



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

Report no. 4
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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

Between October 15 and 22, 2020, the 10 monitored television stations broadcast a total of 508 electoral materials, including 469 news stories, 24 programs, and 15 electoral debates. The airtime allocated for the relevant materials was about 49.2 hours.

Topics. The top three most approached topics included politics (217), social issues (90), and the electoral process (64). The stations informed about the candidates’ meetings with voters and their electoral objectives, the violations committed during the campaign by some competitors, accusations launched by some electoral competitors against others, results of opinion polls. Materials of indirect electoral nature most often referred to the activity of the Government and the local public administration, which could favor or disfavor certain competitors.

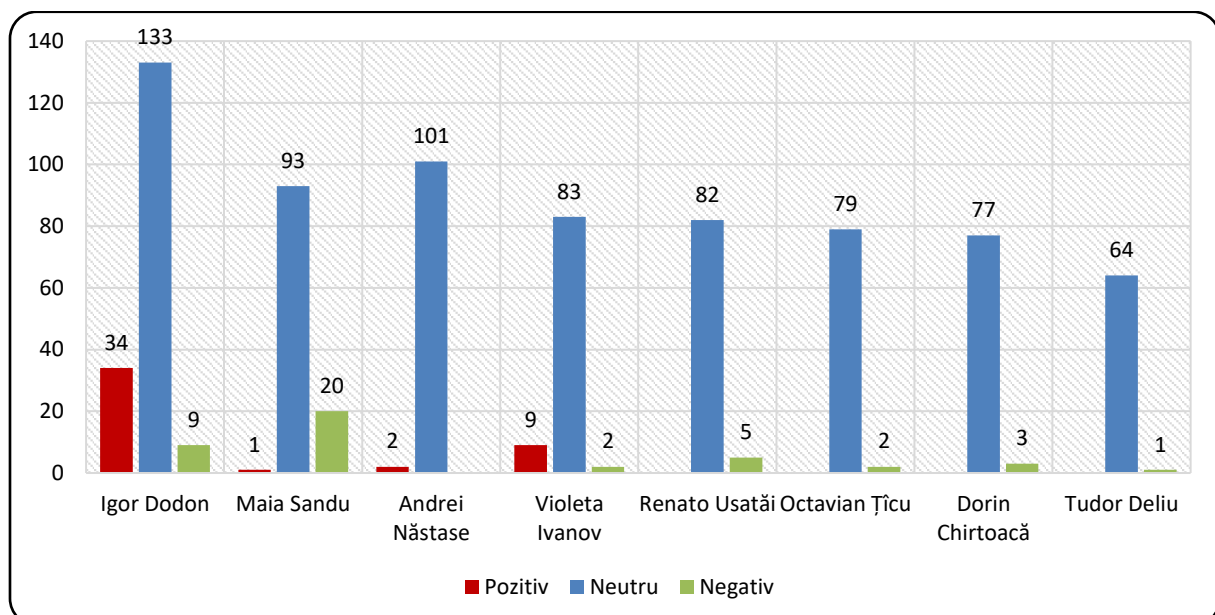
Protagonists/sources. In the analyzed news and programs, the most often cited/targeted were citizens (191), especially in social news, as well as representatives of LPA (122), Government (112), CEC (55), and civil society (42). Among parties, the most often cited or mentioned were representatives of PSRM (85 times), followed by Pro Moldova (42) and PPDA (41), and among electoral candidates – independent candidate Igor Dodon supported by PSRM (164 appearances, with 1,601 seconds of direct speech), Maia Sandu of PAS (105

appearances/mentions, with 5,362 seconds of direct speech), and Andrei Nastase of PPDA (95 appearances, with 1,145 seconds of direct speech).

Gender. From the perspective of ensuring gender balance among sources/protagonists, the balance was tilted towards men (64%), with women accounting for 20%.

The tone of coverage. Electoral candidates were most often presented neutrally, but also positively and negatively. The tone was mostly positive for Igor Dodon (34 times), who also benefited from positive materials about the activity of CPA and LPA (85 in total). At the same time, as an electoral competitor, Igor Dodon had 9 appearances in negative light, being disadvantaged by the negative presentation of CPA and LPA (11 in total). The PAS candidate Maia Sandu was disadvantaged in 20 materials, Renato Usatii – in 5, and Violeta Ivanov of Shor Party – in 4, being at the same time disadvantaged by the negative appearances of Shor Party (5 times). The other electoral competitors were presented mostly neutrally.

The tone of presentation of candidates in materials of electoral nature, frequency / 10 stations



The political parties that were most often presented in positive light are Shor Party (7 times) and PSRM (6 times), and those presented in negative light – Pro Moldova (7 times), Shor Party (5 times), PAS and PLDM (once each), the other parties appearing mostly neutrally. CPA and LPA were presented mostly positively (64 and 21 times, respectively), but also negatively (2 and 9 times, respectively).

Media behavior

Between October 15 and 22, 2020, the public television station Moldova 1 offered equal access to electoral candidates, the tone of coverage in the vast majority of cases being neutral. Igor Dodon, independent candidate supported by PSRM, most often appeared neutral, and once positive, benefiting at the same time from 9 positive news stories on the activity of the Government and the local public administration.

Primul în Moldova, TV Moldova, and Accent TV had a similar editorial policy, treating electoral candidates differently. Igor Dodon, independent candidate supported by PSRM, was massively favored by these stations, both by the high frequency of appearances/airtime allocated to direct speeches (54 appearances/mentions and 943 seconds of direct speech), and by the positive tone (29 times). These stations also broadcast 64 positive materials about the activity of the Government and the local public administration, which were favorable for Igor Dodon. The only candidate who was frequently presented in extensive news stories that presented his electoral objectives was Igor Dodon (20). The other candidates appeared in 1-2 news stories about the campaign per station. PAS candidate Maia Sandu was mentioned more than cited by these stations (38 appearances/mentions and 81 seconds of direct speech), in news other than those on electoral priorities, in most cases with negative connotations (20).

