6504	5737
Valeriu Ghilețchi	5	5880	5298
Socialists Party of Moldova	4	1924	1958
Maia Laguta	4	4650	4794
Marian Lupu	3	2046	1820
Silvia Radu	3	3120	2549
Democratic Party of Moldova	2	83	83
Communists Party of Moldova	2	4820	4343
Progressive Society Party	2	2198	2398
Roman Mihăeș	2	3441	3441
Liberal Party	1	1155	950

Liberal Democratic Party of Moldova	1	938	825
Demnitare and Adevăr Platform Party	1	1181	895
People's European Party of Moldova	1	1212	845
Action and Solidarity Party	1	400	266
Andrei Năstase	1	882	793
Vitalia Pavlicenco	1	2572	2572
Artur Croitor	1	1239	1239
Ion Dron	1	2116	2116
Anatol Plugaru	1	1342	1342
Vasile Tarlev	1	2981	2981

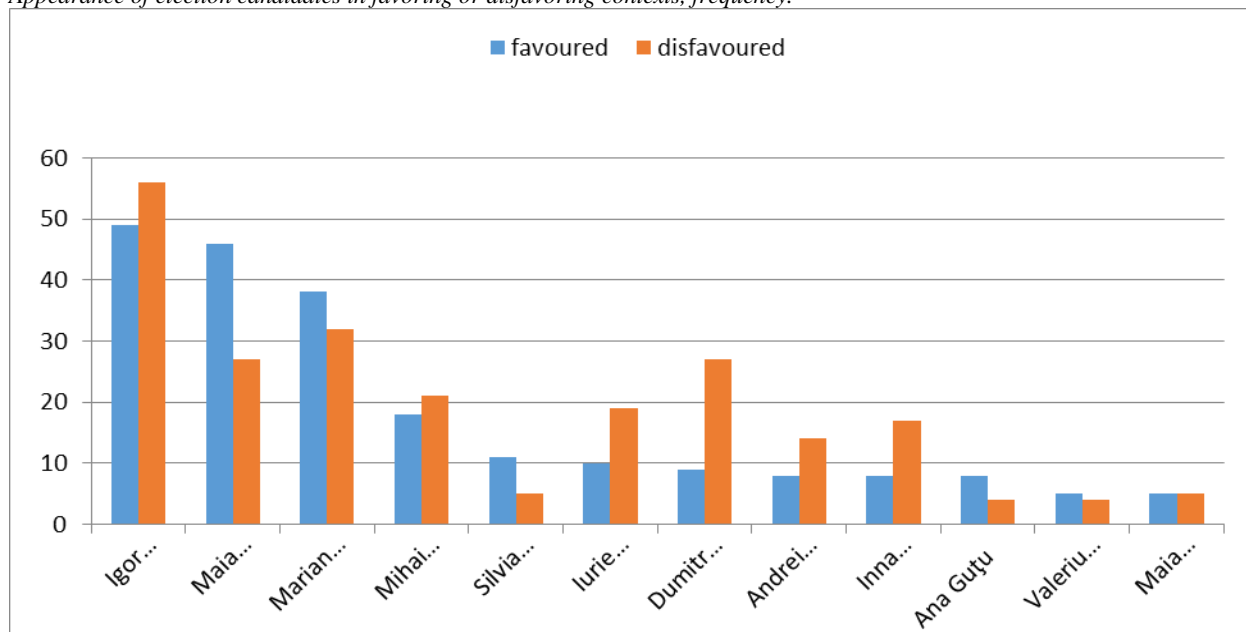
In the report period, the rate of women sources or protagonists represented 28%, an indicator that remained constant during the monitoring period. The highest share of women sources came from the category citizens – 52% (39 women versus 36 men), and CEC – 48,6% (18 women versus 19 men). A relatively high indicator was registered in the media category – 31% (13 women – 28 men) and civil society – 20% (7 women-28 men). The women sources were relatively varied. Maia Sandu enjoyed 32% of the total number of appearances of women sources. The other 10% were received by female citizens and 7% - by CEC female representatives.

*Share of protagonists and sources quoted from the gender perspective, %.*



Most of the relevant items on Realitatea TV treated the election candidates in a balanced manner; they appeared equally in neutral, negative or positive contexts, without noting massive favoring or disfavoring of any of the election candidates. Compared to other candidates, Igor Dodon was disfavored by the context in 56 items and favored in 49 items. Maia Sandu was favored by 46 items and disfavored by 27 items. The same relative balance was noted for the other election candidates.

*Appearance of election candidates in favoring or disfavoring contexts, frequency.*



## NTV Moldova

The station with regional coverage NTV Moldova, owned by Corneliu Furculiță, MP from PSRM, between 15 September and 11 November 2016 aired 632 relevant items, of which 573 news stories, 52 programs, 2 interviews with the candidates and 5 Vox Populi. Their total amount was of 262635 sec. or circa 73 hours, of which 106049 sec (29 hours) were allocated to news stories, 154996 sec. (43 hours) to programs, 512 sec. to interviews and 678 sec. to Vox Populi.

Most of the items referred to political topics (409 or 65%), the election process being covered in 83 items or 13%, and the other 32 or 5% of items referred to the economic area. The items on NTV Moldova mainly informed about the election meetings of the PSRM candidate, various actions by his supporters, actions of PSRM members, results of opinion surveys etc. At the same time, this station changed its editorial policy in the second round by directing it to disfavoring the counter-candidate Maia Sandu who was the protagonist of a number of disfavoring items, including manipulative news stories and false information (for more details see the case studies attached to this report).

In documenting its news stories, NTV Moldova used 1948 sources. Most of the times the station made reference to citizens who ranked first in the top (505 appearances/7588 sec. or 26% of the total number of sources), followed by experts (98 appearances/7142 sec. or 5% of the total number of sources). They were followed by representatives of the Parliament (54 appearances/1156 sec), of the civil society (47 appearances/1604 sec.), LPA (46 appearances/1291 sec.), and CEC (43 appearances/1828 sec.). This station also quoted representatives of the Government, President's Office, the Church etc., the amount of their interventions being lower.

Of the election candidates and political parties, Igor Dodon ranked first by the frequency of appearances (15% of the total number of appearances and mentions); he enjoyed a large space for his direct quotes – circa 3 hours. Igor Dodon enjoyed also the interventions of the PSRM members (99 times or circa 5% of the total number of appearances and mentions). He was followed by Maia Sandu, with 204 appearances (10%) and with space of approximately half an hour for direct interventions.

*Frequency, duration of appearances in images and duration of direct interventions of election candidates and political players in news stories, sec.*

Sources and protagonists	Frequency of appearance	Duration of appearance in images	Duration of personal intervention
Igor Dodon	292	17651	10515
Maia Sandu	204	7883	1878
Socialists Party of Moldova	99	3824	3530
Marian Lupu	58	1791	382
Iurie Leancă	51	1225	390
Democratic Party of Moldova	41	799	410
Mihai Ghimpu	37	1382	875
Andrei Năstase	35	1407	188
Demnitate and Adevăr Platform Party	31	820	380
Dumitru Ciubașenco	22	600	311
Communists Party of Moldova	17	883	760
Social-Political Movement "Ravnopravie"	14	240	60
Action and Solidarity Party	13	351	320
Ana Guțu	12	208	130
Liberal Democratic Party of Moldova	11	130	110
Our Party	9	387	292
People's Socialist Party	8	628	562
Maia Laguta	8	130	120
Valeriu Ghilețchi	7	140	112
Silvia Radu	5	72	67
Renaissance Party	4	110	104
Inna Popenco	4	36	26
Antimafia People's Movement	3	350	290
Socialist Party of Moldova	2	70	70
Liberal Party	2	100	40
Liberal Reforming Party	2	50	50
Russian-Slavic Party of Moldova	2	60	40

The programs on NTV Moldova had as guests various experts, journalists, representatives of the Church, citizens, and the civil society. Of the politicians, the programs were attended by members of the PLDM, PPS, and PSRM. The PSRM members had the most appearances (11 times, 24868 sec). Program guests expressed similar points of view, their statements mainly favoring Igor Dodon, the PSRM candidate, and disfavoring Maia Sandu, the PAS, PPDA and PLDM candidate. Igor Dodon was mentioned 11 times in programs, having a direct appearance of 7600 sec. Maia Sandu had 12 screen appearances, without any direct interventions.

*Frequency, duration of appearance in images and duration of direct interventions of election candidates in programs and debates, sec.*

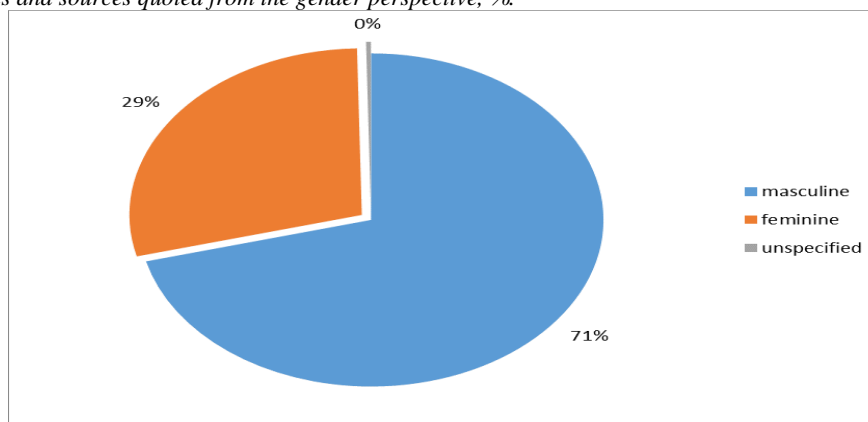
Sources and protagonists	Frequency of appearance	Duration of appearance in images	Duration of personal intervention
Media	32	40052	36820
Experts (foreign and local)	30	47832	43092
Maia Sandu	12	172	0

Socialists Party of Moldova	11	24568	24483
Igor Dodon	11	7847	7600
Marian Lupu	9	195	108
Citizens	7	6330	6100
Local Public Administration	3	695	170
People's Socialist Party	2	3110	3110
Parliament	1	2100	2005
Civil society – NGOs	1	2050	2050
Church	1	1500	1500
Liberal Democratic Party of Moldova	1	2100	2065
Ion Dron	1	1100	1000
Roman Mihăeș	1	1300	1200

The rate of women sources and protagonists remained at a relatively constant level during the election campaign and constituted 29%. Most of the women sources were from the citizens category – 53% (272 women versus 240 men). The gender balance was relatively assured also in case of CEC sources or protagonists (34% women), followed at a big distance by experts (18% women). At the same time, sources from the category Parliament, Government, and the civil society were unbalanced, women constituting 13%, 6% and 4% accordingly.

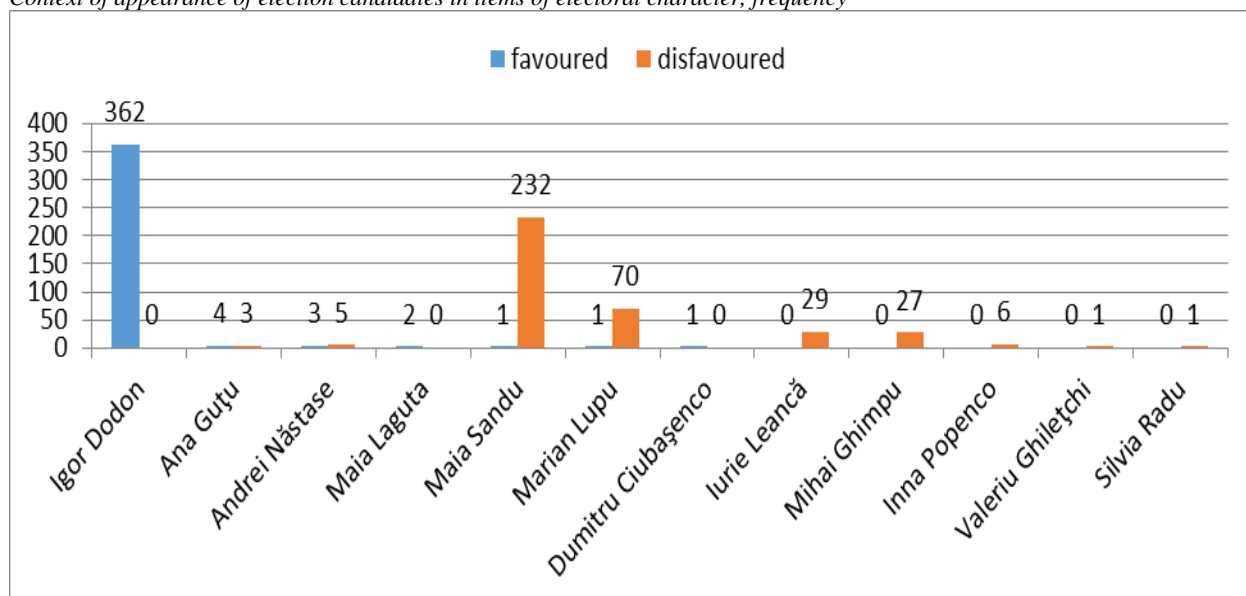
Women sources were varied, most of the appearances belonging to citizens – 45% of the total number of women sources, and the candidate Maia Sandu – 35% of the total number of women sources.

Share of protagonists and sources quoted from the gender perspective, %.



During the election campaign, NTV Moldova aired an imposing number of items that put the PSRM candidate in positive light. Igor Dodon was favored in 362 items or 57% of the total number of relevant items. By contrast, the PAS, PPDA and PLDM candidate was the protagonist of 232 items with negative connotation or 36% of the total number of items. The number of disfavoring and, in some cases, defamatory items increased in the second round, when Maia Sandu appeared in more items than her counter-candidate Igor Dodon, and the vast majority of cases this happened in negative contexts. These included the opinions of those who presented Maia Sandu as *Plahotniuc's servant, the schools wrath, part of the corrupt governance*, of 6 November, items about the fact that *teachers terrorize students to vote for Sandu*, that *Sandu was begging for the students' votes*, that *she was supported by the Syrians*, of 7 November, *supported by the unionists, poorly prepared, funded by Șor*, of 8 November, *accused of school destruction, booed by the electorate* of 10 November etc..

Context of appearance of election candidates in items of electoral character, frequency



### Pro TV Chișinău

The TV station with regional coverage Pro TV Chișinău, owned by Prodigital SRL<sup>4</sup>, had a total of 299 relevant items (281 news stories, 5 programs, 10 election debates and 3 Vox Populi), with the total amount of 82851 sec. or circa 23 hours. Of them, the largest space was allocated to news stories (38488 sec or 10.7 hours) and debates (29221 sec or 8.1 hours). Programs received 14707 sec. or 4 hours, and Vox populi – 440 sec. Most of the subjects tackled referred to the political area – 169 or 57% and the election process – 63 subjects or 21%.

In documenting the relevant news stories, Pro TV reporters made reference and quoted various sources, in total – 1802. Most of the times, the news stories included citizens (148 appearances/1035 sec. which represents circa 8% of the total number of sources), PDM representatives (70 appearances/549 sec., 4%), and CEC members (52 appearances/346 sec., 3%). The station also quoted or mentioned, more rarely, representatives of the civil society, Government, Parliament, President's Office, foreign officials and observers, judges/lawyers, businesspeople, and the LPA. Of the election candidates, Maia Sandu and Igor Dodon had the highest visibility, with a relatively equal number of appearances or mentions and direct quotes (4.75% each). To note also the high number of appearances of Marian Lupu and Mihai Ghimpu – 87 and 85 appearances accordingly.

Frequency, duration of appearances in images and duration of direct interventions of election candidates and political players in news stories, sec.

Sources and protagonists	Frequency of appearance	Duration of appearance in images	Duration of personal intervention
Igor Dodon	154	3029	1164
Maia Sandu	149	3253	1335
Marian Lupu	87	1036	208
Mihai Ghimpu	85	1441	805
Iurie Leancă	75	869	394

<sup>4</sup> The final beneficiaries of Pro TV are a number of off shore companies

Democratic Party of Moldova	70	1407	549
Andrei Năstase	68	937	259
Dumitru Ciubașenco	68	555	203
Valeriu Ghilețchi	55	620	341
Inna Popenco	52	457	156
Silvia Radu	49	767	331
Maia Laguta	49	712	446
Ana Guțu	47	420	201
Our Party	38	1169	579
Socialists Party of Moldova	31	767	644
Social-Political Movement “Ravnopravie”	25	592	185
Vitalia Pavlicenco	22	53	26
Communists Party of Moldova	21	320	214
Demnitate and Adevăr Platform Party	16	124	72
Action and Solidarity Party	15	239	172
Liberal Democratic Party of Moldova	4	34	18

The 5 programs aired in the period monitored had direct and indirect electoral connotations, having been attended by representatives of the media (3 appearances), civil society, experts, businesspeople (2 appearances each), and judges/lawyers (1 appearance). The election candidates were mentioned and appeared in images. All the election candidates or their representatives were invited to the 10 debates organized by Pro TV in the report period, who enjoyed approximately equal time and correct treatment from the moderator.

*Frequency, duration of appearance in images and duration of direct interventions of election candidates in programs and debates, sec.*

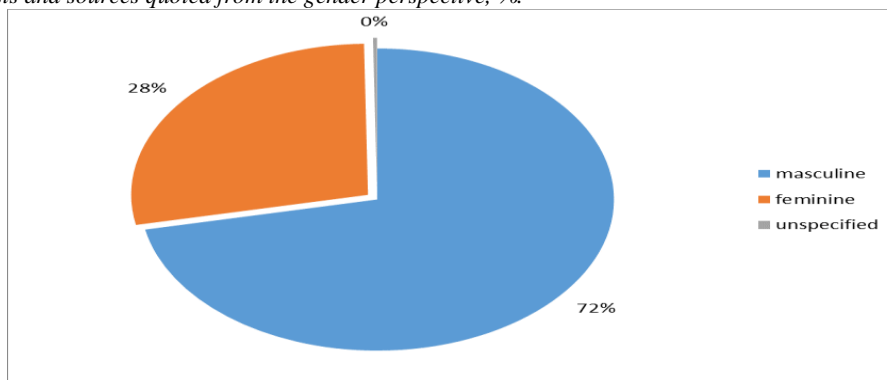
Sources and protagonists	Frequency of appearance	Duration of appearance in images	Duration of personal intervention
Maia Sandu	5	10299	6382
Igor Dodon	5	11169	6597
Mihai Ghimpu	3	3210	1320
Marian Lupu	2	1549	600
Dumitru Ciubașenco	2	3106	1327
Ana Guțu	2	2995	1320
Valeriu Ghilețchi	2	2913	1320
Silvia Radu	2	2979	1320
Maia Laguta	2	3021	1320
Iurie Leancă	1	1463	660

In the report period, the rate of women sources or protagonists in the relevant items aired by Pro TV accounted for 28%, and this indicator varied during the campaign depending on the number of items about the activities of the election candidates. The highest rate of women sources or protagonists was registered among citizens – 42% (63 women versus 87 men) and CEC – 57% (52 women to 34 men). The weight of women sources and protagonists women obviously decreased in the second round. This decrease is explained by the reduction of the number of items that quoted or mentioned the election candidates for the presidential office. The women sources lacked diversity. Related to the total number of women sources, female citizens accounted for 12% and CEC female members –



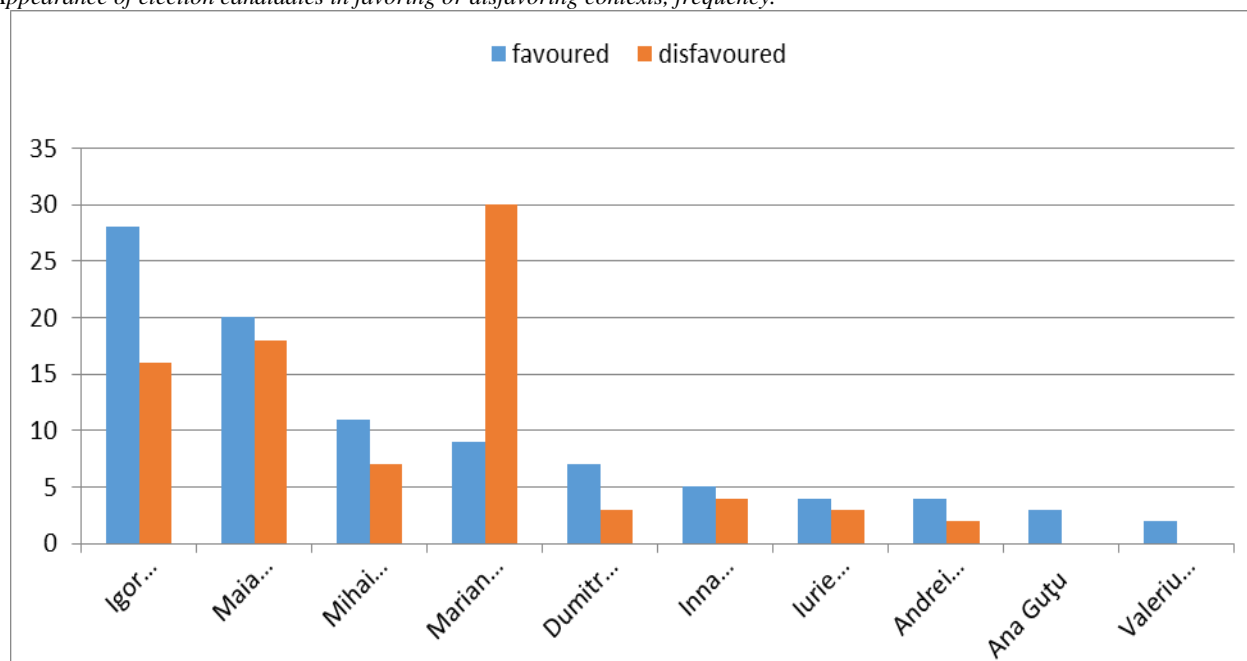
for 6%. Most of appearances of women sources were from the category of female election candidates who accounted for 73%, of which Maia Sandu received 29.7%.

Share of protagonists and sources quoted from the gender perspective, %.



