



MEDIA MONITORING DURING THE ELECTORAL PERIOD AND ELECTORAL CAMPAIGN for the presidential elections of November 1, 2020

Report no. 1
September 14-28, 2020



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

I. GENERAL DATA

1.1 Project goal: Monitoring and informing the public about the editorial behavior of media outlets during the electoral period and electoral campaign for the presidential elections in the Republic of Moldova.

1.2 Monitoring period: September 14, 2020 – November 15, 2020.

1.3 Criteria for selecting media outlets to be monitored:

Media outlets were selected on the basis of the following objective criteria:

- a) form of ownership;
- b) geography;
- c) language of broadcasting;
- d) audience.

Thus, the monitoring refers to public and private media outlets with national and regional coverage, broadcasting in Romanian and Russian.

1.4 Monitored media outlets: Accent TV, Jurnal TV, Moldova 1, NTV-Moldova, Prime TV, Primul în Moldova, Pro TV, Publika TV, Televiziunea Centrală, TV8.

1.5 Television programs subject to monitoring (between 17:00 and 23:00):

- a) main newscasts;
- b) electoral programs;
- c) electoral debates.

1.6 Methodological framework

Statistical data: Data were collected and analyzed on the basis of a monitoring methodology developed by the Oxford Media Research Center for the monitoring projects of the international organization for freedom of expression Article 19. The methodology was updated in late 2018 and early 2019 with the assistance of experts from the Italian organization Osservatorio di Pavia.

This methodology is characterized by the use of 1) quantitative indicators, including the type, duration, topics of media coverage, news sources, frequency and duration of electoral competitors' appearances in news; and 2) qualitative indicators, establishing the tone in which political actors and electoral candidates were presented. Each news story or opinion is subject to a content and context assessment to determine whether it is favorable or unfavorable to a party/electoral competitor. A positive or negative content and/or context of a news story does not necessarily indicate the bias or partisanship of the media outlet that broadcast the news. A story might favor or disfavor one of the subjects, and yet be unbiased and professionally correct. Only if one of the subjects tends to be constantly favored or disfavored over a certain period of time, one can say there is imbalance.

ABBREVIATIONS

CPA — central public administration

LPA — local public administration

CEC — Central Electoral Commission

BE Unirea — Electoral Bloc Unirea

PACE — “We Build Europe at Home” Party

PAS — Action and Solidarity Party

PCRM — Party of Communists of the Republic of Moldova

PLDM — Liberal Democratic Party of Moldova

PDM — Democratic Party of Moldova

PNL — National Liberal Party

PPDA — Dignity and Truth Platform Party

PP Şor — Şor Party

PSRM — Party of Socialists of the Republic of Moldova

PUN — National Unity Party

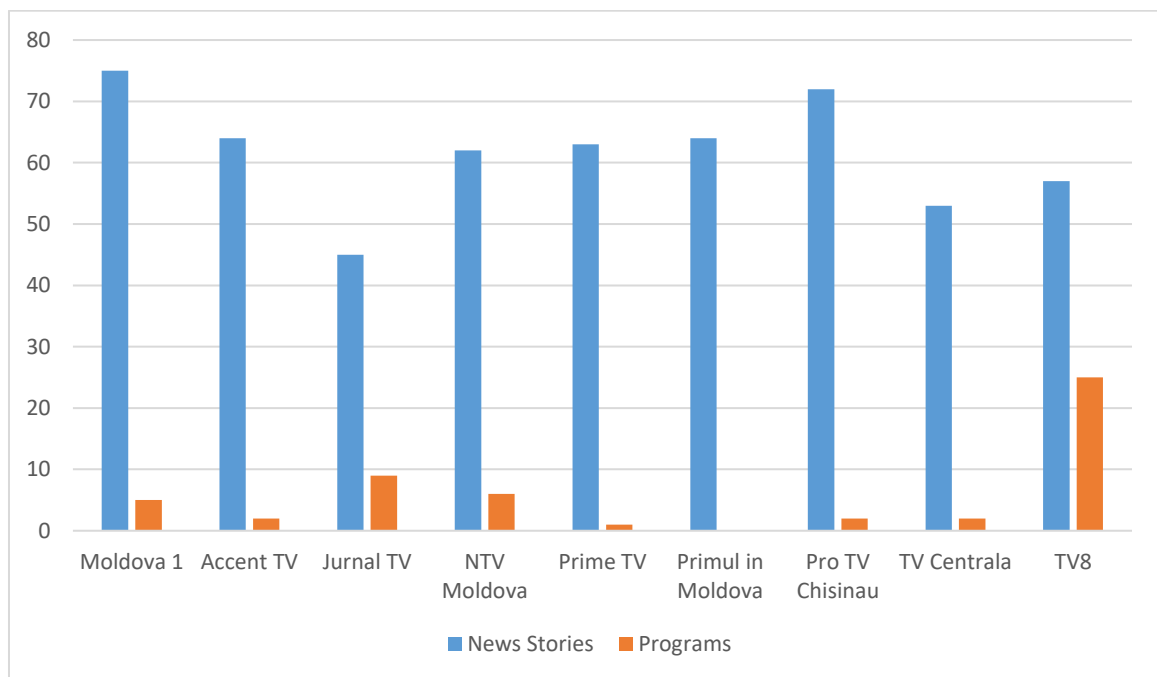
II. DATA ANALYSIS

General conclusions

In the period of September 14-28, 2020, the ten monitored television stations broadcast a total of 652 materials of direct and indirect electoral nature, including 599 news stories and 53 programs. The total volume of materials was about 78.5 hours, including 56.2 hours of programs and 22.3 hours of news. During the reporting period, the monitored stations had no electoral debates.

The largest number of news stories and programs of direct and indirect electoral nature was broadcast by TV8 (82 broadcasts), which also allocated the most airtime — 27 hours.

The number of materials of direct and indirect electoral nature broadcast between September 14 and 28, 2020 by ten TV stations



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Topics. The topics addressed by the majority of the monitored media mostly concerned politics (188), and most of them referred to accusations launched by some electoral competitors and some parties against others. Another part of the materials (122) concerned the electoral process — submission of lists with signatures and registration of candidates in the electoral race, voting procedure in the country and abroad, results of electoral polls, civil society reports on monitoring the electoral process. At the same time, many social issues related to parties' initiatives were covered (72), such as the *Good Roads* campaign, street lighting, opening of playgrounds for children, salary increases, payment of one-time allowances, and so on. Topics of indirect electoral nature most often referred to the successes of public authorities, their initiatives to reduce taxes, payment of allowances, salary increases, the president's visits to different localities in the country.

Protagonists / sources. When doing research for materials, most of the stations resorted to citizens (420), as well as representatives of the Presidential Office (289), Government (238), CEC (151), judges/lawyers (110). The most often cited or mentioned political actors were representatives of PAS (186), PSRM (156), and Shor Party (96), while among the registered candidates, Andrei Nastase and Igor Dodon appeared the most often (83 and 77 times, respectively).

Gender. Materials were strongly unbalanced from the point of view of gender balance, since the vast majority of the protagonists/sources cited by the ten TV stations were men (64%), and only 19% were women.

Tone of coverage. Representatives of public institutions were presented neutrally in most cases, but also in positive and negative tones. Among electoral candidates, Igor Dodon appeared most often in a positive light (20 times), but he also had 78 positive appearances in materials on the work of the Presidential Office. Igor Dodon also benefited from positive

materials about the work of the Government (62), through positive image transfer, while being disadvantaged by the negative tone of presentation of Government and Presidential Office (49 cases in total).

The political parties that most often appeared in a positive light are Shor Party (40) and PSRM (14), while PAS and PSRM mostly appeared in a negative context – 44 and 30 times, respectively.

Media behavior

The public station Moldova 1 presented candidates registered in the electoral race in a neutral manner, and the only candidate who benefited from a positive tone was Igor Dodon. He was favored both by the high presence of news about his work as president, and by the positive tone of several materials, including those on the work of the Government, through image transfer.

The private television stations Primul în Moldova, NTV Moldova, and Accent TV had the most materials that promoted the country's leadership, covering mostly topics with the participation of various exponents of authorities. The first in the list of registered electoral competitors that benefited from massive coverage at these stations is Igor Dodon, who had the most appearances and direct interventions, most in a positive context. These stations also had a large number of materials on the activities of PAS/Maia Sandu, mostly with negative connotations. The other competitors appeared in a relatively neutral light.

Televiziunea Centrală presented mainly in a positive light the representatives of the Shor Party and implicitly its exponent in the elections, Violeta Ivanov, while other candidates and parties were mostly presented in a neutral light.

Prime TV and Publika TV presented candidates in a relatively neutral manner, and public institutions appeared mostly in a neutral light, but also positive in some cases. Parties were presented neutrally, with the exception of Shor Party, which benefited from a large number of positive materials on Prime TV.

Jurnal TV, Pro TV, and TV8 had a relatively balanced behavior, with no obvious tendencies of presenting public institutions, electoral competitors, and political parties in a positive light, a small part of these actors appearing in a negative light.

Moldova 1

Between September 14 and 28, 2020, the public television station Moldova 1 broadcast 75 news stories and 5 programs of direct and indirect electoral nature. The total duration of materials was 24,257 seconds, or 6.7 hours. The station included most of the relevant news in the middle of its newscasts.

Topics. Most of the materials addressed topics related to the electoral process (21) and politics (17), followed by topics related to economy (9), society (4), foreign affairs, education, health (3 each), as well as other topics. Among the topics analyzed were the submission of documents and registration of the first electoral competitors by CEC, the registration of voters abroad, the number of polling stations abroad, statements and initiatives from the

candidates registered in the electoral race, and so on. At the same time, the public television reported on activities and initiatives of the head of state, such as participation in a divine service at a monastery in Moldova, promises that gas and energy tariffs could be reduced, receiving aid from the Russian Federation, and so on. Newscasts also contained reports about the performance of the Chicu Government as assessed by PSRM and about the activities of Chisinau Mayor Ion Ceban (exponent of PSRM), which had indirect electoral connotation.

Protagonists / sources. Moldova 1 materials with electoral implications targeted various protagonists and cited a variety of sources, including representatives of political parties (53 times); registered candidates and aspirants who submitted documents for registration (41); citizens (28); CEC (24); judges/lawyers (7); civil society (5); diplomats, officials, and foreign observers (5); and so on.

Also, news stories targeted/cited representatives of the Government, Presidential Office, Parliament, which most of the time appeared in news of indirect electoral nature. Thus, during the reporting period, representatives of the Presidential Office (President Dodon and his advisers) were protagonists/sources **27 times**, and the Government was referred to **20 times**. Parliament representatives were cited/targeted less often.

Frequency, duration of appearance on screen and of direct speech of public institutions in news, seconds

Subjects	Frequency	Duration of appearance	Duration of direct speech
President, Presidential Office	27	938	554
Ministers	20	465	260

Among aspirants and registered candidates¹, Andrei Nastase appeared the most often, followed by Renato Usatii and Igor Dodon.

Frequency, duration of appearance on screen and of direct speech of candidates in news, seconds

Subjects	Political affiliation	Frequency	Duration of appearance	Duration of direct speech
Andrei Nastase	Dignity and Truth Platform Party	11	86	21
Renato Usatii	Our Party	9	80	20
Igor Dodon	Independent	7	237	144
Tudor Deliu	Liberal Democratic Party of Moldova	4	40	5

Among political parties, representatives of PAS and PSRM were more frequently cited, and members of PSRM had the most voluminous direct interventions and appearances on screen.

¹¹ Before registration by CEC as a presidential candidate, Igor Dodon's appearances were associated with the Presidential Office, candidates nominated by parties were associated with parties, and independent candidates — with initiative groups.

