



MEDIA MONITORING DURING THE ELECTORAL PERIOD AND ELECTORAL CAMPAIGN

for the presidential elections of November 15, 2020

Report no. 6
November 2-14, 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 — Shor Party

PSRM — Party of Socialists of the Republic of Moldova

PUN — National Unity Party

II. DATA ANALYSIS

General conclusions

In the campaign for the second round of elections (November 2-14, 2020), the 10 monitored television stations broadcast a total of 861 electoral materials, including 810 news stories, 45 programs, and 6 electoral debates. The airtime allocated for the relevant materials was approximately 85 hours.

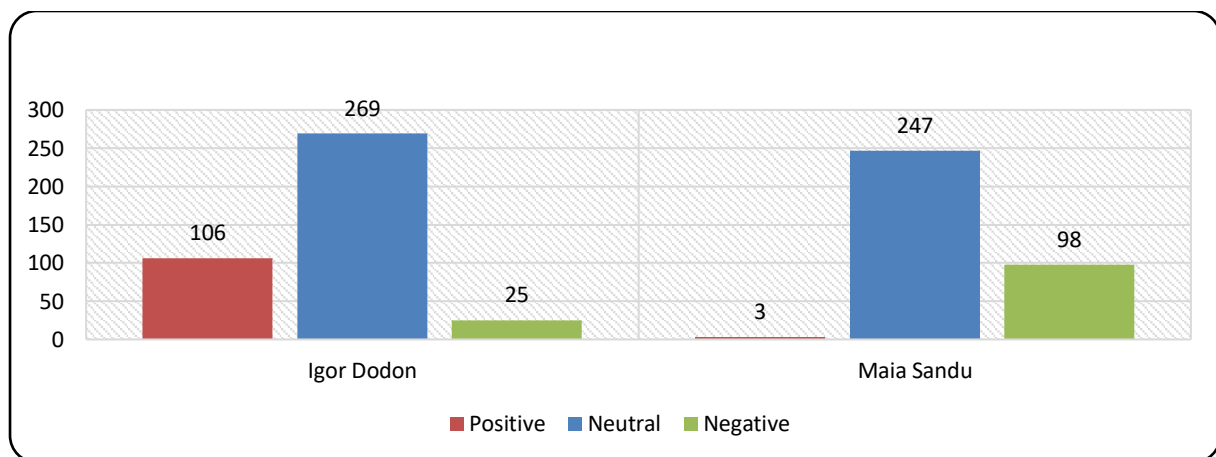
Topics. The three most often covered topics were politics (377), the electoral process (185), and social issues (68). The stations reported on the validation by the CEC of the results of the first round of elections and the setting of the date for the second round; reactions of candidates and election monitoring missions regarding the November 1 elections; activities of the two candidates who remained in the electoral race and accusations launched by both sides; reports of violations committed by competitors; results of opinion polls that show one candidate or another as the winner. The stations also informed about the creation in the Parliament of the For Moldova Platform by the MPs who left Pro Moldova and MPs from Shor Party, as well as about the revocation of the PDM ministers from the Government and their replacement with other ministers, appointed by PSRM. Materials of indirect electoral nature often referred to the activity of the Government and the local public administration, and thus could favor or disfavor certain competitors.

Protagonists/sources. In the analyzed news stories and programs, the most often cited/targeted were citizens (442), as well as representatives of the Government (294), CEC (178), LPA (169), and the Parliament (143). Among parties, most often cited or mentioned were the representatives of PAS (183) and PSRM (182), followed by Shor Party (131), and among electoral candidates – Igor Dodon, independent candidate supported by PSRM, with 400 appearances and 26,159 seconds (7.2 hours) of direct speech. Maia Sandu, the PAS candidate, was cited/mentioned 349 times, with direct speech of 22,546 seconds (6.2 hours).

Gender. From the perspective of ensuring gender balance among sources/protagonists, the balance was tilted towards men (56%), with women accounting for 25%, which is 2 percentage points more than in the previous reporting period.

The tone of coverage. Both electoral candidates were presented neutrally, but also positively and negatively. The tone was mostly positive for Igor Dodon (106 times), who also benefited from the positive materials about the activity of CPA and LPA (163 in total). At the same time, as an electoral competitor, Igor Dodon had 25 appearances in negative light, being also disadvantaged by the negative presentation of CPA and LPA (13 in total). The PAS candidate Maia Sandu was disadvantaged by the negative tone of 98 materials and favored by 3 positive materials, being at the same time disadvantaged by the negative appearances of PAS (30 times).

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



The political parties that appeared most often in positive light were PSRM (29 times) and Shor Party (17 times), and the ones that appeared most often in negative light were PAS (30 times), followed by PSRM (7) and Our Party (7). CPA and LPA were presented mostly positively (120 and 43 times, respectively) and in some cases negatively (7 and 6 times, respectively).

Media behavior

In the campaign for the second round of elections, the public television station Moldova 1 offered equal access to electoral candidates, the tone of presentation being neutral for both candidates in most of the materials. Compared to the first round of elections, Moldova 1 showed slight favoring of Igor Dodon, independent candidate supported by PSRM, who was

most often presented neutrally, but also positively – 5 times (16% of the total number of appearances), benefiting at the same time from 8 positive news stories regarding the activity of the Government and the local public administration. Igor Dodon was also favored by the selection of topics for coverage. Maia Sandu, the PAS candidate, was presented mostly neutrally.

The stations Primul în Moldova, NTV Moldova, and Accent TV had similar editorial policies, demonstrating open political partisanship in favor of the independent candidate supported by PSRM, Igor Dodon, and to the detriment of the PAS candidate Maia Sandu. The stations treated the candidates differently, in a large number of biased materials with a hint of electoral campaigning¹. Igor Dodon was massively favored both by the high frequency of appearances/the airtime allocated to direct speeches (113 appearances/mentions and 6,250 seconds of direct speech), and by the positive tone – 90 times (80% of the total number of appearances). Furthermore, these stations broadcast 109 positive materials about the activity of the Government, 40 about the activity of the local public administration, and 28 about PSRM, which were favorable for Igor Dodon. The PAS candidate Maia Sandu was cited/mentioned 113 times, with direct speech of 682 seconds, most of the times in news stories with a negative connotation – 92 (81%). Sandu was also disadvantaged by 29 news stories in which PAS appeared in negative light.

Prime TV and Publika TV had similar editorial policies, offering relatively equal access to both electoral competitors, and the tone of presentation of candidates, political parties, and public institutions was in most cases neutral. However, in the second round of elections there was slight favoring of Igor Dodon, independent candidate supported by PSRM, who benefited from a large number and airtime of personal speech, but also from the positive tone in 9 cases (17% of the total number of appearances), as well as the positive tone of presentation of the Government (9 cases).

Jurnal TV offered access to news to both electoral candidates, who were presented mostly neutrally. The station treated competitors equally in the news, informing about the electoral activities of both. However, during the reporting period, there was a slight disfavoring of Igor Dodon, independent candidate supported by PSRM, who had 13 appearances in negative light (24% of all appearances/mentions), this candidate being disadvantaged by 6 negative news stories about PSRM and 3 about the Government.

Pro TV Chişinău had a balanced behavior, without obviously favoring or disfavoring any electoral competitor. Both competitors were presented mainly in neutral light. Igor Dodon, independent candidate supported by PSRM, had 5 appearances in negative light (7% of the total number of appearances), being disadvantaged by 5 negative news about the work of LPA.

TV8 covered the electoral campaign in a balanced manner, and the electoral competitors were presented mostly neutrally. Igor Dodon had 6 appearances/mentions in a negative context (10% of the total number of appearances/mentions), being disadvantaged by 3

¹ Actions of preparation and dissemination of information with the aim to determine voters to vote for certain electoral competitors, Electoral Code, Article 1

negative news stories about the Government and one about PSRM, and Maia Sandu was presented neutrally.

Televiziunea Centrală covered the campaign for the second round briefly, presenting candidates neutrally, as well as negatively and positively. Slight disfavoring of the PAS candidate Maia Sandu was obvious, as she was presented 4 times in negative light (20% of the total number of appearances). Igor Dodon, independent candidate supported by PSRM, had 2 appearances in positive light (15%).

Moldova 1



During the reporting period, the public broadcaster Moldova 1 aired 93 news stories of direct or indirect electoral nature, 2 programs, and one electoral debate, with a total duration of 17,705 seconds or 4.9 hours.

Topics. In the relevant materials, Moldova 1 most often addressed topics related to politics (37) and the electoral process (32), followed by social issues (6), economy (4), topics related to expatriates (3), education (2), and so on. Moldova 1 reported on election results, reactions of the election monitoring missions, civil society reports, results of the opinion poll that showed Igor Dodon as the winner. In addition, the station broadcast several materials about the creation in the Parliament of the For Moldova Platform by the MPs who left Pro Moldova and the MPs of the Shor Party, as well as materials about reshuffles in the Government. The station also had materials of indirect electoral nature, about the activity of the Government and the Chisinau Mayor's Office, such as infrastructure development in various localities in the country with the support of the Government, road repairs, promises to provide aid to farmers, and so on.

The public station broadcast several news stories about the support provided to candidates by different groups, as well as three unbalanced materials containing accusations launched by a PSRM's MP against Maia Sandu, regarding financing from abroad and through civil society organizations.

Protagonists/sources. Materials with direct or indirect electoral tangency on Moldova 1 cited/mentioned various protagonists, most often representatives of CEC (33); civil society (20); LPA (9); diplomats, officials, and foreign observers (8); and experts (7). Members of the Government were given a lot of airtime, being cited/mentioned 16 times (3,535 seconds of appearance and 3,395 seconds of direct speech).

Both candidates in the second round of elections had relatively equal access in terms of frequency and airtime allocated to appearances and direct speech. Among political parties, the most visible were representatives of PAS and PSRM, followed by Pro Moldova.