On Pro TV Chişinău both candidates appeared in rather neutral news stories, but there were also cases when they appeared in positive and negative light. Igor Dodon was favored by the context in 28 items (9.3% of items) and at the same time was disfavored in 16 items. Maia Sandu was equally favored and disfavored, likewise the other election candidates. Marian Lupu was put in negative light by many disfavoring items – 30 (10%), which mainly were items of indirect electoral character about the actions of the governance.

Appearance of election candidates in favoring or disfavoring contexts, frequency.



## TV 7

The TV station with national coverage TV 7, owned by Petru and Alexandra Lucinschi (first degree relatives of the former owner, MP from PLDM Chiril Lucinschi), in the election period and campaign aired 338 items, of which 297 news stories, 36 programs and 5 debates, with the total amount of 117141 sec or circa 32.5 hours. The largest space was allocated to programs – 57310 sec. or 16 hours, and to news stories – 34631 sec or 9.6 hours. The debates added up to 7 hours. The topics tackled mainly referred to the political area (186 or 55% of the total number of topics

tackled) and the election process (129 or 38%). The station informed about the CEC work, the monitoring of the election process by the civil society, statements/allegations launched by the candidates, items about the support provided to the candidates by certain players etc.

In documenting the relevant news stories, TV 7 resorted to various sources, without granting more importance to certain categories. Of the 770 sources used by TV 7 in documenting its news stories, it quoted citizens 71 times (1486 sec), which accounts for 9%, CEC – 53 times (1261 sec.) or 7%, civil society – 55 times or 7% (1329 sec), and experts – 55 times – 7% (1172 sec). It also quoted representatives of the media, Police, foreign diplomats and observers as well as members of the Government and Parliament, but more rarely. Maia Sandu had 83 appearances or 11% of the total number of the sources quoted, and Igor Dodon – 60 appearances or 8%, the duration of interventions of the PAS, PPDA and PLDM candidate being larger.

*Frequency, duration of appearances in images and duration of direct interventions of election candidates and political players in news stories, sec.*

Sources and protagonists	Frequency of appearance	Duration of appearance in images	Duration of personal intervention
Maia Sandu	83	3155	2126
Igor Dodon	60	2008	1159
Democratic Party of Moldova	28	646	366
Our Party	23	1645	1258
Andrei Năstase	22	808	541
Iurie Leancă	21	595	340
Mihai Ghimpu	18	820	659
Socialists Party of Moldova	16	573	498
Valeriu Ghilețchi	15	433	331
Silvia Radu	15	240	170
Communists Party of Moldova	14	318	288
Dumitru Ciubașenco	13	448	310
Inna Popenco	13	438	236
Maia Laguta	13	135	93
Marian Lupu	12	510	280
Liberal Party	11	364	269
Ana Guțu	11	334	290
Demnitate and Adevăr Platform Party	10	190	190
Action and Solidarity Party	10	451	394
Social-Political Movement "Ravnopravie"	8	203	173
People's European Party of Moldova	8	226	200
Liberal Democratic Party of Moldova	4	40	40
Renaissance Party	2	30	30

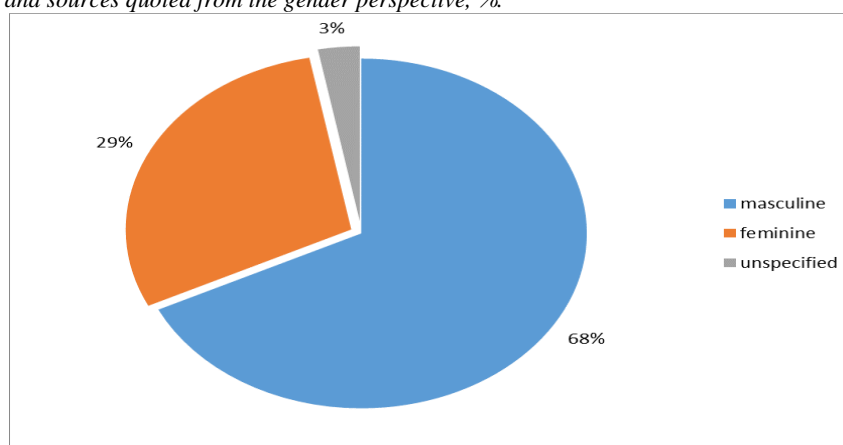
The 36 programs with electoral connotation aired by TV 7 in the report period had as protagonists experts (14 appearances), journalists (28 appearances), citizens (1 appearance), civil society (1 appearance), representatives of PAS (4 appearances), PSRM (3 appearances), PL (1 appearance), and election candidate applicants. The station organized 5 election debates with the participation of the election candidates (for more details see case study no.7).

*Frequency, duration of appearance in images and duration of direct interventions of election candidates in programs and debates, sec.*

Sources and protagonists	Frequency of appearance	Duration of appearance in images	Duration of personal intervention
Action and Solidarity Party	4	1597	1833
Socialists Party of Moldova	3	2620	2625
Maia Sandu	3	5011	4250
Andrei Năstase	2	2900	2850
Democratic Party of Moldova	1	75	70
Liberal Party	1	1200	1200
Social-Political Movement "Ravnopravie"	1	76	11
Our Party	1	21	16
Iurie Leancă	1	50	50
Igor Dodon	1	2012	1300
Dumitru Ciubașenco	1	1200	1200
Ana Guțu	1	1200	1200
Valeriu Ghilețchi	1	1200	1200
Vadim Brânzan	1	4850	4850
Silvia Radu	1	1200	1200
Maia Laguta	1	1200	1200

The share of women quoted or mentioned in the relevant items on TV 7 accounted for 29%. The highest percentage was registered in the CEC category – 60% (24 women versus 16 men). A relatively high share was attested in the segments civil society – 36% (21 women versus 35 men) and citizens – 28% (20 women versus 51 men). In 35% of the total number of women sources and protagonists it was about Maia Sandu, in 8.5% - civil society representatives and in 8% - female experts.

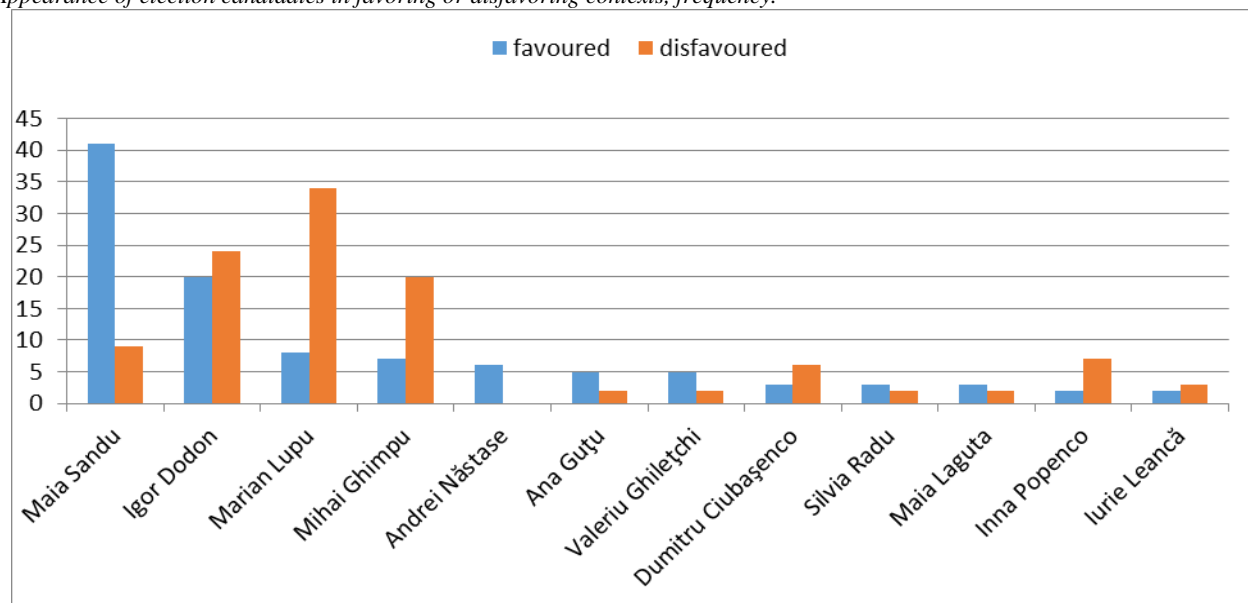
*Share of protagonists and sources quoted from the gender perspective, %.*



In the first election round, TV 7 covered election candidates in a relatively balanced way in its news stories. In the second round, there was noted an increase in the number of items that put Maia Sandu in positive light. In total, Maia Sandu was favored by 12% of the total number of items and disfavored by 2% of items. Igor Dodon was favored and disfavored in a relatively equal number of items, which accounted for 7% and 6% accordingly of the total number of relevant items. Marian Lupu and Mihai Ghimpu were rather disfavored by the context, especially in items of indirect

electoral character, which were critical items about the work of the Government and that of the Chişinău Mayor.

*Appearance of election candidates in favoring or disfavoring contexts, frequency.*



## Accent TV

The private station with national coverage Accent TV, owned by the Russian Telesistem SRL<sup>5</sup>, in the reference period had 450 items – 397 news stories, 44 opinion programs, 5 election debates and 4 Vox Populi, with the total amount of 177975 sec. or approximately 49.4 hours. Of them, the largest space was allocated to programs – 110768 sec. or 30.7 hours and newscasts – 54723 sec. or 15.2 hours. Debates received 11861 sec or 3.3 hours and Vox Populi - 623 sec.

The most frequently tackled topic was the political area (265 items or 58%). It was followed by the election process (61 items or 13.5%), the economic area and social issues – 6% each of the total number of items. Accent TV had an editorial policy similar to that of NTV Moldova i.e. focused on items that promoted the PSRM candidate Igor Dodon (news stories about electoral meetings, the support provided by various political and apolitical players, election promises etc.) and on disfavoring the PAS, PPDA and PLDM candidate Maia Sandu, (defamatory items, manipulative and false information).

In documenting the relevant news stories, Accent TV appealed to 1080 sources, of which 128 or 11.8% were citizens and 79 or 7.3% were experts. In addition, the news stories made reference to the LPA representatives – 41 times, of the civil society – 26 times, foreign diplomats and observers – 25 times, and CEC members – 23 times. The station also quoted businesspeople, MPs, judges, representatives of the Church, media etc.

Igor Dodon was quoted or mentioned the most in the news stories of Accent TV, which constituted 19% of the total number of sources, at the same time enjoying the broadest interventions. By contrast, his counter-candidate Maia Sandu was mentioned or quoted in 10% of the relevant items, with smaller space given to her direct quotes. Of the political parties, PSRM ranked first, being quoted in 6% of items.

<sup>5</sup> The final beneficiary of Accent TV is Vadim Ciubara.

*Frequency, duration of appearances in images and duration of direct interventions of election candidates and political players in news stories, sec.*

Sources and protagonists	Frequency of appearance	Duration of appearance in images	Duration of personal intervention
Igor Dodon	204	7256	4911
Maia Sandu	119	2999	1090
Socialists Party of Moldova	79	2880	2663
Marian Lupu	38	777	343
Democratic Party of Moldova	32	481	230
Iurie Leancă	28	525	297
Mihai Ghimpu	26	806	415
Dumitru Ciubașenco	23	530	351
Communists Party of Moldova	20	475	456
Andrei Năstase	20	314	105
Action and Solidarity Party	13	324	207
Ana Guțu	12	178	22
Liberal Party	11	261	162
Valeriu Ghilețchi	10	292	196
Silvia Radu	9	187	84
Our Party	8	282	216
Demnitate and Adevăr Platform Party	8	453	128
Inna Popenco	7	46	0
Maia Laguta	6	99	46
Liberal Democratic Party of Moldova	5	107	86
Social-Political Movement "Ravnopravie"	5	58	11
People's Socialist Party	3	121	105
People's European Party of Moldova	3	148	130
Russian-Slavic Party of Moldova	2	130	128
Antimafia People's Movement	1	53	29
"Right" Political Party	1	24	24

The programs aired by Accent TV in the report period most of the times had as protagonists experts (26 times/33519 sec.), CEC members, civil society representatives (2 appearances each), foreign diplomats, officials and observers, citizens, and Church representatives (one appearance each). Of the political players, the PSRM representatives participated most of the times in programs (18 times). Most of the programs focused on subjects related to the election candidates and their chances in the elections. In most cases, the opinions expressed were similar and to the detriment of the election candidate Maia Sandu. Igor Dodon was most favored in programs of direct or indirect electoral character.

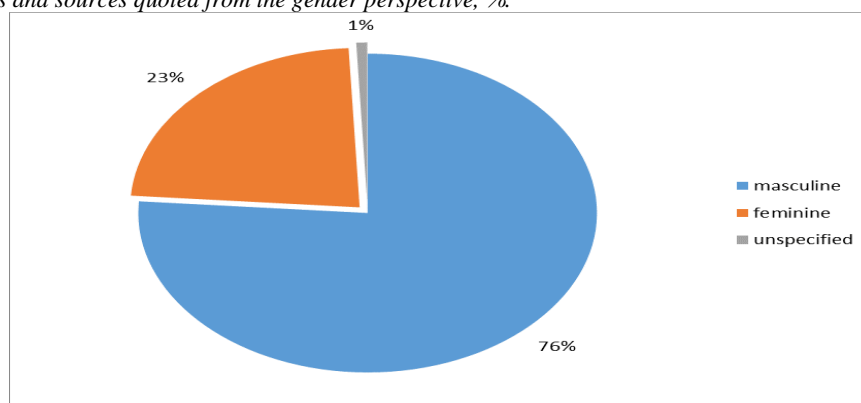
All the election candidates were invited to the election debates and they all enjoyed a relatively balanced treatment.

*Frequency, duration of appearance in images and duration of direct interventions of election candidates in programs and debates, sec.*

Sources and protagonists	Frequency of appearance	Duration of appearance in images	Duration of personal intervention
Socialists Party of Moldova	18	26668	22258
Maia Sandu	6	1580	1104
Mass media	5	4923	5183
Igor Dodon	4	1626	1340
Action and Solidarity Party	4	3301	3264
Democratic Party of Moldova	3	108	0
Valeriu Ghilețchi	3	4675	3748
Andrei Năstase	3	58	0
Dumitru Ciubașenco	3	1214	870
Social-Political Movement "Ravnopravie"	1	16	0
Our Party	1	50	50
Liberal Democratic Party of Moldova	1	1266	945
People's Socialist Party	1	2850	2785
Demnitate and Adevăr Platform Party	1	1584	1226
People's European Party of Moldova	1	1299	901
Iurie Leancă	1	18	0
Ana Guțu	1	891	1466
Maia Laguta	1	1272	1006

In the reference period, the share of women quoted or mentioned in the relevant items of Accent TV constituted 23%, which is one of the lowest indicators. Most of the women sources were from the categories CEC – 40% (10 women versus 15 men) and citizens -36% (47 women versus 82 men). 9.5% of the experts quoted were women (10 women versus 95 men) and 19% - representatives of the civil society (4 women and 15 men). The share of women from among MPs represented 6% and from the Government – 0%. Maia Sandu was quoted or mentioned 125 times, which accounts for 45.5% of the total number of women sources, which points to the lack of diversity among the women sources.

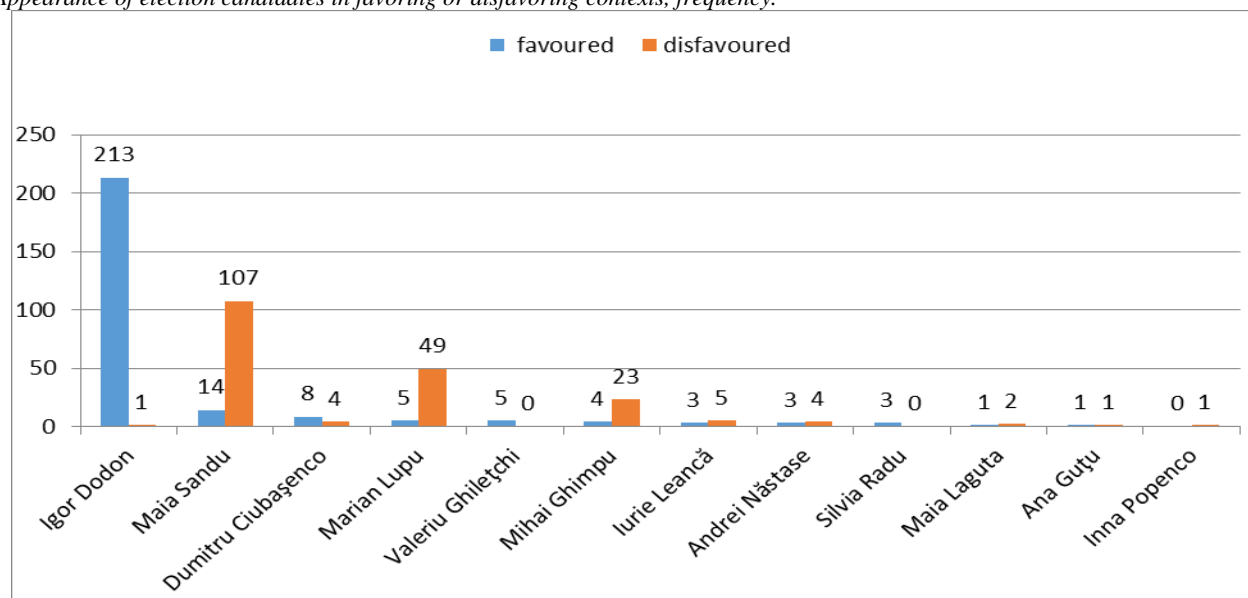
*Share of protagonists and sources quoted from the gender perspective, %.*



Most of the items aired by Accent TV favored Igor Dodon, both by the space granted to his direct interventions and the positive context of the items of direct or indirect electoral character – 184 or 47%. Maia Sandu was rather disfavored (66 times or 17%). Her disfavoring increased after she was appointed as the single candidate and especially in the second election round, when this station

broadcast a range of defamatory and manipulating items. Examples of disfavoring titles: *Maia Sandu: The oligarchic governance and Maia Sandu – the perfect tandem?*; *Ceban: All the oligarchs have united today to fight against Dodon*; *Maia Sandu’s top ten lies* - of 7 November; *Maia Sandu, again caught lying*; *The dirty money used by Maia Sandu*, of 8 November, *Andrei Năstase booed in the north of the country*, of 10 November, *Vasilii Bolea: Maia Sandu stuck in lies*, of 10 November, etc.

Appearance of election candidates in favoring or disfavoring contexts, frequency.



#### N4

In the report period, the station with regional coverage N4, owned by Selectcanal TV SRL<sup>6</sup>, in total aired 123 relevant items, with the total amount of 38038 sec or 10.6 hours, of which 116 news stories – 8984 sec. (2.5 hours) and 7 programs – 29054 sec. or 8 hours. These mainly treated political subjects – 71 or 58% and the election process – 30 or 24%.

The 116 relevant news stories were based on 417 sources, most of which were from CEC – 30 appearances/218 sec (7%). The station also quoted or mentioned representatives of the Government, Parliament, President’s Office and foreign diplomats/observers. The highest shares among the politicians were held by Our Party – 3%; PDM – 2.5%; and PCRM – 2.4%. Igor Dodon and Maia Sandu appeared in 15% and 13% accordingly, enjoying relatively equal space for direct interventions.

Frequency, duration of appearances in images and duration of direct interventions of election candidates and political players in news stories, sec.

Sources and protagonists	Frequency of appearance	Duration of appearance in images	Duration of personal intervention
Igor Dodon	62	1081	418
Maia Sandu	56	1181	484
Iurie Leancă	31	462	202
Marian Lupu	28	277	0
Dumitru Ciubașenco	25	133	0

<sup>6</sup> Final beneficiaries of N4 – Alexandru Sîrbu, Andrei Borșevici and Eugeniu Sîrbu

Mihai Ghimpu	23	128	0
Andrei Năstase	14	106	0
Our Party	13	382	154
Inna Popenco	13	155	23
Ana Guțu	13	64	0
Maia Laguta	13	98	0
Democratic Party of Moldova	11	157	0
Communists Party of Moldova	10	310	226
Silvia Radu	8	30	0
Valeriu Ghilețchi	7	20	0
Socialists Party of Moldova	3	26	0
Social-Political Movement "Ravnopravie"	3	73	23
Liberal Party	2	220	160
Demnitate and Adevăr Platform Party	2	38	28

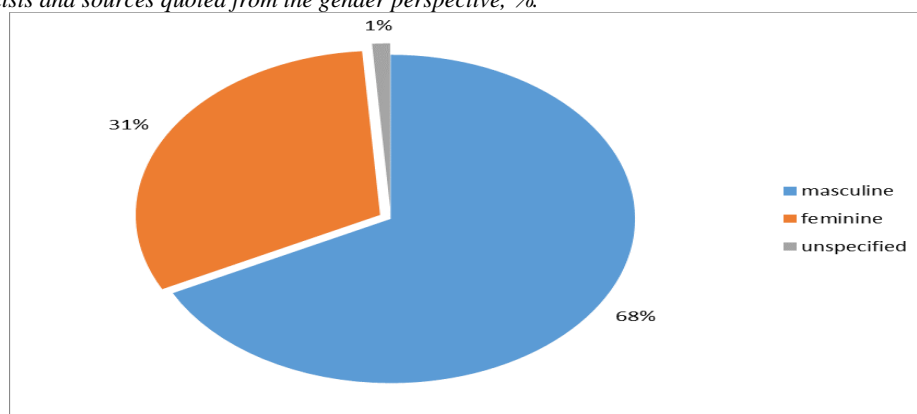
Representatives of PDM and PCRM, and the election candidates Mihai Ghimpu, Iurie Leancă, Andrei Năstase, Igor Dodon and Maia Sandu were invited to the 7 programs aired by this station in the monitoring period.