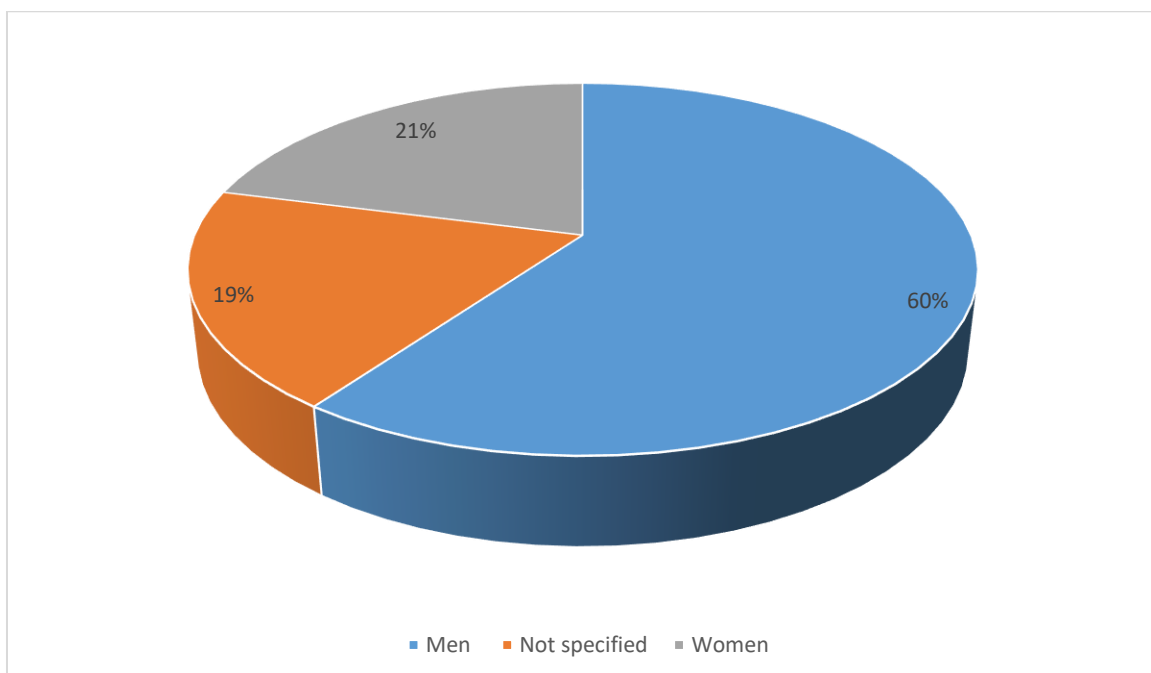
Frequency, duration of appearance on screen and of direct speech of political actors in news, seconds

Subjects	Frequency	Duration of appearance	Duration of direct speech
Action and Solidarity Party	17	309	159
Pro Moldova Party	9	122	57
Shor Party	9	108	58
Party of Socialists of the Republic of Moldova	7	233	182
Liberal Democratic Party of Moldova	6	134	33
Dignity and Truth Platform Party	4	52	41
Labor Party	3	75	60
National Unity Party	1	5	0
Our Party	1	5	0
Party of Regions of Moldova	4	67	0
Electoral Bloc Unirea	1	5	0

Guests of the five relevant programs broadcast by Moldova 1 during the reporting period were representatives of the Government (3,495 seconds), Presidential Office (Igor Dodon) (2,652 seconds), local public administration from Chisinau, and experts. Some electoral competitors were only mentioned by the guests in the studio.

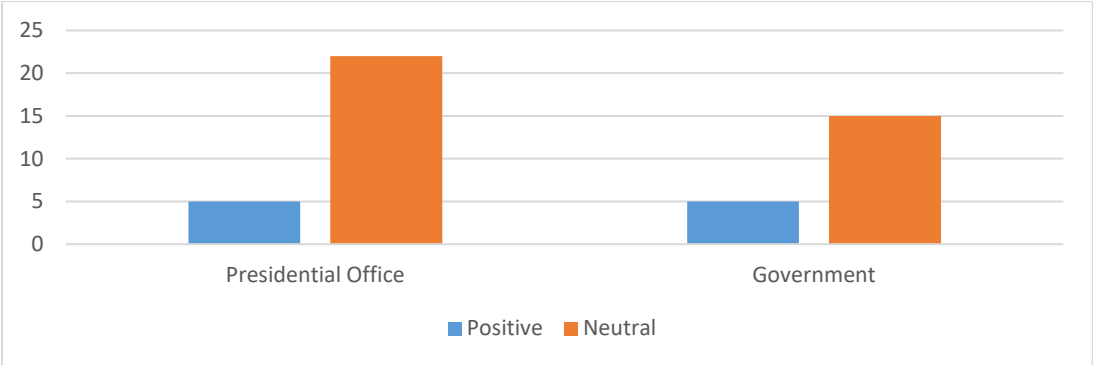
Gender. The majority of protagonists and sources in the relevant materials on Moldova 1 were men – 60%, women being mentioned or cited in 21% of cases.

The rate of protagonists and sources cited from a gender perspective, %

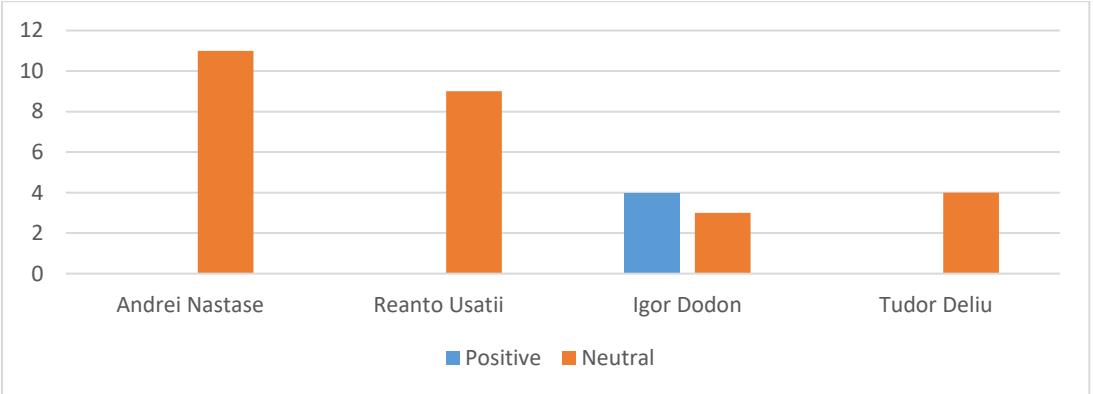


Tone. Most of the materials presented aspirants or registered candidates in a neutral manner, and the only electoral actor that benefited from a positive tone was Igor Dodon. Four materials about Igor Dodon as a candidate in elections put him in a positive light, and he also benefited from image transfer in positive news stories about the work of the Presidential Office (5) and the Government (5). It is important to note the large number of news stories with the presence of Igor Dodon: some newscasts had up to 6 stories with indirect electoral connotation (see, for example, the newscast of September 28, which reported about the announcement of the payment of allocations to farmers; announcement of the one-time aid to pensioners to be paid in October; the president’s initiative to pay pensions for deceased spouses; announcement of the continuation of educational and economic activities despite COVID-19; investigation of the fire at the National Philharmonic; financial assistance to be provided by the Russian Federation). The tone of coverage of political parties was mostly neutral for most of them.

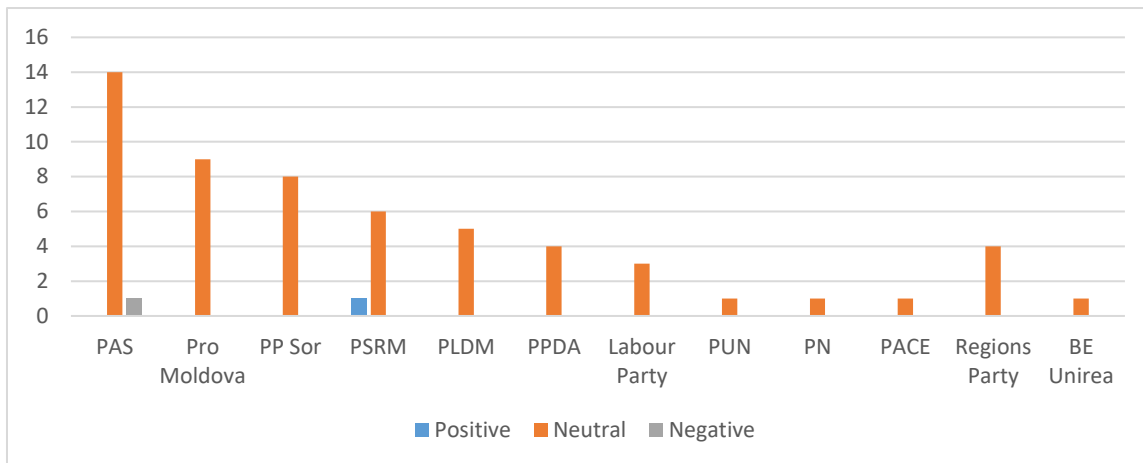
The tone of presentation of public institutions in materials of electoral nature, frequency



The tone of presentation of candidates in materials of electoral nature, frequency



The tone of presentation of candidates in materials of electoral nature, frequency



Accent TV

During the reporting period, the television station Accent TV broadcast 64 news stories and 2 programs of direct or indirect electoral nature, with a total airtime of 13,275 seconds or 3.7 hours. About 17% of the news stories appeared first or last in the newscasts, which gives them major importance.

Topics. Materials covered mainly topics related to politics (21), society (11), economy (10), electoral process (7). The station also broadcast materials related to culture and entertainment, education, legislation, and other areas. The station most often addressed topics such as the work of the Government and the Presidential Office, including the president's visits to various localities in the country; initiatives to increase salaries and grant one-time aid to pensioners; allocation of aid to farmers; inauguration of road sections in country regions in the framework of the *Good Roads* campaign; and so on.

Protagonists / sources. When doing research for materials, Accent TV most often resorted to representatives of the Presidential Office (29 appearances, 1,284 seconds, including 705 seconds of direct speech) and the Government (20 appearances, 779 seconds, including 391 seconds of direct speech). The station also cited citizens (20 times), CEC (11 times), experts (8 times), LPA (6 times), diplomats and foreign officials (3 times), and so on.

Igor Dodon benefited from the most direct interventions and airtime among registered candidates.

Frequency, duration of appearance and direct speech of candidates in news, seconds

Subjects	Political affiliation	Frequency	Duration of appearance	Duration of direct speech
Igor Dodon	Independent	9	397	248
Andrei Nastase	Dignity and Truth Platform Party	4	27	0
Renato Usatii	Our Party	2	15	0

Frequency, duration of appearance and direct speech of political parties in news, seconds

Subjects	Frequency	Duration of appearance	Duration of direct speech
Action and Solidarity Party/Maia Sandu	14	305	121
Party of Socialists of the Republic of Moldova	9	317	264
Dignity and Truth Platform Party	6	152	110
Shor Party	3	15	0
Pro Moldova Party	3	15	0
Our Party	1	5	0

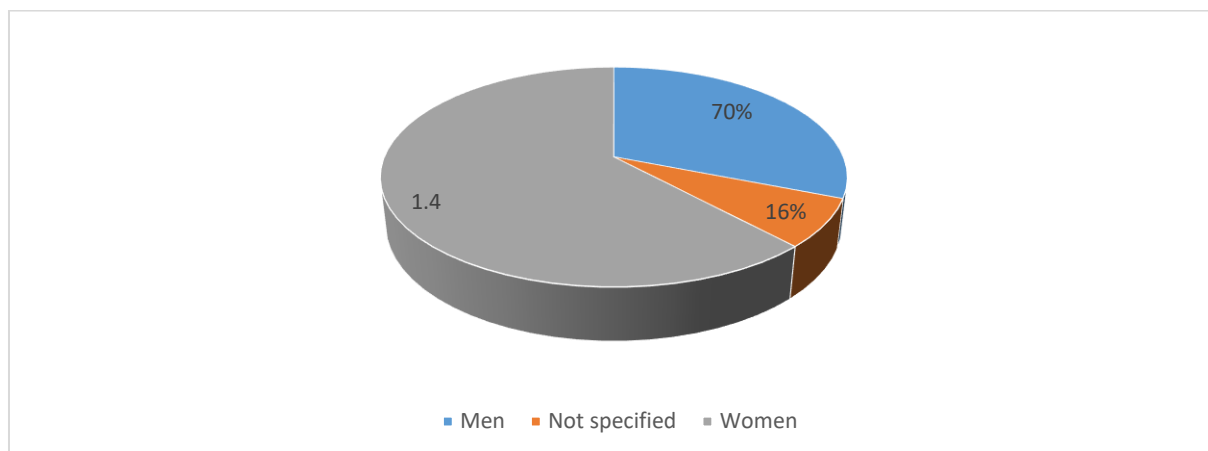
Frequency, duration of appearance and direct speech of parties and candidates in programs, seconds

Subjects	Frequency	Duration of direct speech
Democratic Party of Moldova	4	0
Party of Socialists of the Republic of Moldova	3	900
Action and Solidarity Party	3	0
Andrei Nastase	2	0
Renato Usatii	2	0
Shor Party	2	0
Pro Moldova Party	1	0
Party of Communists of the Republic of Moldova	1	0
Dignity and Truth Platform Party	1	1,140
Liberal Democratic Party of Moldova	1	0

Programs were attended by members of PPDA and PSRM, as well as experts and representatives of civil society and LPA.