Prime TV provided access to the majority of electoral competitors in the news, presenting candidates, political parties, and public institutions neutrally in most cases. Igor Dodon, independent candidate supported by PSRM, and Violeta Ivanov of Shor Party, benefited from the large number and duration of speeches, as well as the most news about their campaign and support for them (4 and 3, respectively). Maia Sandu of PAS and Tudor Deliu of PLDM appeared in news stories on other electoral issues than their electoral priorities.

Publika TV had a relatively balanced behavior, providing access to news to most of the electoral competitors and presenting them neutrally. Igor Dodon, independent candidate supported by PSRM, had the most appearances and airtime for direct speeches, especially in news stories about his campaign and support for him (4), other candidates being presented in one news story each, in which they spoke about their electoral objectives. Maia Sandu, Tudor Deliu, and Violeta Ivanov were cited/mentioned in news stories on other topics than their electoral objectives.

Jurnal TV offered access to news to all electoral candidates, without obviously favoring or disfavoring any of them. The station treated competitors equally in news, informing about everyone's electoral meetings/promises, the tone of coverage being in most cases neutral. Igor Dodon, independent candidate supported by PSRM, had 5 appearances in negative light, and Violeta Ivanov – one appearance in a program.

Pro TV Chisinau had a balanced behavior, without showing obvious tendencies of favoring or disfavoring any electoral competitor. Pro TV offered relatively equal access to all electoral candidates, informing in the news about the electoral priorities of several candidates, which appeared mainly in neutral light. Igor Dodon, independent candidate supported by PSRM, and Renato Usatii of Our Party had one appearance in negative light each.

TV8 has allocated a lot of space to news stories and programs with direct and indirect electoral tangency. The station did not inform in news about the electoral objectives of competitors, who were the protagonists of stories on topics other than their electoral priorities. In most cases, candidates, parties, and CPA were presented neutrally. Igor Dodon had 2 appearances/mentions in programs in a negative context.

Televiziunea Centrală provided relatively equal access to electoral competitors to talk about their electoral objectives, presenting them mostly neutrally. Violeta Ivanov of Shor Party

benefited from the most appearances in positive light (7), being also favored by the positive news about Shor Party (7).

Moldova 1



Between October 15 and 22, 2020, the public broadcaster Moldova 1 aired 84 news stories and 4 debates, with a total duration of 14,067 seconds or 3.9 hours.

Topics. In the relevant materials, Moldova 1 often addressed issues related to politics (30), social issues (13), and the electoral process (12). Topics on foreign relations, environment, and local public administration were also covered, but less frequently. During the reporting period, Moldova 1 informed about the campaign activities of competitors, monitoring reports of civil society, results of opinion polls, and the mayor of Chisinau joining Igor Dodon's electoral team. The station also broadcast several materials on the activity of the Government and the Chisinau Mayor's Office, of indirect electoral nature, which covered road repairs in different localities, promises to provide aid to farmers and to people with special needs, donation of special vehicles from the Russian Federation, and so on.

Protagonists/sources. The materials with direct or indirect electoral tangency on Moldova 1 cited/mentioned several protagonists, most often citizens (20), LPA (17), and civil society (16). The members of the Government were given large airtime in the news, being cited/mentioned 22 times (appearance of 353 seconds and direct speech of 175 seconds).

Among the candidates registered in the electoral race, Igor Dodon, independent candidate supported by PSRM, and Maia Sandu, PAS candidate, had the most appearances/mentions, and Tudor Deliu, PLDM candidate, had the fewest. The representatives of parties were mentioned in most cases, without direct speeches.

The public station gave all candidates access to the news to talk about their electoral objectives.

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

| Subjects | Political affiliation | Frequency | Duration of appearance | Duration of direct speech |
|------------------------|-----------------------------------|-----------|------------------------|---------------------------|
| Igor Dodon | Independent / Party of Socialists | 13 | 310 | 98 |
| Maia Sandu | Action and Solidarity Party | 10 | 293 | 83 |
| Dorin Chirtoacă | Electoral Bloc Unirea | 9 | 262 | 76 |
| Andrei Năstase | Dignity and Truth Platform Party | 9 | 283 | 145 |
| Violeta Ivanov | Shor Party | 9 | 315 | 114 |
| Octavian Țicu | National Unity Party | 8 | 240 | 57 |

| | | | | |
|----------------------|-------------------------------------|---|-----|----|
| Renato Usatîi | Our Party | 8 | 221 | 31 |
| Tudor Deliu | Liberal Democratic Party of Moldova | 6 | 137 | 12 |

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

| Subjects | Political affiliation | Frequency | Duration of appearance | Duration of direct speech |
|------------------------|-------------------------------------|-----------|------------------------|---------------------------|
| Igor Dodon | Independent / Party of Socialists | 5 | 30 | 0 |
| Dorin Chirtoacă | Electoral Bloc Unirea | 2 | 905 | 900 |
| Tudor Deliu | Liberal Democratic Party of Moldova | 2 | 905 | 900 |
| Octavian Țicu | National Unity Party | 2 | 905 | 900 |
| Renato Usatîi | Our Party | 2 | 10 | 0 |
| Maia Sandu | Action and Solidarity Party | 1 | 900 | 900 |
| Andrei Năstase | Dignity and Truth Platform Party | 1 | 900 | 900 |
| Violeta Ivanov | Shor Party | 1 | 900 | 900 |

Gender. Half of the protagonists and sources in the relevant materials of Moldova 1 were men (58%), women being mentioned or cited in 28% of cases.