*Frequency, duration of appearance in images and duration of direct interventions of election candidates in programs and debates, sec.*

Sources and protagonists	Frequency of appearance	Duration of appearance in images	Duration of personal intervention
Democratic Party of Moldova	1	3166	3105
Communists Party of Moldova	1	3822	3626
Mihai Ghimpu	1	3261	3160
Iurie Leancă	1	3482	3482
Andrei Năstase	1	2921	2771
Igor Dodon	1	3853	3486
Maia Sandu	1	3066	2985

In the election period and campaign, the share of women sources and protagonists constituted 31%. This relatively high indicator is explained by the mentions or quoting of the PAS candidate Maia Sandu – 43% of all feminine gender sources. CEC female representatives accounted for 10%, and the other 4 female candidates – for about 40%.

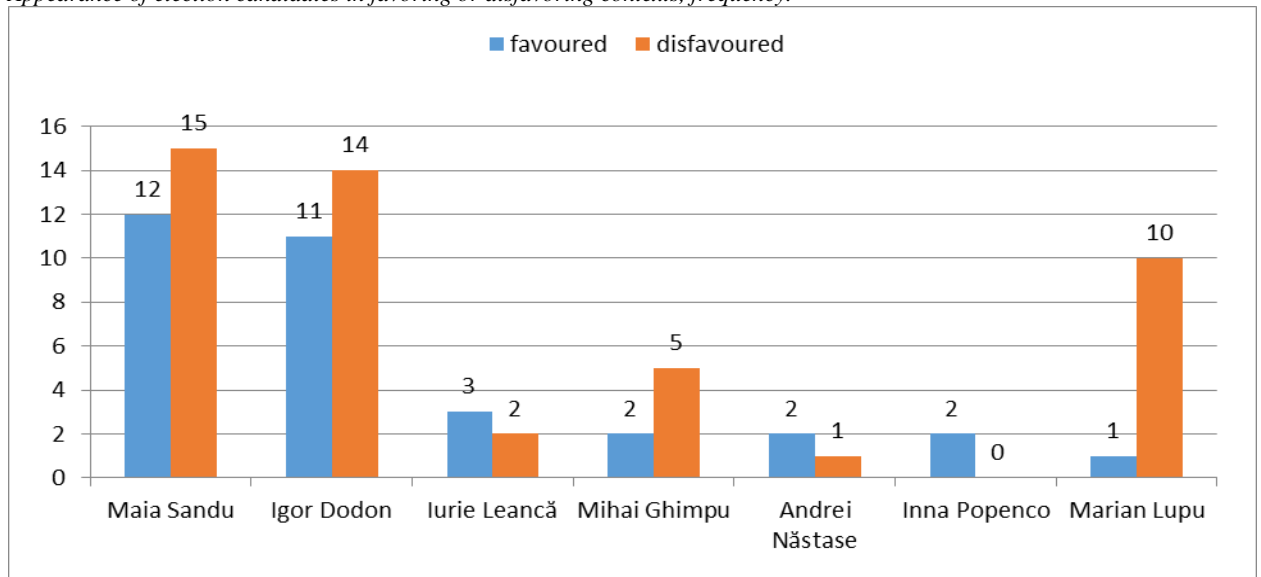
*Share of protagonists and sources quoted from the gender perspective, %.*





The election candidates appeared in positive and negative contexts in news stories, without the station displaying any clear trend of favoring or disfavoring any of the election candidates. In the first round, Marian Lupu was rather disfavoured by the context, and this happened in 10 items of indirect electoral character about the activities of the Government that disfavoured him by transfer of negative image.

*Appearance of election candidates in favoring or disfavoring contexts, frequency.*

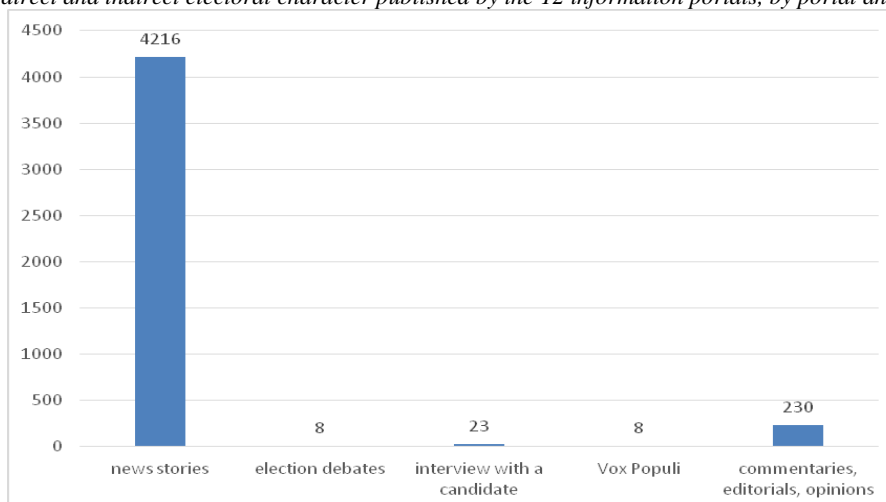


## 2.2 Web portals

### General conclusions

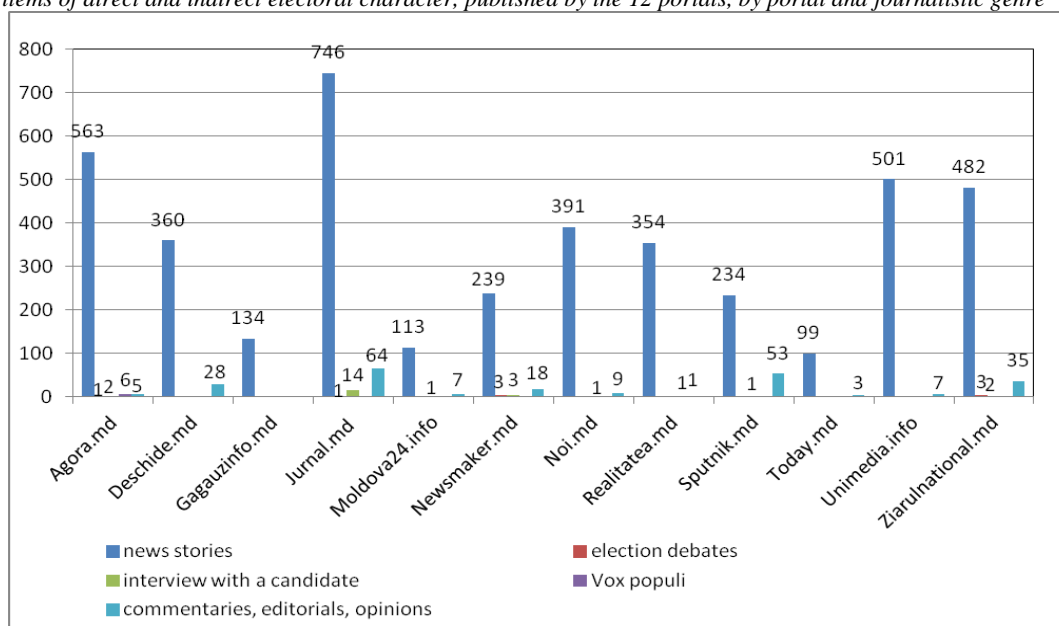
Between 15 September and 11 November 2016, the 12 information portals monitored published in total 4485 items of direct or indirect electoral character, with the total amount of 8530000 characters; some items were accompanied by videos (in total, 712466 seconds or 198 hours) or audios (25749 seconds or 7 hours). In this period, the portals published 4216 news stories relevant to this monitoring, 230 commentaries, editorials and other opinion items, 23 interviews with the candidates and 8 debates and Vox Populi each related to the subject of the presidential elections.

*Number of items of direct and indirect electoral character published by the 12 information portals, by portal and journalistic genre*



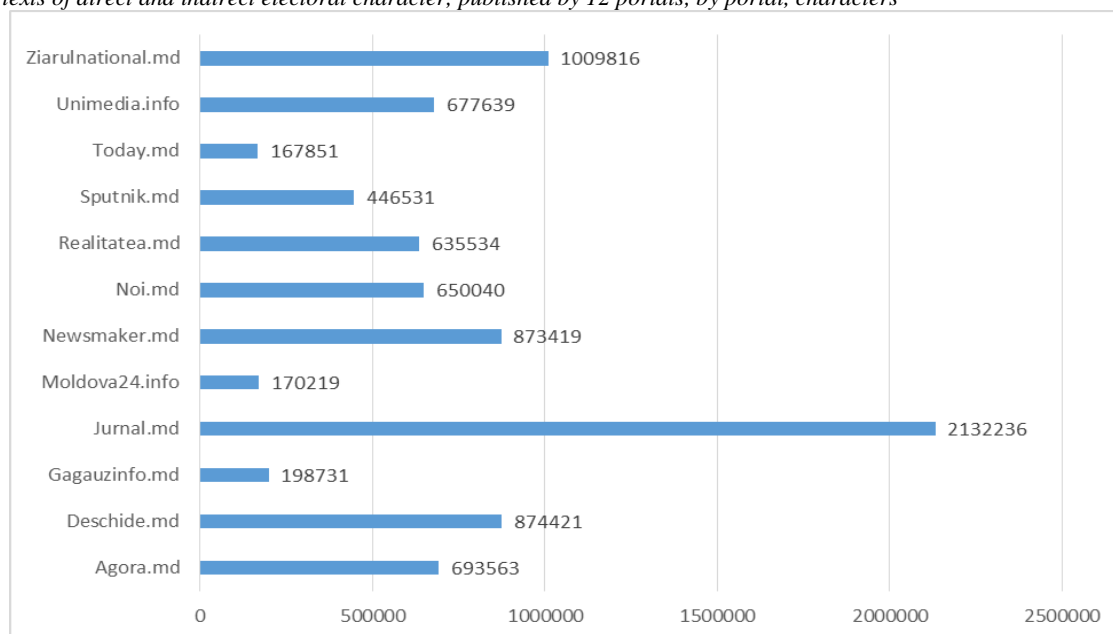
The highest number of relevant items was published by the portal Jurnal.md (825), in a decreasing order followed by Agora.md (577), Ziarulnational.md (522), Unimedia.info (508), Noi.md (401), Deschide.md (388), Realitatea.md (356), Sputnik.md (288), Newsmaker.md (263), Gagauzinfo.md (134), Moldova24.info (121) and Today.md (102).

*Number of items of direct and indirect electoral character, published by the 12 portals, by portal and journalistic genre*



The portal Jurnal.md was also an unquestionable leader by the area allocated to relevant texts, with articles that in total had over 2 million characters, at a big distance followed by Ziarulnational.md (around one million characters), Deschide.md and Newsmaker.md (the texts of these portals had approximately 870 thousand characters each), the portals Agora.md, Unimedia.info, Noi.md and Realitatea.md covered the election campaign in texts that covered an area of over 630 thousand characters each.

*Area of texts of direct and indirect electoral character, published by 12 portals, by portal, characters*



Over two-thirds of the journalistic subjects tackled in the context of the presidential elections by the 12 portals monitored referred to the political area – 3582 items or circa 79% of the total number of items. For the most part, the portals followed the statements of mutual allegations of the politicians and candidates for the presidential office, the reactions of the ones referred to, etc. At a big distance, this was followed by subjects directly related to the work of the Central Election Commission (CEC) preparing for the elections, and the election process as a whole – 624 items (14% of the total). The economic problems, corruption, external relations of Moldova and social issues were tackled quite rarely in an electoral context, in maximum 1% each of the total of relevant stories, while issues related to the environment, human rights, settlement of the Transnistrian conflict were practically missing from the agendas of the media analyzed, or were tackled in 1 or 2 items.

*Subjects of direct or indirect electoral character covered by the 12 portals*

Topics tackled	Frequency
Political	3582
Election process	624
Economic	46
Corruption	35
Foreign relations	33
Social issues	32
Press	32
Law and Constitution	29
Local Public Administration	28
Culture and entertainment	16

Education	5
Crime	5
European integration	4
Police/Security/Army	3
Health	2
Minorities	2
Human rights	2
Gender	2
Transnistrian issue	2
Sports	1

In total, the 12 portals quoted or mentioned in their items relevant to this monitoring 7735 sources and protagonists. The most frequently quoted sources of documentation from outside the political area for the portal reporters were the CEC officers/representatives (quoted 539 times in total by the 12 portals). They were followed by foreign and local experts who were asked to express their opinions about the unfolding of the election campaign and about some statements/allegations of politicians (463 appearances); ordinary citizens were quoted 378 times, oftentimes in the context of election meetings of the candidates, and representatives of the civil society/NGOs were quoted 356 times. Representatives of the local public administration, MPs and members of the Government were quoted and/or mentioned in items of direct and indirect electoral character 168 times, 112 and 100 times, accordingly. The portals mentioned or quoted other media sources (340 times), businesspeople (95 times), judges and lawyers (89 times), government officials (60 times), representatives of the Police, President's Office, Church etc.

Nearly 60% of the total of sources and protagonists (4457) came from amongst the election candidates and active political players, and of them, the highest number of appearances and mentions – about 20% each of the total number – were enjoyed by the Action and Solidarity Party (PAS) and the candidate Maia Sandu, and by the Socialists Party and the candidate Igor Dodon. They were followed by the Demnitate and Adevăr Platform Party (PPDA) and the candidate Andrei Năstase (14.5%) and the Democratic Party of Moldova (PDM) and the candidate Marian Lupu (12.4%). The other candidates of political parties appeared in maximum 6% of the total number of items that referred to the candidates. Of the independent candidates, Valeriu Ghilețchi was the one most frequently quoted/referred to – 60 times (1.4% of the total).

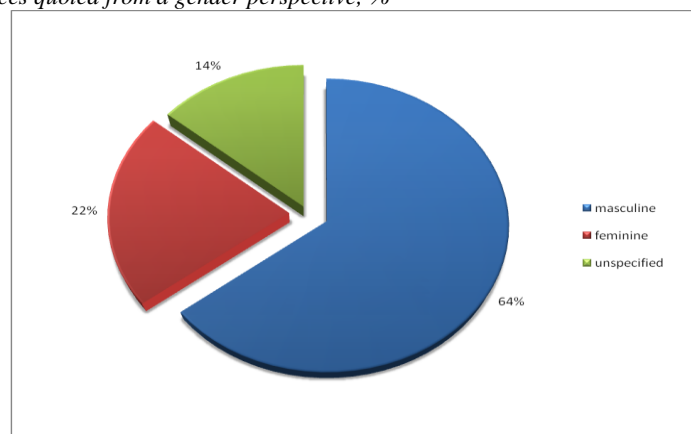
*Frequency of appearance of the election candidates and political players, 12 portals*

Sources and protagonists	Frequency of appearance
Action and Solidarity Party / Maia Sandu	919
Socialists Party of Moldova / Igor Dodon	822
Demnitate and Adevăr Platform Party/ Andrei Năstase	646
Democratic Party of Moldova / Marian Lupu	551
Liberal Party / Mihai Ghimpu	273
Our Party / Dumitru Ciubașenco	245
People's European Party of Moldova / Iurie Leancă	237
Social-Political Movement "Ravnopravie" / Inna Popenco	169
Communists Party of Moldova	111
Liberal-Democratic Party of Moldova	106
"Dreapta" Liberal Party / Ana Guțu	63
Valeriu Ghilețchi	60

Silvia Radu	58
Maia Laguta	52

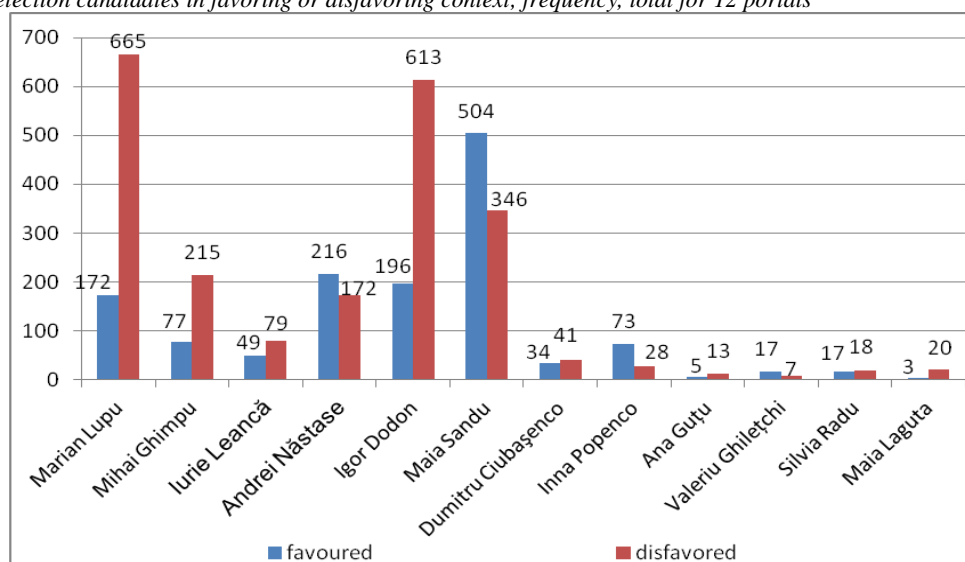
The share of feminine gender sources in the items published by the 12 portals accounted for only 22% (1625 sources), while men were quoted nearly three times more often – 64% (4864 sources). To note that in circa 14% of cases, the gender of the source to which reference has been made was not specified.

*Rate of protagonists and sources quoted from a gender perspective, %*



From the point of view of the context of appearances, the most favored in the online media monitored was the joint candidate of PAS, PPDA and PLDM Maia Sandu who appeared in positive context in 504 items. She was followed by the PPDA candidate Andrei Năstase (216 times favored), the PSRM candidate Igor Dodon (196) and the PDM candidate Marian Lupu (172). At the same time, Marian Lupu and Igor Dodon were by far the most disfavored ones – in 665 and 613 items, accordingly. Maia Sandu was disfavored in 346 stories, mainly in the second round of the elections.

*Appearance of election candidates in favoring or disfavoring context, frequency, total for 12 portals*



In the pre-election period monitored and during the campaign for the 2016 presidential elections, the portals monitored published thousands of news stories documented from a single source, and in many cases these were allegations of some election candidates and/or representatives of parties against others that, however, were not balanced with the replies/positions of the accused ones. Thus, the editorial balance was strongly affected.

The portal newsrooms did not follow the balance of the categories of protagonists and sources or their gender parity. They published few items of electoral education and pertinent reviews of the candidates and of their election programs.

In general, the subjects monitored in an electoral context lacked topical diversity. At the same time, some portals presented creatively novel information related to the elections and the candidates (special headings, infographics etc.). Some portals selectively offered to the readers possibilities for additional documentation by publishing/taking over some video or audio items that were related to the subject tackled.

For some portals, opinions prevailed over news stories, information was presented in a biased and partial manner.

The portals **Agora.md**, **Newsmaker.md** and **Realitatea.md** actively covered the election campaign events, the candidates were covered in a relatively balanced manner throughout the monitoring and the main campaign subjects were covered without obvious editorial preferences.

The portals **Deschide.md** and **Unimedia.info** actively covered the election campaign and the main election candidates were presented in different contexts, often neutral ones but also in negative and positive ones. By the frequency and number of the relevant news stories, in the second round of the elections, Unimedia.info editorially favored the candidate Maia Sandu and disfavored the candidate Igor Dodon.

The editorial policy of the portal **Jurnal.md** throughout the period monitored was focused on disfavoring the candidates of the governace, including Igor Dodon. The portal frequently and on large areas disfavored Marian Lupu and Igor Dodon who were criticized and accused of illegalities and of being under the political and economic influence of Vladimir Plahotniuc; their reactions most of the times were missing. By contrast, Andrei Năstase, PPDA and Maia Sandu were intensively promoted and editorially favored by the frequency and number of news stories in positive contexts.

The portals **Moldova24.info** and **Today.md** covered the election campaign selectively and their editorial policy was focused on disfavoring the PDM opponents, especially Andrei Năstase and Maia Sandu who nearly each time were presented in negative context. The texts published often labeled the protagonists, launching speculations or allegations without giving them the right to reply.

The portals **Noi.md** and **Gagauzinfo.md** covered in general neutrally the election-related subjects during the first round of the elections. However, their editorial policy changed later on and their items frequently favored Igor Dodon and editorially disfavored Maia Sandu.

The portal **Sputnik.md** selectively covered the election campaign and in the first round of the elections often ridiculed and presented the candidate Mihai Ghimpu in disfavoring contexts. In the second round of the elections, Maia Sandu was often disfavored by being presented in negative contexts. Igor Dodon, on the contrary, more often was presented in positive contexts.

The portal **Ziarulnational.md** actively covered the election campaign events in a high number of news stories in which most of the election candidates were presented. Igor Dodon and Marian Lupu were editorially disfavored by the frequency and number of relevant items that presented them in negative contexts. Maia Sandu, on the contrary, was editorially favored, especially in the second round of the elections.

## Agora.md

Between 15 September and 11 November 2016, the portal Agora.md published 577 journalistic items of electoral character, the vast majority of which were news stories (563 or 97.6% of the total); it also inserted 6 Vox Populi, 5 commentaries and 2 interviews, and relayed an election debate. Texts had a total amount of 693563 characters. It also published 155 videos with the total duration of 80975 seconds or over 22 hours and an audio of 152 seconds. Most of topics tackled topics related to the political area (407 items or 70.5% of the total); circa 15% covered the election process (86 items) while the other stories in an electoral context referred to social issues, the functioning of the rule of law, economic problems, etc. The portal covered the election campaign in its entire complexity and its main editorial subjects without obvious editorial preferences.