Gender. The analyzed materials were gender unbalanced, with 70% of relevant sources being men and 16% being women.

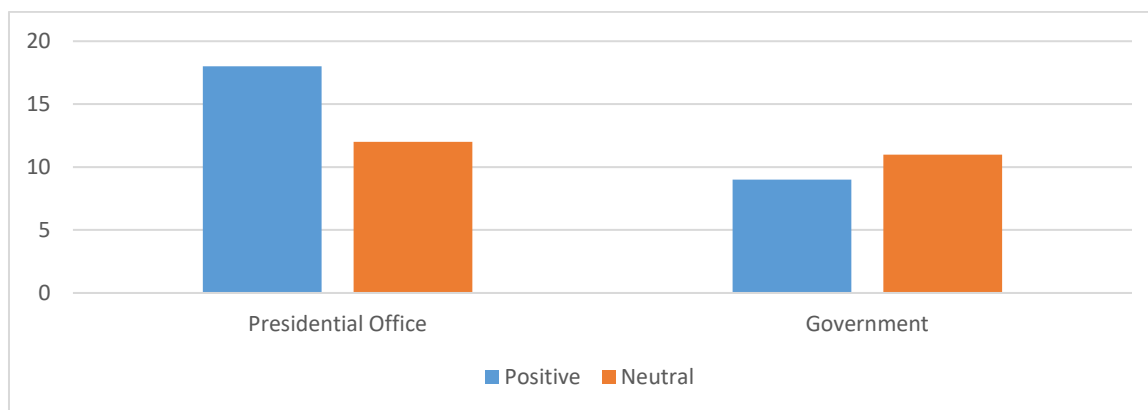
The rate of protagonists and sources cited from a gender perspective, %



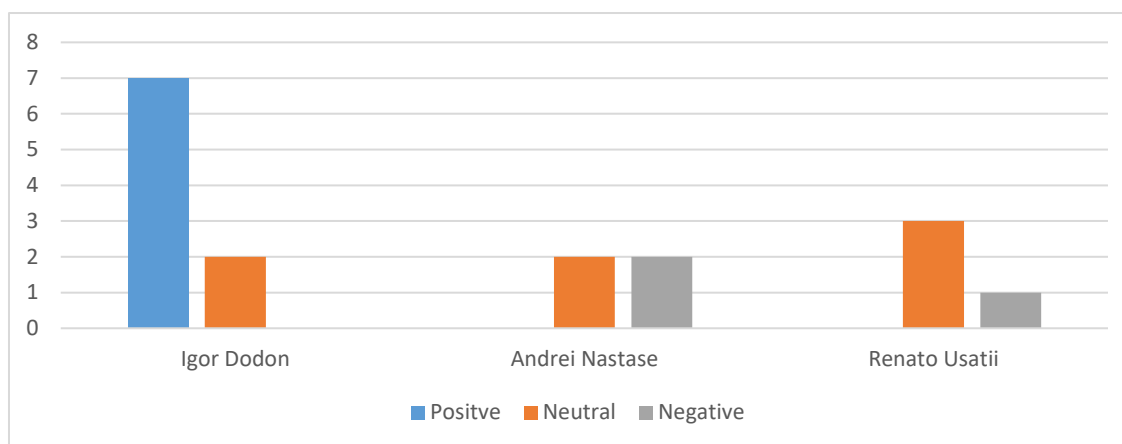
Tone. Among public institutions, the Presidential Office (implicitly Igor Dodon) had the most appearances in a positive light — 18, and in 12 cases it appeared in a neutral light, while the Government appeared in 11 neutral and 9 positive materials.

Among candidates, Igor Dodon had the most positive appearances, and the only party that appeared in a positive light was PSRM. At the same time, PAS and its exponent Maia Sandu were mentioned/targeted most of the time in a negative light.

The tone of presentation of public institutions in electoral materials, frequency



The tone of presentation of electoral competitors in electoral materials, frequency



The most disadvantaged political party was PAS, and implicitly its exponent Maia Sandu. PPDA, Shor Party, and Pro Moldova appeared both in a neutral and negative light, while PSRM — in a neutral and positive light.

Jurnal TV

Between September 14 and 28, 2020, Jurnal TV broadcast 54 materials relevant to this monitoring, with a total airtime of 53,842 seconds, or about 15 hours. Of these, 45 were news stories and 9 were programs. Most of the news stories (42) appeared in the middle of newscasts.

Topics. The station gave priority to topics related to the electoral process (16), followed by politics (11), integrity (5), crimes (4), education (4), integrity (3). The materials addressed issues such as the submission of documents and registration of candidates by CEC; registration of expatriate voters and the number of polling stations abroad; the CEC's circular letter regarding the funding of candidates during the campaign; electoral polls; civil society reports; and the statements/accusations of some candidates against others.

Protagonists / sources. The protagonists and sources most frequently cited in news stories of direct and indirect electoral nature were citizens (14); CEC (10); judges/lawyers (9); experts (7); diplomats, officials, and foreign observers (5); civil society (4).

The relevant materials also referred to the representatives of the Presidential Office (President Dodon and his advisers), who were cited/mentioned 24 times, with 539 seconds of appearances on screen and 266 seconds of direct speech. Government representatives were targeted 6 times, with 110 seconds on screen and 78 seconds of direct speech.

Among political parties, members of PPDA, PSRM, and PAS were cited or mentioned the most often in relevant news stories, where they appeared on screen and were cited directly. In terms of frequency and total airtime, Renato Usatii was the candidate with the highest visibility in the news on Jurnal TV.

Frequency, duration of appearance and direct speech of political parties in news, seconds

Subjects	Frequency	Duration of appearance	of	Duration of direct speech	of
Dignity and Truth Platform Party	12	275		263	

Action and Solidarity Party	11	260	236
Party of Socialists of the Republic of Moldova	11	275	167
Pro Moldova Party	8	163	133
Liberal Democratic Party of Moldova	3	195	155
Shor Party	2	10	0
National Unity Party	1	5	0
BE Unirea	1	5	0
Democratic Party	1	15	15

Frequency, duration of appearance and direct speech of candidates in news, seconds

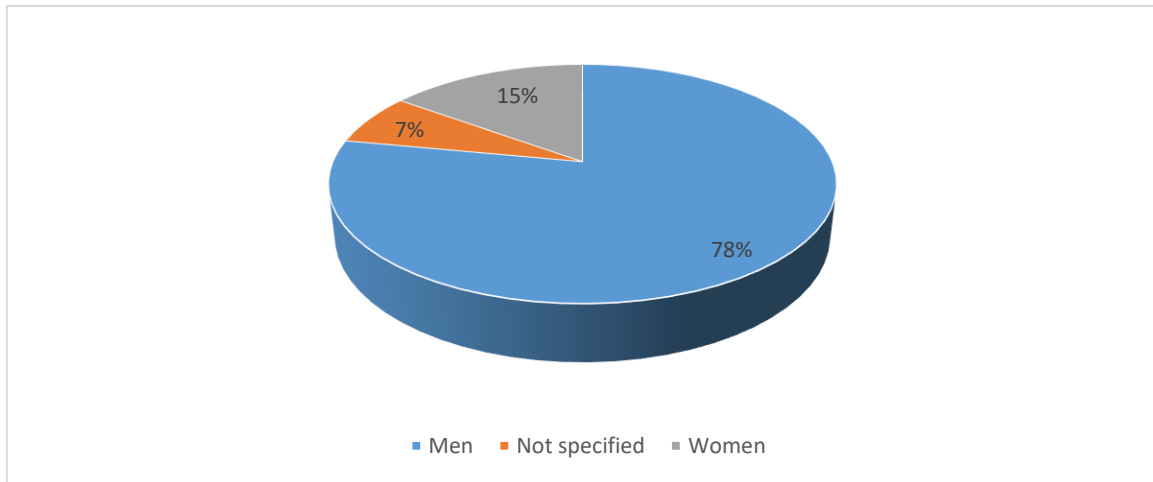
Subjects	Political affiliation	Frequency	Duration of appearance	Duration of direct speech
Andrei Nastase	Dignity and Truth Platform Party	5	70	0
Renato Usatii	Our Party	4	130	55
Igor Dodon	Independent	3	48	11
Tudor Deliu	Liberal Democratic Party of Moldova	1	100	0

Frequency, duration of appearance on screen and of direct speech of candidates and political parties in programs, seconds

Subjects	Frequency	Duration of direct speech
Action and Solidarity Party	6	6,387
Party of Socialists of the Republic of Moldova	5	2,070
Pro Moldova Party	4	3,410
Andrei Nastase	4	20
Dignity and Truth Platform Party	4	4,141
Renato Usatii	3	0
Liberal Democratic Party of Moldova	3	20
National Liberal Party	1	1,200
Igor Dodon	1	0
Tudor Deliu	1	65
Democratic Party of Moldova	1	916

Gender. Most of the relevant materials mentioned and cited men as sources, with women accounting for 15% of the total.

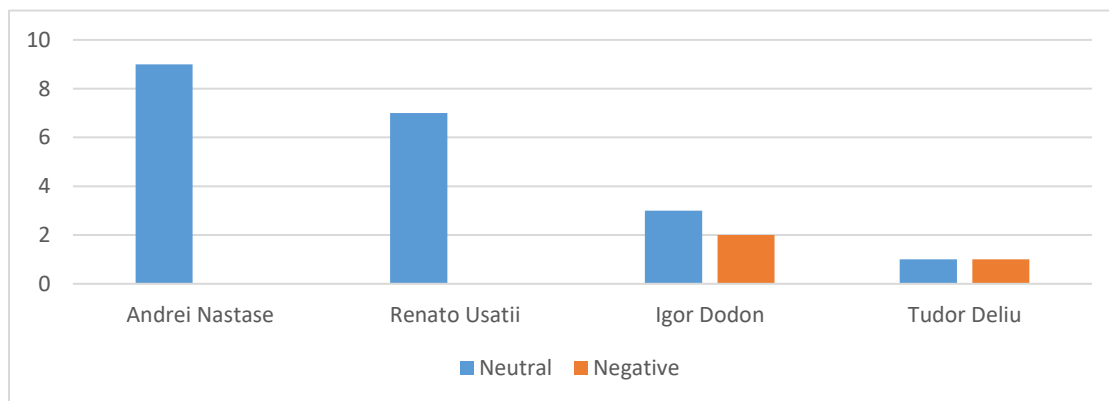
The rate of protagonists and sources cited from a gender perspective, %



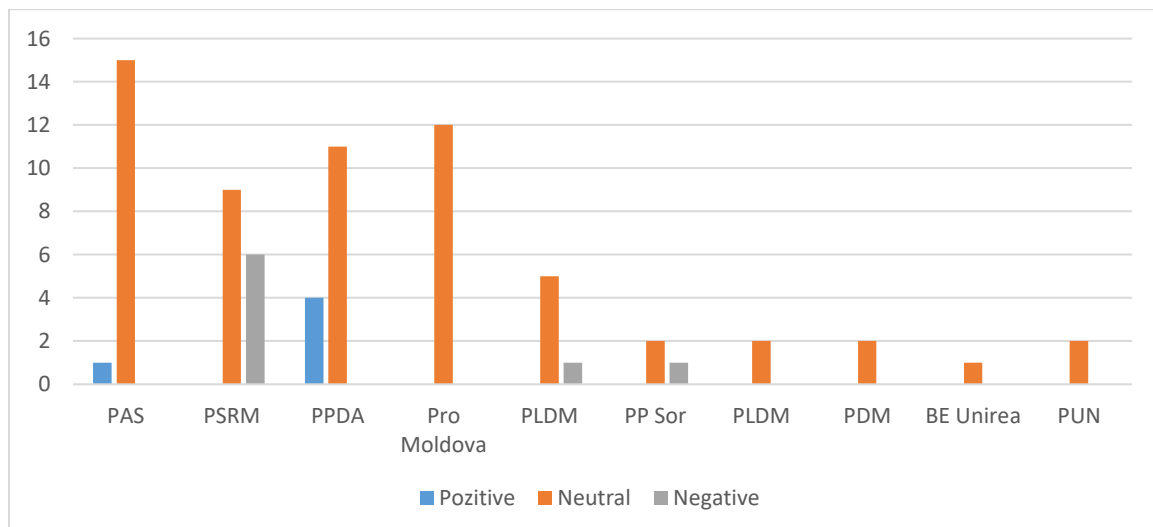
Tone. Among public institutions, the negative tone was most often used in materials about the Presidential Office and its exponent (Igor Dodon) — 12 times out of the total of 31 references, and the tone used to present the Government was most often neutral (6 times), with 2 cases of positive tone and one of negative tone.