Tone. Most of the materials presented candidates in a neutral manner; the only electoral actor who benefited from a positive tone was Igor Dodon, who appeared in positive light in one news story. Igor Dodon was, at the same time, favored by the positive news about the activity of the Government (7) and the LPA (2). The tone of presentation of political parties was in all cases neutral.



During the reporting period, Accent TV had 52 news stories and 1 program with direct or indirect electoral tangency, with a total airtime of 6,798 seconds or 1.9 hours. The station did not hold electoral debates during the reporting period. About 10% of the news stories were prioritized, appearing at the beginning of newscasts.

Topics. The most approached topics concerned politics (25), social issues (11), and the electoral process (6), other topics being approached less frequently. Most of the relevant materials broadcast by Accent TV presented the activity of LPA and CPA, including topics on infrastructure investments and road repairs in the country, implementation of rural development projects, solutions of Chisinau Mayor's Office representatives (led by the PSRM exponent Ion Ceban, who on October 21 officially joined the electoral team of candidate Igor Dodon) for the capital's problems. Accent TV broadcast several materials about Igor Dodon's electoral meetings in the regions of Moldova, briefly informing about the campaign activities

of other candidates. Thus, Accent TV had 5 news stories in which it referred to his electoral objectives and 3 stories that supported him, while for other candidates it broadcast 1-2 such news stories. Maia Sandu was the protagonist of news on topics other than the campaign.

Protagonists/sources. Most of the times, the relevant materials cited/mentioned the representatives of the local public administration (14) and the Government (12 appearances for 283 seconds and direct speeches of 206 seconds). The station also cited citizens (11 times), CEC (6 times), diplomats, officials, foreign observers (3 times each), etc.

Among electoral competitors, Igor Dodon, independent candidate supported by PSRM, had the most direct speeches and the largest airtime for appearances and speeches. Among parties, PSRM was cited and/or mentioned most of the time.

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

| Subjects | Political affiliation | Frequency | Duration of appearance | Duration of direct speech |
|------------------------|-------------------------------------|-----------|------------------------|---------------------------|
| Igor Dodon | Independent / Party of Socialists | 16 | 593 | 212 |
| Andrei Năstase | Dignity and Truth Platform Party | 7 | 415 | 88 |
| Octavian Țicu | National Unity Party | 5 | 128 | 59 |
| Violeta Ivanov | Shor Party | 5 | 147 | 51 |
| Tudor Deliu | Liberal Democratic Party of Moldova | 4 | 74 | 42 |
| Maia Sandu | Action and Solidarity Party | 4 | 530 | 0 |
| Renato Usatîi | Our Party | 3 | 58 | 17 |
| Dorin Chirtoacă | Electoral Bloc Unirea | 2 | 10 | 0 |

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

| Subjects | Frequency | Duration of appearance | Duration of direct speech |
|---|-----------|------------------------|---------------------------|
| Party of Socialists of the Republic of Moldova | 9 | 227 | 176 |
| Party of Communists of the Republic of Moldova | 1 | 81 | 0 |
| Shor Party | 1 | 5 | 0 |
| Dignity and Truth Platform Party | 1 | 13 | 0 |

Gender. The materials under analysis were unbalanced in terms of ensuring gender balance, 68 of the relevant sources being men, and 16% – women.

Tone. As an electoral candidate, Igor Dodon benefited from a positive (11 cases) and neutral (5 cases) tone, and Andrei Nastase appeared once in positive light and 6 times in neutral light. The tone of Maia Sandu's presentation was mostly negative – 3 times, and in one case it was neutral. The other competitors appeared in neutral light, as did the parties that support them in the election race. PSRM is the only party presented positively (2 times).

Among public institutions, the Government had the most appearances in positive light (11), especially in indirect electoral news, which were favorable to Igor Dodon, and LPA had 9 positive appearances.

Jurnal TV



Between October 15 and 22, 2020, Jurnal TV broadcast 64 materials relevant to this monitoring, with a total airtime of 35,399 seconds or about 9.8 hours. Of these, 59 were news stories and 5 were programs. The station did not hold electoral debates during the reporting period.

Topics. Most of the topics referred to politics (17), the electoral process (12), social issues (12), and economy (10). The materials mainly informed about the integrity profiles of candidates, electoral meetings, civil society reports, citizens' opinions regarding the electoral promises of candidates, and so on.

Protagonists/sources. Among the sources and protagonists cited/mentioned most often in news stories and programs of direct and indirect electoral nature were the candidates Igor Dodon (20 times), Andrei Nastase (10), Maia Sandu (10), and Violeta Ivanov (10). The relevant materials also often cited/mentioned citizens (21 times), experts (10), and civil society representatives (8). The representatives of central public authorities were cited/mentioned 3 times, with 85 seconds of appearances on the screen and 35 seconds of direct speech.

The station provided space for all candidates to talk about their electoral platforms, as they were the protagonists of several news stories from the meetings with voters.