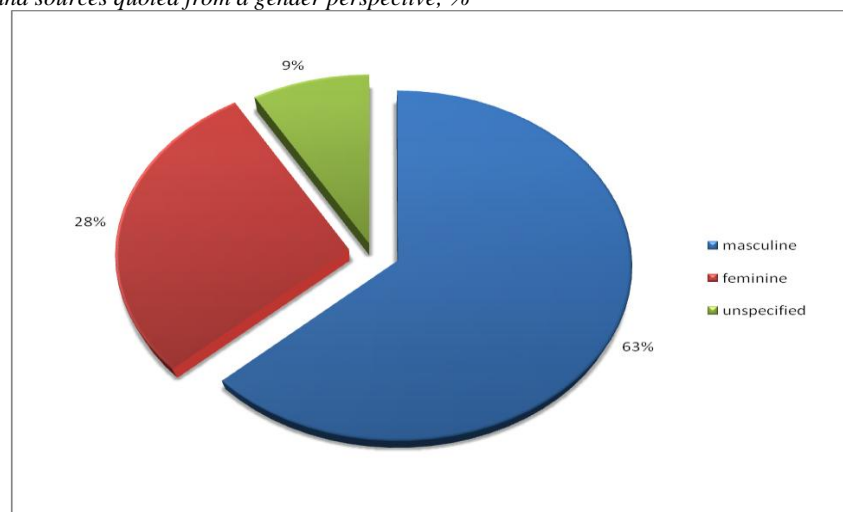
Agora.md quoted a total of 1439 sources, most of which (circa 70%) came from the political area. Outside the political area, most of the times this portal quoted ordinary citizens (95 times), representatives of CEC (75), of the civil society (51), foreign diplomats, officials and observers (48), LPA representatives (41 times), etc. Of the political entities and election candidates, it most often referred to and quoted PAS and the candidate Maia Sandu – 245 times or 17% of the total number of sources. At nearly the same level (242 times; 16.4% in total) it quoted PSRM and the candidate Igor Dodon, while PDM and the candidate Marian Lupu was quoted and referred to 138 times, which accounts for 9.6% of the total. The other political candidates were quoted much more rarely, while of the independent candidates for the presidential office, the candidate Maia Laguta had the highest visibility on Agora.md, being referred to or quoted 19 times.

### *Frequency of appearance of election candidates and political players*

Sources and protagonists	Frequency of appearance
Action and Solidarity Party / Maia Sandu	245
Socialists Party of Moldova / Igor Dodon	242
Democratic Party of Moldova / Marian Lupu	138
Demnitate and Adevăr Platform Party / Andrei Năstase	89
Liberal Party / Mihai Ghimpu	58
People's European Party of Moldova / Iurie Leancă	49
Our Party / Dumitru Ciubașenco	48
Social-Political Movement "Ravnopravie" / Inna Popenco	31
Maia Laguta	19
Communists Party of Moldova	18
"Dreapta" Liberal Party / Ana Guțu	18
Silvia Radu	16
Liberal-Democratic Party of Moldova	15
Valeriu Ghilețchi	12

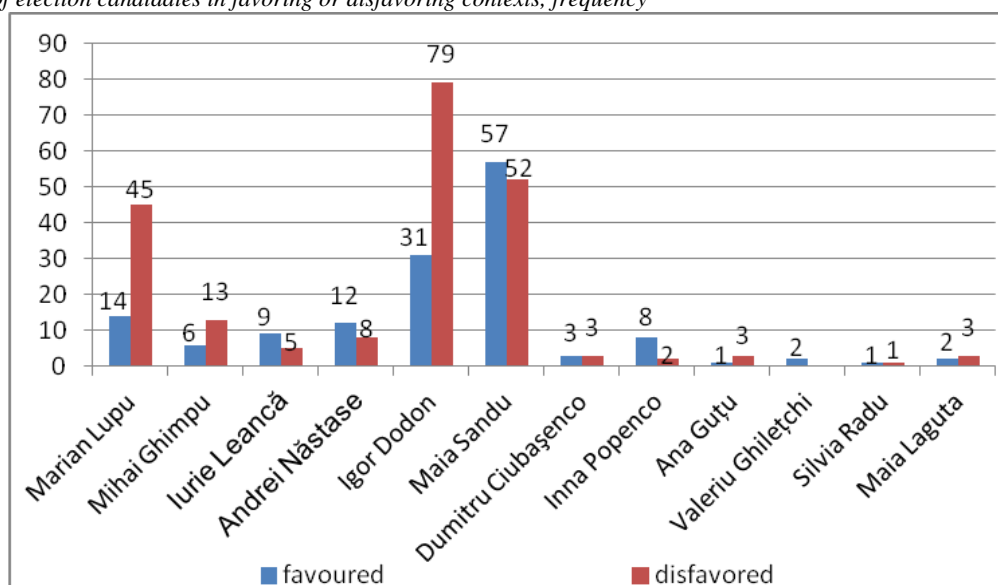
The general gender rate of sources and protagonists of the portal Agora.md throughout the monitoring was of 63% men (910 persons) and 28% women (408 persons); in other 121 cases the gender of the source or of the protagonist was not specified. The best gender balance indicator was reached in quoting sources from among citizens (50.5% women and 47.4% men); however, the sources from the President's Office, Parliament and Government nearly each time were of masculine gender. Parties were mainly represented by the candidate for the president's office, and most of the times these were men. As a whole, the candidate Maia Sandu accounted for more than half of the cases when women were quoted in an electoral context (58%).

Rate of protagonists and sources quoted from a gender perspective, %



In the pre-election period monitored and throughout the election campaign, the portal Agora.md had a relatively balanced editorial policy and the election candidates most of the times were presented in a neutral context, or both in negative and positive contexts. Thus, the candidate Maia Sandu was mentioned or quoted in stories 245 times, including 136 times in a neutral context, 57 times in contexts that favored her and 52 times in disfavoring contexts. With regards to the candidate Igor Dodon, the portal showed a tendency to disfavor him, explained through the coverage of the statements and allegations of other candidates against him. In total, I. Dodon was mentioned directly or indirectly 242 times, including 132 times in neutral context, 79 times – negatively and 31 times – positively.

Appearance of election candidates in favoring or disfavoring contexts, frequency



## Deschide.md

The portal Deschide.md in the monitoring period published in total 388 relevant items, including 360 news stories (92.8% of the total) and 28 commentaries and editorials. Texts had a total amount of 874421 characters; some were accompanied by videos (14, with the total duration of 3565 seconds or circa one hour) or audios (2, with the total duration of 427 seconds).



From a topical point of view, the items directly referred to the political area, including statements, mutual allegations of the politicians and candidates, reactions to them, etc. – 340 items or 87.6% of the total, and the unfolding of the election process – 47 items (12.1%). Election campaign events were covered in a relatively balanced manner, without obvious editorial preferences.

In the journalistic items relevant to this monitoring, the portal quoted in total 697 sources, 428 of which (61.4% of the total) were from the area of political parties and election candidates. The portal also quoted sources from CEC – 62 cases (8.9% of the total), foreign diplomats, officials and observers (50 times), civil society representatives (38 times), foreign and local experts (32 times) etc.

Concerning the election candidates and the political parties that had put them forward, most of the times news stories referred to Maia Sandu and PAS members – 74 times or 10.6% of the total sources and protagonists. Igor Dodon and PSRM had the same visibility – 71 times or 10.2%. These were followed by PPDA and Andrei Năstase with 61 appearances, PPEM and Iurie Leancă – 43 and PDM and Marian Lupu – 41. Of the independent candidates, Valeriu Ghilețchi was the one mentioned of quoted the most (7 times).

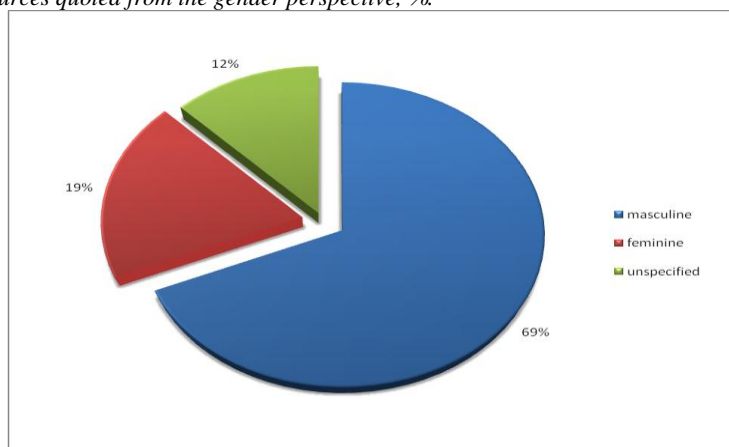
*Frequency of appearance of election candidates and political players*

Sources and protagonists	Frequency of appearance
Action and Solidarity Party / Maia Sandu	74
Socialists Party of Moldova / Igor Dodon	71
Demnitate and Adevăr Platform Party / Andrei Năstase	61
People's European Party of Moldova / Iurie Leancă	43
Democratic Party of Moldova / Marian Lupu	41
Our Party / Dumitru Ciubașenco	27
Liberal Party / Mihai Ghimpu	24
Liberal-Democratic Party of Moldova	21
Valeriu Ghilețchi	7
Silvia Radu	6
Social-Political Movement "Ravnopravie" / Inna Popenco	5
Maia Laguta	5
"Dreapta" Liberal Party / Ana Guțu	4

The gender ratio of sources and protagonists for the entire period of monitoring was unbalanced in favour of men. Thus, 478 sources and protagonists (69% of the total) were men and only 133 (19%) women; in 86 cases (12%) the gender was not specified. The indicator of feminine sources is strongly influenced by Maia Sandu's appearances (67 times or 50% of the feminine sources).

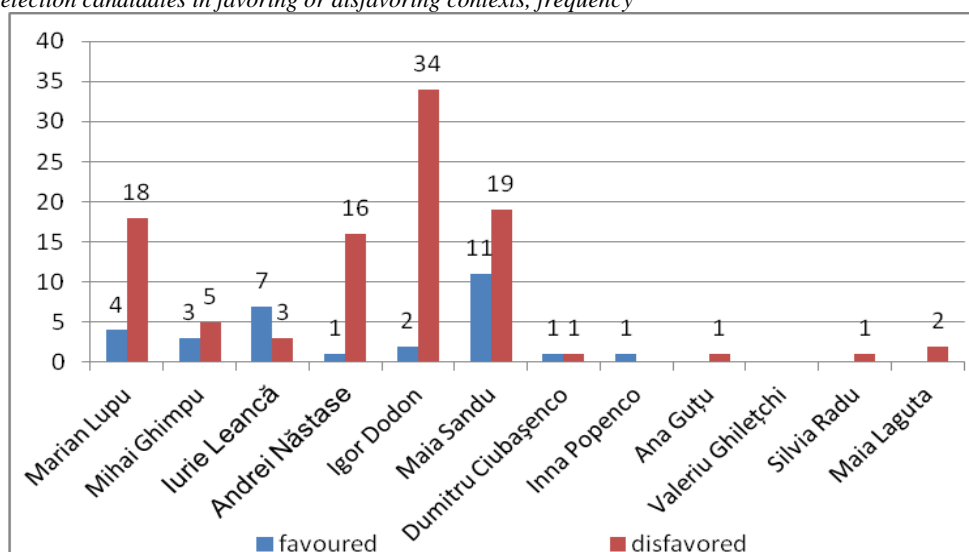
The sources outside the political area were also mainly of masculine gender, with the only exceptions registered for such category of sources as CEC and foreign diplomats, officials and observers, where not only men or mainly men but also women were quoted.

Rate of protagonists and sources quoted from the gender perspective, %



Deschide.md mention the main election candidates more often in a negative context than in a positive context. Thus, the candidate Igor Dodon appeared 34 times negatively and twice positively. Maia Sandu was referred to 19 times in disfavoring context and 11 times in a favoring context. The candidates Marian Lupu and Andrei Năstase were often presented in negative contexts (18 and 16 times, accordingly). At the same time, these candidates were often presented in neutral contexts as well.

Appearance of election candidates in favoring or disfavoring contexts, frequency



## Gagauzinfo.md

In the report period, the regional portal Gagauzinfo.md published in total 134 stories relevant to this monitoring, with a general amount of 198731 characters, with 27 items accompanied by video tracks (15271 seconds or a little more than 4 hours). All items were from the news stories category. With some exceptions, the stories referred exclusively to topics of the political area: statements, meetings with the electorate, messages supporting some candidates etc. At the first stage of monitoring, the portal covered the national elections rather anemically but then became more active. It covered the campaign selectively and in the second round – with emphasis on promoting the candidate Igor Dodon.

In documenting its news stories, Gagauzinfo.md resorted to a relatively low number of sources – 147 in total, including 56 (38% of the total) from the political area. It also quoted CEC sources – 28

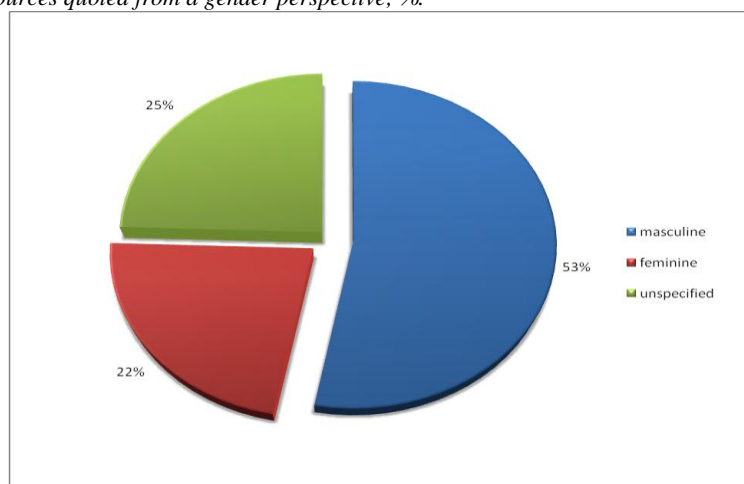
cases (19%), sources from among foreign and local experts or local public administration –15-16 times each (10% of the total). Ordinary citizens and the civil society were quoted more rarely. Of the political parties and election candidates, the portal referred to most often to Igor Dodon and PSRM – 15 times (10.2% of the total sources and protagonists), Marian Lupu and PDM – 10 times, Maia Sandu and PAS – 9 times, Dumitru Ciubașenco and PN – 8 times.

*Frequency of appearance of election candidates and political players*

Sources and protagonists	Frequency of appearance
Socialists Party of Moldova / Igor Dodon	15
Democratic Party of Moldova / Marian Lupu	10
Action and Solidarity Party / Maia Sandu	9
Our Party / Dumitru Ciubașenco	8
Demnitate and Adevăr Platform Party / Andrei Năstase	6
Liberal Party / Mihai Ghimpu	2
People's European Party of Moldova / Iurie Leancă	2
Silvia Radu	2
“Dreapta” Liberal Party / Ana Guțu	1

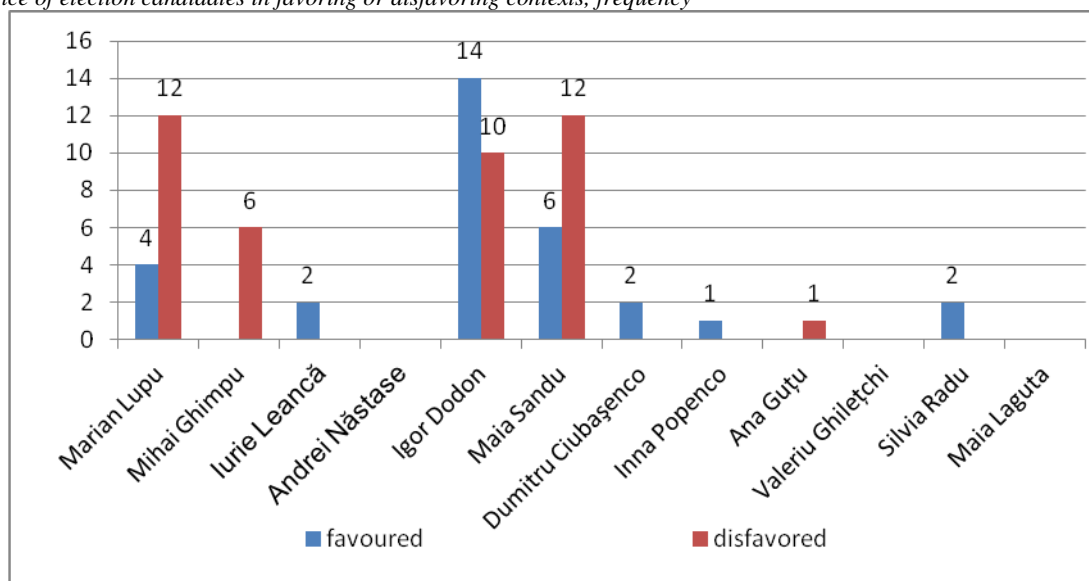
The gender ratio for the entire period of monitoring represented 53% men (78 sources) versus 22% women (33 sources); in other 36 cases (25%) the gender was not specified. The sources outside the political area were mainly men, with some exceptions in case of CEC and of the local public administration of the Gagauz autonomy, which are led by women. In the political area, only Maia Sandu (9 times), Silvia Radu (twice) and Ana Guțu (once) were quoted/referred to of the feminine sources.

*Rate of protagonists and sources quoted from a gender perspective, %.*



Although quoted more rarely as sources, some of the candidates for the presidential office were presented by the portal Gagauzinfo.md in either positive or negative contexts, which points out the editorial policy of the station, focused on favoring or disfavoring the respective candidates. Thus, Maia Sandu was presented twice more often in negative than in positive or neutral contexts, and Igor Dodon was favored especially in the second round of the presidential elections. In the news stories published mainly in the first part of the election campaign, Marian Lupu was presented more in negative context. Only Mihai Ghimpu appeared only in negative context.

Appearance of election candidates in favoring or disfavoring contexts, frequency



## Jurnal.md

The portal Jurnal.md in the report period published the highest number of items relevant to this monitoring – 825, the absolute majority of which news stories (746 or 90.4% of the total), followed by commentaries and other opinion stories (64 texts, 7.8% of the total); it also published 14 interviews with some of the candidates and relayed a TV election debate. As amount, the stories of Jurnal.md were the largest of all the portals monitored as the text covered in total 2132236 characters; the portal also posted 57 videos with the total duration of 18168 seconds or approximately 5 hours.

The topic of the items tackled referred to the political area in proportion of circa 93% (766 stories), the election process was covered in 28 stories (3.4%), while the other items in an electoral context referred to the issue of corruption, more rarely to economic, social, etc. issues. The portal followed the intensive coverage and promotion of campaign activities of the PPDA and of Andrei Năstase in the first round of the elections and of Maia Sandu in the second round.

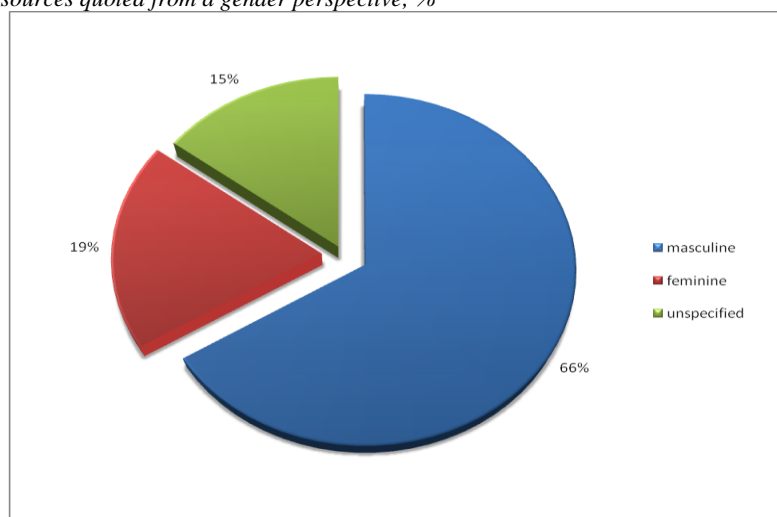
The relevant journalistic items in total quoted 1021 sources, most of which – 449 or 44% of the total came from the political area. Of the sources not directly related to the political parties competing in the elections and the candidates for the presidential office, the portal most often quoted the local and foreign experts – 162 cases (15.9% of total sources) and ordinary citizens – 126 cases (12.3%). It also quoted other media sources (66 times), CEC representatives (65), foreign diplomats, officials and observers (42), representatives of the civil society (32), business (24) etc. Of the political parties, the unquestionable leaders by the frequency of quotation were the PPDA members and its leader Andrei Năstase (218 appearances or 21.4% of the total number of sources), followed by PAS and Maia Sandu – 116 appearances or 11.4%. The other election candidates and political players were quoted more rarely, although some of them were mentioned directly in many stories published, especially Igor Dodon, Marian Lupu, and Mihai Ghimpu. The independent candidates appeared very rarely in the news stories and were nearly not quoted directly by Jurnal.md.

*Frequency of appearance of election candidates and political players*

Sources and protagonists	Frequency of appearance
Demnitate and Adevăr Platform Party / Andrei Năstase	218
Action and Solidarity Party / Maia Sandu	116
Socialists Party of Moldova / Igor Dodon	25
Our Party / Dumitru Ciubașenco	21
Democratic Party of Moldova / Marian Lupu	20
Liberal Party / Mihai Ghimpu	11
People's European Party of Moldova / Iurie Leancă	10
Liberal-Democratic Party of Moldova	6
Valeriu Ghilețchi	2
Social-Political Movement "Ravnopravie" / Inna Popenco	1
Maia Laguta	1

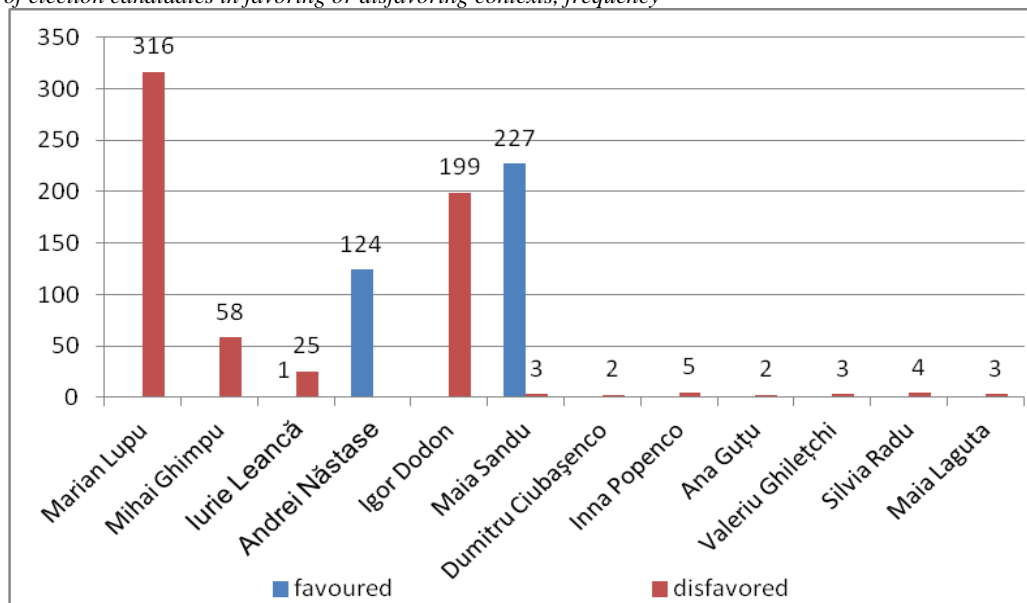
The gender discrepancy stood out throughout the monitoring period, with the general gender rate as follows: 66% men (676 sources and protagonists) and 19% women (195 sources and female protagonists), in other 150 cases (15% of the total) the gender of the source was not specified. To note that 55.9% of the total number of feminine sources actually meant Maia Sandu's appearances. For the rest, the feminine sources appeared extremely rarely in the portal's news stories, except for the sources from among the citizens interviewed in the context of the elections, in which case 21.4% of the total were women. The portal more rarely quoted the feminine sources from CEC and from among foreign and local experts.