Frequency, duration of appearances and direct speech of candidates in newscasts and programs, seconds

Subjects	Political affiliation	Frequency	Duration of appearance	Duration of direct speech
Maia Sandu	Action and Solidarity Party	31	623	274

Igor Dodon	Independent / Party of Socialists of the Republic of Moldova	30	675	261
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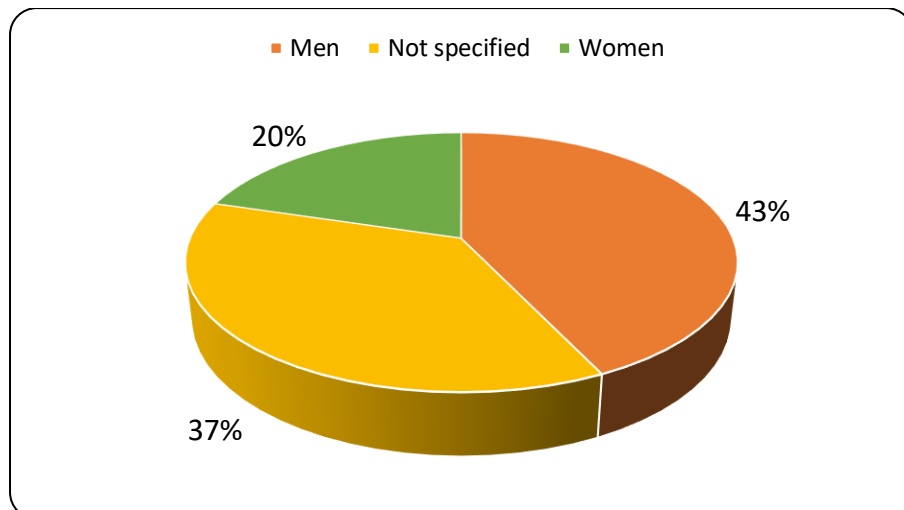
During the reporting period, the public station Moldova 1 organized electoral debates with the participation of only one candidate, Igor Dodon, accompanied by his electoral team, the Gagauzian Governor Irina Vlah, and Chisinau Mayor Ion Ceban. Maia Sandu, the PAS candidate, did not attend the debates. Representatives of the Promo-LEX Association, co-organizer of debates on public television, claimed there were unexpected changes in the scenario, about which they were not notified in advance, as well as concerted actions of the organizers of the debates with the team of candidate Igor Dodon, but these accusations were subsequently rejected by the administration of Moldova 1. It should be noted that after the PAS candidate declared that she would not participate in electoral debates, other television stations invited the candidates separately to programs, discussing topics related to their electoral platforms.

Frequency, duration of appearances and direct speech of parties in newscasts and programs, seconds

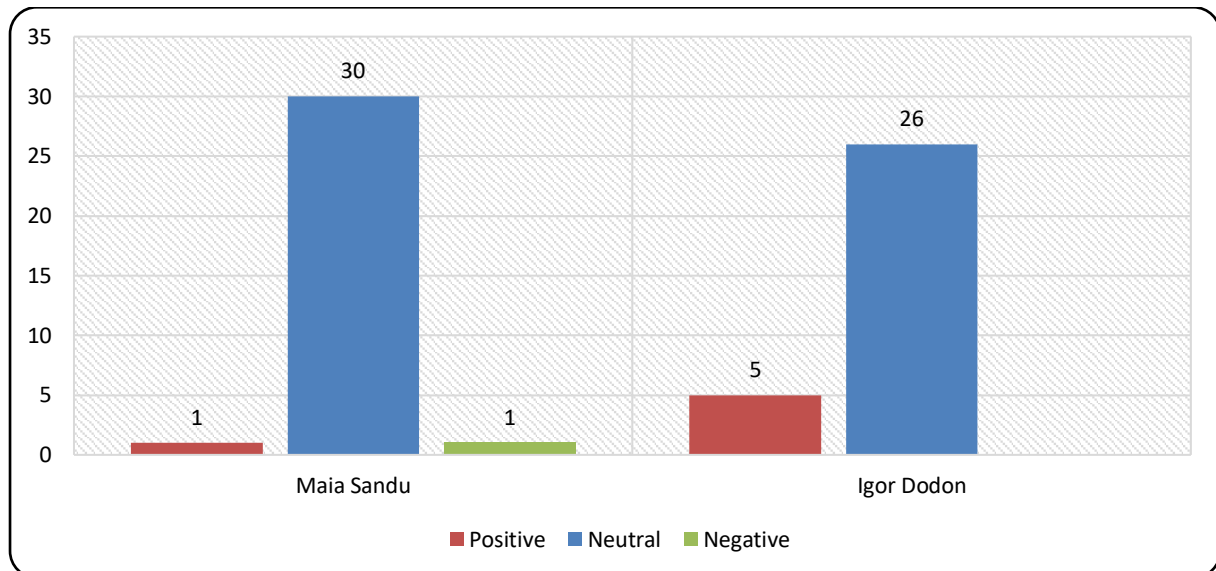
Subjects	Frequency	Duration of appearance	Duration of direct speech
Action and Solidarity Party	16	152	40
Party of Socialists of the Republic of Moldova	13	324	175
Pro Moldova Party	6	83	5
National Unity Party	6	101	63
Shor Party	6	76	33
Our Party	6	109	64
Dignity and Truth Platform Party	4	18	0
Democratic Party of Moldova	3	33	0
Electoral Bloc Unirea	2	8	0
Liberal Democratic Party of Moldova	2	8	0

Gender. The majority of protagonists and sources in the relevant materials of Moldova 1 were men (43%), while women were mentioned or cited in 20% of cases.

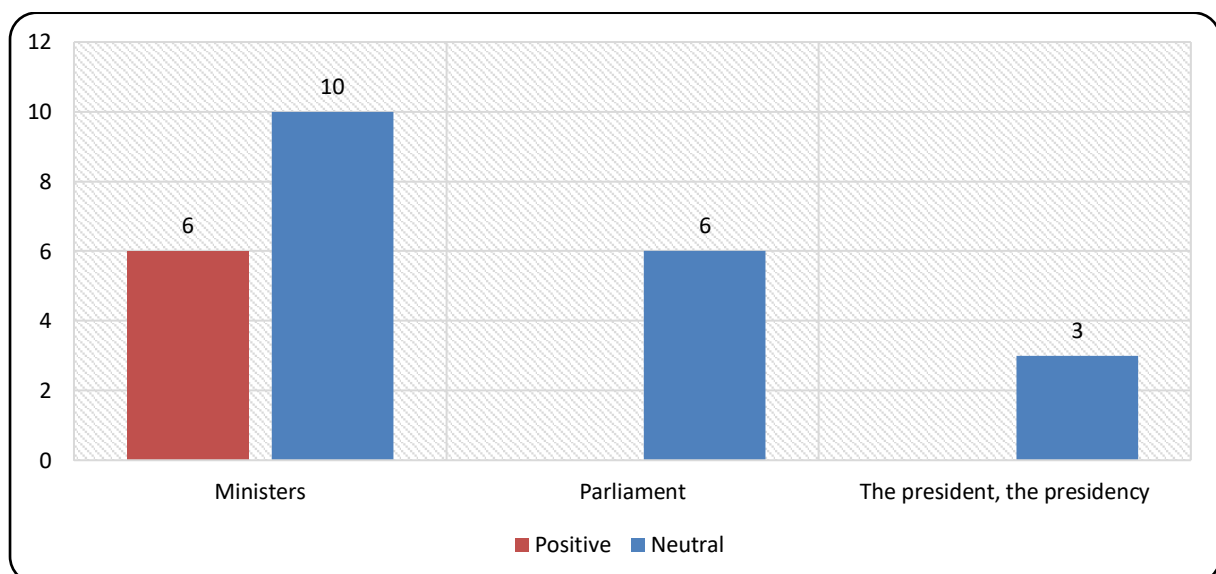
The rate of protagonists and sources cited from a gender perspective, %



Tone. Most of the materials on Moldova 1 presented electoral candidates neutrally. The tone of presentation of Igor Dodon, independent candidate supported by PSRM, was neutral 26 times and positive 5 times, and towards Maia Sandu, the PAS candidate, the tone was neutral 30 times, and positive and negative one time each. Igor Dodon was, at the same time, favored by the positive news about the work of the Government (6) and LPA (2). The tone of presentation of political parties was in most cases neutral, with the exception of PAS, which had one negative appearance.



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



During the reporting period, Accent TV broadcast 108 news stories and one program with direct or indirect electoral tangency, with a total airtime of 13,135 seconds or 3.6 hours. About 9 percent of news stories were given priority by being introduced in the beginning of newscasts.

Topics. Most often, Accent TV covered topics related to politics (51), local public administration (20), the electoral process (11), economy (11), and social issues (8). The station broadcast several materials about Igor Dodon's statements after the first round of the presidential elections and the

accusations he launched against his rival Maia Sandu, as well as about the support expressed by various categories of citizens to the independent candidate supported by PSRM. The station also broadcast materials about the work of LPA, including topics about city development projects managed by representatives of Chisinau Mayor's Office, led by PSRM's exponent Ion Ceban. In addition, Accent TV reported a lot about the work of the Government: aids to be provided to various categories of population, infrastructure development projects, and so on.

Protagonists/sources. The relevant materials most often cited/mentioned representatives of the local public administration (33) and the Government (32 appearances of 795 seconds and direct speech of 642 seconds). The station also cited CEC representatives (15 times); diplomats, officials, foreign observers (12 times); civil society (12 times); citizens (5 times); and so on.

Among electoral competitors, Maia Sandu, the PAS candidate, had the most appearances, being mentioned more than cited. Igor Dodon, independent candidate supported by PSRM, had mostly direct speeches. Among political parties, PSRM was the first in terms of frequency and duration of appearances.