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

| Subjects | Political affiliation | Frequency | Duration of appearance | Duration of direct speech |
|------------------------|-------------------------------------|-----------|------------------------|---------------------------|
| Igor Dodon | Independent / Party of Socialists | 19 | 1,683 | 188 |
| Andrei Năstase | Dignity and Truth Platform Party | 10 | 326 | 110 |
| Violeta Ivanov | Shor Party | 10 | 312 | 46 |
| Maia Sandu | Action and Solidarity Party | 10 | 244 | 28 |
| Octavian Țicu | National Unity Party | 9 | 192 | 0 |
| Renato Usatîi | Our Party | 8 | 202 | 57 |
| Dorin Chirtoacă | Electoral Bloc Unirea | 7 | 204 | 35 |
| Tudor Deliu | Liberal Democratic Party of Moldova | 7 | 103 | 0 |

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

| Subjects | Frequency | Duration of appearance | Duration of direct speech |
|---|-----------|------------------------|---------------------------|
| Party of Socialists of the Republic of Moldova | 8 | 55 | 0 |
| Pro Moldova Party | 5 | 2,570 | 2,520 |
| Dignity and Truth Platform Party | 4 | 184 | 185 |
| Shor Party | 1 | 20 | 0 |
| Action and Solidarity Party | 1 | 35 | 35 |
| Liberal Democratic Party of Moldova | 1 | 10 | 0 |

Gender. Most relevant materials mentioned and cited men as sources (72%), with women accounting for 23% of the total, down 4 percentage points from the first report.

Tone. The tone of the presentation of candidates for the position of President of the Republic of Moldova was neutral except for Igor Dodon, who appeared most of the time in neutral light (14), but also negative (5 times). Violeta Ivanov had an appearance in negative light and 9 in neutral light. The tone in the case of other candidates was neutral, as well as in the case of political parties, Pro Moldova and Shor Party being the only parties that also had an appearance in negative light each. Public institutions were presented mostly neutrally.

NTV Moldova



During the reporting period, NTV Moldova broadcast 53 news stories and 5 programs with direct or indirect electoral tangency and 2 electoral debates. Their total airtime was 25,551 seconds or 7 hours. The vast majority of the news stories appeared in the middle of newscasts.

Topics. The topics addressed focused largely on politics (24), social issues (17), and the electoral process (11), as well as issues related to economy (4) and corruption (2), and so on. The station reported on the campaign activities of some electoral competitors, the results of opinion polls, the activity of the CEC. A large part of the relevant materials was of indirect electoral nature, targeting the activity of CPA and LPA, which could favor candidates in elections. Thus, NTV Moldova informed about the allocation of resources for infrastructure development in several localities in the country, projects that started earlier but are taking shape only now, under the current Government, the allocation of resources to eliminate the consequences of rains, aid offered to farmers to start autumn works, and so on.

Protagonists/sources. Most often, materials with direct or indirect electoral tangency cited/targeted citizens (32) and the representatives of the local public administration (15), followed by experts (7) and CEC (7). Among public institutions, the station presented/mentioned the most often the representatives of the Government (29), who appeared on the screen for 910 seconds and spoke 765 seconds.

Among electoral competitors, Igor Dodon, independent candidate supported by PSRM, had the most appearances during the reporting period, also benefiting from the largest airtime, followed by Maia Sandu, the PAS candidate, who was mentioned more than cited. NTV Moldova rarely cited/mentioned representatives of parties other than PSRM.

NTV Moldova treated electoral competitors differently in the news, giving priority access to candidate Igor Dodon to talk about his electoral objectives. Igor Dodon was the protagonist of 5 news stories about electoral meetings and one of support in the campaign, and the other competitors appeared in 1-2 news stories of this kind each. Maia Sandu and Octavian Ticu appeared in news stories on topics other than electoral priorities, usually with a negative connotation.

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

| Subjects | Political affiliation | Frequency | Duration of appearance | Duration of direct speech |
|------------------------|-------------------------------------|-----------|------------------------|---------------------------|
| Igor Dodon | Independent / Party of Socialists | 19 | 1,086 | 299 |
| Maia Sandu | Action and Solidarity Party | 17 | 2,408 | 26 |
| Andrei Năstase | Dignity and Truth Platform Party | 15 | 554 | 116 |
| Renato Usatîi | Our Party | 14 | 519 | 58 |
| Dorin Chirtoacă | Electoral Bloc Unirea | 13 | 272 | 98 |
| Violeta Ivanov | Shor Party | 11 | 150 | 65 |
| Octavian Țicu | National Unity Party | 11 | 164 | 56 |
| Tudor Deliu | Liberal Democratic Party of Moldova | 10 | 95 | 36 |

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

| Subjects | Political affiliation | Frequency | Duration of appearance | Duration of direct speech |
|------------------------|-------------------------------------|-----------|------------------------|---------------------------|
| Igor Dodon | Independent / Party of Socialists | 2 | 15 | 0 |
| Dorin Chirtoacă | Electoral Bloc Unirea | 2 | 725 | 720 |
| Andrei Năstase | Dignity and Truth Platform Party | 2 | 725 | 720 |
| Violeta Ivanov | Shor Party | 2 | 10 | 0 |
| Maia Sandu | Action and Solidarity Party | 2 | 725 | 720 |
| Octavian Țicu | National Unity Party | 2 | 10 | 0 |
| Tudor Deliu | Liberal Democratic Party of Moldova | 1 | 5 | 0 |
| Renato Usatîi | Our Party | 1 | 5 | 0 |

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

| Subjects | Frequency | Duration of appearance | Duration of direct speech |
|---|-----------|------------------------|---------------------------|
| Party of Socialists of the Republic of Moldova | 5 | 211 | 168 |
| Dignity and Truth Platform Party | 1 | 6 | 0 |
| Our Party | 1 | 6 | 0 |
| Shor Party | 1 | 20 | 0 |
| Action and Solidarity Party | 1 | 20 | 0 |

Gender. From the point of view of gender balance, NTV Moldova inclined the balance in favor of men as sources (65%), women being less frequently cited or mentioned in news and programs (20%).