*Rate of protagonists and sources quoted from a gender perspective, %*



Jurnal.md had an editorial policy clearly focused on disfavoring the candidates who represented the ruling parties and first of all the PDM and Marian Lupu as well as the PSRM candidate Igor Dodon. Thus, Marian Lupu and Igor Dodon were presented only in negative or disfavoring context (316 and 199 times accordingly), usually without being given the right to react. By contrast, the candidate Maia Sandu was presented nearly each time in a positive context (227 times), with several exceptions, the same for Andrei Năstase and PPDA (124 times), both enjoying extended areas for their direct quotes.

Appearance of election candidates in favoring or disfavoring contexts, frequency



## Moldova24.info

In the monitoring period, the portal Moldova24.info published in total 121 items, including 113 texts of the news stories category, 7 commentaries and editorials and an interview with a candidate. The total amount of relevant items was of 170219 characters (texts), 11607 seconds or over 3 hours of videos and 219 seconds of audios.

The items analyzed mainly referred to the political area and mainly covered some statements made by the candidates or the allegations against them – 112 items or 93.4% of the total; the election process was covered only in 5 stories. The portal covered the election campaign selectively and in an unbalanced manner, with emphasis on disfavoring the main opponents and the current governance.

The relevant items made reference to the low number of sources and protagonists (133); more than half were from the political area (77 cases or 57.9% of the total). The portal also quoted citizens (17 times); foreign and local experts (times); CEC representatives (6 times) etc. Of the political parties, PPDA and Andrei Năstase ranked first with 25 appearances or 18.8% of the total sources and protagonists, followed by PAS and Maia Sandu with 14 appearances or 10.5%, PSRM and Igor Dodon – 12 appearances or 9% of the total.

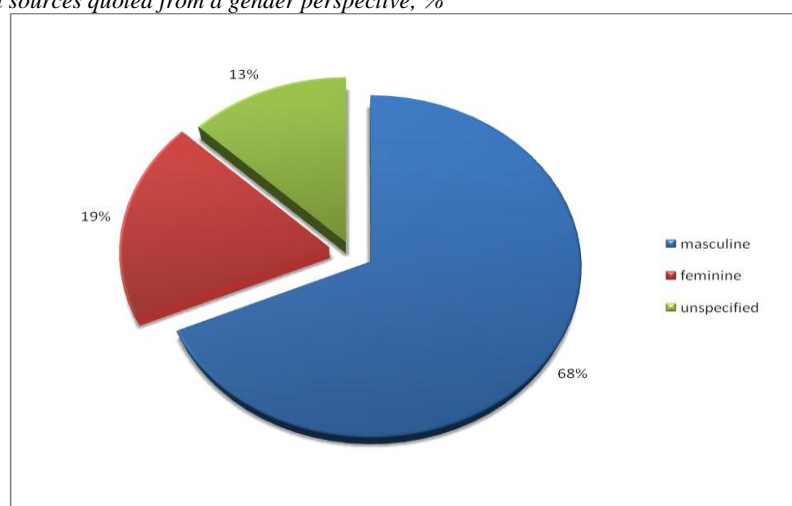
Frequency of appearance of election candidates and political players

Sources and protagonists	Frequency of appearance
Demnitare and Adevăr Platform Party / Andrei Năstase	25
Action and Solidarity Party / Maia Sandu	14
Socialists Party of Moldova / Igor Dodon	12
Democratic Party of Moldova / Marian Lupu	8
Liberal-Democratic Party of Moldova	4
People's European Party of Moldova / Iurie Leancă	4
Valeriu Ghilețchi	2
Liberal Party / Mihai Ghimpu	1
Social-Political Movement "Ravnopravie" / Inna Popenco	1

Our Party / Dumitru Ciubașenco	1
Silvia Radu	1

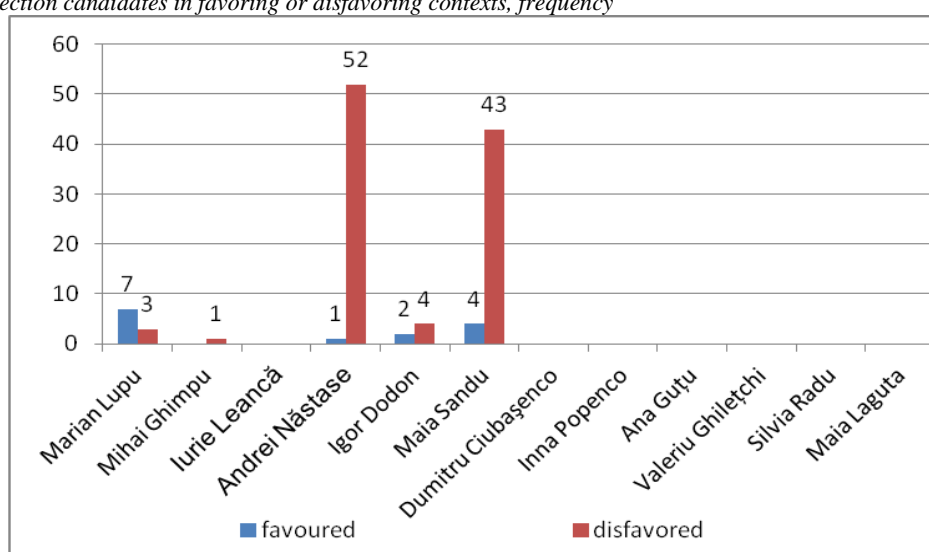
In the monitoring period, the portal's items showed a pronounced gender discrepancy, the general ratio of sources and protagonists being of 68% men (91 persons) and 19% women (25 persons), while in 17 cases (13%) the gender of sources was not specified. Feminine gender sources lacked diversity and mainly came from the categories of female election candidates and citizens. Maia Sandu accounted for 52% of the total number of women sources and female protagonists.

*Rate of protagonists and sources quoted from a gender perspective, %*



The editorial policy of the portal Moldova24.info was clearly directed to disfavoring and discrediting the candidates Andrei Năstase (52 appearances in negative context) and Maia Sandu (43 appearances in negative context) that nearly each time were presented in negative context, being mocked and accused of lies and betrayals. The texts published did not meet the criteria of objective journalistic items and labeled the protagonists, launching speculations or allegations without giving them the right to reply.

*Appearance of election candidates in favoring or disfavoring contexts, frequency*





## Newsmaker.md

Between 15 September and 11 November 2016, the portal Newsmaker.md published 263 items relevant to this monitoring, including 239 news stories (90.9% of the total), 18 commentaries and other opinion stories (6,8%) and 3 debates and 3 interviews with the candidates for the presidential office. The total amount of items was of 873419 characters (texts) and 28325 seconds or nearly 8 hours of videos. The vast majority of the items were related to political topics (218 or 82.9%) and the unfolding of the election process – 29 (11%). The portal displayed a relatively balanced, complex and creative approach in covering the election campaign (it published the texts of the TV election debates, launched the column “One day with a candidate” in which it presented the candidates’ campaign work, and analyzed certain aspects of the election programs).

The items that were directly or indirectly related to the presidential elections in total had 715 sources and protagonists, including 289 or 30.4% of the political environment. The portal also quoted various other sources and, most often, other media (154 cases or 21.5% of the total), foreign and local experts (49 references or 6.8%), CEC representatives (36 cases or 5%). It also quoted or mentioned a number of representatives of the civil society, citizens, judges and lawyers, diplomats, foreign officials and observers, LPA representatives, businesspeople etc.

Of the election candidates and other political players, it most often mentioned Igor Dodon and other PSRM representatives (56 times or 7.8% of the total of sources and protagonists), Marian Lupu and the PDM, Maia Sandu and PAS – 42 times or 5.9% each. Less frequently the portal covered the PN and Dumitru Ciubașenco, Andrei Năstase and the PPDA, Iurie Leancă and the PPEM, Inna Popenco and the “Ravnopravie” Movement (including indirectly by covering Ilan Șor’s case and his statements). Of the independent candidates, Silvia Radu was the one to enjoy the highest visibility (4 times).

*Frequency of appearance of election candidates and political players*

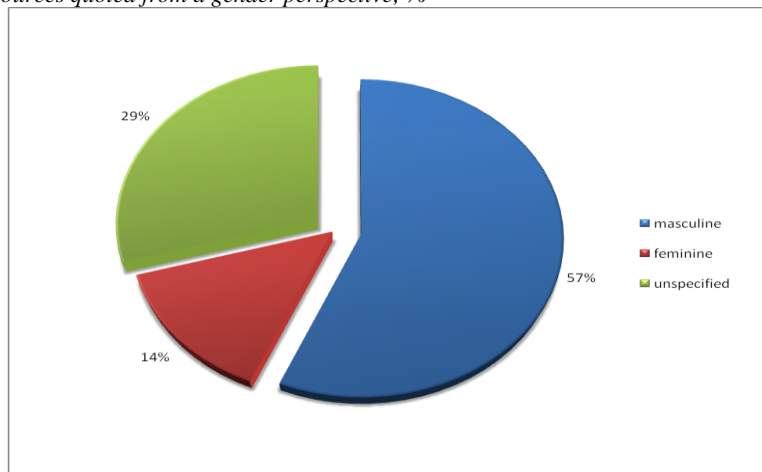
Sources and protagonists	Frequency of appearance
Socialists Party of Moldova / Igor Dodon	56
Democratic Party of Moldova / Marian Lupu	42
Action and Solidarity Party / Maia Sandu	42
Our Party / Dumitru Ciubașenco	35
Demnitare and Adevăr Platform Party / Andrei Năstase	31
Social-Political Movement “Ravnopravie” / Inna Popenco	18
People’s European Party of Moldova / Iurie Leancă	18
Liberal-Democratic Party of Moldova	16
Liberal Party / Mihai Ghimpu	9
Silvia Radu	4
Maia Laguta	3
“Dreapta” Liberal Party / Ana Guțu	2
Valeriu Ghilețchi	1

The rate of women quoted as sources or protagonists in the relevant items of the portal Newsmaker.md was one or the lowest among the portals monitored, constituting only 14% (101 cases). At the same time, the representation rate of men was four times higher – 57% (404 cases) while the other 29% of items did not specify the gender of sources. Of the sources and protagonists on the non-political segment, the highest percentage of women’s representation was registered in the CEC category – 22% (8 women versus 10 men, 18 unspecified), foreign diplomats, officials and observers – 20.8%, foreign and local experts – 12%. Feminine gender sources were not very diverse



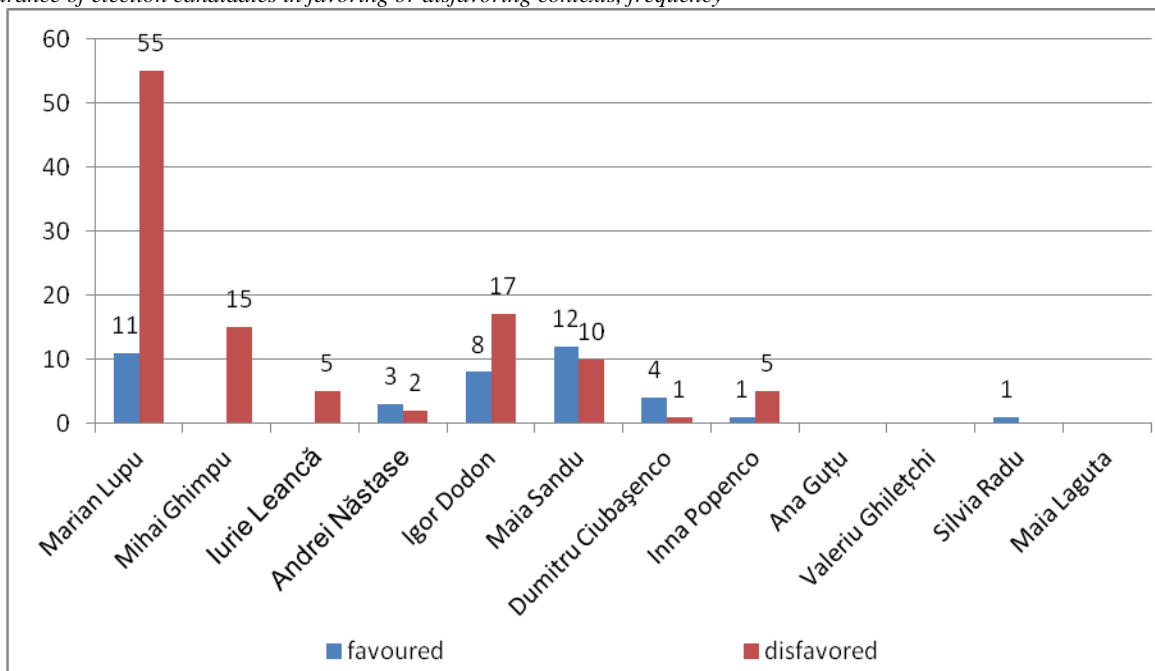
among the election candidates and their representatives either, as the portal for the most part quoted only the female candidates registered in the elections. Thus, the share received by Maia Sandu in the total number of women sources was of 33.7% (34 appearances), and the candidates Ana Guțu, Maia Laguta, and Inna Popenco were quoted 2 to 7 times each.

*Rate of protagonists and sources quoted from a gender perspective, %*



The vast majority of the election candidates were covered by Newsmaker.md in neutral context but also in negative and positive ones. Thus, most of the appearances of Igor Dodon and Maia Sandu were neutral; however, in some cases they were presented in negative or positive contexts. The situation was different for the candidate Marian Lupu (55 times disfavored versus 11 times favored) and of Mihai Ghimpu (15 times presented in negative contexts). This indicator is explained by the coverage of many declarations of other political players who criticized the governance, including Vladimir Plahotniuc who was then holding the position of First Deputy President of the PDM, and such items first of all indirectly disfavored Marian Lupu.

*Appearance of election candidates in favoring or disfavoring contexts, frequency*



## Noi.md

The portal Noi.md in the monitoring period published 401 relevant items, nearly all of them being news stories (391 or 97.5% of the total), plus 9 commentaries and other opinion stories and one Vox Populi. The total amount constituted 650040 characters (texts), in 39 cases the portal also published videos with the total duration of 23235 seconds or 6.5 hours, and one audio of 97 seconds.

The subjects tackled mainly referred to the political area (345 or 86% of the total number of items) and to the unfolding of the election process (48 or 12%). Other topics were tackled much more rarely in an election context: in 5 cases the items were about Moldova's foreign relations and 1 or 2 cases they were about local public administration and human rights. The stories covered the largest part of the statements of politicians and candidates, their mutual allegations, and the unfolding of the election campaign. In the second round of the elections, the portal selectively published a number of messages supporting one of the candidates.

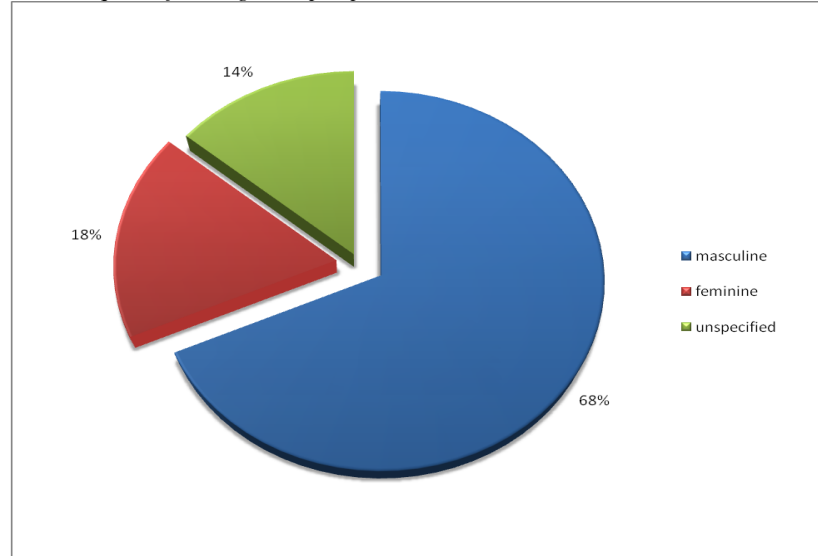
In documenting its news stories, Noi.md mentioned and quoted 460 sources, the biggest share (11% of the total) accounting for foreign and local experts; the same for CEC members and representatives (53 and 51 appearances, accordingly). Outside the political area, the portal often quoted also civil society representatives (33), citizens (25), foreign diplomats, officials and observers (18) etc. The sources from among the candidates and members of the competing political parties frequently appeared in news stories of Noi.md, with the highest visibility enjoyed by Igor Dodon and the PSRM (51 appearances as a source, 11% of the total), followed by Marian Lupu with 41 appearances and Maia Sandu – 36. Of the independent candidates, the highest visibility was enjoyed by Valeriu Ghilețchi who was quoted/mentioned 4 times.

*Frequency of appearance of election candidates and political players*

Sources and protagonists	Frequency of appearance
Socialists Party of Moldova / Igor Dodon	51
Democratic Party of Moldova / Marian Lupu	41
Action and Solidarity Party / Maia Sandu	36
Demnitate and Adevăr Platform Party / Andrei Năstase	18
People's European Party of Moldova / Iurie Leancă	17
Communists Party of Moldova	14
Our Party / Dumitru Ciubașenco	14
Liberal Party / Mihai Ghimpu	11
Liberal-Democratic Party of Moldova	6
Valeriu Ghilețchi	4
Maia Laguta	2
Silvia Radu	1

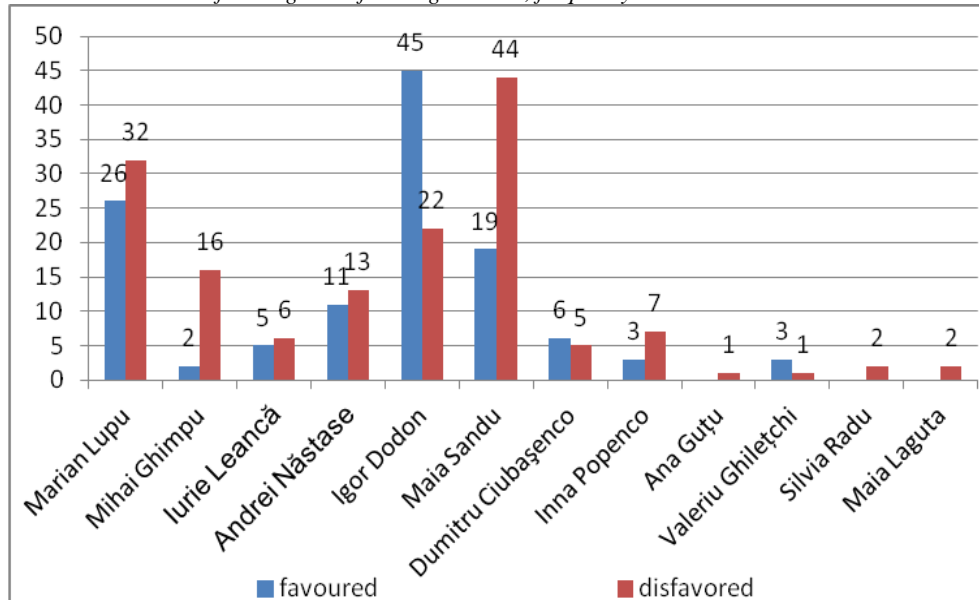
The gender ratio of the sources or protagonists was of 68% men (314 persons) versus 18% women (81 persons), and in 64 cases (14%) the gender of sources was specified. Thus, the gender discrepancy was pronounced. The highest share of women's representation was on the segment of candidates for the presidential office; however, this was due nearly exclusively to Maia Sandu's accession to the second round of the elections (42% of the total number of appearances of women sources throughout the monitoring). Feminine sources outside the political area were quoted more often in the CEC category (13 women versus 5 men, 32 unspecified) and citizens (9 women versus 14 men, 2 unspecified).

Rate of protagonists and sources quoted from a gender perspective, %



In the first round of the presidential elections, Noi.md treated election candidates in a relatively balanced manner by presenting them in general neutrally or equally in negative and positive contexts, without showing obvious favoring or disfavoring of an election candidate. In the second round of the elections, however, the portal showed an obvious favoring of Igor Dodon and disfavoring of Maia Sandu. Thus, in its commentaries and other opinion stories, M. Sandu was accused of the “failures” of the reforms of the Ministry of Education and of other alleged violations. I. Dodon, on the contrary, was favored, mainly through the supportive statements published for this candidate. As a whole, I. Dodon was presented in positive contexts 45 times, twice as often as when presented in negative contexts, while for Maia Sandu this ratio was reversed: 44 times disfavored versus 19 times favored.