Frequency, duration of appearances and direct speech of candidates in newscasts and programs, seconds

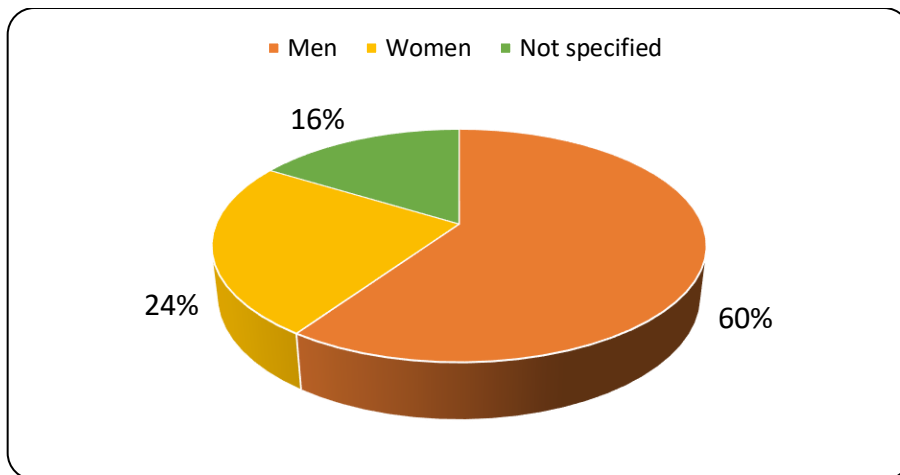
Subjects	Political affiliation	Frequency	Duration of appearance	Duration of direct speech
Maia Sandu	Action and Solidarity Party	39	1,576	314
Igor Dodon	Independent / Party of Socialists of the Republic of Moldova	34	1,330	807

Frequency, duration of appearances and direct speech of parties in newscasts and programs, seconds

Subjects	Frequency	Duration of appearance	Duration of direct speech
Party of Socialists of the Republic of Moldova	13	1,268	1,205
Action and Solidarity Party	5	37	0
Shor Party	4	20	0
Our Party	4	20	0
Party of Communists of the Republic of Moldova	3	572	21
Dignity and Truth Platform Party	3	15	0
Pro Moldova Party	2	10	0
National Unity Party	1	5	0
Electoral Bloc Unirea	1	5	0
Democratic Party of Moldova	1	5	0

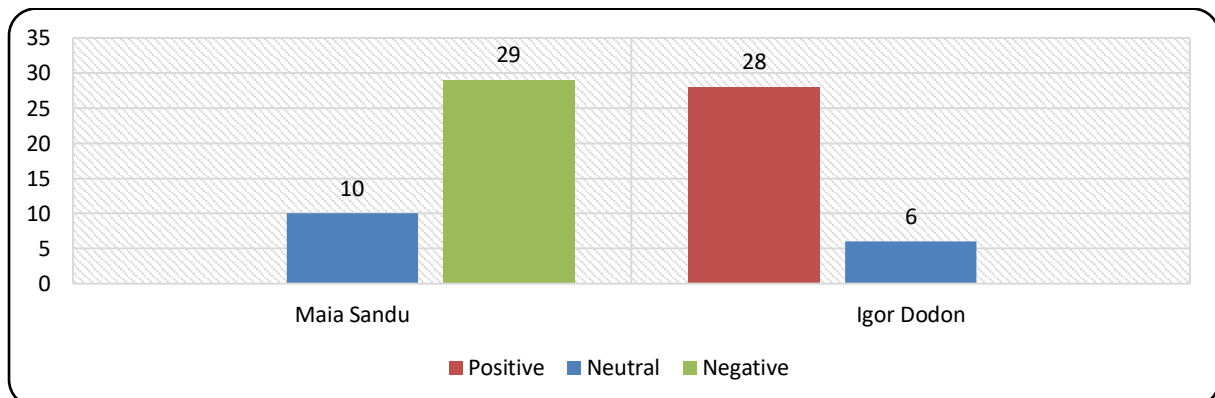
Gender. The analyzed materials were unbalanced in terms of gender balance, with 60% of the relevant sources being men and 24% being women.

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

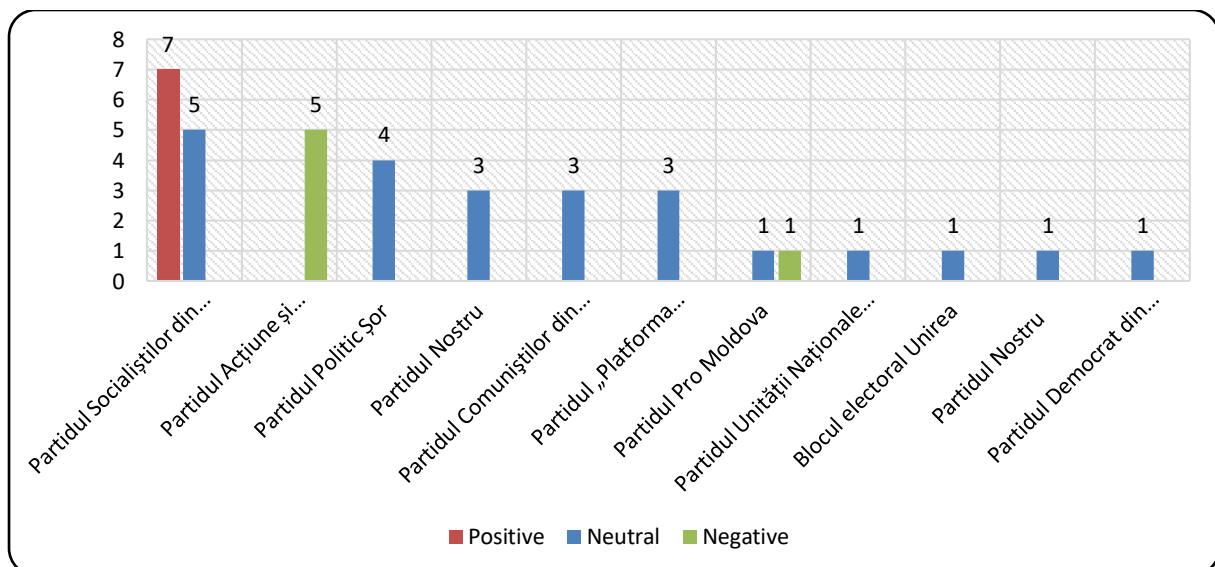


Tone. As an electoral candidate, Igor Dodon benefited mostly from positive tone (28 times), as well as neutral (6 times). The tone of presentation of Maia Sandu was mostly negative (29 times), and in 10 cases she was mentioned in neutral tone. PSRM was the only party presented positively (7 times), and PAS was mentioned 5 times negatively. Among public institutions, the Government had the most appearances in positive light (24), and LPA had 20 positive appearances, especially in news stories of indirect electoral nature, which were favorable to Igor Dodon.

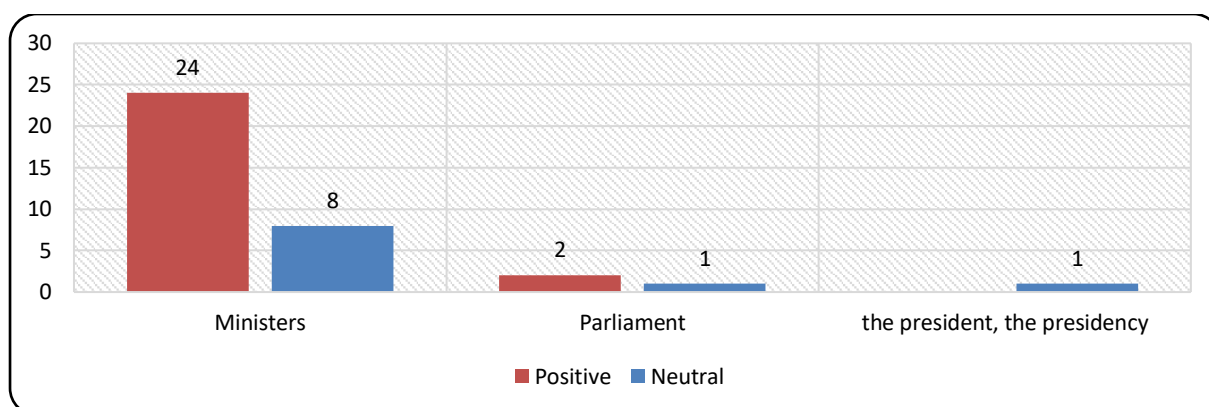
The tone of presentation of electoral competitors in electoral materials, frequency



The tone of presentation of parties in electoral materials, frequency



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



Jurnal TV



Between November 2 and 14, 2020, Jurnal TV broadcast 90 materials relevant to this monitoring, with a total airtime of 58,315 seconds or about 16.1 hours. Of these, there were 81 news stories, 8 programs, and 1 debate.

Topics. Most of the topics referred to the electoral process and politics (28 materials each), followed at a great distance by topics of corruption (4), expatriates (3), social issues (3), human rights (2), Transnistrian problem (1), and others. Materials informed mainly about the results of the first round of elections, including the conclusions of CEC, civil society, and international election monitoring missions regarding the conduct of elections; civil society reports about the conduct of the campaign for the second round of elections; details about the voting procedure abroad; etc. The station also reported about the creation of the For Moldova Platform and reshuffles in the Government.

Protagonists/sources. The most often cited/mentioned protagonists of news stories and programs of direct and indirect electoral nature were citizens (38 times); experts (17); CEC (15); diplomats, officials, foreign observers, civil society representatives (9). Government representatives were cited/mentioned 14 times, with 290 seconds of appearance on the screen and 175 seconds of direct speech. Among political parties, the most often cited/mentioned were representatives of PAS (21), PSRM (17), and Our Party (8), and among electoral candidates the most often cited/mentioned was the independent candidate Igor Dodon (52 times). Maia Sandu, the PAS candidate, had the most airtime for direct speech.

Frequency, duration of appearances and direct speech of candidates in newscasts and programs, seconds

Subjects	Political affiliation	Frequency	Duration of appearance	Duration of direct speech
Igor Dodon	Independent / Party of Socialists of the Republic of Moldova	52	1,575	450
Maia Sandu	Action and Solidarity Party	28	5,638	4,810

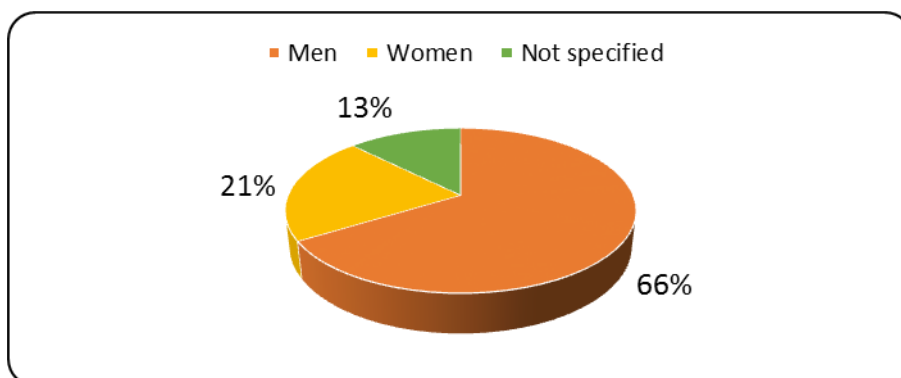
During the reporting period, Jurnal TV organized one electoral debate with the participation of representatives of both candidates. The debate took place without violation of moderation rules.