Tone. Most of the news and programs broadcast by NTV Moldova favored Igor Dodon both by the frequency and duration of appearances, as well as by the positive tone. In addition to the positive materials in which he appears as an electoral candidate (11), Igor Dodon was favored by the positive materials on the activity of the Government (24), but also by the positive news on PSRM (3). Maia Sandu of PAS was disadvantaged by the large number of appearances in negative light (11), being mentioned 8 times in a neutral context. The other competitors were presented mostly in neutral light, but also negative: Renato Usatii – 4 times, Dorin Chirtoaca – 3 times.

Among the political parties cited/mentioned in materials, PSRM appeared most of the time in a positive context.

Prime TV



During the reporting period, the private television station Prime TV broadcast 32 news stories relevant to the monitoring, with a total airtime of 3,134 seconds or about 52 minutes. The station did not hold electoral debates during the reporting period.

Topics. Prime TV most often covered topics on politics (20) and social issues (5), and less often on the electoral process (2) and integrity (2). The station informed about the campaign activities and electoral promises of some competitors, the calls of some candidates against others, the statements of civil society representatives, the results of opinion polls, and so on.

Protagonists/sources. In most cases, the sources/protagonists of relevant news were electoral candidates, representatives of political parties, and citizens (13 times). Sources from other categories were rarely cited. Among public institutions, the news most of the time cited/mentioned members of the Government (4 times, 138 seconds of appearances and 18 seconds of direct speech), and among political parties – Pro Moldova and PSRM. Igor Dodon of PSRM, Maia Sandu of PAS, and Violeta Ivanov of Shor Party were in the top three in terms of frequency and duration of appearances.

Prime TV informed about the electoral objectives of most of the candidates, except for Maia Sandu and Tudor Deliu, who appeared in the news on other electoral topics than the presentation of their electoral platforms. Igor Dodon and Violeta Ivanov were the protagonists of most news stories about the campaign – 3 each, being mentioned in stories about the support expressed by political actors.

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

| Subjects | Political affiliation | Frequency | Duration of appearance | Duration of direct speech |
|------------------------|-------------------------------------|-----------|------------------------|---------------------------|
| Igor Dodon | Independent / Party of Socialists | 13 | 708 | 130 |
| Maia Sandu | Action and Solidarity Party | 8 | 431 | 34 |
| Violeta Ivanov | Shor Party | 7 | 439 | 110 |
| Octavian Țicu | National Unity Party | 6 | 212 | 74 |
| Andrei Năstase | Dignity and Truth Platform Party | 5 | 263 | 66 |
| Dorin Chirtoacă | Electoral Bloc Unirea | 5 | 184 | 73 |
| Tudor Deliu | Liberal Democratic Party of Moldova | 4 | 76 | 18 |
| Renato Usatîi | Our Party | 4 | 123 | 42 |

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

| Subjects | Frequency | Duration of appearance | Duration of direct speech |
|---|-----------|------------------------|---------------------------|
| Pro Moldova Party | 8 | 272 | 94 |
| Party of Socialists of the Republic of Moldova | 4 | 109 | 39 |
| Action and Solidarity Party | 2 | 90 | 20 |
| Dignity and Truth Platform Party | 2 | 42 | 26 |
| Shor Party | 1 | 35 | 17 |
| Democratic Party of Moldova | 1 | 55 | 20 |

Gender. Most of the materials on Prime TV cited/mentioned men as sources/protagonists (69%), women accounting for 26%, which is 2 percentage points less than in the previous reporting period.

Tone. Most of the electoral candidates were presented neutrally, Igor Dodon and Violeta Ivanov being the protagonists who appeared twice in positive light. The political parties mentioned/cited in materials appeared in neutral light. Likewise, CPA representatives appeared in the news in a neutral context.

Primul în Moldova



The station Primul în Moldova broadcast during the reporting period 58 news stories and 2 electoral debates, with a total airtime of 11,106 seconds or 3 hours. About 16% of the news stories were prioritized, appearing in the beginning of newscasts.

Topics. Primul în Moldova most often covered topics related to politics (22), social issues (19), the electoral process (6), LPA (5). Materials focused on the campaign activities and electoral promises of some electoral competitors. Many of the materials also addressed the activities of LPA and CPA: Government investments in infrastructure, development of rural areas and industry, the initiative to triple the allowances for people with special needs, the allocation of over two million lei to families in Gagauzia affected by rains at the end of September, development projects in Chisinau municipality, led by an exponent of PSRM, and so on.

Protagonists/sources. To document the news, reporters most often resorted to citizens (30), the Government (22), and LPA (26). Sources from other categories were approached less frequently. Among electoral candidates, Igor Dodon, independent candidate supported by PSRM, benefited from the most appearances and airtime (appearance on screen and direct speech). The Party of Socialists also had the most airtime allocated to direct citations. The local public administration was present especially through Chisinau Mayor Ion Ceban, an exponent of PSRM, and the central public administration was cited frequently (22 times), benefiting from 328 seconds of appearance on the screen and 252 seconds of direct speech.

Primul în Moldova treated electoral candidates differently in the news. Igor Dodon benefited from a large number of voluminous news stories in which he presented his electoral objectives (5) and one story in support of him, while the other candidates were the protagonists of 1-2 such stories. Maia Sandu, Renato Usatii, and Tudor Deliu were cited/mentioned in news stories on other topics than electoral priorities.