The tone of presentation of candidates for the office of president of Moldova was mostly neutral. Igor Dodon and Tudor Deliu appeared in both neutral and negative light, and the other actors were presented mostly in a neutral manner by Jurnal TV.

The tone of presentation of candidates in news and programs of electoral nature, frequency



The tone of presentation of parties in news and programs of electoral nature, frequency



NTV Moldova

During the reporting period, the television station NTV Moldova broadcast 68 materials, including 62 news stories and 6 programs. Their total airtime was 32,900 seconds, or 9.1 hours. In about 13% of cases, the relevant news appeared first or last in newscasts. The topics addressed mainly concerned politics (25 cases), social issues (17), the electoral process (10), economy (5), culture/entertainment and education (3 each).

Topics. The relevant topics referred to the allocation of one-time financial aid to pensioners in October, double increase of salaries to health workers, and increase of teachers' salaries at the initiative of President Dodon. The station informed about providing the country with food; road repairs in the regions (Goods Roads campaign); street lighting in Comrat, which was possible after the change of government; benefits for businesses due to an agreement between the presidents of Russia and Moldova. Some materials referred to the president's visits to various localities, news about the good things in Chisinau and the satisfaction of Chisinau residents, in contrast to materials about the disastrous roads in Balti, and so on.

Protagonists / sources. The relevant materials broadcast by NTV Moldova most often cited citizens (56), followed by representatives of LPA (17), civil society (8), police/army (6), CEC (5). Among public institutions, representatives of the Government and the Presidential Office (President Dodon and his advisers) were cited/targeted the most often. The airtime allocated to representatives of the Presidential Office was 1,557 seconds, with 1,079 seconds of direct speech, while ministers appeared on screen 819 seconds, being cited directly for 619 seconds.

Among the electoral competitors who were registered during the reporting period, Igor Dodon had the most appearances as an independent electoral competitor.

Frequency, duration of appearance and direct speech of candidates in news, seconds

Subjects	Political affiliation	Frequency	Duration of appearance	Duration of direct speech
Igor Dodon	Independent	6	282	170
Renato Usatii	Our Party	3	32	0
Andrei Nastase	Dignity and Truth Platform Party	2	25	0
Tudor Deliu	Liberal Democratic Party of Moldova	1	5	0

Among political parties, the relevant news stories during the reporting period cited/mentioned mostly PSRM representatives, 4 times, with 309 seconds of appearances and 292 seconds of direct speech. PAS/Maia Sandu and Shor Party/Violeta Ivanov were mentioned 8 and 2 times, respectively, without being cited directly.

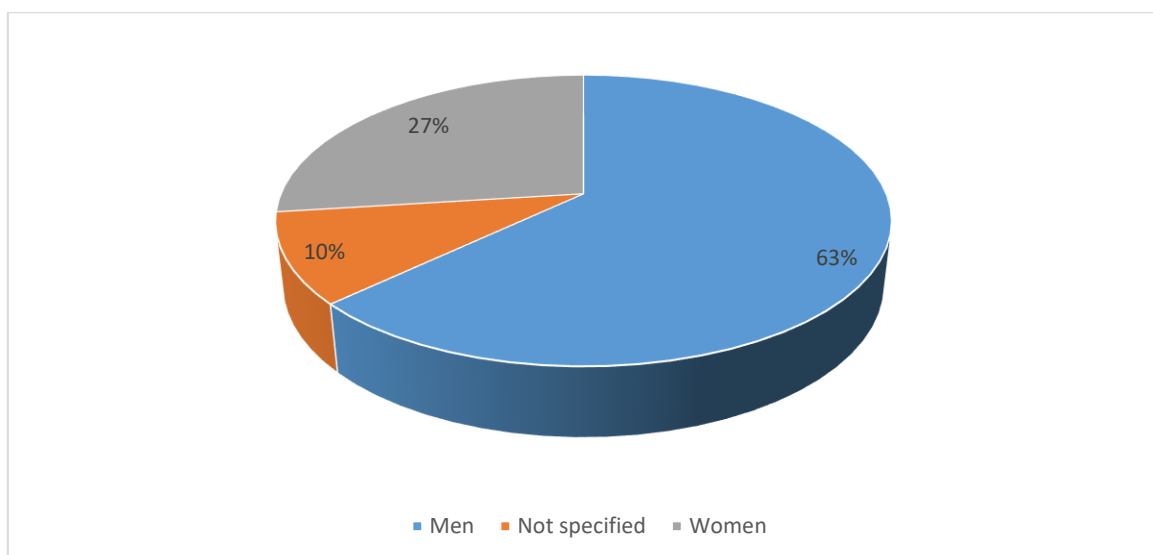
The relevant programs on NTV Moldova had Government representatives (twice) and members of PSRM and PDM as guests, while other political actors (mostly PAS/Maia Sandu) were only mentioned.

Frequency, duration of appearance and direct speech of candidates and parties in news, seconds

Subjects	Frequency	Duration of direct speech
Action and Solidarity Party	6	0
Igor Dodon	1	0
Party of Socialists of the Republic of Moldova	1	1,622
Democratic Party of Moldova	1	1,234
Pro Moldova Party	1	0
Andrei Nastase	1	0
Renato Usatii	1	0

In terms of gender balance, NTV Moldova had the balance inclined in favor of men as sources, women being less frequently cited or mentioned in news and programs.

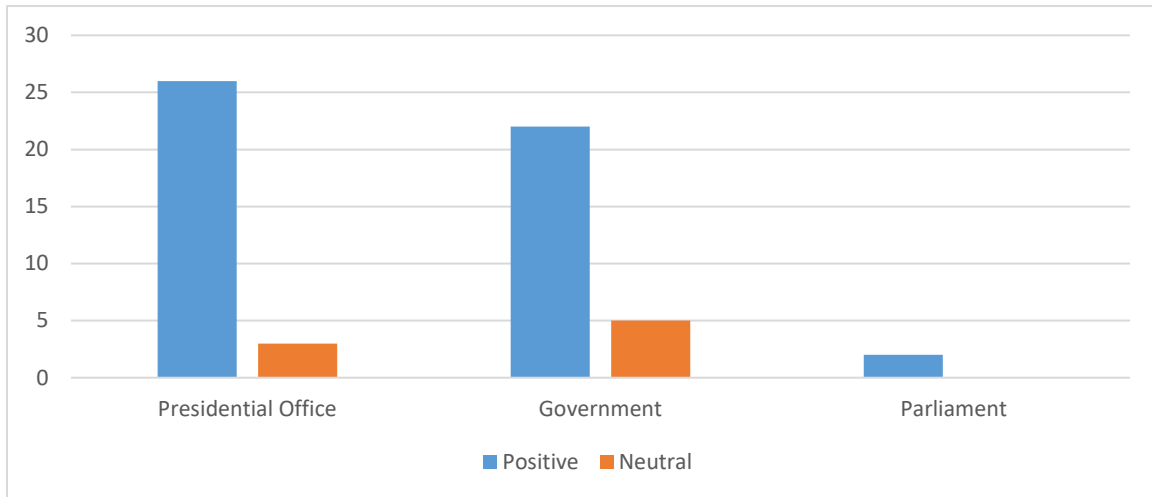
The rate of protagonists and sources cited from a gender perspective, %



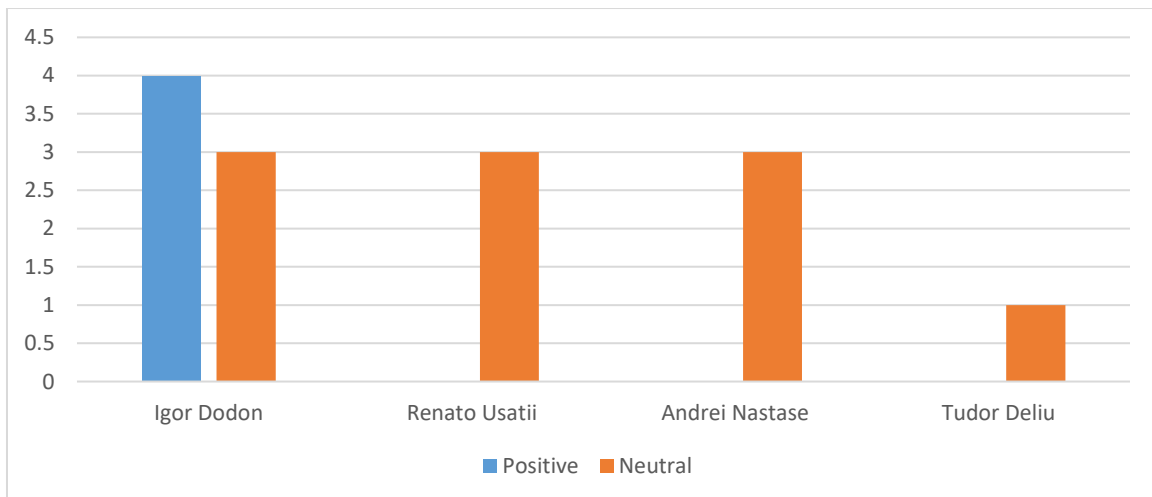
Tone. Most of the news and programs broadcast by NTV Moldova (30) favored Igor Dodon both by the frequency and duration of appearances, as well as by the positive tone. In addition to positive materials (4) in which he appears as a candidate in elections, Igor Dodon was favored in materials on the work of the Presidential Office (26) and in positive news about the PSRM (3).

The party that was presented mostly in a negative tone was PAS (and implicitly Maia Sandu).

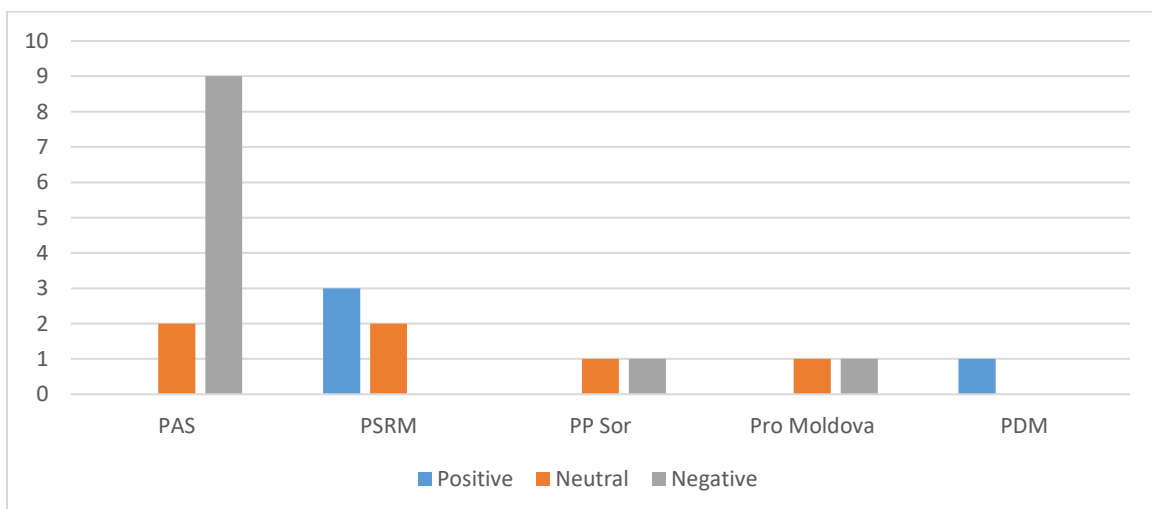
The tone of presentation of public institutions in materials of electoral nature, frequency



The tone of presentation of candidates in materials of electoral nature, frequency



The tone of presentation of political parties in materials of electoral nature, frequency



Prime TV

During the reporting period, the private television station Prime TV broadcast 63 relevant materials, including 62 news stories and 1 interview in a newscast. Their total airtime was 12,630 seconds, or 3.5 hours. Most of the news stories (62) were not prioritized, being inserted in the middle of newscasts.

Topics. The topics addressed were diverse: politics (10), the electoral process (13), and social issues (10), followed by topics related to education, culture/entertainment, and local public administration (4 of each). The station also covered topics of foreign affairs, health, European integration, corruption, but less often.

Protagonists / sources. When doing research for materials, Prime TV most often resorted to citizens (21 times), CEC (17), LPA (16), followed by diplomats and foreign officials (6), judges/lawyers (5), and civil society and experts (3 times each).

Among public institutions, the news featured the most often members of the Government (24 times, 805 seconds on screen and 411 seconds of direct speech) and representatives of the Presidential Office (Igor Dodon and his advisers) (20 times, 715 seconds on screen and 294 seconds of direct speech).