Frequency, duration of appearances and direct speech of parties in newscasts and programs, seconds

Subjects	Frequency	Duration of appearance	Duration of direct speech
Action and Solidarity Party	20	5,345	4,907
Party of Socialists of the Republic of Moldova	17	2,375	2,196
Our Party	8	3,075	2,835
Dignity and Truth Platform Party	6	1,055	1,025
National Unity Party	4	50	25
Electoral Bloc Unirea	4	50	25
Liberal Democratic Party of Moldova	3	40	15
Shor Party	3	35	0
Pro Moldova Party	3	35	10
“Democracy at Home” Party	1	1,450	1,433
National Liberal Party	1	1,250	1,100

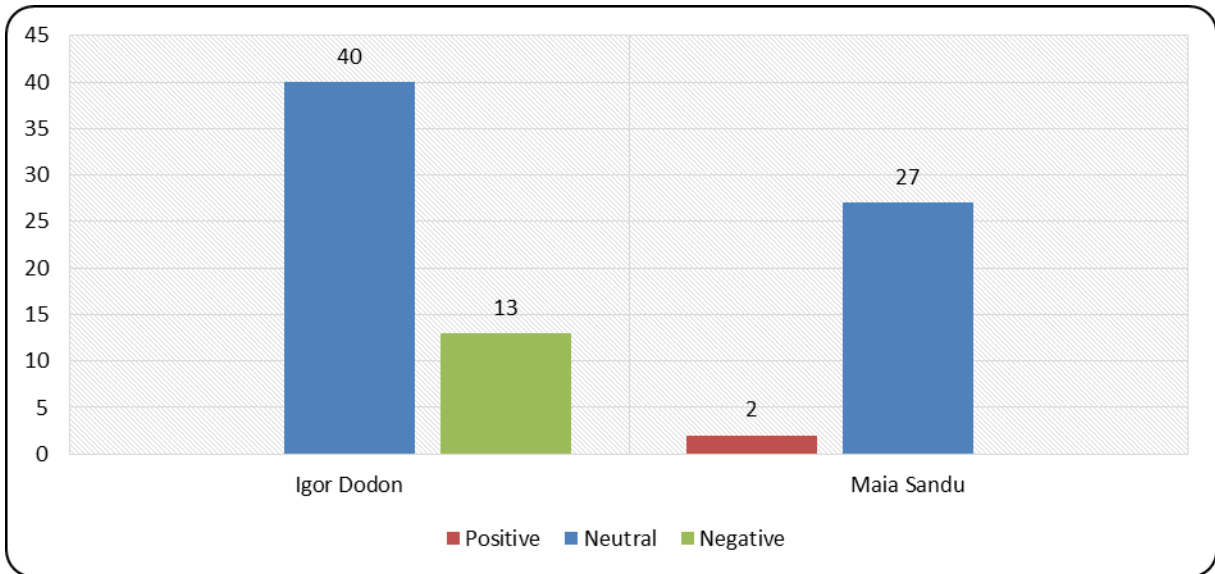
Gender. Most of the relevant materials mentioned and cited men as sources (66%), while women accounted for 21% of all appearances.

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

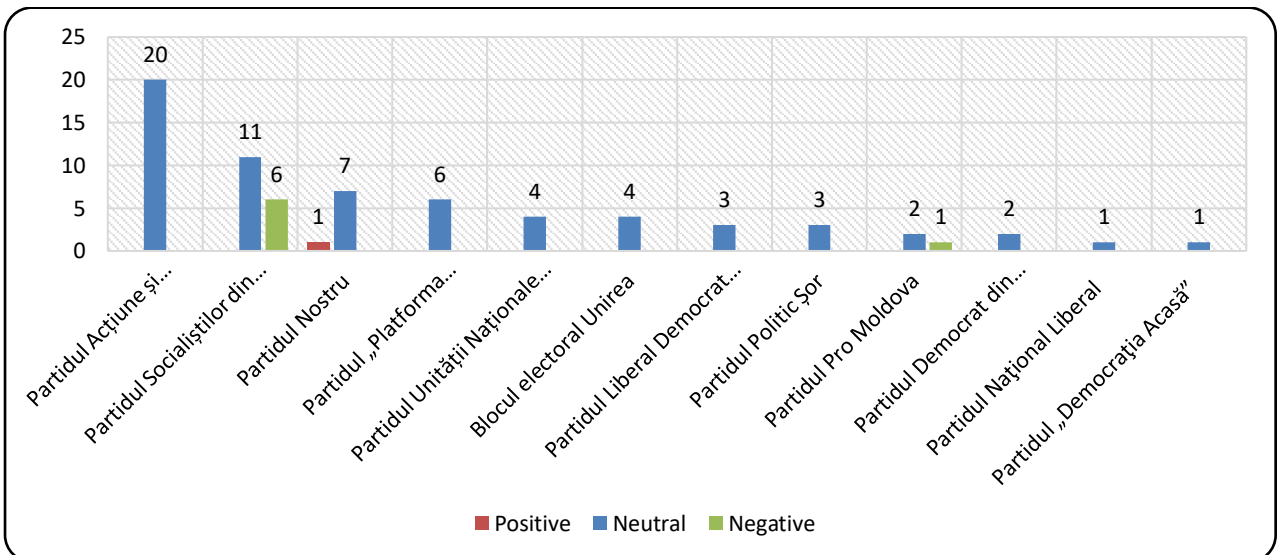


Tone. The tone of presentation of candidates for president of Moldova was in most cases neutral for both candidates. Igor Dodon appeared in negative light 13 times (25% of all appearances/mentions), and Maia Sandu benefited from 2 appearances in positive light. Among political parties, PSRM had the most appearances in negative light (6). The Government was presented negatively 3 times, and those news stories were unfavorable for Igor Dodon.

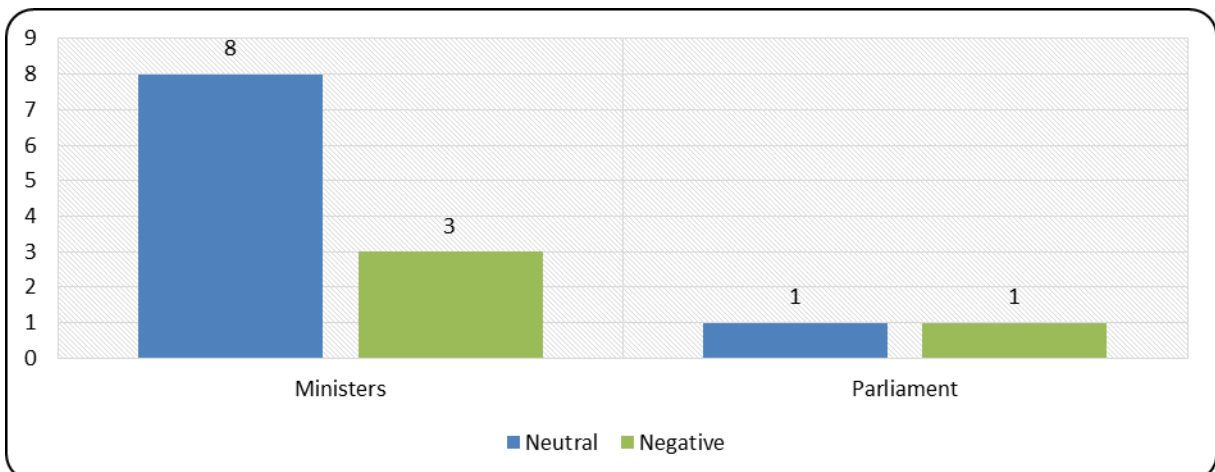
The tone of presentation of candidates in electoral materials, frequency



The tone of presentation of parties in electoral materials, frequency



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



NTV Moldova



During the reporting period, NTV Moldova broadcast 87 news stories, 7 programs with direct or indirect electoral tangency, and one electoral debate. Their total airtime was 43,197 seconds of 12 hours. Nine percent of news stories were of priority and appeared at the beginning of newscasts.

Topics. The station mostly covered topics that referred to politics (34), social issues (21), and the electoral process (16), as well as economy (7), education (3), and so on. The relevant materials informed about the results of elections; the results of the opinion poll that presented Igor Dodon as the winner; notification of the prosecution by Igor Dodon's electoral team regarding the actions of some PAS MPs, who had allegedly blocked the work of a printing house that printed the electoral newspapers of the independent candidate supported by PSRM; CEC activities. Many of the relevant materials were of indirect electoral nature and covered the activities of CPA and LPA, which could favor Igor Dodon. Thus, NTV Moldova informed about the Government's intention to increase salaries, allowances for families in need, allowances for veterans; granting of annual bonuses to public servants; road repairs in villages (with the help of the Government); the financial aid granted by Russia to farmers (due to an agreement between the two presidential administrations). The station broadcast several news stories about the support of the candidate Igor Dodon by farmers, mayors, veterans, athletes, motorists, young people.

At the same time, NTV Moldova had a lot of news stories that either contained accusations against Maia Sandu, the PAS candidate, or selected information from her electoral platform and referred to periods when Maia Sandu was Minister of Education, presenting in a gloomy light the reforms made by the PAS candidate (reforms that kill villages, closed schools and the consequences for villages, which are slowly disappearing from the map of Moldova, etc.).

Protagonists/sources. Most often, materials with direct or indirect electoral tangency cited/targeted citizens (65) and representatives of the local public administration (23), followed by business people (10), CEC (9), and experts (7). Among public institutions, representatives of the Government had the most appearances/mentions (67), having appeared on the screen for 4,935 seconds and spoken 4,318 seconds.

Among electoral competitors, Igor Dodon, independent candidate supported by PSRM, had the most appearances, benefiting also from the most airtime. Maia Sandu was mostly targeted in materials with smaller amount of airtime for direct speech. Among political parties, PAS was first in terms of frequency of appearances and PSRM – in terms of amount of airtime.