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

| Subjects | Political affiliation | Frequency | Duration of appearance | Duration of direct speech |
|------------------------|-------------------------------------|-----------|------------------------|---------------------------|
| Igor Dodon | Independent / Party of Socialists | 19 | 583 | 432 |
| Maia Sandu | Action and Solidarity Party | 17 | 138 | 55 |
| Andrei Năstase | Dignity and Truth Platform Party | 16 | 299 | 220 |
| Dorin Chirtoacă | Electoral Bloc Unirea | 15 | 133 | 68 |
| Violeta Ivanov | Shor Party | 15 | 143 | 78 |
| Octavian Țicu | National Unity Party | 15 | 203 | 138 |
| Renato Usatii | Our Party | 15 | 105 | 35 |
| Tudor Deliu | Liberal Democratic Party of Moldova | 14 | 124 | 59 |

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

| Subjects | Political affiliation | Frequency | Duration of appearance | Duration of direct speech |
|----------|-----------------------|-----------|------------------------|---------------------------|
|----------|-----------------------|-----------|------------------------|---------------------------|

| | | | | |
|------------------------|--|---|-----|-----|
| Dorin Chirtoacă | Electoral Bloc Unirea | 3 | 730 | 720 |
| Maia Sandu | Action and Solidarity Party | 3 | 730 | 720 |
| Violeta Ivanov | Shor Party | 2 | 10 | 0 |
| Andrei Năstase | Dignity and Truth Platform Party | 2 | 725 | 720 |
| Igor Dodon | Party of Socialists of the Republic of Moldova | 2 | 10 | 0 |
| Octavian Țicu | National Unity Party | 2 | 10 | 0 |
| Tudor Deliu | Liberal Democratic Party of Moldova | 1 | 5 | 0 |
| Renato Usatîi | Our Party | 1 | 5 | 0 |

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

| Subjects | Frequency | Duration of appearance | Duration of direct speech |
|---|-----------|------------------------|---------------------------|
| Pro Moldova Party | 7 | 35 | 0 |
| Party of Socialists of the Republic of Moldova | 6 | 225 | 205 |
| Dignity and Truth Platform Party | 5 | 25 | 5 |
| Action and Solidarity Party | 3 | 17 | 7 |
| Democratic Party of Moldova | 3 | 66 | 61 |
| Shor Party | 3 | 15 | 0 |
| Our Party | 1 | 5 | 0 |
| Liberal Democratic Party of Moldova | 1 | 5 | 0 |

Gender. Most of the protagonists and sources of the relevant materials on Primul în Moldova were men (68%), women being mentioned or cited in 20% of cases.

Tone. Electoral competitor Igor Dodon benefited from the most positive appearances (8) and was also favored by the positive news about CPA (21), LPA (9), and PSRM (2). Maia Sandu had the most negative appearances/mentions (6), followed by Octavian Ticu and Tudor Deliu, who were presented mostly neutrally, but also negatively in one case each. Among political parties, the most appearances in negative light were of Pro Moldova (6), Shor Party (2), PAS (1), and PLDM (1). The tone of the PSRM presentation was 2 times positive and 13 times neutral, the other parties appearing in a neutral context.

Pro TV Chișinău



Pro TV Chisinau broadcast during the reporting period 40 news stories with direct and indirect electoral tangency and 4 debates, with a total airtime of 21,367 seconds or 5.9 hours.

Topics. The topics addressed referred to politics (23), followed by the electoral process (8), LPA (5), as well as social issues, health, external relations, crime, but less often. Materials of direct or indirect electoral nature informed about civil society reports on violations committed by candidates, resources spent by candidates, accusations launched by some candidates against others, news about the campaign activities of some candidates, the support declared by Mayor Ion Ceban for the independent candidate Igor Dodon, the problems in Chisinau, and so on.

Protagonists/sources. The relevant materials mostly targeted and cited citizens (29 times), followed by LPA (19), civil society (9), judges/lawyers (9), CEC (8), business people (7), etc.

Among electoral competitors, the relevant materials most often targeted Igor Dodon of PSRM, the other candidates being cited/mentioned in a relatively equal number of materials, and among political parties, PSRM was the first in terms of frequency and duration of appearance. Public institutions were rarely mentioned, and LPA – 17 times.

The station covered the campaign activities of some candidates or the electoral promises of others, based on statements made during electoral programs, giving access to all candidates in the presidential election.

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

| Subjects | Political affiliation | Frequency | Duration of appearance | Duration of direct speech |
|------------------------|-------------------------------------|-----------|------------------------|---------------------------|
| Igor Dodon | Independent / Party of Socialists | 22 | 508 | 126 |
| Andrei Năstase | Dignity and Truth Platform Party | 12 | 182 | 129 |
| Maia Sandu | Action and Solidarity Party | 11 | 70 | 0 |
| Renato Usatîi | Our Party | 11 | 203 | 109 |
| Octavian Țicu | National Unity Party | 10 | 176 | 99 |
| Dorin Chirtoacă | Electoral Bloc Unirea | 10 | 184 | 113 |
| Violeta Ivanov | Shor Party | 9 | 82 | 4 |
| Tudor Deliu | Liberal Democratic Party of Moldova | 7 | 111 | 63 |

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

| Subjects | Political affiliation | Frequency | Duration of appearance | Duration of direct speech |
|-----------------------|-------------------------------------|-----------|------------------------|---------------------------|
| Andrei Năstase | Dignity and Truth Platform Party | 4 | 1,335 | 1,200 |
| Igor Dodon | Independent / Party of Socialists | 4 | 30 | 0 |
| Renato Usatîi | Our Party | 4 | 1,335 | 1,200 |
| Maia Sandu | Action and Solidarity Party | 3 | 1,330 | 1,200 |
| Octavian Țicu | National Unity Party | 2 | 1,325 | 1,200 |
| Tudor Deliu | Liberal Democratic Party of Moldova | 2 | 1,505 | 1,200 |
| Violeta Ivanov | Shor Party | 2 | 10 | 0 |

| | | | | |
|------------------------|-----------------------|---|-------|-------|
| Dorin Chirtoacă | Electoral Bloc Unirea | 2 | 1,325 | 1,200 |
|------------------------|-----------------------|---|-------|-------|