Appearance of election candidates in favoring or disfavoring contexts, frequency



## Realitatea.md

The portal Realitatea.md in the monitoring period published 356 relevant items, 99.4% of them being news stories (354), one commentary and one Vox Populi. The total amount of the relevant items was of 635534 characters (texts), 170 videos with the total duration of 233657 seconds or approximately 65 hours and 2 audios of 413 seconds.

Most of the items referred to political topics (251 or 70.5%); the election process was covered in 92 items or 25.8%, and other several items in an election context referred to Moldova's foreign relations, economic problems etc. The items in general informed in a balanced and detailed manner about the most important actions of the election campaign, the candidates' statements/allegations/replies, the results of opinion surveys etc.

In documenting its news stories, Realitatea.md used in total 441 sources and most of the times these were CEC representatives or members (68 appearances or 15.4% of the total number of sources), on the non-political level followed by representatives of the civil society (32 appearances or 7.3%) and foreign and local experts (13 cases or 3% of the total). The portal also quoted in an election context foreign diplomats, officials and observers, representatives of LPAs and government agencies, judges or lawyers etc. Of the election candidates and political parties, by the frequency of appearances, Igor Dodon and the PSRM ranked first and so did Maia Sandu and PAS (both candidates had approximately 9.5% each of the total number of appearances as sources). They were followed by Marian Lupu and PDM members (34 appearances as sources, 7.7% of the total), Mihai Ghimpu and the PL, Iurie Leancă and PPEM with approximately 5.5% of the total sources quoted by Realitatea.md. The other election candidates were quoted more rarely and, of the independent candidates, Valeriu Ghilețchi was the one who enjoyed the highest visibility (quoted or mentioned 8 times).

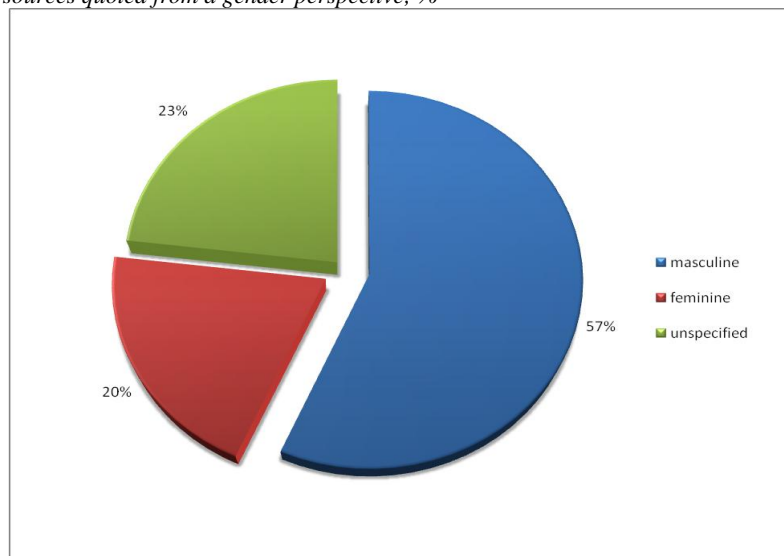
*Frequency of appearance of election candidates and political players*

Sources and protagonists	Frequency of appearance
Socialists Party of Moldova / Igor Dodon	41
Action and Solidarity Party / Maia Sandu	40
Democratic Party of Moldova / Marian Lupu	34
Liberal Party / Mihai Ghimpu	25
People's European Party of Moldova / Iurie Leancă	23
Demnitate and Adevăr Platform Party / Andrei Năstase	16
Communists Party of Moldova	15
Social-Political Movement "Ravnopravie" / Inna Popenco	15
Our Party / Dumitru Ciubașenco	11
Liberal-Democratic Party of Moldova	9
Valeriu Ghilețchi	8
Silvia Radu	5
"Dreapta" Liberal Party / Ana Guțu	5
Maia Laguta	4

The ratio between men and women sources and protagonists was of 57% men (250 persons) versus 20% women (89); in other 102 cases the gender of the source was not specified. Most of the feminine sources (69 or 77.5% of the women quoted) were from the political area; however, this indicator is greatly based on Maia Sandu's share – 32 appearances as a source or 36% of the total feminine sources. Outside the political area, women were quoted more often in the CEC category

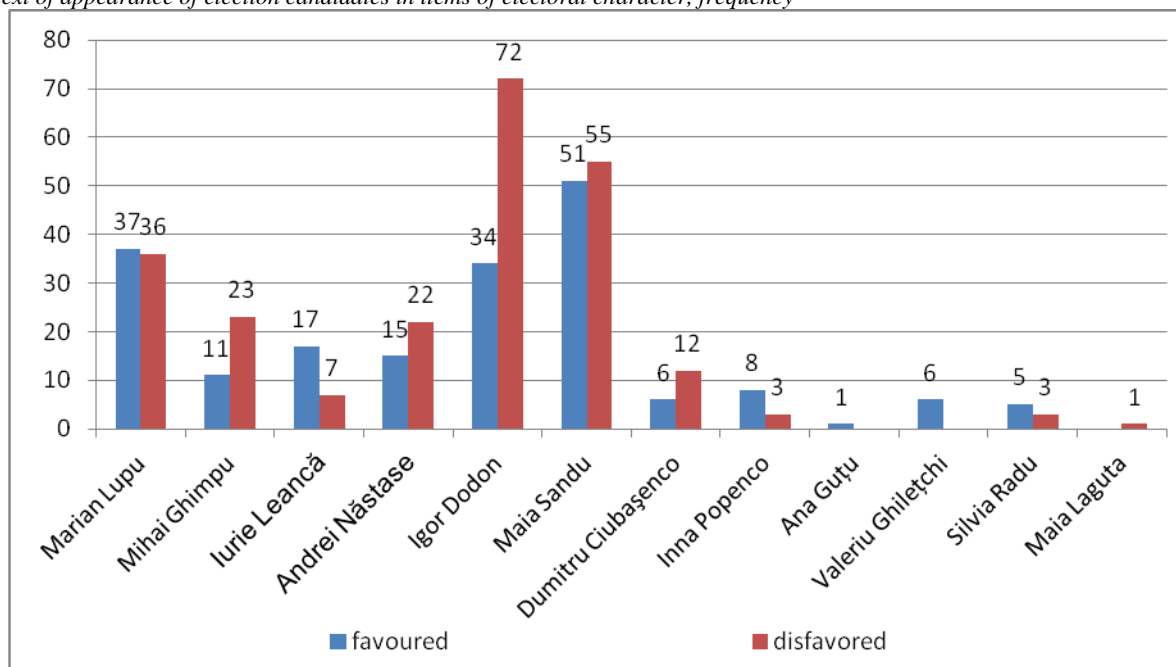
(11 women versus 15 men, 42 cases) and civil society (6 women versus 12 men, 14 cases unspecified).

*Rate of protagonists and sources quoted from a gender perspective, %*



Realitatea.md presented the election candidates in various contexts, both neutral and negative or positive, without any trends of obvious editorial favoring. The relative high number of times when the portal disfavored the candidate Igor Dodon compared to the times when he was favored are mainly explained by the statements made by other political candidates who mentioned I. Dodon in negative contexts and such statements/allegations were not always balanced by his reply.

*Context of appearance of election candidates in items of electoral character, frequency*



## Sputnik.md

The portal Sputnik.md in the reference period published in total 288 relevant items (234 news stories – 81.3% of the total, 53 commentaries and other opinion stories – 18.4%, and one interview).

The total amount of items was of 446531 characters (texts), 20 videos with the total duration of 28378 seconds or approximately 8 hours and 26 videos with the total duration of 24249 seconds or 6.7 hours. Most of the topics tackled referred to the unfolding of the election process – 168 items or 58.3% of the total, and the political area – 56 items or 19.4%. The portal also covered in an election context problems in the economy and in the local public administration – 6.3% each of the total stories, Moldova’s foreign relations – 3.5% etc.

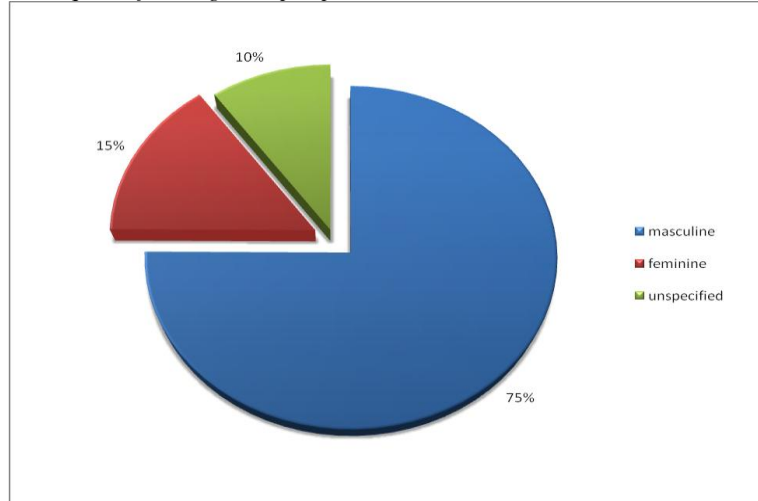
In documenting the relevant stories, Sputnik.md made reference to and quoted a relatively low number of sources (306). Most of the times, the portal quoted as sources foreign and local experts (43 appearances or 14% of the total number of sources), CEC representatives or members (36 appearances or 11.8%), ministers and other representatives of the Government (25 appearances or 8.2%). The portal also quoted or mentioned: foreign diplomats, officials and observers, representatives of the civil society, Parliament, ordinary citizens, judges/lawyers, LPA etc. Of the election candidates, the highest direct and indirect visibility were enjoyed by Inna Popenco, Maia Sandu, Mihai Ghimpu and Igor Dodon, each with 11-18 appearances, including quotes or mentions. Of the independent candidates, the highest visibility was enjoyed by Valeriu Ghilețchi (5 appearances).

*Frequency of appearance of election candidates and political players*

Sources and protagonists	Frequency of appearance
Social-Political Movement “Ravnopravie” / Inna Popenco	18
Action and Solidarity Party / Maia Sandu	15
Liberal Party / Mihai Ghimpu	11
Socialists Party of Moldova / Igor Dodon	11
Our Party / Dumitru Ciubașenco	7
Valeriu Ghilețchi	5
Demnitare and Adevăr Platform Party / Andrei Năstase	5
People’s European Party of Moldova / Iurie Leancă	3
“Dreapta” Liberal Party / Ana Guțu	3
Democratic Party of Moldova / Marian Lupu	3
Maia Laguta	3
Communists Party of Moldova	1
Silvia Radu	1

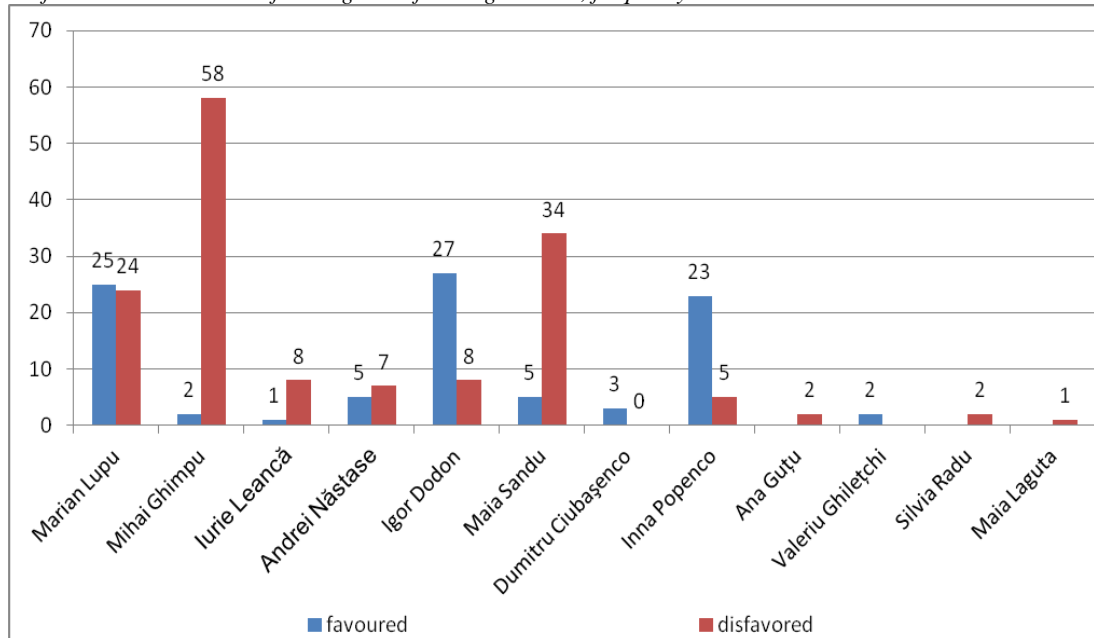
The rate of women quoted as sources or protagonists in the relevant items of the portal Sputnik.md was the lowest among the portals monitored and constituted only 15% (46 cases). At the same time, the rate of representation of men was five times higher – 75% (229 cases); in other 10% of the items the gender of sources was not specified. Of the sources and protagonists on the non-political segment the highest percentage of women representation was registered in the CEC category – 30.6% (11 women versus 5 men, 19 unspecified). Of the election candidates and political players, the portal quoted or mentioned 26 women, and 14 cases (53.8% of the total of women sources) involved Maia Sandu.

Rate of protagonists and sources quoted from a gender perspective, %



The editorial policy of the portal Sputnik.md was focused on presenting the candidate Mihai Ghimpu in a disfavoring context, especially in the first round of the elections. Thus, many of the opinion items ironized him or questioned his decision making capacity (58 times disfavored in the entire period monitored). Maia Sandu was frequently disfavored and presented in a negative context, especially in the second round of the presidential elections (34 times disfavored versus 5 times favored throughout the monitoring), in contrast to Igor Dodon who more often was presented in positive context (27 appearances) than in negative context (8). The candidate Inna Popenco was also favored in the first round of the elections, especially indirectly, through the coverage of Ilan Șor’s activities.

Appearance of election candidates in favoring or disfavoring contexts, frequency



**Today.md**

The portal Today.md in the monitoring period published 102 items, 99 of which from the category of news stories (97%) and 3 commentaries and other opinion stories. The total amount of the



relevant items was of 167851 characters (texts), 5 videos with the total duration of 3305 seconds or approximately one hour and 2 audios with the total duration of 192 seconds.

The topics tackled mainly referred to the political area (88 or 86.3% of the total number) and the election process (8 or 7.8%). The portal covered the campaign selectively; some candidates were overlooked completely while others, especially the active opponents of the current governance, were frequently mentioned negatively in the portal's items.

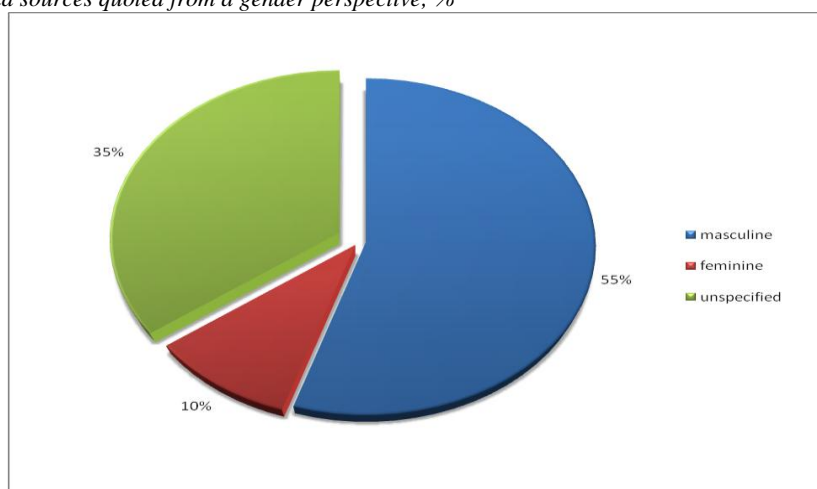
In documenting its relevant items, the portal resorted to a low number of sources, 100 in total. It more often quoted other media sources (12 cases), MPs (8), CEC members and representatives (7), judges and lawyers (6), civil society representatives, foreign and local experts (5 each). Of the candidates for the presidential office and other active political players, the highest visibility was enjoyed by Marian Lupu and PDM (18 appearances), followed by Andrei Năstase and PPDA with 8 appearances.

*Frequency of appearance of election candidates and political players*

Sources and protagonists	Frequency of appearance
Democratic Party of Moldova / Marian Lupu	18
Demnitate and Adevăr Platform Party / Andrei Năstase	8
Socialists Party of Moldova / Igor Dodon	4
Action and Solidarity Party / Maia Sandu	3
Communists Party of Moldova	3
Our Party / Dumitru Ciubașenco	3
People's European Party of Moldova / Iurie Leancă	3
Liberal Party / Mihai Ghimpu	1
Liberal-Democratic Party of Moldova	1
Maia Laguta	1

Today.md registered the lowest share of women quoted or mentioned in relevant items of all the portals monitored – only 10% of the total, compared to men who appeared in 55% of items; in other 35% the gender of the source and protagonist was not specified.

*Rate of protagonists and sources quoted from a gender perspective, %*

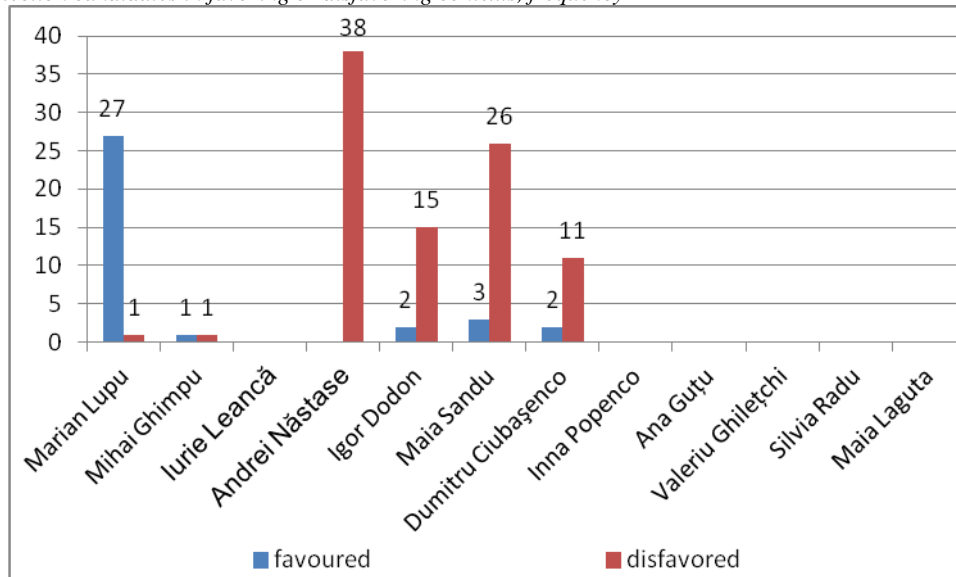


The editorial policy of the portal Today.md was focused on disfavoring and even on discrediting the opponents of the PDM, especially of Andrei Năstase who was presented in negative context in all the 28 cases in which he was mentioned as well as of Maia Sandu (26 appearances in negative



context versus 2 in positive context). They often were the target of so-called investigative stories that labeled them and brought allegations against them without giving them the right to reply. The candidates Igor Dodon and Dumitru Ciubașenco were rather disfavored than favored. By contrast, Marian Lupu and PDM were nearly each time presented in positive context.

*Appearance of election candidates in favoring or disfavoring contexts, frequency*



### **Unimedia.info**

The portal Unimedia.info in the reference period published 508 items, including 501 news stories (98.6% of the total) and 7 commentaries and other opinion stories. The total amount of relevant items was of 677639 characters (texts), 64 videos with the total duration of 50459 sec. or approximately 14 hours.

The topic most frequently tackled referred to the political area (433 items or 85.2%). It was followed by the election process (67 items or 13.2%) and the topic of corruption in an election context (6 items or 1.2%). The election campaign was covered by Unimedia.info in its entire complexity, including the mutual declarations/allegations of politicians and candidates, their replies, CEC work, relevant information about the candidates and their election programs, support messages from various personalities and groups of persons, etc.

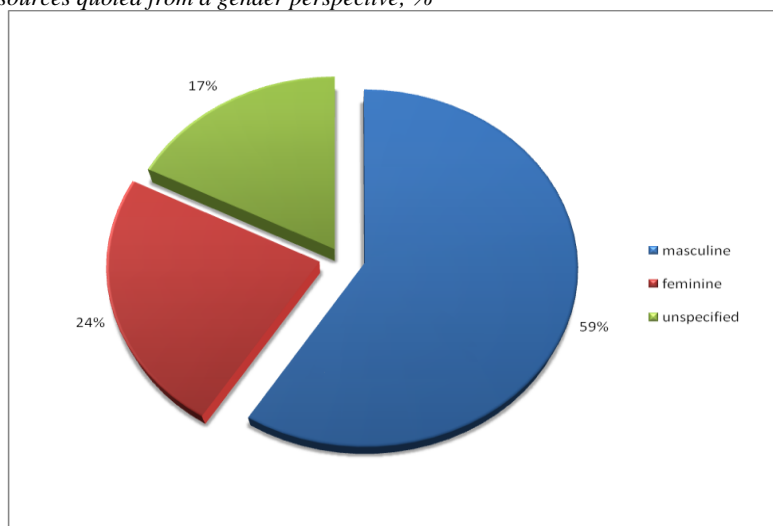
In documenting its relevant news stories, Unimedia.info used 722 sources and 67% (485 sources) came from the political environment and that of presidential candidates. Thus, Maia Sandu and Igor Dodon, together with their political parties, were quoted and mentioned most of the times, accounting for circa 12-13% of the total number of sources each. They were followed by Marian Lupu and the PDM who were mentioned or quoted in 8% of cases, Andrei Năstase and PPDA – 5.5% etc. The other candidates were mentioned more rarely, and of the independent candidates the highest visibility was enjoyed by Valeriu Ghilețchi (9 times). The highest number of quoted sources from outside the political area came from CEC (55 or 7.6% of total sources), the civil society and NGOs (51 or 7%); the portal also quoted citizens – 26 times, foreign diplomats and observers – 23 times, CEC members – 23 times, ministers – 17 times, foreign and local experts – 14 times, LPAs – 11 times, etc.