Frequency, duration of appearances and direct speech of candidates in newscasts and programs, seconds

Subjects	Political affiliation	Frequency	Duration of appearance	Duration of direct speech
Igor Dodon	Independent / Party of Socialists of the Republic of Moldova	37	5,153	3,821
Maia Sandu	Action and Solidarity Party	32	2,738	64

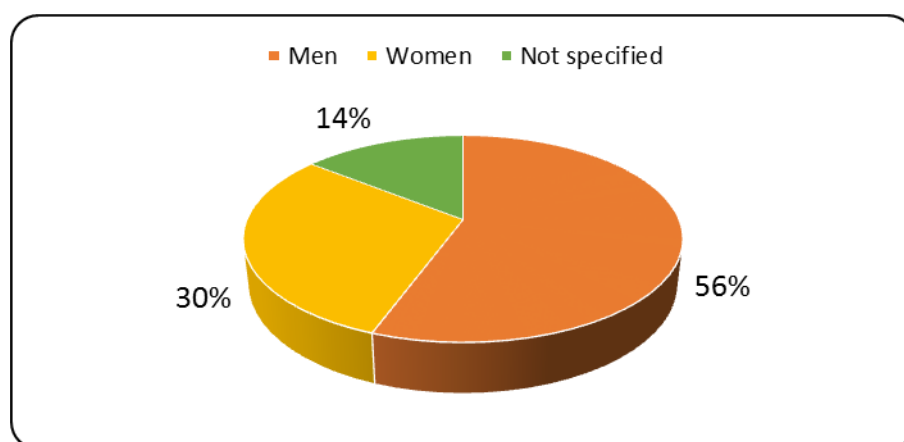
On November 12, NTV Moldova retransmitted the debate with a single candidate (Igor Dodon) from Moldova 1.

Frequency, duration of appearances and direct speech of parties in newscasts and programs, seconds

Subjects	Frequency	Duration of appearance	Duration of direct speech
Action and Solidarity Party	20	387	58
Party of Socialists of the Republic of Moldova	19	6,443	6,369
Shor Party	8	90	38
Our Party	9	939	0
Dignity and Truth Platform Party	6	97	0
Democratic Party of Moldova	3	15	0
Party of Communists of the Republic of Moldova	1	130	126
Electoral Bloc Unirea	1	5	0
National Unity Party	1	5	0
Pro Moldova Party	1	5	0

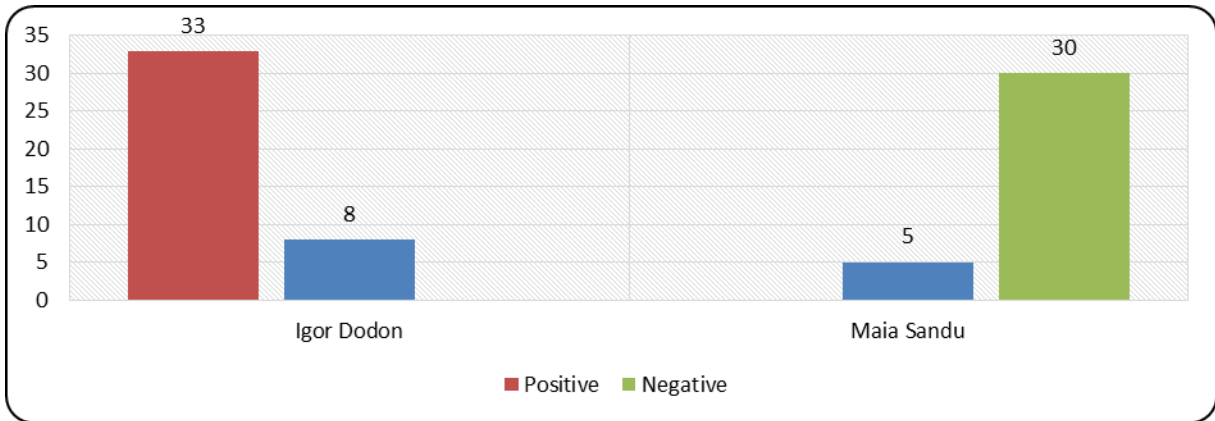
Gender. In terms of gender balance, on NTV Moldova it was slightly tilted in favor of men as sources (56%), women being cited or mentioned in newscasts and programs less often (30%).

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

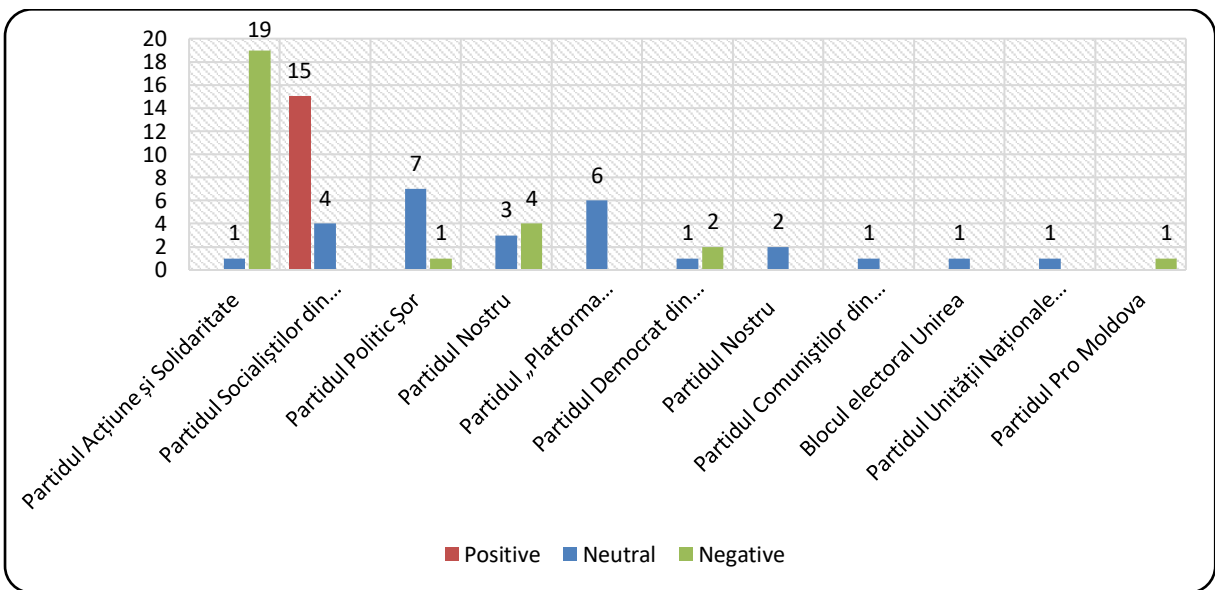


Tone. Most of the news stories and programs broadcast by NTV Moldova favored Igor Dodon both by means of frequency and duration of appearances, and by the positive tone. In addition to positive materials in which Igor Dodon appeared as an independent candidate (33), he was also favored by means of positive materials about the work of the Government (49) and by positive news about PSRM (15). Maia Sandu, the PAS candidate, was disfavored by the large number of appearances in negative light (30), being also mentioned 5 times in neutral context.

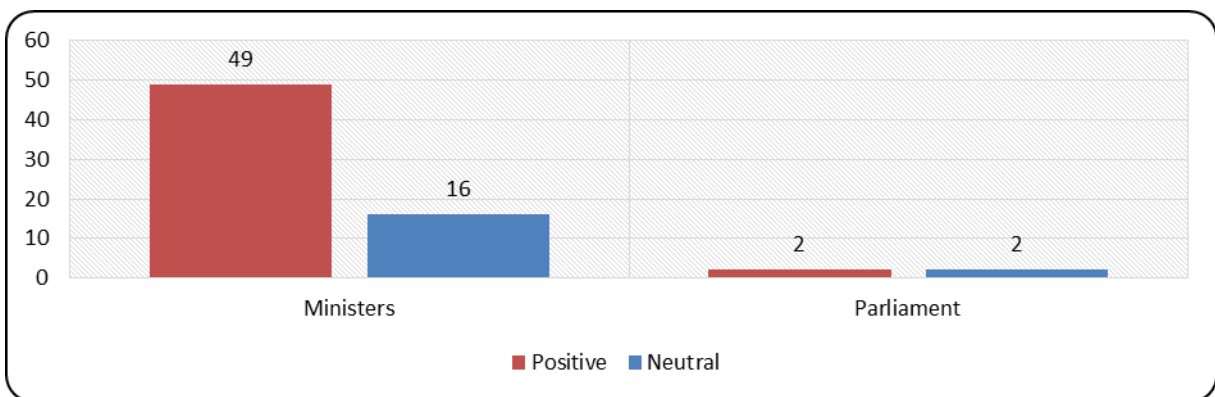
The tone of presentation of candidates in electoral materials, frequency



The tone of presentation of parties in electoral materials, frequency



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



Prime TV



During the reporting period, the private television station Prime TV broadcast 73 news stories relevant to the monitoring, 3 interviews inserted in newscasts, and an electoral debate, with a total airtime of 19,598 seconds or 5.4 hours.

Topics. Prime TV most often covered topics related to politics (42), electoral process (14), social issues (9), and so on. The station reported on the results of the first round of elections; the statements of the candidates who are out of the electoral race and their support for the remaining competitors; mutual accusations launched by Maia Sandu and Igor Dodon; the conclusions of national and international observers; the report of Prime Minister Ion Chicu on his first year in office; allowances and awards for civil servants; etc. At the same time, Prime TV continued the series of reports about openings of playgrounds, the initiative of some MPs from the new platform For Moldova, but also about street lighting within a project initiated by Shor Party.

Protagonists/sources. In most cases, the sources/protagonists of the relevant news stories were electoral candidates and the representatives of political parties and public institutions. Sources from other categories included citizens (34 times); CEC (18); diplomats, foreign officials and observers (12); experts (11); LPA (11); police (8); etc. Among public institutions, the news stories cited/mentioned most of the times the members of the Government (29 times, 842 seconds of appearance and 12,338 seconds of direct speech), and among political parties – the Shor Party (20) and PDM (13). Maia Sandu was cited/mentioned 37 times, and Igor Dodon – 33 times, being also given the most airtime for appearances.

Frequency, duration of appearances and direct speech of candidates in newscasts and programs, seconds

Subjects	Political affiliation	Frequency	Duration of appearance	Duration of direct speech
Maia Sandu	Action and Solidarity Party	36	1,585	276
Igor Dodon	Independent / Party of Socialists of the Republic of Moldova	32	4,934	3,638

Prime TV broadcast three interviews during the reporting period, with the independent candidate supported by PSRM Igor Dodon, the CEC President Dorin Cimil, and Chisinau Mayor Ion Ceban, which appeared in the main newscast. The representatives of both candidates participated in electoral debates, which did not have obvious violations of the debate moderation rules.