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

| Subjects | Frequency | Duration of appearance | Duration of direct speech |
|---|-----------|------------------------|---------------------------|
| Liberal Democratic Party of Moldova | 4 | 15 | 0 |
| Dignity and Truth Platform Party | 4 | 20 | 0 |
| Party of Socialists of the Republic of Moldova | 4 | 20 | 0 |
| Action and Solidarity Party | 3 | 15 | 0 |
| Electoral Bloc ACUM | 2 | 10 | 0 |
| Electoral Bloc Unirea | 1 | 5 | 0 |
| National Unity Party | 1 | 5 | 0 |
| Electoral Bloc Unirea | 1 | 5 | 0 |
| Shor Party | 1 | 5 | 0 |
| Democratic Party of Moldova | 1 | 5 | 0 |

Gender. About half of the sources/protagonists of the relevant materials on PRO TV were men (62%), and 20% were women.

Tone. Most of the electoral competitors were mainly presented in neutral light. However, in several cases the candidates appeared in negative light – Igor Dodon and Renato Usatii, one case each. The political parties targeted in materials were often presented neutrally, except for Shor Party, which had 2 appearances in negative light, and the tone of the presentation of public institutions was neutral. The tone of presentation of LPA was 7 times negative.

Publika TV



The news television station Publika TV had in the reporting period 27 materials of direct or indirect electoral nature, all news, with a total duration of 2,316 seconds or 38 minutes. The station did not hold any debates during the reporting period.

Topics. The most often covered topics referred to politics (19), social issues (3), and the electoral process (2). Publika TV covered the campaign activities of some electoral competitors, the development of infrastructure in various regions of Moldova started and monitored by the Government, the legislative initiatives of some parliamentary groups, statements of civil society representatives about the electoral promises of some candidates, and so on.

Protagonists/sources. To document the news, Publika TV appealed to the representatives of the Government (5 times, 55 seconds on screen and 22 seconds of direct speech), LPA (4), CEC (3), business people (3), etc. Political parties were rarely cited/mentioned, the first in

the top being Pro Moldova. Among electoral candidates, Igor Dodon and Maia Sandu appeared/spoke most often in the news.

Igor Dodon was the protagonist of 3 news stories about his campaign and one about support for him, and other candidates appeared in one news story each, in which they talked about their electoral objectives. Maia Sandu, Tudor Deliu, and Violeta Ivanov were cited/mentioned in news stories on other topics than their electoral priorities.

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

| Subjects | Political affiliation | Frequency | Duration of appearance | Duration of direct speech |
|------------------------|-------------------------------------|-----------|------------------------|---------------------------|
| Igor Dodon | Independent / Party of Socialists | 8 | 101 | 66 |
| Maia Sandu | Action and Solidarity Party | 6 | 75 | 22 |
| Andrei Năstase | Dignity and Truth Platform Party | 3 | 50 | 45 |
| Octavian Țicu | National Unity Party | 3 | 53 | 48 |
| Violeta Ivanov | Shor Party | 2 | 10 | 0 |
| Tudor Deliu | Liberal Democratic Party of Moldova | 2 | 26 | 21 |
| Dorin Chirtoacă | Electoral Bloc Unirea | 2 | 32 | 27 |
| Renato Usatîi | Our Party | 2 | 59 | 43 |

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

| Subjects | Frequency | Duration of appearance | Duration of direct speech |
|---|-----------|------------------------|---------------------------|
| Pro Moldova Party | 7 | 65 | 40 |
| Dignity and Truth Platform Party | 2 | 37 | 22 |
| Action and Solidarity Party | 2 | 12 | 0 |
| Party of Communists of the Republic of Moldova | 1 | 5 | 0 |
| Democratic Party of Moldova | 1 | 5 | 0 |
| Party of Socialists of the Republic of Moldova | 1 | 5 | 0 |
| Our Party | 1 | 5 | 0 |

Gender. During the reporting period, the rate of women as sources cited/mentioned in the relevant news broadcast by Publika TV was 25%, and that of men – 70%.

Tone. Most of the electoral candidates were presented neutrally in all materials with direct or indirect electoral tangency, except for Igor Dodon, who appeared once in positive light. Political parties and public institutions were presented neutrally.



The private station Televiziunea Centrală broadcast during the reporting period 42 news stories of direct or indirect electoral nature and 3 debates, with the total airtime of 10,515 seconds or 2.9 hours.

Topics. The topics covered most often by Televiziunea Centrală during the reporting period concerned politics (23), social issues (6), economy (4), the electoral process (3), etc. The station informed about the electoral meetings of electoral competitors, about the support offered by some parties to the candidate of Shor Party, about the Shor team's actions to improve the infrastructure in various localities, and so on.

Televiziunea Centrală covered the electoral platforms of most of the electoral competitors, who were also protagonists of other news stories than those about the campaign.

Protagonists/sources. The news broadcast by Televiziunea Centrală during the reporting period most often cited/mentioned Igor Dodon (13 times), Violeta Ivanov (11 times), and Maia Sandu (11 times), followed by the representatives of Shor Party (9 times). To document the news, the station also appealed to citizens (13), LPA representatives (11), and CEC (4).

Government representatives were targeted twice in relevant materials, with an appearance of 25 seconds, without direct speech.