Among the registered electoral competitors, Igor Dodon was the most frequently covered by Prime TV, and the most visible parties on this station were the Shor Party, PAS, PSRM, Pro Moldova, and PPDA.

Frequency, duration of appearance on screen and of direct speech of electoral competitors in news, seconds

Subjects	Political affiliation	Frequency	Duration of appearance	Duration of direct speech
Igor Dodon	Independent	8	260	75
Andrei Nastase	Dignity and Truth Platform Party	6	75	44
Renato Usatii	Our Party	5	46	13
Tudor Deliu	Liberal Democratic Party of Moldova	3	61	25

Frequency, duration of appearance on screen and of direct speech of political parties in news, seconds

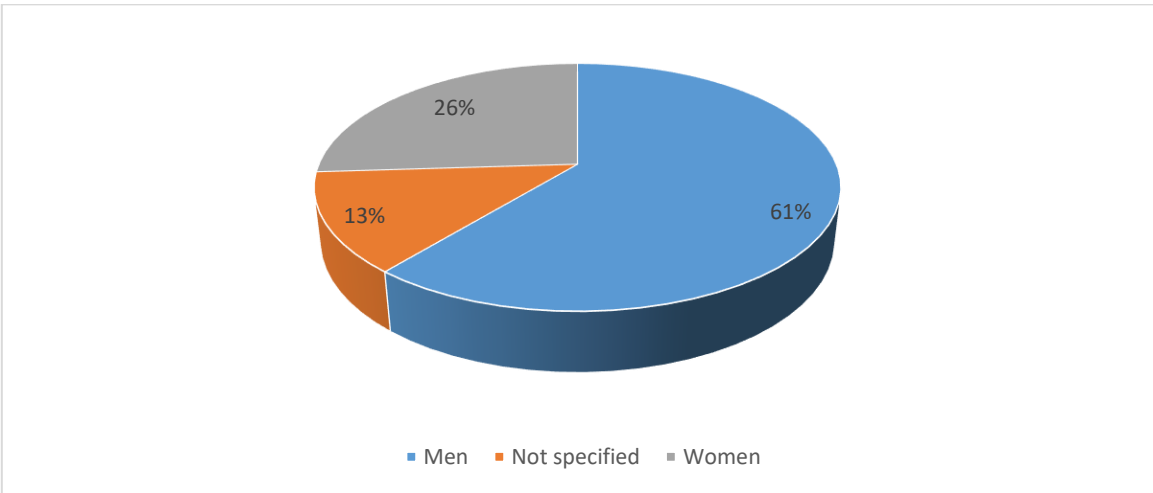
Subjects	Frequency	Duration of appearance	Duration of direct speech
Shor Party	21	705	259
Action and Solidarity Party	20	703	256
Party of Socialists of the Republic of Moldova	15	272	131
Pro Moldova Party	8	349	125

Dignity and Truth Platform Party	7	147	81
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The protagonist of the 4,560 seconds-long interview was Igor Dodon, who appeared as president; PAS and PDM representatives, as well as members of the Government, were mentioned in the discussion.

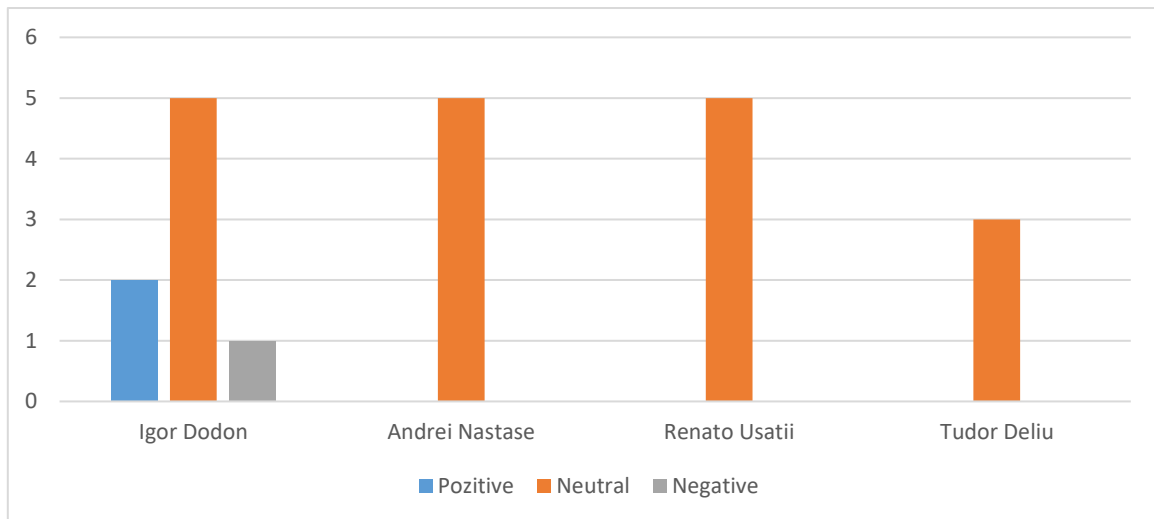
Gender. Most of the materials on Prime TV were gender unbalanced, having cited mostly men as sources.

The rate of protagonists and sources cited from a gender perspective, %

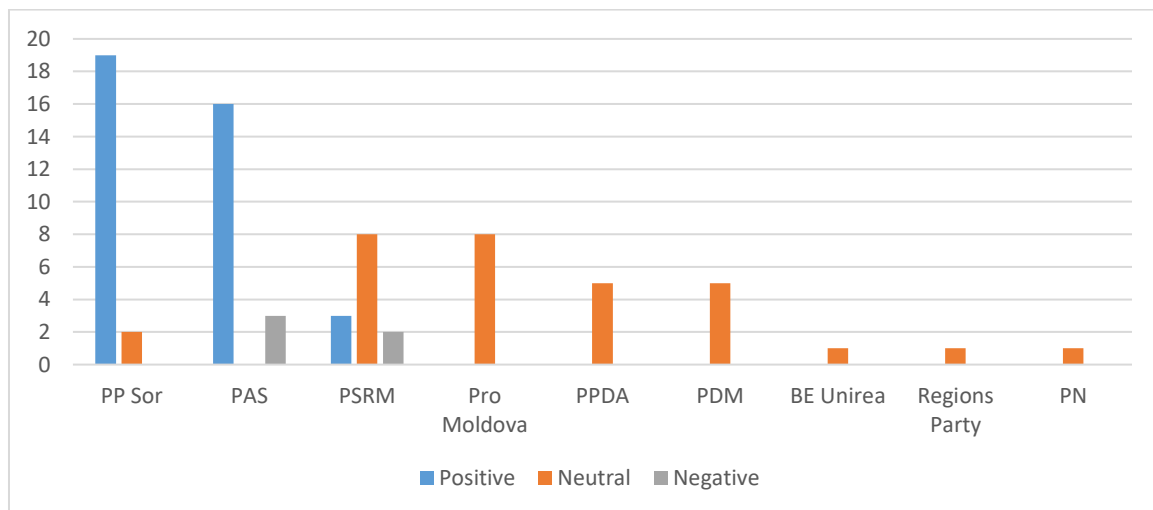


Tone. Most of the candidates registered in the electoral race were presented in a neutral light, and Igor Dodon appeared mostly in neutral light, but also positive and negative. Among the political parties mentioned/cited in materials, the Shor Party benefited from the most appearances in a positive light. Representatives of the Government appeared in news mostly in a neutral context (20), but also positive (4), and those of the Presidential Office (Igor Dodon and his advisers) appeared in neutral and positive light (16 and 4 times, respectively), and also in a negative context once each.

The tone of presentation of candidates in materials of electoral nature, frequency



The tone of presentation of parties in materials of electoral nature, frequency



Primul în Moldova

During the reporting period, the private television station Primul în Moldova broadcast 64 relevant materials, all news stories, with a total airtime of 10,056 seconds (2.8 hours). Most of them (62) were not prioritized, being inserted in the middle of newscasts.

Topics. The topics covered referred to politics (17), economy (11), the electoral process (9), social issues (8), education (4), foreign affairs (3), and so on. The main materials of direct and

indirect electoral nature referred to the registration of the first candidates for president of Moldova by CEC, registration of voters, and the opening of polling stations abroad. Many materials informed about President Igor Dodon's visits around the country, the *Good Roads* campaign, possible reduction in gas tariffs, one-time aid to pensioners, aid to farmers, Chicu Government's successes despite the drought, and so on.

Protagonists / sources. The majority of protagonists and sources cited in the analyzed news stories were citizens (81), as well as representatives of the Government (24), Presidential Office (23), and LPA (10). The news stories also cited/targeted representatives of CEC (7) and businessmen, experts, lawyers (twice each).

Igor Dodon was the most cited/mentioned actor, both as the head of state and as a registered electoral competitor. The Presidential Office was cited/targeted 25 times, with 1,712 seconds of appearance on screen and 1,295 seconds of direct speech, and the Government — 24 times, with 792 seconds on screen and 687 seconds of direct speech.

Among political parties, representatives of PAS (and implicitly the party's exponent in elections Maia Sandu) were cited the most in the relevant news stories of *Primul în Moldova*.

Frequency, duration of appearance on screen and of direct speech of candidates, seconds

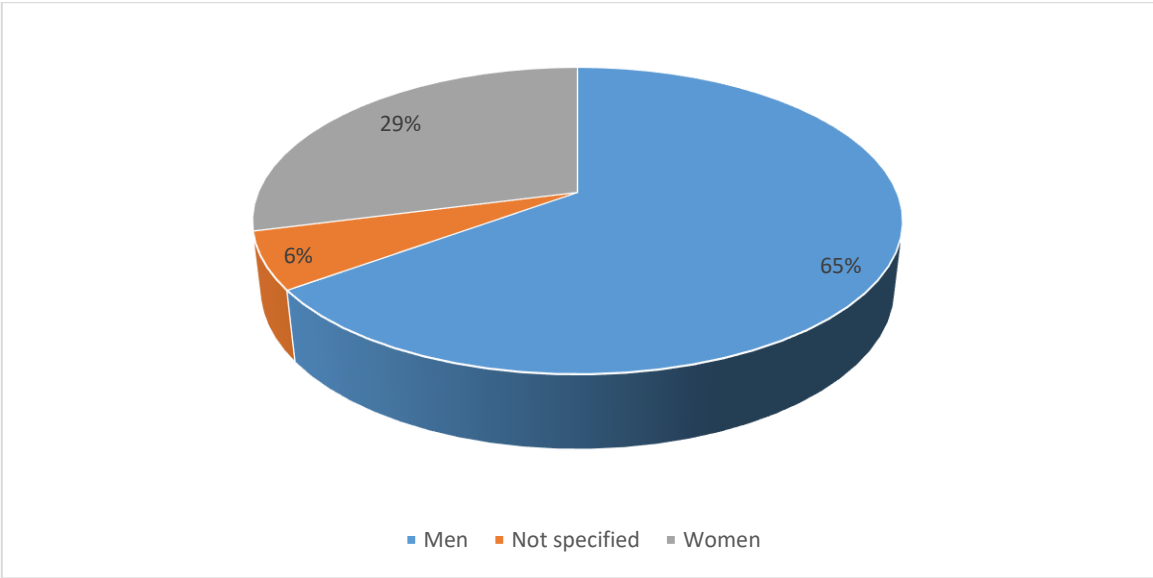
Subjects	Political affiliation	Frequency	Duration of appearance	Duration of direct speech
Igor Dodon	Independent	9	285	176
Renato Usatii	Our Party	8	40	0
Andrei Nastase	Dignity and Truth Platform Party	8	40	0
Tudor Deliu	Liberal Democratic Party of Moldova	5	25	0

Frequency, duration of appearance and direct speech of political parties in news, seconds

Subjects	Frequency	Duration of appearance	Duration of direct speech
Action and Solidarity Party	14	126	26
Party of Socialists of the Republic of Moldova	5	119	99
Pro Moldova Party	5	25	0
Shor Party	3	15	0
Dignity and Truth Platform Party	2	12	7
Our Party	1	14	14
Liberal Democratic Party of Moldova	1	5	0

Gender. The majority of protagonists and sources in the relevant materials on Primul în Moldova were men – 65%, women being mentioned or cited in 29% of cases.