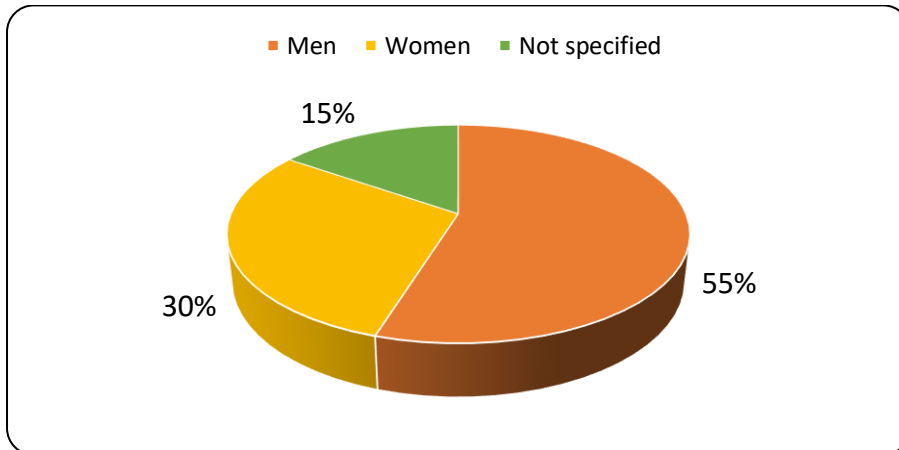
Frequency, duration of appearances and direct speech of parties in newscasts and programs, seconds

Subjects	Frequency	Duration of appearance	Duration of direct speech
Shor Party	20	444	172
Democratic Party of Moldova	13	222	141
Party of Socialists of the Republic of Moldova	12	194	134
Action and Solidarity Party	12	276	235
Our Party	11	406	135

Dignity and Truth Platform Party	7	107	31
Liberal Democratic Party of Moldova	6	58	0
National Unity Party	4	101	34
Party of Communists of the Republic of Moldova	1	78	56

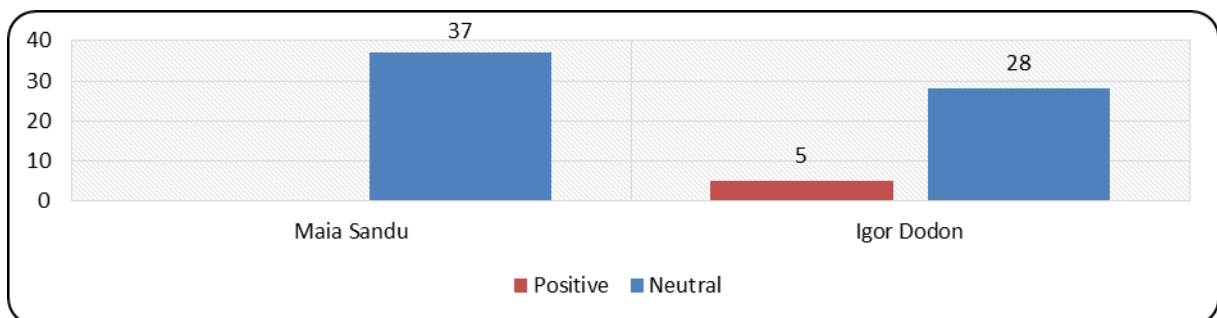
Gender. Most of the materials on Prime TV cited/mentioned men as sources/protagonists (55%), the rate of women being 30%.

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

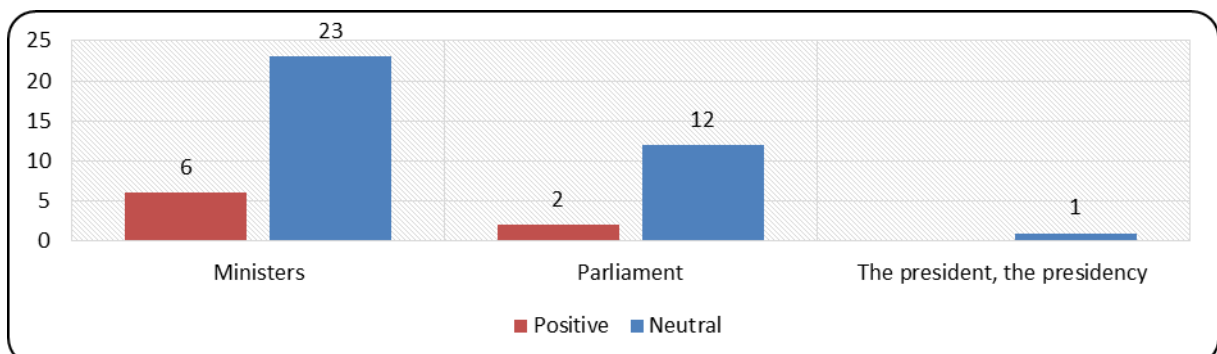


Tone. Both electoral candidates were presented mostly neutrally, Igor Dodon also benefiting from positive tone in five cases. Among public institutions, representatives of the Government had the most positive appearances (6), which were favorable for Igor Dodon. The political parties mentioned/cited in materials were presented neutrally, with the exception of Shor Party, which had eight appearances in positive light.

The tone of presentation of candidates in electoral materials, frequency



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



Primul în Moldova



The station Primul în Moldova broadcast during the reporting period 108 news stories of direct and indirect electoral nature, with the total airtime of 18,981 seconds or 5.3 hours, and an electoral debate, taken from the public television station. About 10% of the news stories were prioritized, appearing at the beginning of newscasts.

Topics. Primul în Moldova most often covered topics related to politics (47), social issues (16), economy (15), electoral process (11). The station broadly covered Igor Dodon's statements after the first round of the presidential elections and the accusations he made against his opponent, Maia Sandu; the support expressed by several categories of citizens to the independent candidate supported by PSRM; the results of a poll showing Igor Dodon as the "favorite" candidate of the second round of elections. The station broadcast several materials about the LPA's activity, especially about the city development projects managed by the representatives of Chisinau Mayor's Office, led by PSRM exponent Ion Ceban, as well as several news stories about the Government's achievements and promises to make people's lives better (dozens of kilometers of road and aqueduct and sewerage networks, promises to rehabilitate buildings of public institutions, create tourist routes, provide aid to farmers, increase salaries, etc.).

Protagonists/sources. To document the news, reporters mostly resorted to citizens (133), Government (46), LPA (44), Parliament (24), business people (12), CEC (11), civil society (6). Both electoral candidates were cited/mentioned 42 times each. Igor Dodon, independent candidate supported by PSRM, benefited from the largest volume of appearances and direct speech. The Party of Socialists of the Republic of Moldova had the most appearances and the largest airtime allocated to direct speech. The local public administration was present especially through Chisinau Mayor Ion Ceban, exponent of PSRM (44 times), and the central public administration (Government) was cited 46 times, benefiting from 1,406 seconds of appearance on the screen and 1,331 seconds of direct speech.

Frequency, duration of appearances and direct speech of candidates in newscasts and programs, seconds

Subjects	Political affiliation	Frequency	Duration of appearance	Duration of direct speech
Igor Dodon	Independent / Party of Socialists of the Republic of Moldova	42	1,794	1,622
Maia Sandu	Action and Solidarity Party	42	494	304

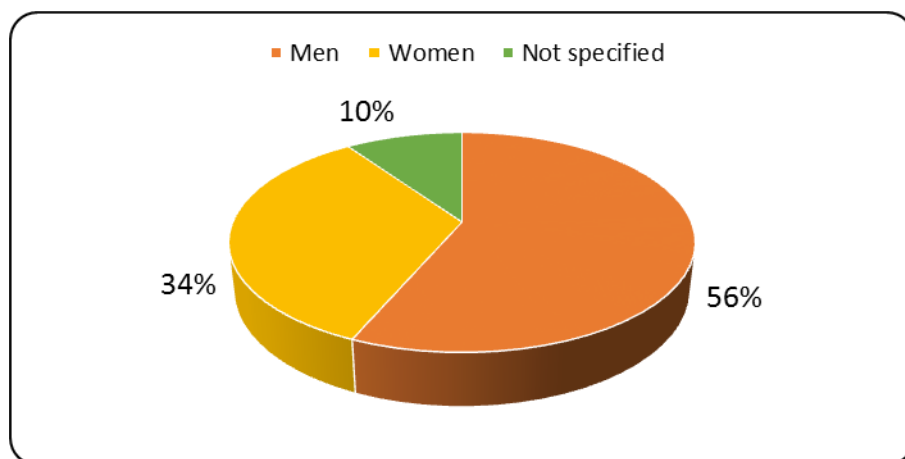
Frequency, duration of appearances and direct speech of parties in newscasts and programs, seconds

Subjects	Frequency	Duration of appearance	Duration of direct speech
Party of Socialists of the Republic of Moldova	12	551	536
Democratic Party of Moldova	10	50	0

Action and Solidarity Party	8	96	76
Shor Party	7	61	31
Our Party	5	25	0
Pro Moldova Party	4	15	0
Liberal Democratic Party of Moldova	3	15	0
Dignity and Truth Platform Party	3	15	0
Electoral Bloc Unirea	1	5	0
National Unity Party	1	5	0
Party of Communists of the Republic of Moldova	1	114	114

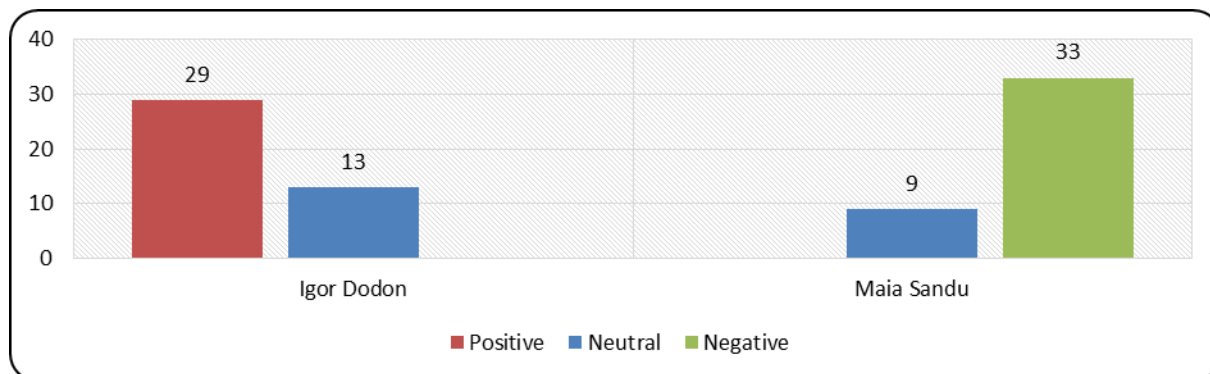
Gender. Most of the protagonists and sources in the relevant materials of Primul în Moldova were men (56%), women being mentioned or cited in 34% of cases.