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

| Subjects | Political affiliation | Frequency | Duration of appearance | Duration of direct speech |
|------------------------|-------------------------------------|-----------|------------------------|---------------------------|
| Igor Dodon | Independent / Party of Socialists | 11 | 340 | 50 |
| Violeta Ivanov | Shor Party | 10 | 360 | 90 |
| Maia Sandu | Action and Solidarity Party | 9 | 270 | 75 |
| Andrei Năstase | Dignity and Truth Platform Party | 7 | 235 | 110 |
| Dorin Chirtoacă | Electoral Bloc Unirea | 3 | 143 | 75 |
| Renato Usatîi | Our Party | 3 | 70 | 15 |
| Octavian Țicu | National Unity Party | 2 | 60 | 30 |
| Tudor Deliu | Liberal Democratic Party of Moldova | 1 | 55 | 15 |

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

| Subjects | Political affiliation | Frequency | Duration of appearance | Duration of direct speech |
|------------------------|--|-----------|------------------------|---------------------------|
| Igor Dodon | Party of Socialists of the Republic of Moldova | 2 | 15 | 0 |
| Maia Sandu | Action and Solidarity Party | 2 | 1,920 | 1,920 |
| Octavian Țicu | National Unity Party | 1 | 960 | 960 |
| Violeta Ivanov | Shor Party | 1 | 960 | 960 |
| Dorin Chirtoacă | Electoral Bloc Unirea | 1 | 960 | 960 |

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

| Subjects | Frequency | Duration of appearance | Duration of direct speech |
|--------------------------|-----------|------------------------|---------------------------|
| Shor Party | 9 | 145 | 65 |
| Pro Moldova Party | 4 | 67 | 20 |

| | | | |
|---|---|----|----|
| Party of Socialists of the Republic of Moldova | 3 | 75 | 35 |
| Action and Solidarity Party | 2 | 60 | 35 |
| Dignity and Truth Platform Party | 1 | 10 | 15 |
| National Unity Party | 1 | 5 | 0 |
| Democratic Party of Moldova | 1 | 40 | 10 |

Gender. Most of the protagonists and sources in the relevant materials of Televiziunea Centrală were men (56%). Women were mentioned or cited in 39% of cases, about the same level as the previous week.

Tone. The Government was most often presented in a negative tone – 4 times, and 2 times neutral, and the Presidential Office appeared both neutral and negative (one case each). Most of the electoral candidates were presented in a neutral tone, with the exception of Violeta Ivanov, who appeared twice in positive light, and Igor Dodon, who appeared in one case in negative light. The political parties that were cited or mentioned in the news appeared mostly neutral, with the exception of Shor Party, which was presented equally in neutral and positive light, and PSRM, presented both neutrally and negatively.



During the reporting period, TV8 had 22 news stories and 13 programs with direct and indirect electoral tangency, with a total airtime of 47,036 seconds or about 13 hours. The station did not hold electoral debates during the reporting period.

Topics. The topics covered referred to politics (17), the electoral process (6), integrity (4), corruption (2), economy (2), and other issues. TV8 informed about the activities of some candidates, the CEC activity during the electoral campaign, the monitoring reports of civil society, the statements of some experts about the current campaign, farmers' protests, and so on.

Protagonists/sources. Most of the times, the station cited/mentioned as sources and protagonists citizens (14 times), experts (11), diplomats, officials, foreign observers (11), LPA representatives (9), CEC (6), etc. Among public institutions, news stories most often cited/mentioned the representatives of the Parliament (10) and the Government (8), which were mentioned more than cited. Among electoral competitors, the most frequently cited/mentioned was Igor Dodon, independent candidate supported by PSRM, followed by Maia Sandu of PAS, Renato Usatii of Our Party, and Andrei Nastase of PPDA, and among parties – PSRM.

TV8 did not cover the campaign activities of candidates, respectively did not inform about their electoral objectives. The news and programs with the presence or mention of candidates referred to topics other than the campaign, with the exception of Maia Sandu of PAS, who was the protagonist of a program in which she spoke about her electoral program.

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

| Subjects | Political affiliation | Frequency | Duration of appearance | Duration of direct speech |
|------------------------|-------------------------------------|-----------|------------------------|---------------------------|
| Igor Dodon | Independent / Party of Socialists | 23 | 1,445 | 0 |
| Maia Sandu | Action and Solidarity Party | 13 | 5,719 | 5,309 |
| Renato Usatîi | Our Party | 11 | 508 | 83 |
| Andrei Năstase | Dignity and Truth Platform Party | 11 | 515 | 116 |
| Violeta Ivanov | Shor Party | 8 | 225 | 0 |
| Andrian Candu | Pro Moldova Party | 4 | 40 | 0 |
| Dorin Chirtoacă | Electoral Bloc Unirea | 4 | 91 | 41 |
| Tudor Deliu | Liberal Democratic Party of Moldova | 4 | 40 | 0 |
| Octavian Țicu | National Unity Party | 3 | 15 | 0 |

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

| Subjects | Frequency | Duration of appearance | Duration of direct speech |
|---|-----------|------------------------|---------------------------|
| Party of Socialists of the Republic of Moldova | 26 | 510 | 46 |
| Dignity and Truth Platform Party | 13 | 3,386 | 3,268 |
| Action and Solidarity Party | 12 | 2,176 | 2,066 |
| Pro Moldova Party | 11 | 939 | 714 |
| Shor Party | 10 | 227 | 34 |
| Democratic Party of Moldova | 9 | 163 | 0 |
| Liberal Democratic Party of Moldova | 5 | 103 | 38 |
| Our Party | 4 | 2,004 | 1,984 |
| Electoral Bloc ACUM | 4 | 60 | 0 |
| Electoral Bloc Unirea | 1 | 10 | 0 |

Gender. Most often, the relevant materials cited/targeted men as sources/protagonists (58%), women accounting for 28%.

Tone. The majority of electoral candidates were presented neutrally, and Igor Dodon was the only candidate who appeared in negative light twice. Political parties, CPA, and LPA were presented neutrally.