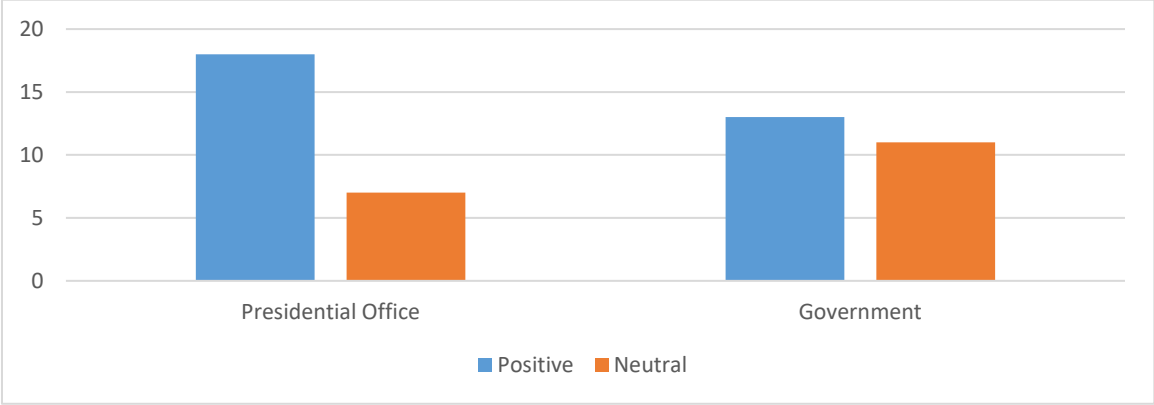
The rate of protagonists and sources cited from a gender perspective, %



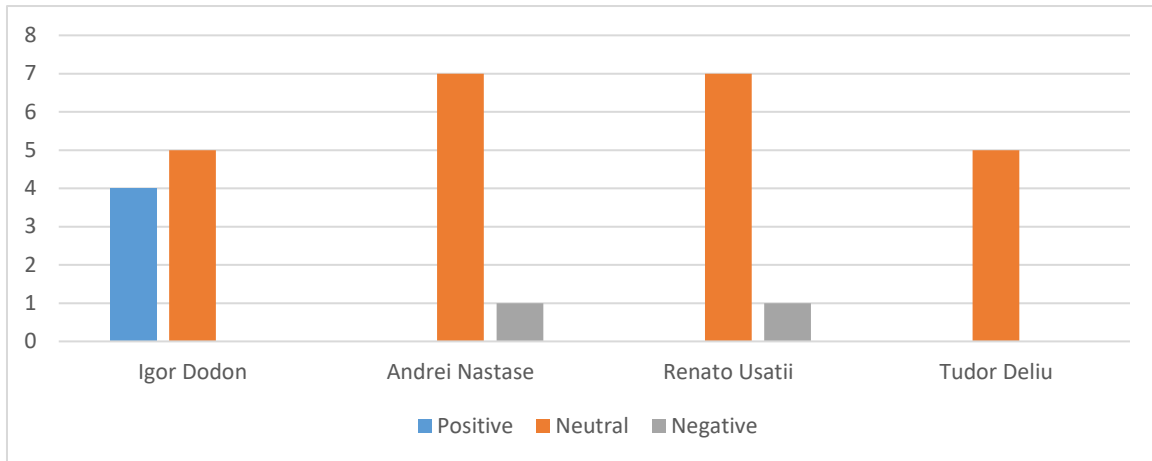
Tone. The electoral competitor Igor Dodon was presented in a positive light in 4 news stories, benefiting at the same time from news about the Presidential Office — 18 positive and 7 neutral, as well as from news in which the Government appears positive — 13 positive and 11 neutral. These materials had either a direct electoral nature or indirect electoral tangency.

Among the political parties featured by this station, PAS representatives/Maia Sandu appeared mostly in a negative context, while PSRM in a neutral and positive context.

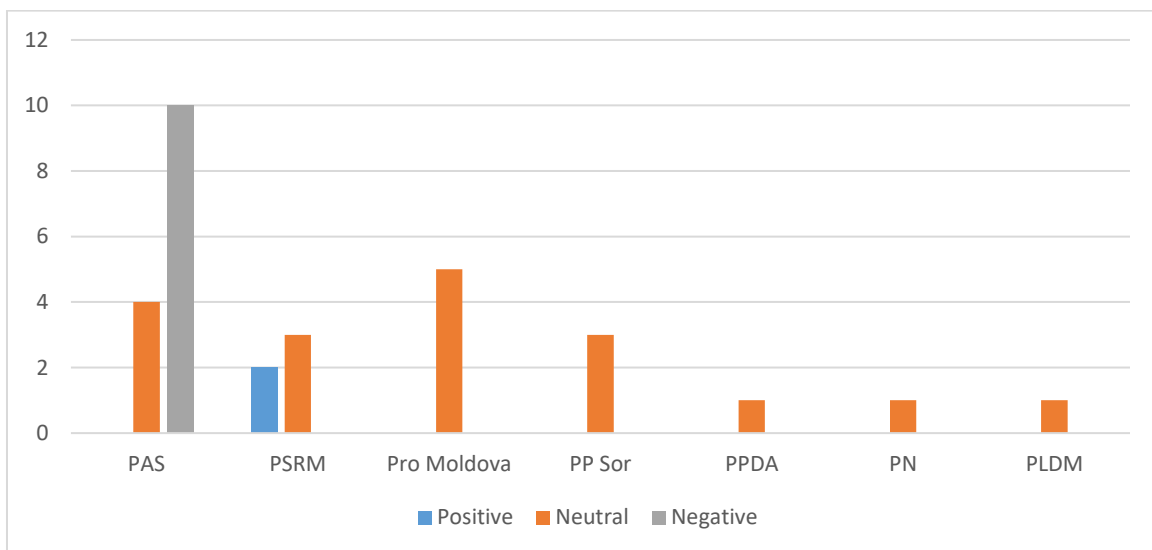
The tone of presentation of public institutions in materials of electoral nature, frequency



The tone of presentation of candidates in materials of electoral nature, frequency



The tone of presentation of political parties in materials of electoral nature, frequency



Publika TV

The news-oriented television station Publika TV broadcast during the reporting period 46 news stories of direct or indirect electoral nature, with a total duration of 5,527 seconds, or 1.6 hours. About 10% of them appeared first or last in newscasts.

Topics. The most frequently addressed topics concerned politics (5 times), followed by the electoral process (5); culture (4); LPA, social issues, and economy (4 each); health; education; and so on.

Protagonists / sources. Among the sources frequently cited by Publika TV were representatives of the Government (22 times, 300 seconds on screen and 235 seconds of direct speech) and the Presidential Office (18 times, 305 seconds on screen and 162 seconds of direct speech). LPA, CEC, and citizens were cited 11, 10, and 9 times, respectively, followed by the civil society, diplomats and foreign officials, judges/lawyers, and trade unions.

Among political parties, PSRM and PAS appeared most often in news, followed by PDM and Pro Moldova.

Frequency, duration of appearance on screen and of direct speech of political parties in news, seconds

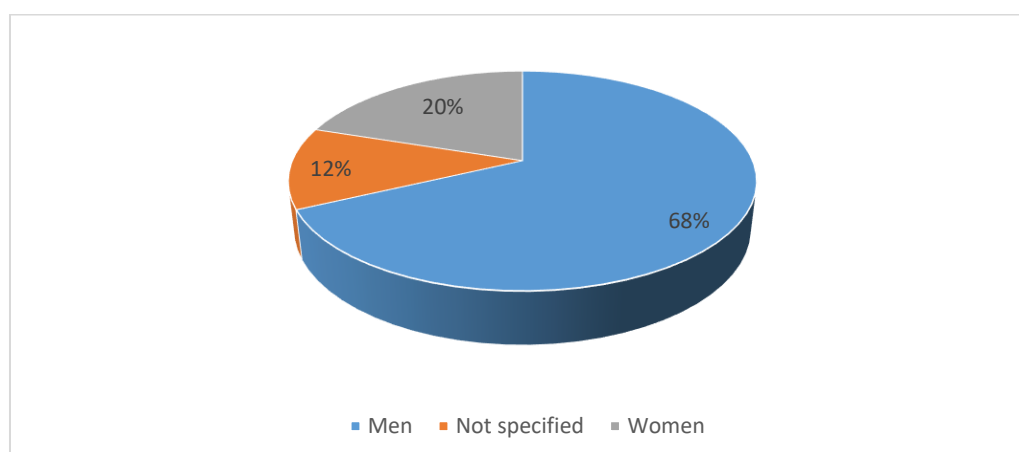
Subjects	Frequency	Duration of appearance	Duration of direct speech
Party of Socialists of the Republic of Moldova	14	96	36
Action and Solidarity Party	11	188	191
Democratic Party of Moldova	7	77	71
Pro Moldova Party	9	411	49
Dignity and Truth Platform Party	4	66	51
Shor Party	2	10	0
Electoral Bloc Unirea	1	38	25
Our Party	1	5	0
Liberal Democratic Party of Moldova	1	43	23

Frequency, duration of appearance and direct speech of candidates in news, seconds

Subjects	Political affiliation	Frequency	Duration of appearance	Duration of direct speech
Andrei Nastase	Dignity and Truth Platform Party	5	37	17
Igor Dodon	Independent	4	71	63
Renato Usatii	Our Party	3	15	0
Tudor Deliu	Liberal Democratic Party of Moldova	2	34	15

Gender. The relevant materials broadcast by Publika TV during the reporting period were unbalanced from the point of view of citing female and male sources.

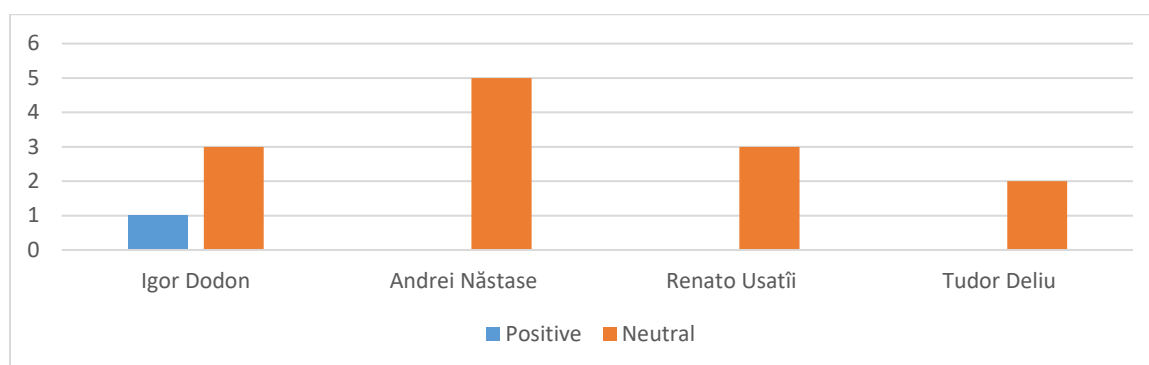
The rate of protagonists and sources cited from a gender perspective, %



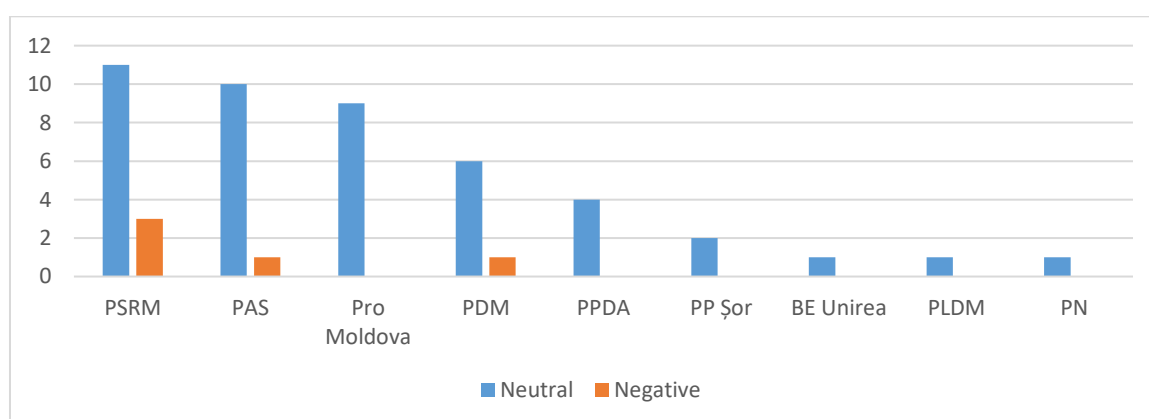
Tone. Most of the registered candidates and representatives of political parties appeared in a neutral light on Publika TV, with the exception of PSRM, PAS, and PDM, which appeared 11, 10, and 6 times in a neutral light and 3, 1, and 1 times in a negative light.

Representatives of the Presidential Office appeared mainly in a neutral light (13 times), as well as positive and negative (4 and 1 times), and Government representatives appeared 18 times in a neutral light, 3 times positive, and 1 time negative.