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

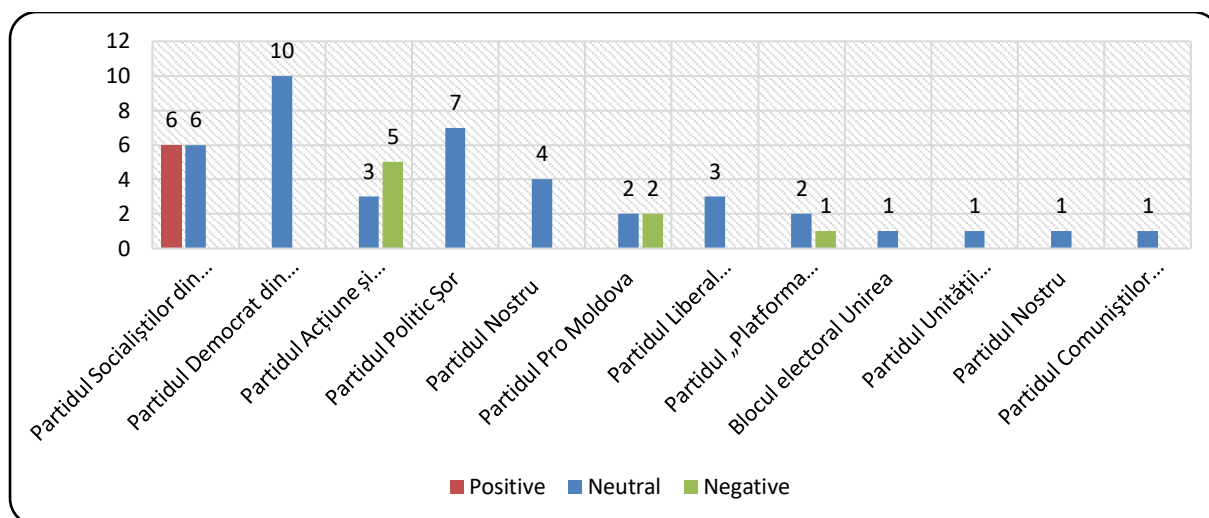


Tone. The electoral competitor Igor Dodon benefited from the most positive appearances (29), being also favored by the positive news about CPA (36), LPA (18), and PSRM (6). Maia Sandu had the most negative appearances/mentions (33), being disadvantaged by the 5 news stories about PAS in a negative tone. Three of the political parties were presented in negative light: PAS (5), Pro Moldova (2), and PPDA (1).

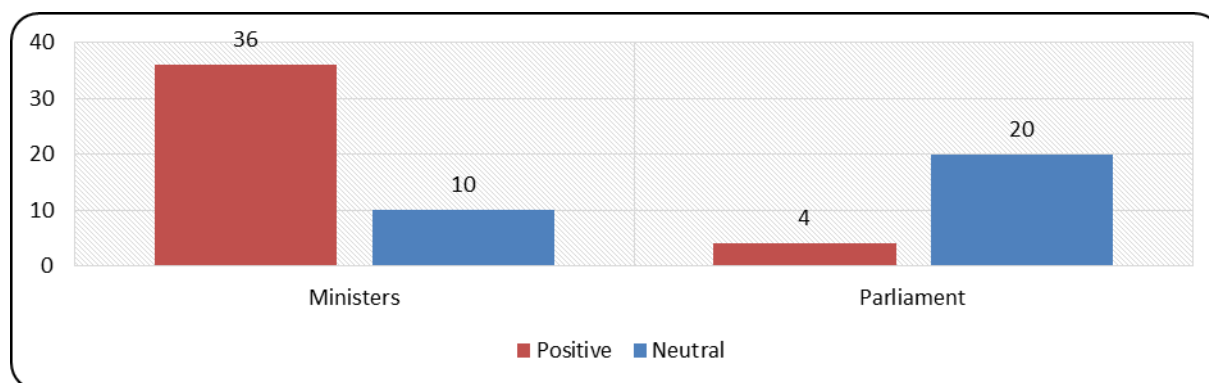
The tone of presentation of candidates in electoral materials, frequency



The tone of presentation of parties in electoral materials, frequency



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



Pro TV Chișinău



Pro TV Chișinău broadcast during the reporting period 99 news stories with direct and indirect electoral tangency and 3 shows, with a total airtime of 29,876 seconds or 8.3 hours. Nine percent of the news stories were of priority, appearing at the beginning of newscasts.

Topics. Most of the topics addressed referred to politics (45), followed by topics on the electoral process (21), expatriates (6), the LPA (4), corruption (2), etc. Materials of electoral nature informed about the results of elections and the reactions of candidates, civil society reports regarding the violations committed in the first round of elections, accusations launched by some candidates against others, news about reshuffles in the Government, creation of the For Moldova Platform in the Parliament, problems in Chisinau, etc.

Protagonists/sources. The relevant materials most of the time targeted and cited citizens (92 times), followed by CEC (38); Government (30); Parliament (21); LPA (19); business people (18); civil society (16); police (13); experts (9); diplomats, foreign officials and observers (9); judges/lawyers (6).

Among electoral competitors, the relevant materials most of the times targeted Igor Dodon, independent candidate supported by PSRM, while Maia Sandu, the PAS candidate, had the most

airtime for direct speech. Among political parties, PSRM, PAS, Our Party, and Shor Party were targeted the most often. Among public institutions, the most visible were the representatives of the Government (30 times, with 237 seconds of direct speech) and of the Parliament (21 times, 1,001 seconds of direct speech), as well as LPA (19 times).

Frequency, duration of appearances and direct speech of candidates in newscasts and programs, seconds

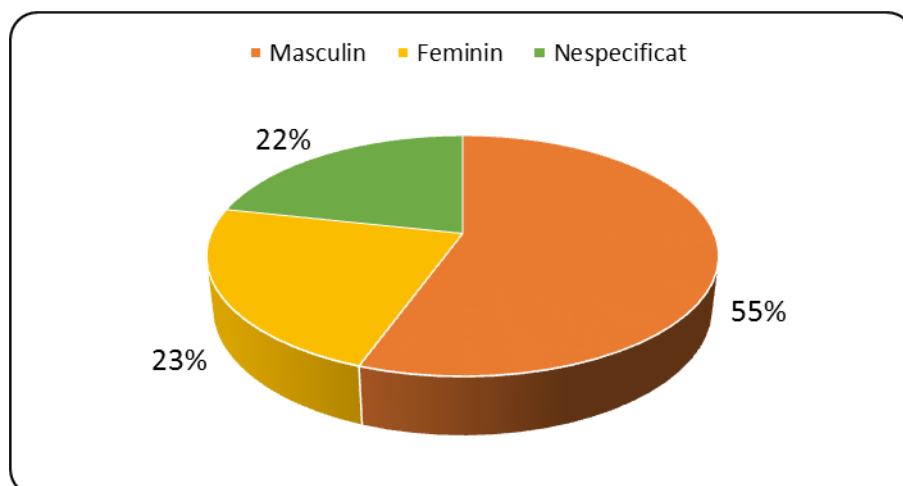
Subjects	Political affiliation	Frequency	Duration of appearance	Duration of direct speech
Igor Dodon	Independent / Party of Socialists of the Republic of Moldova	64	1,482	560
Maia Sandu	Action and Solidarity Party	44	4,571	4,120

Frequency, duration of appearances and direct speech of parties in newscasts and programs, seconds

Subjects	Frequency	Duration of appearance	Duration of direct speech
Party of Socialists of the Republic of Moldova	36	455	171
Action and Solidarity Party	29	1,311	1,149
Shor Party	23	276	78
Dignity and Truth Platform Party	18	1,097	1,007
Democratic Party of Moldova	16	1,058	969
Pro Moldova Party	15	146	81
Our Party	23	777	580
Electoral Bloc Unirea	9	191	141
National Unity Party	8	197	158

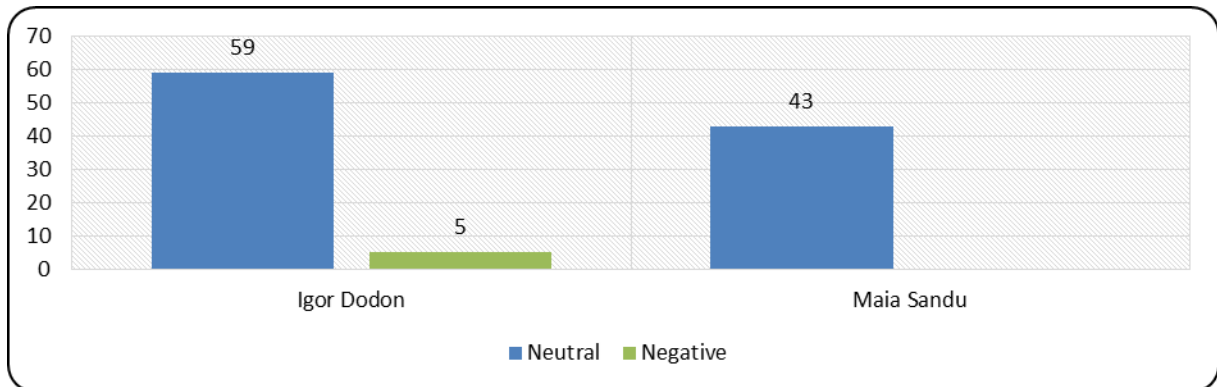
Gender. About half of the sources/protagonists of the relevant materials on Pro TV were men (55%), women accounting for 23%.