*Frequency of appearance of election candidates and political players*

Sources and protagonists	Frequency of appearance
Action and Solidarity Party / Maia Sandu	97
Socialists Party of Moldova / Igor Dodon	86
Democratic Party of Moldova / Marian Lupu	59
Demnitate and Adevăr Platform Party / Andrei Năstase	40
Social-Political Movement “Ravnopravie” / Inna Popenco	34
Liberal Party / Mihai Ghimpu	32
People’s European Party of Moldova / Iurie Leancă	30
Our Party / Dumitru Ciubașenco	21
Communists Party of Moldova	15
Liberal-Democratic Party of Moldova	13
“Dreapta” Liberal Party / Ana Guțu	11
Valeriu Ghilețchi	9
Silvia Radu	7
Maia Laguta	5

The gender ratio of the sources and protagonists of Unimedia.info was of 59% men (426 persons) to 24% women (170 persons); the gender of other 126 persons (17% of the total) was not specified. Most of the women quoted or mentioned were from the political area – 142 or 83.5% of total women sources, including Maia Sandu, in 81 cases (47.6% of total feminine sources). In other categories of sources women appeared more rarely: sources from CEC, from among the citizens and from the civil society.

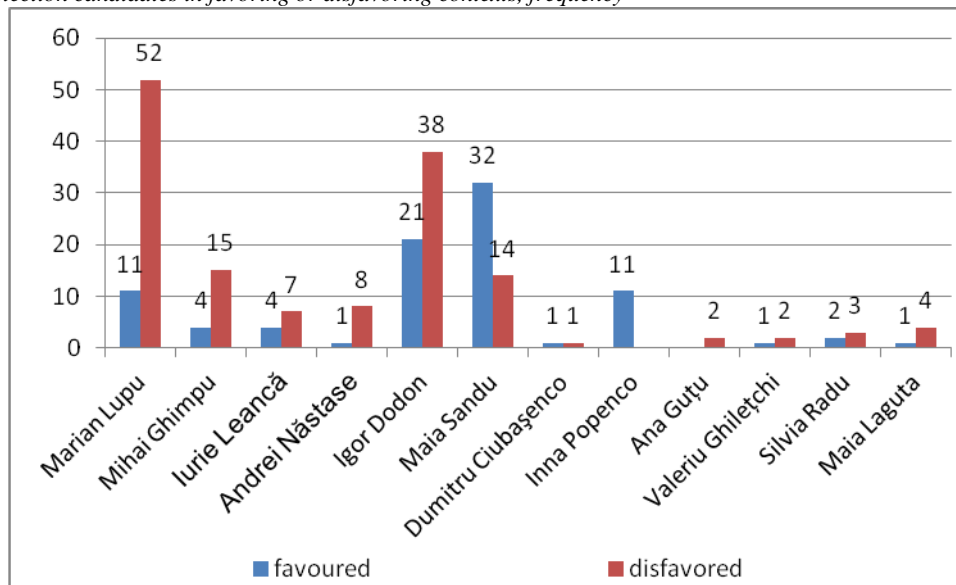
*Rate of protagonists and sources quoted from a gender perspective, %*



The election candidates were covered in various contexts, with some exceptions, in a relatively balanced manner. In the first round of the elections the portal did not display any editorial preferences in relation to any of the candidates, although Marian Lupu was frequently disfavored directly and indirectly especially through the allegations launched by other candidates against Vladimir Plahotniuc that remained without the replies of the ones mentioned. Throughout the period monitored, M. Lupu and PDM had 52 appearances in negative context versus 11 appearances in positive context. In the second round of the elections, the portal editorially favored Maia Sandu and

disfavored Igor Dodon, by the frequency and number of news stories that presented M. Sandu in positive context and I. Dodon in negative context.

*Appearance of election candidates in favoring or disfavoring contexts, frequency*



### Ziarulnational.md

In the report period, the portal Ziarulnational.md published 522 items relevant to this monitoring, 482 of which were news stories (92.3% of the total) and 35 – commentaries (6.7%); the portal also published 3 debates relayed and 2 interviews with the candidates. The total amount of items was of 1009816 characters (texts) and 105 videos with the total duration of 215521 seconds or nearly 60 hours.

From a topical point of view, most of the items referred to politics (434 or 83.1% of total stories) and other 45 (8.6%) referred directly to the unfolding of the election process. The portal also tackled, in an electoral context, but more rarely, such topics as the functioning of the legislation in force, the situation in the economy, social issues, the local public administration, etc.

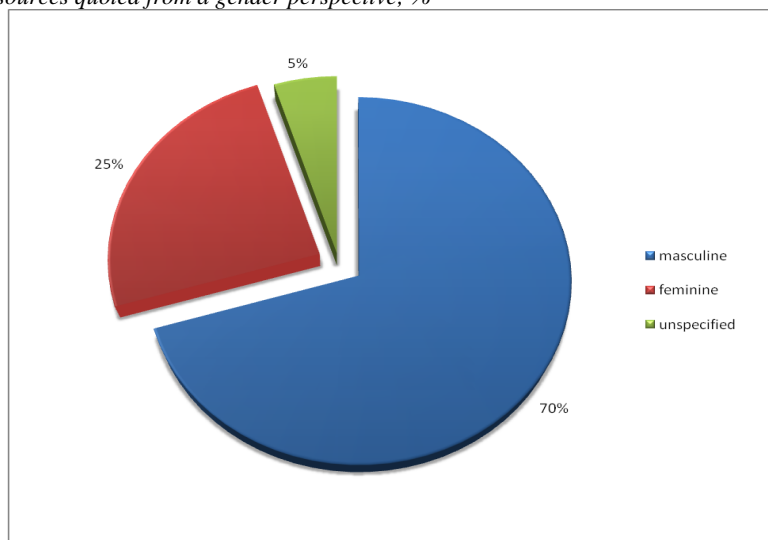
The sources quoted by the Ziarulnational.md were numerous – in total 1354, most of which were from the political environment and from among the candidates for the presidential office – 1014 or 74.9% of total sources. Maia Sandu and PAS, Igor Dodon and PSRM were quoted or mentioned the most in the portal's story – 228 times (16.8% of total sources) and 208 times (15.4%), accordingly. They were followed by Marian Lupu and PDM, Andrei Năstase and PPDA, each with a share of circa 10% of total sources, while the other election candidates were quoted/mentioned more rarely. Of the independent candidates, Silvia Radu had the highest visibility (15 appearances). The portal quoted various sources from other categories as well. Thus, 54 sources (4%) came from the civil society – 50 (3.7%) – CEC members and representatives and 45 (3.3%) – foreign and local experts. The portal quoted and mentioned other media sources as well, such as LPA representatives, foreign diplomats, officials and observers, ministers, businesspeople, and ordinary citizens.

*Frequency of appearance of election candidates and political players*

Sources and protagonists	Frequency of appearance
Action and Solidarity Party / Maia Sandu	228
Socialists Party of Moldova / Igor Dodon	208
Democratic Party of Moldova / Marian Lupu	137
Demnitate and Adevăr Platform Party / Andrei Năstse	129
Liberal Party / Mihai Ghimpu	88
Our Party / Dumitru Ciubașenco	49
Social-Political Movement “Ravnopravie” / Inna Popenco	36
People’s European Party of Moldova / Iurie Leancă	35
“Dreapta” Liberal Party / Ana Guțu	20
Silvia Radu	15
Communists Party of Moldova	15
Liberal-Democratic Party of Moldova	14
Valeriu Ghilețchi	10
Maia Laguta	9

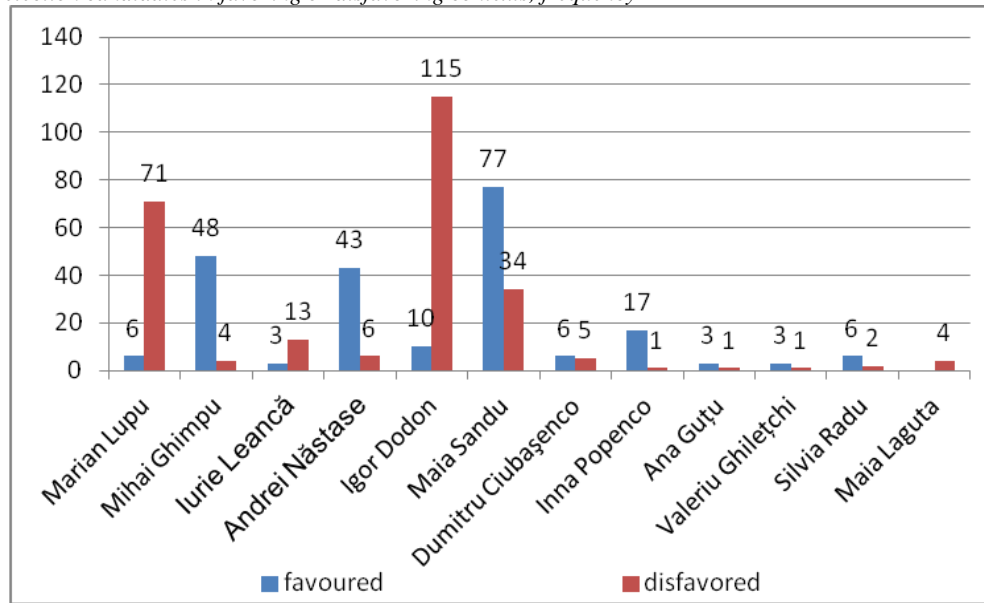
In the monitoring period, the general share of women sources and protagonists accounted for 25% (334 persons) and men sources – 70% (953 persons); in case of other 67 sources (5%) the gender was not specified. The relatively high indicator is explained by the mentioning or quoting of the PAS candidate Maia Sandu – 66.5% of the total sources of feminine gender. CEC female representatives accounted for 4.5% of the total of feminine sources.

*Rate of protagonists and sources quoted from a gender perspective, %*



In the period monitored, Ziarulnational.md editorially disfavored the candidates Marian Lupu (especially in the first round of the elections, until he withdrew) and Igor Dodon. Thus, M. Lupu was presented in a negative context 71 times throughout the monitoring period (versus 6 presentations in positive context) and I. Dodon – 115 times (10 times favored). In the first round of the presidential elections, by the frequency and number of appearances in positive contexts, the portal editorially supported the candidates Mihai Ghimpu and Andrei Năstase, while in the second round – the candidate Maia Sandu (77 appearances in positive context versus 34 appearances in negative context throughout the monitoring period).

Appearance of election candidates in favoring or disfavoring contexts, frequency



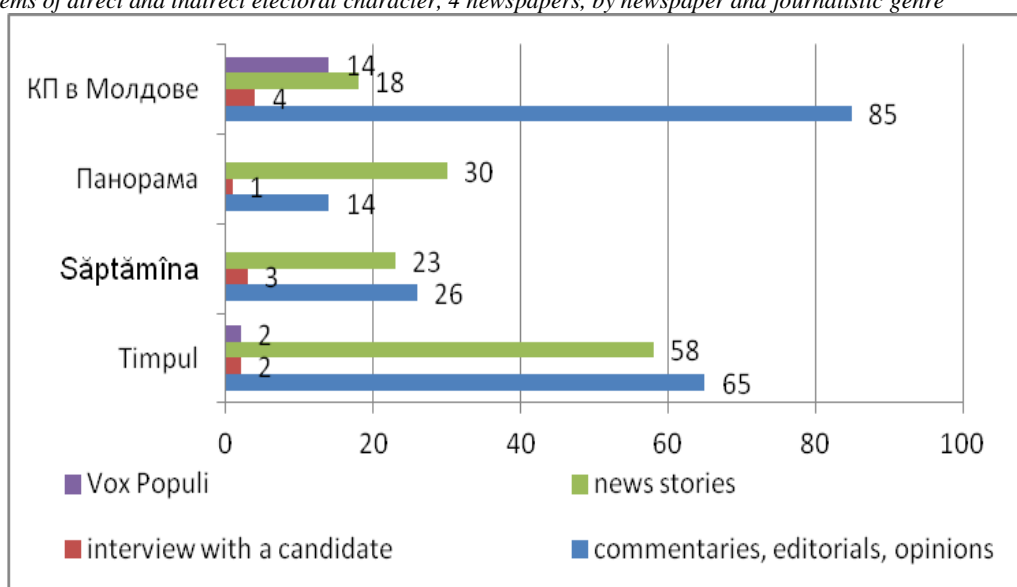
## 2.3 Print media

### General conclusions

Between 15 September and 11 November 2016, the four newspapers monitored in cumulation published 345 stories that referred directly or indirectly to the presidential elections, with the total area of 164103 square centimeters. More than half of the texts (190 or 55% of the total) were editorials, commentaries and opinion stories; 37.4% were news stories (129); 16 Vox Populy surveys, and 10 interviews with the candidates.

The most relevant items appeared in the daily *Timpul* (127 texts with the total area of 58758 sq.cm.), followed by the daily/five issues per week *KP v Moldovei* (121 texts with the total area of 54979 sq.cm.), the magazine *Săptămîna* (52 texts with the total area of 18240 sq.cm.) and the weekly *Panorama* with 45 texts on a total area of 32126 sq.cm. To note that after the first election round, *Panorama* suspended its appearance in printed version.

Number of items of direct and indirect electoral character, 4 newspapers, by newspaper and journalistic genre



From a topical point of view, most of the items referred to politics, the candidates and the parties (202 or 58.6% of the total) and covered various aspects of the election process (103 or 29.9%). The newspapers tackled less social issues, corruption, Moldova's foreign relations, the situation in the economy, local public administration, education, etc. in an electoral context.

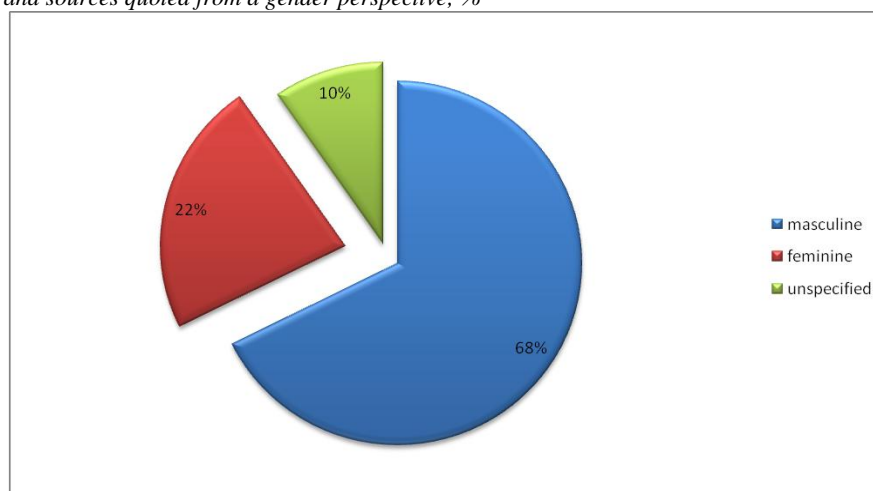
Relevant stories in total made reference to 486 sources and protagonists, most of which from among the citizens (123 or 25.3% of the total) and of foreign and local experts (68 or 14%). The newspapers also often quoted as sources the following: other media outlets (49 times), CEC members and representatives (23), representatives of the civil society (19), of the LPA (15), judges and lawyers (10), and more rarely – ministers, foreign diplomats, officials and observers, businesspeople, etc. Nearly one third of total sources and protagonists came from among the election candidates and active political players, and the most quoted and mentioned ones were Igor Dodon and the PSRM (39 times), Maia Sandu and PAS (18), Mihai Ghimpu and PL (18), Marian Lupu and PDM (17 times). Of the independent candidates, Silvia Radu was the most quoted/mentioned (9 times).

*Frequency of appearance of election candidates and political players, 4 newspapers*

Sources and protagonists	Frequency of appearance
Socialists Party of Moldova / Igor Dodon	39
Action and Solidarity Party / Maia Sandu	18
Liberal Party / Mihai Ghimpu	18
Democratic Party of Moldova / Marian Lupu	17
Communists Party of Moldova	9
People's European Party of Moldova / Iurie Leancă	9
Silvia Radu	9
Our Party / Dumitru Ciubașenco	8
Demnitate and Adevăr Platform Party / Andrei Năstase	6
Social-Political Movement "Ravnopravie" / Inna Popenco	4
Valeriu Ghilețchi	3
"Dreapta" Liberal Party / Ana Guțu	2
Maia Laguta	1

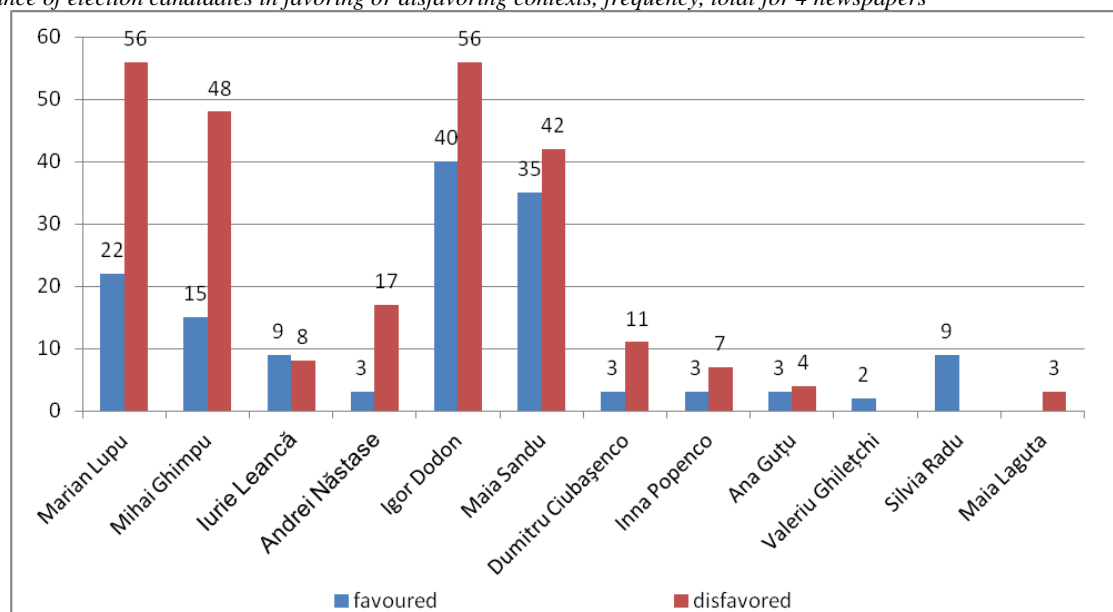
The share of women sources in the items published by the 4 newspapers accounted for only 22% (110 sources), while men were quoted three times more often - 68% (329 sources); in other 47 cases (10% of the total), the gender of the source to which reference had been made was not specified. A nearly perfect gender balance was registered in the category of citizen sources: 54% men, 42% women (the gender of the other 4% of sources in this category was not specified). Of the 38 feminine sources from the category of election candidates, Maia Sandu accounted for 18 of them and Silvia Radu – for 9.

*Rate of protagonists and sources quoted from a gender perspective, %*



By the context of appearances, the print media monitored in general had critical opinions about all the candidates for the presidential office; however, they most often were presented by various newspapers in negative context, thus being disfavored: the PSRM candidate Igor Dodon and the PDM candidate Marian Lupu (56 times disfavored each). They were followed by the PL candidate Mihai Ghimpu with 48 appearances in negative context and the joint candidate of PAS, PPDA and PLDM Maia Sandu – with 42 times disfavored. At the same time, Igor Dodon and Maia Sandu most often appeared in positive context as well (40 and 35 times, accordingly), mainly in the second round of the presidential elections.

Appearance of election candidates in favoring or disfavoring contexts, frequency, total for 4 newspapers



In the newspapers monitored, opinions prevailed over news stories, which points to the trend of presenting rather a subjective commenting of facts than the facts themselves.

The newspapers monitored were less concerned with the electoral education of the readers and did not publish items of pertinent analysis of the candidates and of their election programs.

The coverage of the election campaign in the print media was marked by lack of editorial creativity and low diversity of subjects; none of the newspapers followed the balance of the categories of protagonists and the gender balance. Newsrooms did not organize special events in the context of the elections, such as debates with the participation of the candidates etc.

The journalistic principles of balance and diversity of sources were not followed in the print media monitored and those news stories that reported a conflict in the context of the election campaign most of the times were unbalanced.

The newspaper **KP v Moldova** editorially favored the candidate Igor Dodon, directly and indirectly. By contrast, the candidate Maia Sandu was obviously disfavored, especially by publishing biased opinions, speculations and information fakes.

The newspaper **Panorama** editorially favored the candidate Igor Dodon, including through hidden electoral publicity and disfavored the candidates Marian Lupu and Mihai Ghimpu through commentaries and critical opinions of the experts about the quality of governance in the past years.

The magazine **Săptămîna**, in the first round of the elections, editorially favored the candidates Silvia Radu and Marian Lupu, including through items of hidden electoral publicity. In the second round of the elections, the candidate Igor Dodon was often favored through presentations in positive contexts while Maia Sandu was disfavored in texts in which she was labeled and offended.

The newspaper **Timpu** massively disfavored the candidate Igor Dodon and visibly favored the candidate Maia Sandu in the second round of the elections.

## КП в Молдове

The Russian language daily (5 issues per week) *KP v Moldova* in the report period published 121 items relevant to this monitoring, most of which (85 or 70.3% of the total) were commentaries or other opinion items; it also published 18 news stories, 14 Vox Populi surveys and 4 interviews with



the candidates (on commercial basis). The total area of its items was of 54979 sq.cm. The newspaper registered the largest disproportion between the number of and area of opinions and news stories (one news story had nearly five commentaries and opinions; the newspaper area covered by commentaries/opinions exceeded 41 thousand sq.cm., which was 9 times larger than the area allocated to news stories).