The tone of presentation of candidates in materials of electoral nature, frequency



The tone of presentation of political parties in materials of electoral nature, frequency



Pro TV Chișinău

During the reporting period, Pro TV Chișinău broadcast 74 relevant materials (72 news stories and 2 programs) with a total airtime of 19,709 seconds, or 5.5 hours. Most of them (96%) were not prioritized, being inserted in the middle of newscasts.

Topics. The topics addressed referred equally to politics (20) and the electoral process (18), while social issues, corruption, economy, health, and education were addressed less often. The relevant materials covered the procedure of registration of voters abroad; the process of filing documents and registration of electoral candidates; civil society reports on compliance with electoral legislation; opinion polls; political statements of potential competitors; visits of officials to schools; problems in Chisinau municipality; and so on.

Protagonists / sources. The relevant news stories targeted and cited mostly representatives of public authorities (Presidential Office and Government, 33 and 20 hours, with 964 and 469 seconds on screen and 446 and 313 seconds of direct speech, respectively).

Among political parties, news stories most often featured PSRM and PAS, Shor Party and Pro Moldova, and among registered electoral competitors — Igor Dodon, Renato Usatii, and Andrei Nastase.

Frequency, duration of appearance and direct speech of candidates and parties in news, seconds

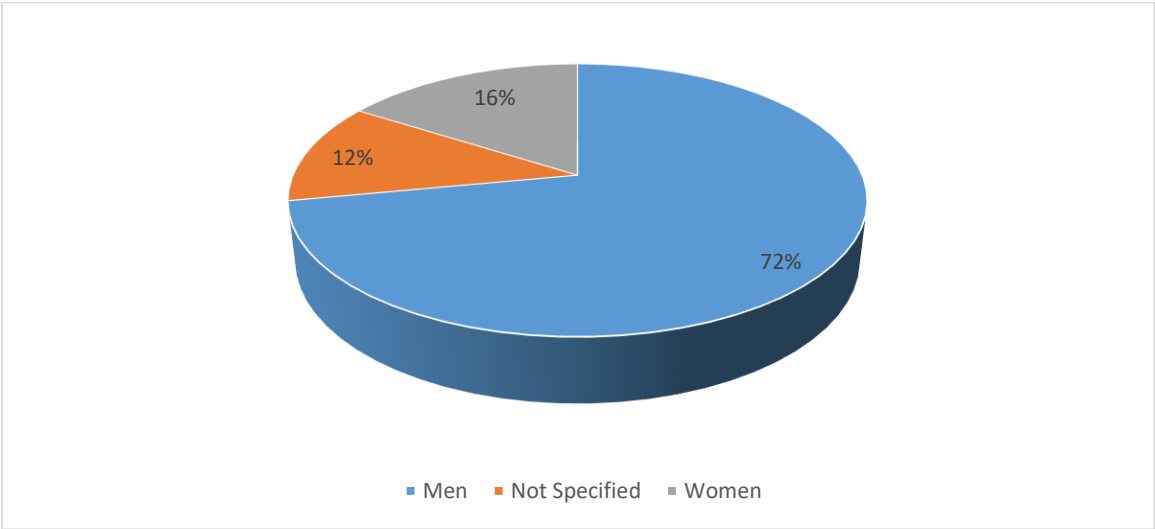
Subjects	Political affiliation	Frequency	Duration of appearance	Duration of direct speech
Action and Solidarity Party	Action and Solidarity Party	15	204	122
Party of Socialists of the Republic of Moldova	Party of Socialists of the Republic of Moldova	15	99	0
Igor Dodon	Independent	10	255	128
Renato Usatii	Our Party	9	123	69
Shor Party	Shor Party	9	68	0
Pro Moldova Party	Pro Moldova Party	8	99	58
Andrei Nastase	Dignity and Truth Platform Party	7	35	0
Liberal Democratic Party of Moldova	Liberal Democratic Party of Moldova	6	209	167
Party of Communists of the Republic of Moldova	Party of Communists of the Republic of Moldova	3	30	0
Party of Regions	Party of Regions of Moldova	1	26	26

In the relevant programs broadcast during the reporting period, guests were the PCRM president Vladimir Voronin and experts, who mentioned several other parties and electoral candidates.

Subjects	Frequency	Duration of direct speech
Democratic Party of Moldova	3	0
Shor Party	4	120
Party of Communists of the Republic of Moldova	2	2,800
Andrei Nastase / PPDA	2	210
Renato Usatii	2	0
Action and Solidarity Party	3	0
Pro Moldova Party	1	0
Party of Socialists of the Republic of Moldova	1	0
Igor Dodon / Independent	1	28

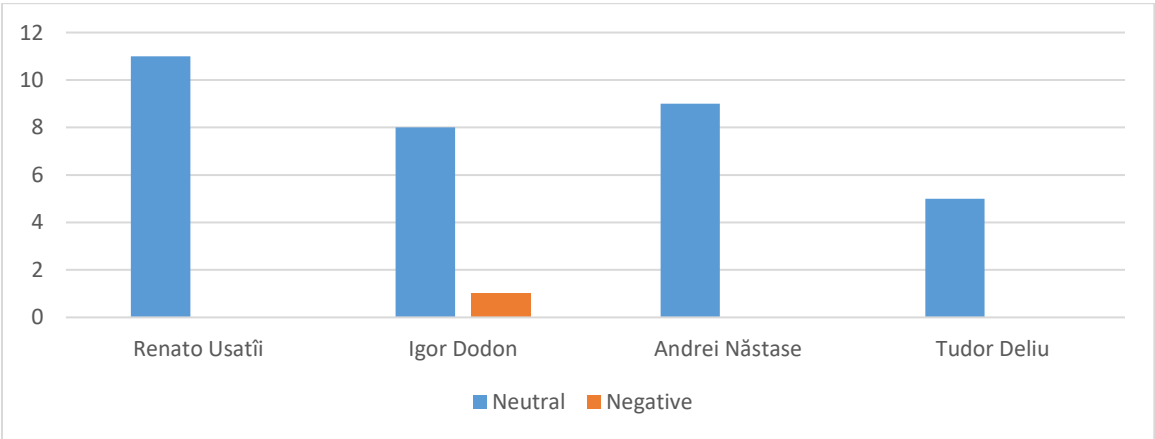
Gender. Most of the time, the sources of relevant materials on Pro TV were men — 72%, while women made 16%.

The rate of protagonists and sources cited from a gender perspective, %

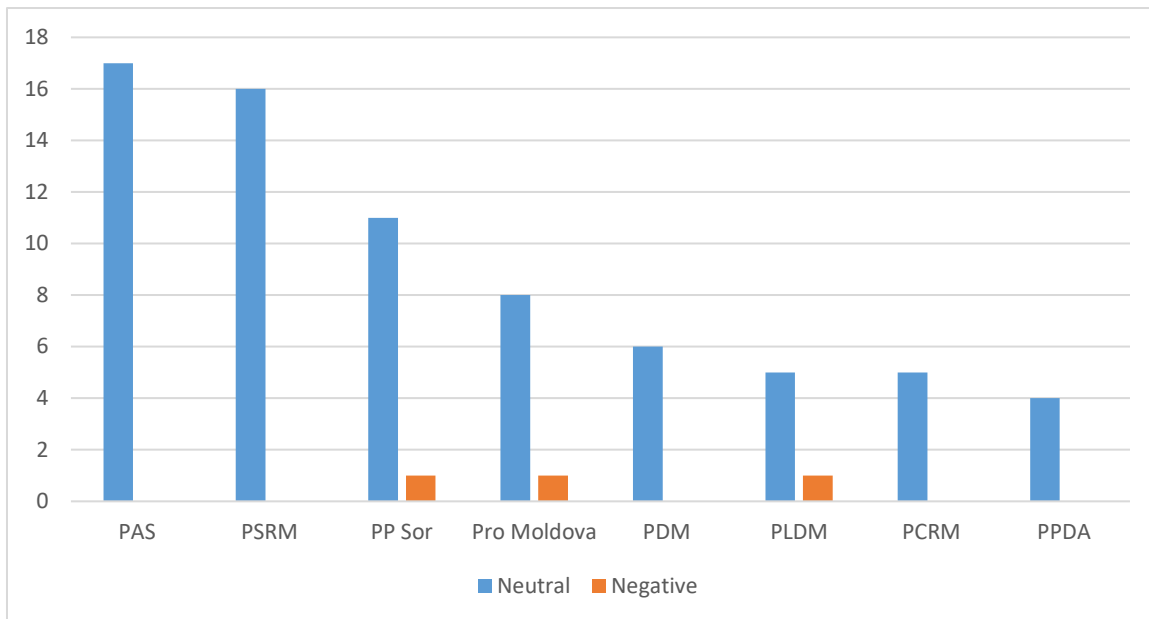


Tone. The Presidential Office and its exponents appeared in a neutral context (19 times), as well as negative (16), and the Government also appeared in a neutral and negative context (17 and 6 times, respectively). The political parties were mostly presented in materials in a neutral manner, with the exception of the Shor Party, Pro Moldova, and PLDM, which appeared in a negative context once each.

The tone of presentation of candidates in materials of electoral nature, frequency



The tone of presentation of parties in materials of electoral nature, frequency



Televiziunea Centrală

During the reporting period, the private station Televiziunea Centrală broadcast 55 materials, including 53 news stories and 2 opinion programs, with a total airtime of 13,147 seconds, or 3.7 hours. Eleven of the relevant news stories were prioritized (especially about the Shor Party actions to improve infrastructure in various localities in the country), appearing first (6) or last (5) in newscasts.

Topics. Most of the news stories of electoral nature referred to politics (12), electoral process (11), social issues (9), economy (5), education (4), corruption (4), legislation (3), and so on. Among the most frequently addressed topics were those related to the actions organized by the Shor Party in several localities of the country, such as street lighting, inauguration of playgrounds for children, and so on.

Protagonists / sources. The protagonists and sources of news broadcast by Televiziunea Centrală during the reporting period were mainly citizens (30 times), as well as representatives of the Shor Party (21), LPA (16), CEC (12), judges/lawyers (11).

The central public administration, namely the Presidential Office and the Government, were cited/mentioned 9 and 8 times, respectively, with 325 and 163 seconds on screen and 53 and 93 seconds of direct speech. Among the candidates registered for elections, the most often mentioned was Igor Dodon (3 times), with 72 seconds on screen, followed by Andrei Nastase and Renato Usatii, each being mentioned twice, without direct speech in news.

The first among political actors were representatives of the Shor Party, with 25 appearances, followed by PAS (13), PSRM (9), and PPDA (8).

Frequency, duration of appearance and of direct speech of political actors in news, seconds

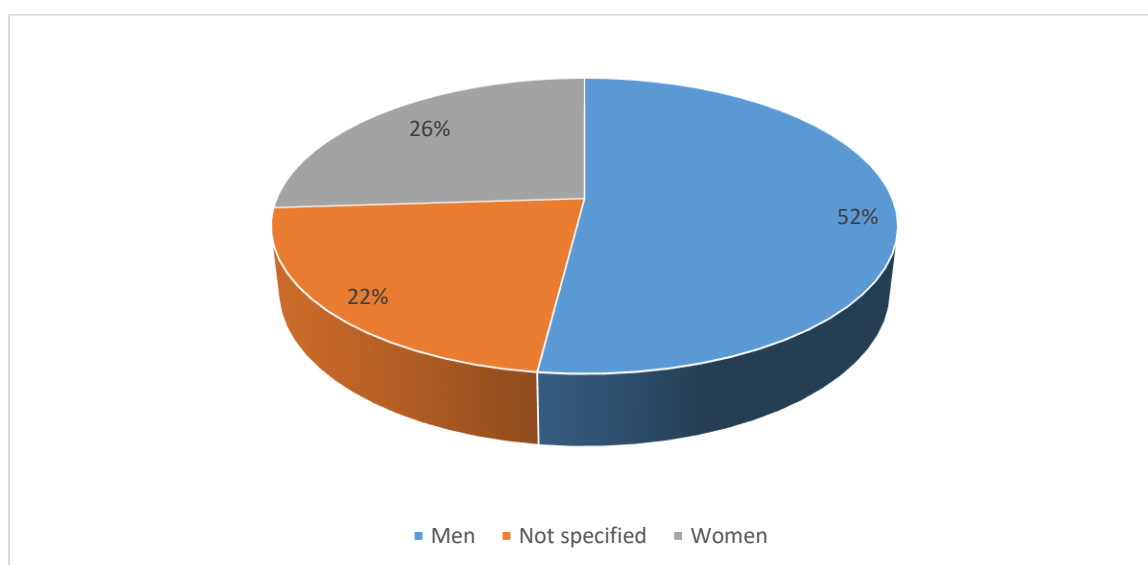
Subjects	Frequency	Duration of appearance	Duration of direct speech
Shor Party	27	522	236
Action and Solidarity Party	14	223	148

Party of Socialists of the Republic of Moldova	9	75	28
Dignity and Truth Platform Party	8	131	107
Liberal Democratic Party of Moldova	7	130	50
Pro Moldova Party	6	242	118
Our Party	2	10	0
Party of Regions of Moldova	1	18	0
Democratic Party of Moldova	2	28	25

Vladimir Bolea of PAS and Violeta Ivanov of the Shor Party participated in the two programs broadcast during the reporting period, while PSRM and PDM representatives and the current country leadership were only mentioned.