From a topical point of view, the relevant items referred to politics and the politicians involved in the election campaign (98 texts or 81% of the total); the election process was covered in 10 texts (8.3%); the other relevant items in an electoral context referred to the situation in the economy, the local public administration, social issues, corruption, and Moldova's foreign relations.

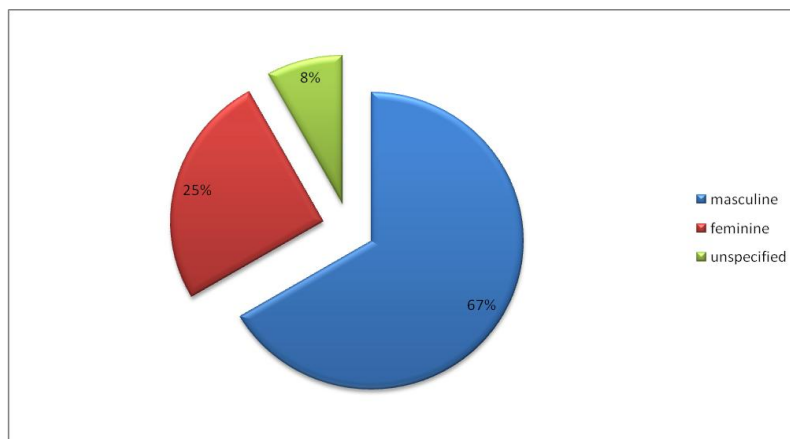
In the items published, *KP v Moldova* quoted in total 248 sources and protagonists, most of whom from the category of ordinary citizens (93 or 37.5%) and foreign and local experts (32 or 12.9%). The portal also quoted representatives of LPA, CEC, etc. The most visible ones in the elections were Igor Dodon and PSRM (20 appearances), Mihai Ghimpu and PL (10), Maia Sandu and PAS (9), Marian Lupu and PDM (8 appearances).

*Frequency of appearance of election candidates and political players*

Sources and protagonists	Frequency of appearance
Socialists Party of Moldova / Igor Dodon	20
Liberal Party / Mihai Ghimpu	10
Action and Solidarity Party / Maia Sandu	9
Democratic Party of Moldova / Marian Lupu	8
Communists Party of Moldova	6
Our Party / Dumitru Ciubașenco	4
Social-Political Movement "Ravnopravie" / Inna Popenco	3
People's European Party of Moldova / Iurie Leancă	3
Valeriu Ghilețchi	2
"Dreapta" Liberal Party / Ana Guțu	1

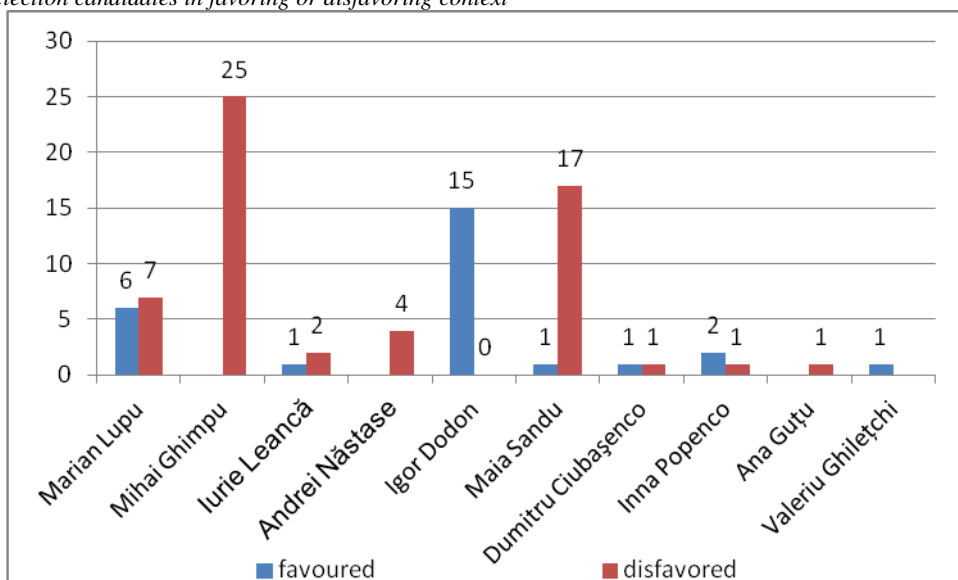
Most of the sources/protagonists quoted or mentioned were men (165 cases or 67% of the total); women appeared as protagonists or sources of information 63 times (25% of the total), while the gender affiliation of 20 sources (8%) was not specified. The best gender ratio was registered in sources from among citizens: of the total of 93 persons, 46 were men (49.4%) and 41 were women (44%) while the gender of other 6 citizens quoted was not specified.

Rate of protagonists and sources quoted from a gender perspective, %



*KP v Moldova* editorially favored in an obvious manner, directly and indirectly, on big newspaper areas, the candidate Igor Dodon, and massively disfavored the candidate Maia Sandu in the second round of the elections, since most of the stories related to her contained interpretations, speculations and false information. Thus, one story stated that if Maia Sandu became president, the country would turn into a colony and everything that could be optimized would be optimized: pensions, allowances etc.; another story stated that M. Sandu would transform the country into an American colony. In some texts, Maia Sandu was labeled and offended (“About someone like Sandu, Gogol’s “Comptroller” writes very accurately: “Mother battered her as a child”). By contrast, the candidate Igor Dodon was massively favored in many stories, including in those of hidden electoral publicity. Mihai Ghimpu and other PL representatives were constantly disfavored through critical stories, allegations without being given the right to reply, labeling and ironizing.

Appearance of election candidates in favoring or disfavoring context



## Панорама

The Russian language newspaper *Panorama*, between 15 September and 30 October 2016 (after the first round of the elections, the newspaper suspended its print version), published 45 items that were directly or indirectly related to the presidential elections and took in total 32126 sq.cm. Two

thirds of the texts were news stories (30), other 14 – commentaries and other opinion stories, and one interview with a candidate.

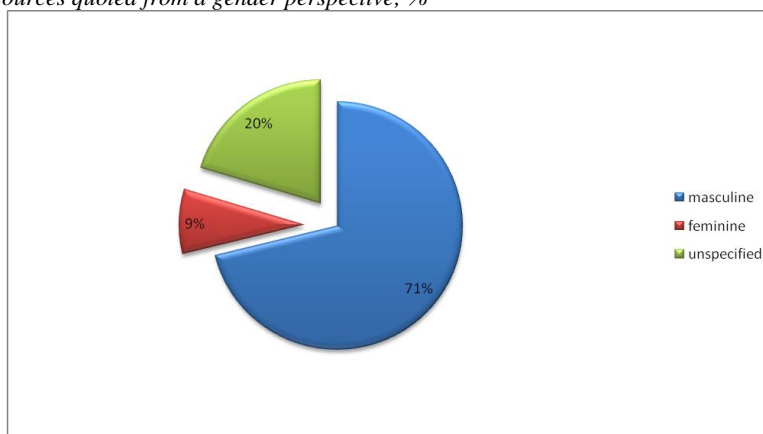
With two exceptions, the other 43 items (95.6% of the total) referred to politics and to the politicians involved in the election campaign. The items published quoted/mentioned 59 sources and protagonists, most of whom from the category of foreign and local experts (20 or 33.9%). The portal also quoted other media sources (8 cases), members and representatives of CEC (6), civil society (3 cases), etc. Of the election candidates, it most often quoted and/or referred to Igor Dodon and PSRM (5 appearances), and mentioned the other candidates and political players once or twice.

*Frequency of appearance of election candidates and political players*

Sources and protagonists	Frequency of appearance
Socialists Party of Moldova / Igor Dodon	5
Democratic Party of Moldova / Marian Lupu	2
Our Party / Dumitru Ciubașenco	2
Demnitate and Adevăr Platform Party / Andrei Năstase	2
People's European Party of Moldova / Iurie Leancă	2
Action and Solidarity Party / Maia Sandu	2
Communists Party of Moldova	1

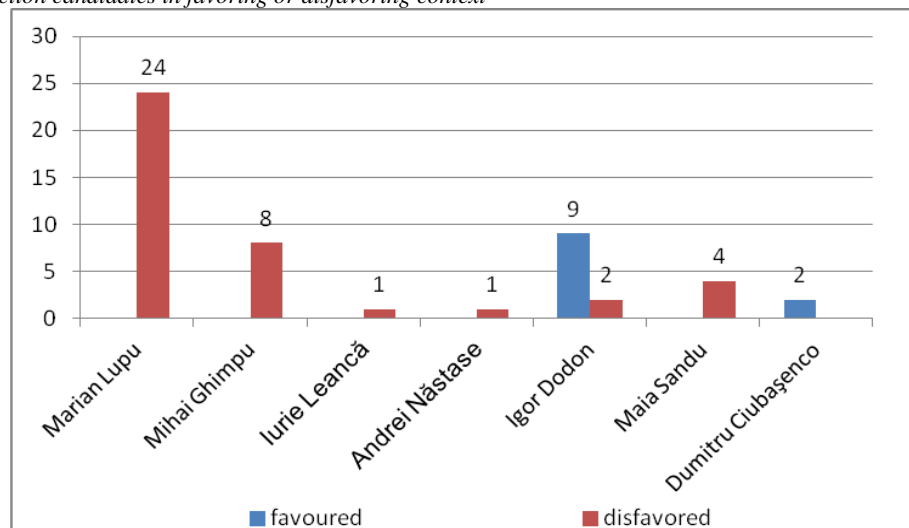
The sources/protagonists of the relevant items were mainly men (42 cases or 71% of the total), while women appeared as protagonists or sources only 5 times (9%); the gender affiliation of 12 sources (20%) was not specified. Thus, *Panorama* showed the biggest gender discrepancy of the media outlets monitored: one feminine gender source accounted for over 8 sources of masculine gender. Even in the case of the 20 foreign and local experts, quoted or mentioned by the newspaper, 18 were men while the gender of two experts was not specified.

*Rate of protagonists and sources quoted from a gender perspective, %*



By frequently publishing on big areas experts' critical opinions as well as extracts from a book written by the former PCRMP MP Zurab Todua criticizing the governance of the past years, *Panorama* favored directly and indirectly the PDM candidate Marian Lupu and his party (24 mentions in negative context) as well as the PL candidate Mihai Ghimpu (8 times disfavored). The PSRM candidate Igor Dodon, on the contrary, was favored in most of the stories that referred to him as well as on the pages of unmarked publicity favoring him.

Appearance of election candidates in favoring or disfavoring context



## Săptămîna

The magazine *Săptămîna* in the report period published 52 items relevant to this monitoring that covered a total area of 18240 sq.cm. Half of the texts were editorials and other opinion stories, other 23 (44.2%) were news stories; it also published 3 publicity interviews of electoral character, without marking them accordingly.

The items, in proportion of 94.2% (49 texts) referred to political topics, while the other 5.8% (3 texts) reported about the unfolding of the election process.

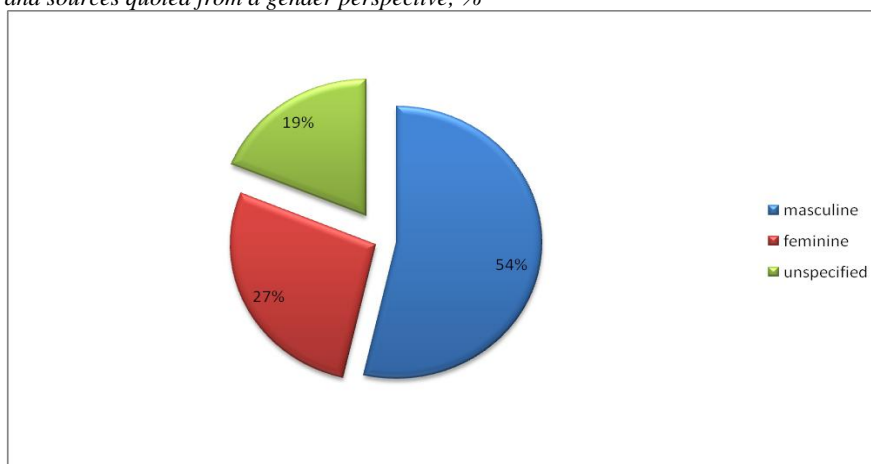
In its items published, *Săptămîna* quoted in total 69 sources and protagonists, with most of the references being to other media sources (25 cases or 36.2% of the total). Of the apolitical sources, the newspaper quoted 4 citizens and 4 representatives of the civil society, 3 CEC members, etc. With regards to sources from the category of election candidates and active political players, the highest visibility was enjoyed by the independent candidate Silvia Radu, with 9 appearances that apparently represented hidden electoral publicity. Igor Dodon and PSRM were mentioned or quoted 7 times, followed by Marian Lupu and PDM (4), Maia Sandu and PAS (3), while the other candidates were mentioned once or twice, or were editorially neglected.

Frequency of appearance of election candidates and political players

Sources and protagonists	Frequency of appearance
Silvia Radu	9
Socialists Party of Moldova / Igor Dodon	7
Democratic Party of Moldova / Marian Lupu	4
Action and Solidarity Party / Maia Sandu	3
Communists Party of Moldova	2
Liberal Party / Mihai Ghimpu	2
Our Party / Dumitru Ciubașenco	1
People's European Party of Moldova / Iurie Leancă	1
Valeriu Ghilețchi	1
Maia Laguta	1

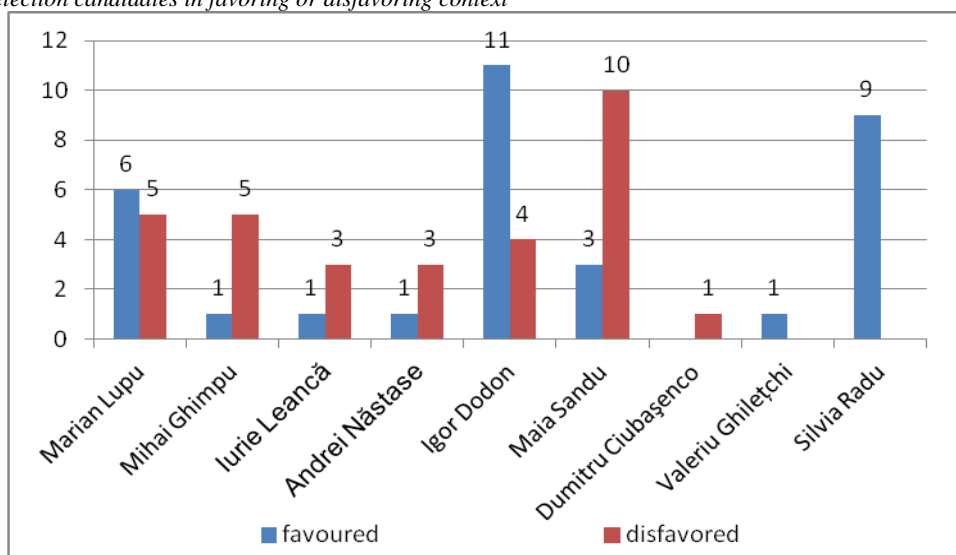
The gender ratio of sources and protagonists was of 54% men (37 persons) and 27% women (19 persons); the gender affiliation of 13 sources (19%) was not specified. 47.4% of the feminine sources represented the “voice” of one person – that of the independent candidate Silvia Radu.

Rate of protagonists and sources quoted from a gender perspective, %



In the first round of the presidential elections, *Săptămîna* editorially favored the independent candidate Silvia Radu who enjoyed full pages of promotion and electoral propaganda; the PDM candidate Marian Lupu was favored in the same way. In the second round, the PSRM candidate Igor Dodon was often favored editorially by being presented in positive contexts (11 times favored and 4 times disfavored throughout the monitoring). The joint candidate of PAS, PPDA and PLDM Maia Sandu, on the contrary, was frequently disfavored through labeling and offensive ironizing (“automatic doll”, “The Risipeni Virgin”, “rubber doll, a combination of Nicolae Timofti with earrings and Dorin Chirtoacă in a skirt”). The newspaper authors used offensive expressions and elements of licentious language in relation to other candidates as well.

Appearance of election candidates in favoring or disfavoring context



## Timpul

The weekly *Timpul* in the report period published the highest number of stories relevant to this monitoring – 127 items that covered a total area of 58758 sq.cm. More than half of the stories (65 or

51.2% of the total) were editorials, commentaries and other opinion stories; 59 (45.7%) – news stories; two Vox Populi surveys and one interview with the candidates.

From a topical point of view, most of the stories (90 or 70.9% of the total) referred to the unfolding of the election process and other 12 items (9.5%) referred to the politics, statements and actions of the candidates; other stories also tackled, in an electoral context, social issues, Moldova’s foreign relations, corruption, the situation in the economy, the local public administration etc.

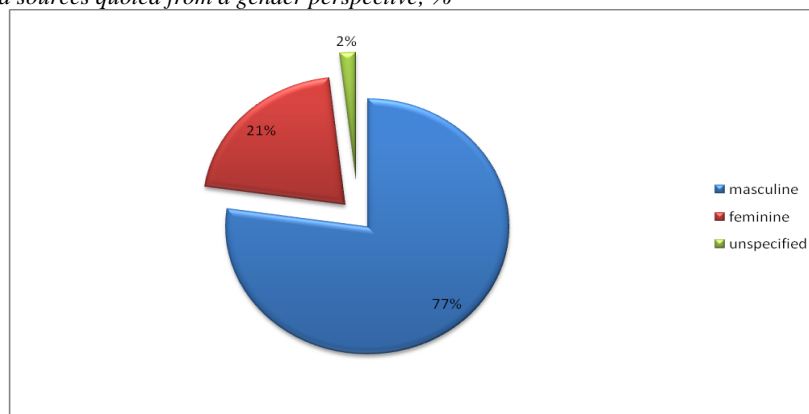
In the items published, the newspaper quoted 110 sources of information, most of which from the citizens category (26 cases or 23.6% of the total). It also quoted 15 foreign and local experts (13.6%), a number of judges and lawyers, representatives of the civil society, of CEC, etc. Of the category of election candidates and active political players, the newspaper most often mentioned and/or quoted Igor Dodon (7 appearances), Mihai Ghimpu (6) and Maia Sandu (4 appearances).

*Frequency of appearance of election candidates and political players*

Sources and protagonists	Frequency of appearance
Socialists Party of Moldova / Igor Dodon	7
Liberal Party / Mihai Ghimpu	6
Action and Solidarity Party / Maia Sandu	4
People’s European Party of Moldova / Iurie Leancă	3
Democratic Party of Moldova / Marian Lupu	2
Our Party / Dumitru Ciubașenco	1
Social-Political Movement “Ravnopravie” / Inna Popenco	1
“Dreapta” Liberal Party / Ana Guțu	1

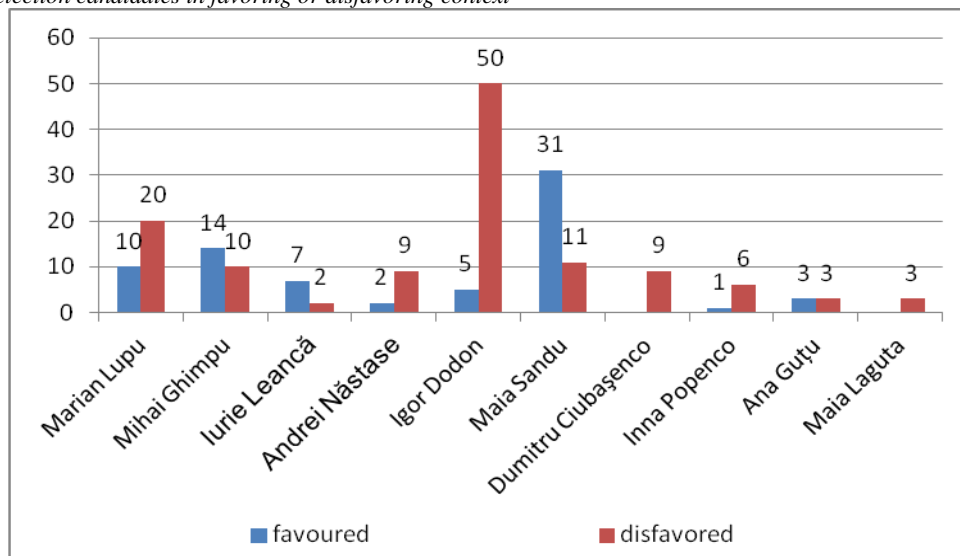
The gender representation of sources and protagonists was of 71% men (85 persons) and 21% women (23 persons), while the gender of the other two sources (circa 2%) was not specified. Most of the feminine sources were quoted from among the citizens – 9, which accounts for 34.6% of the total sources of this category.

*Rate of protagonists and sources quoted from a gender perspective, %*



*Timpul* massively disfavored the candidate Igor Dodon who was criticized for his actions and statements; it published a two page story about the questions that Dodon avoids to answer (his businesses with Plahotniuc, privatization of the Codru Hotel, the financing of his party etc.). In total, I. Dodon was presented 50 times in negative context and 5 times in positive context. The candidate Maia Sandu, on the contrary, was visibly favored, especially in the second round of the elections (the newspaper published a big picture on its front page, with the question: “Do we have another chance?”).

Appearance of election candidates in favoring or disfavoring context



### III. RECOMMENDATIONS

#### ***The mass media:***

Should use the monitoring reports as self-regulatory tools and should eliminate the deficiencies so that in their future activities they:

- inform the voters correctly, impartially and fairly;
- ensure diversity and pluralism of opinions;
- cover the events without distorting the sense of reality through editing and commentaries
- provide equal access in media to candidates.

#### ***The Broadcast Coordinating Council:***

Should use the monitoring reports as factual background for assessing whether the monitored TV stations observed the right of Moldovan citizens to full, objective and truthful information, the right to free expression of opinions and the right to free communication of information.

Should take notice of the defiant performance of a series of TV stations, which, according to the monitoring reports for the electoral campaign, performed as party TV stations, flagrantly violating the provisions of the Broadcasting Code.

Should impose in due-time on the TV stations sanctions proportional with the frequency and degree of violations, so as to end practices of flagrantly ignoring the authority of the regulatory body.