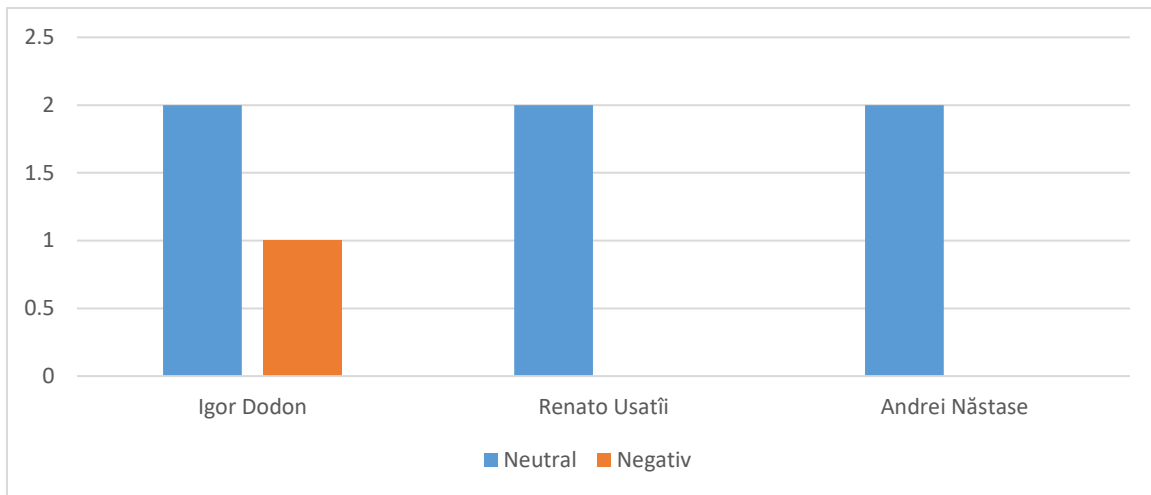
Gender. The majority of protagonists and sources in the relevant materials on Televiziunea Centrală were men – 52%, women being mentioned or cited in 26% of cases.

The rate of protagonists and sources cited from a gender perspective, %



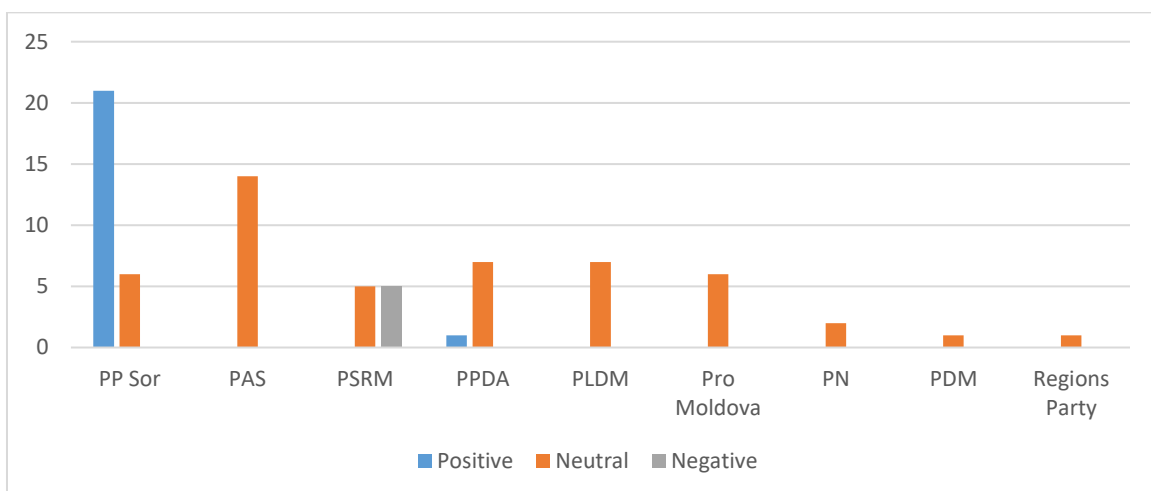
Tone. The Presidential Office and its exponent Igor Dodon appeared in a neutral light 5 times and in a negative light 4 times, and the Government appeared 7 times neutrally and once negatively. All registered electoral candidates were presented in neutral tones, with the exception of Igor Dodon, who appeared in one case in a negative light.

The tone of presentation of candidates in materials of electoral nature, frequency



Materials about and with the presence of political party representatives were mostly neutral, except for the Shor Party (implicitly its exponent in elections Violeta Ivanov), which appeared in a positive light, and PSRM, which appeared equally in a neutral and negative light. The station had several news stories about the successes of LPA in Orhei, allowing image transfer on Shor Party and its presidential candidate.

The tone of presentation of political parties in materials of electoral nature, frequency



TV 8

During the reporting period, the television station TV 8 broadcast 82 materials, including 57 news stories and 25 programs, with a total airtime of 97,443 seconds, or about 27 hours. About 10% of news stories appeared first in newscasts, which emphasized their importance.

Topics. The topics addressed were mostly related to politics (20) and the electoral process (18), and less often were addressed topics of integrity (6), social issues (6), health (3), economy (3), culture and entertainment (2), and so on.

Protagonists / sources. When doing research for materials, TV8 resorted to a diversity of sources: citizens (39), judges/lawyers (31), CEC (24), businessmen (22), experts (11), LPA (8), mass media (7), and so on. Among public institutions, representatives of the Presidential Office (implicitly Igor Dodon) were cited/mentioned the most — 35 times, with 925 seconds

on screen and 88 seconds of direct speech. Members of the Government were cited/mentioned 26 times, with 995 seconds on screen and 313 seconds of direct speech.

Among electoral competitors, the first in terms of frequency was Renato Usatii, followed by Andrei Nastase.

Frequency, duration of appearance and direct speech of political parties in news, seconds

Subjects	Frequency	Duration of appearance	of	Duration of direct speech
Party of Socialists of the Republic of Moldova	19	490		75
Action and Solidarity Party	25	476		114
Democratic Party of Moldova	11	259		62
Pro Moldova Party	14	640		236
Dignity and Truth Platform Party	9	271		85
Liberal Democratic Party of Moldova	7	543		169
Shor Party	7	175		19
“We Build Europe at Home” Party	4	147		48
Our Party	2	10		0
Party of Communists of the Republic of Moldova	1	10		0
Party of Regions of Moldova	1	10		0
BE Unirea	1	101		32

Frequency, duration of appearance and direct speech of candidates in news, seconds

Subjects	Political affiliation	Frequency	Duration of appearance	Duration of direct speech
Renato Usatii	Our Party	13	196	28
Andrei Nastase	Dignity and Truth Platform Party	11	150	53
Igor Dodon	independent	9	210	23
Tudor Deliu	Liberal Democratic Party of Moldova	8	89	27

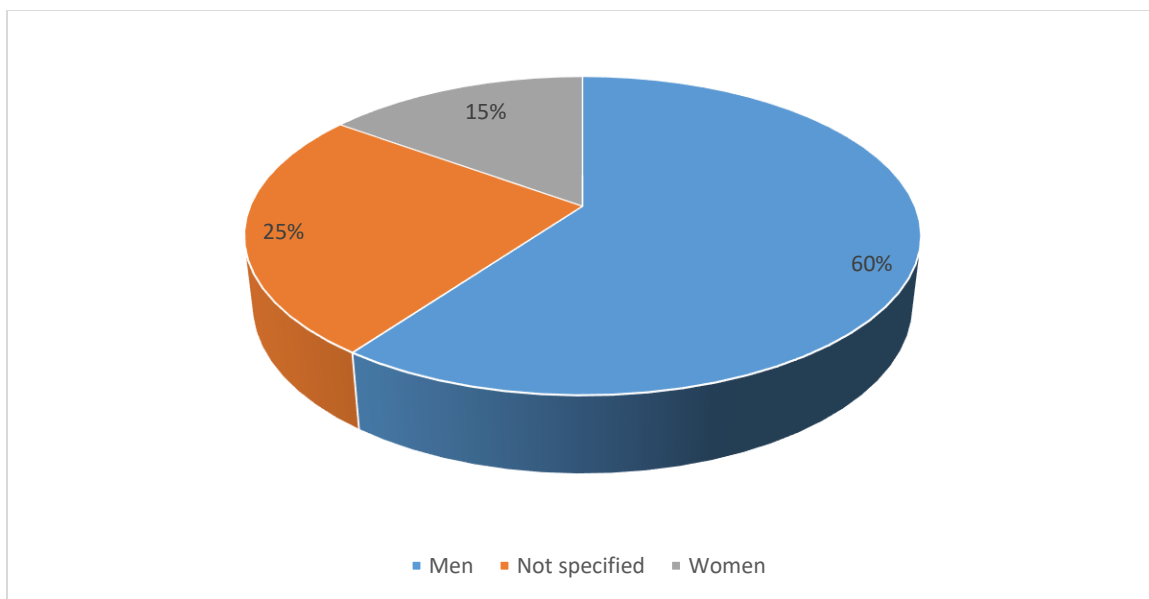
The guests of programs with electoral connotation on TV8 were representatives of PSRM, PAS, PDM, Pro Moldova, and BE Unirea, as well as representatives of civil society and experts.

Frequency, duration of direct speech of candidates and parties in programs, seconds

Subjects	Frequency	Duration of direct speech
Party of Socialists of the Republic of Moldova	34	7,041
Action and Solidarity Party	31	2,650
Democratic Party of Moldova	19	3,440
Andrei Nastase / PPDA	12	5,962
Liberal Democratic Party of Moldova	11	0
Igor Dodon / Independent	10	0
Dignity and Truth Platform Party	10	556
Pro Moldova Party	6	5,460
Electoral Bloc Unirea	4	5,502

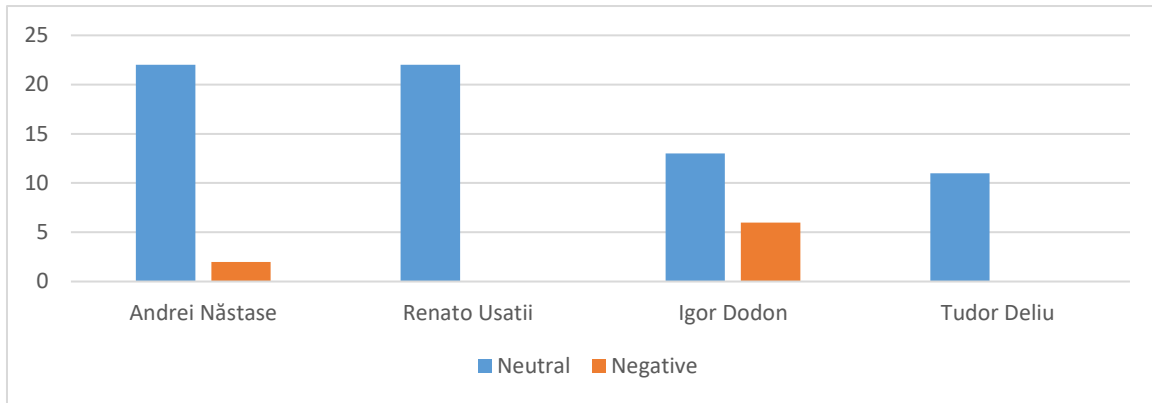
Gender. Most of the relevant materials referred to or cited men (60%), with women accounting for 25% of the sources and protagonists mentioned or cited.

The rate of protagonists and sources cited from a gender perspective, %



Tone. Representatives of public institutions appeared most often in a neutral light, but also negative. Thus, the tone of presentation of the Presidential Office (implicitly Igor Dodon) was negative 14 times, and of the Government — 6 times. Registered electoral candidates appeared mostly in a neutral light, while political parties PSRM, PAS, and PDM were presented in neutral and negative light.

The tone of presentation of candidates in materials of electoral nature, frequency



The tone of presentation of political parties in materials of electoral nature, frequency