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

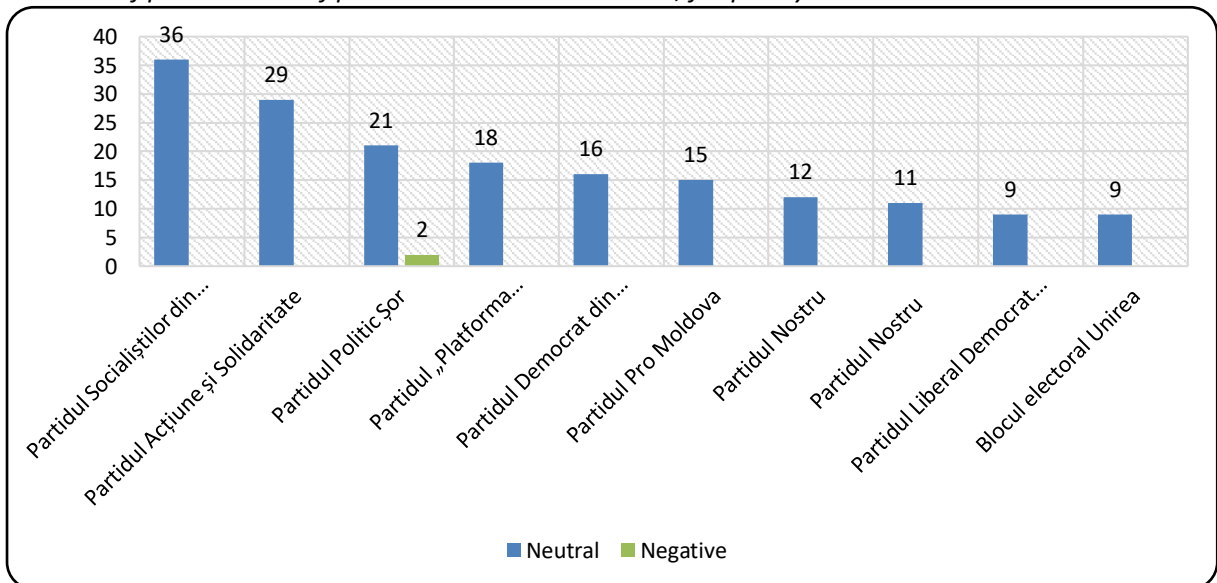


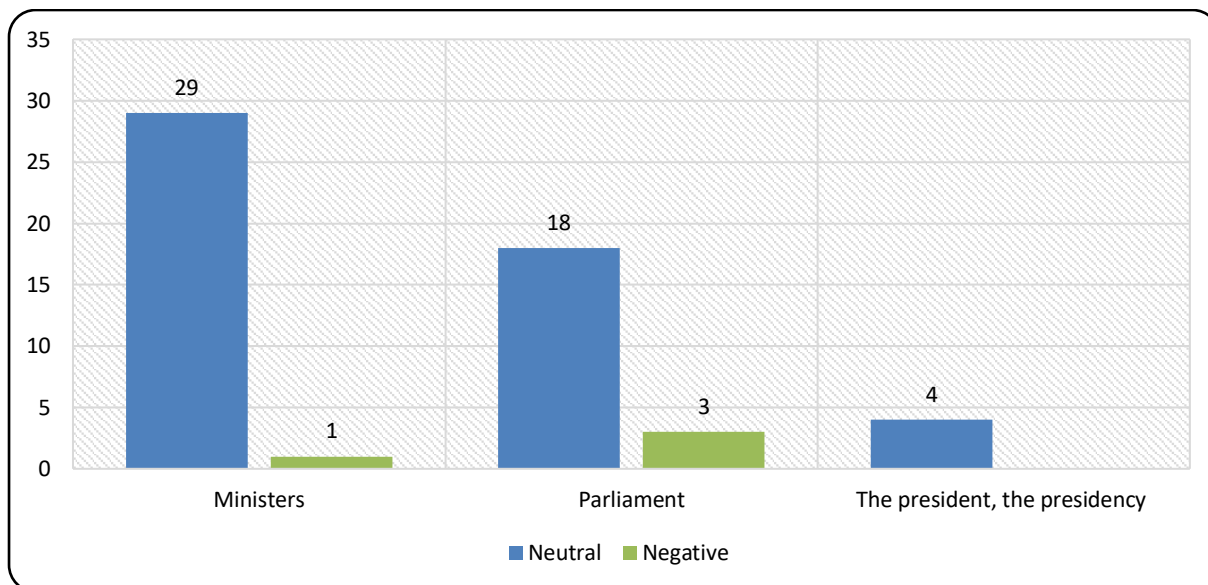
Tone. Both electoral competitors were presented mainly in neutral light. Igor Dodon was the protagonist of 59 neutral news stories and 5 materials in which the tone was negative (8%), and Maia Sandu was presented in neutral light. The political parties targeted in materials were often presented neutrally, except for Shor Party, which had 2 appearances in negative light, and the tone of presentation of public institutions was predominantly neutral. The tone of presentation of LPA was 5 times negative, those news being unfavorable to Igor Dodon.

The tone of presentation of candidates in electoral materials, frequency



The tone of presentation of parties in electoral materials, frequency





Publika TV



In the reporting period, the news television station Publika TV had 51 news stories of direct or indirect electoral nature and an electoral debate, with a total airtime of 10,293 seconds or 2.9 hours.

Topics. Among the topics most often covered by Publika TV were the ones related to politics (33) and the electoral process (12). Publika TV broadcast materials about the results of the first round of the presidential elections; the statements made by the two remaining candidates, Maia Sandu and Igor Dodon and their mutual accusations; the support expressed for competitors by different categories of population; etc.

Protagonists/sources. To document the relevant news stories, Publika TV most often resorted to public institutions – Government (20 times, 302 seconds of appearance and 252 seconds of direct speech) and Parliament (12 times, 64 seconds of appearance and 9 seconds of direct speech), – as well as citizens (13); diplomats, officials and foreign observers (8); CEC (5); LPA (4); police (3); and so on. Among political parties, the three most often targeted were PDM, PSRM, and Shor Party, and among electoral candidates, Igor Dodon appeared/spoke most of the time in the news.

Frequency, duration of appearances and direct speech of candidates in newscasts, seconds

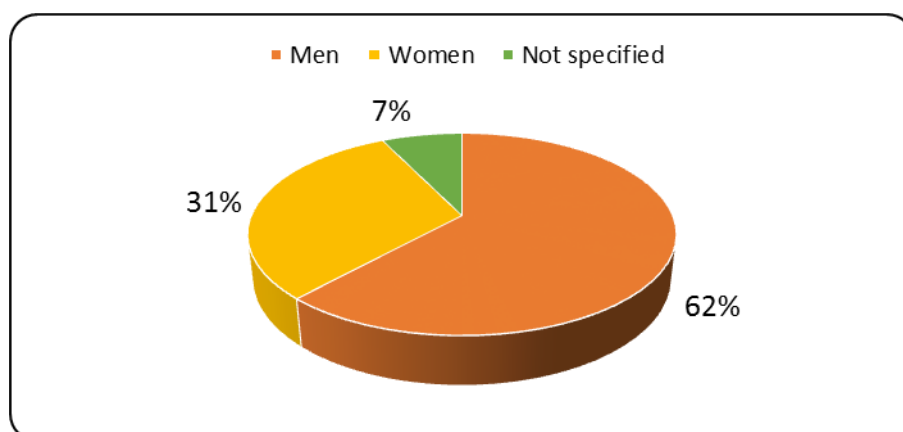
Subjects	Political affiliation	Frequency	Duration of appearance	Duration of direct speech
Igor Dodon	Independent / Party of Socialists of the Republic of Moldova	27	527	418
Maia Sandu	Action and Solidarity Party	25	404	329

Frequency, duration of appearances and direct speech of parties in newscasts, seconds

Subjects	Frequency	Duration of appearance	Duration of direct speech
Democratic Party of Moldova	14	138	88
Party of Socialists of the Republic of Moldova	11	136	111
Shor Party	8	93	68
Dignity and Truth Platform Party	7	57	27
Electoral Bloc Unirea	6	45	20
Action and Solidarity Party	5	89	84
Our Party	7	73	43
National Unity Party	4	43	28
Party of Communists of the Republic of Moldova	1	45	45

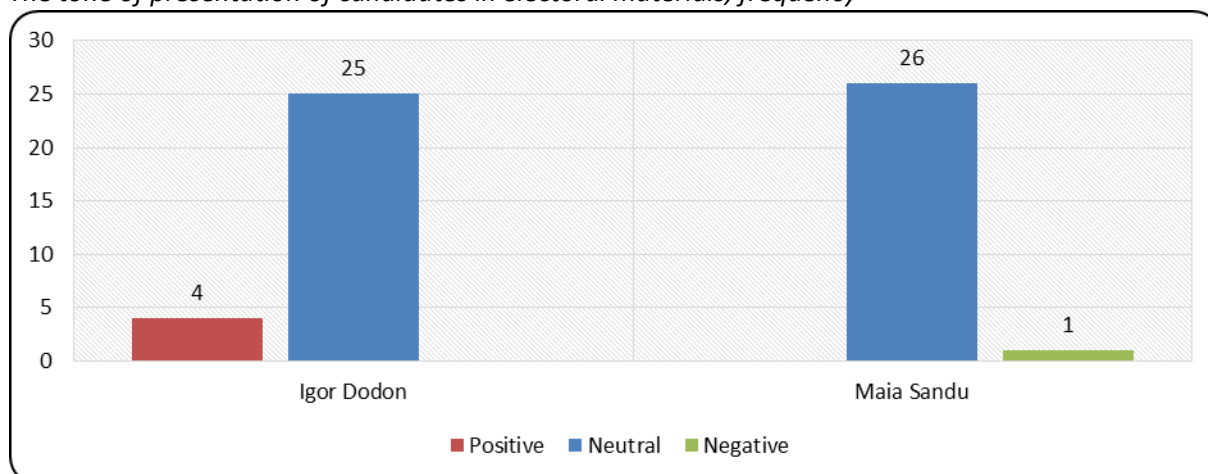
Gender. During the reporting period, the rate of women cited/mentioned in the relevant news stories broadcast by Publika TV was 31%, and the rate of men – 62%.

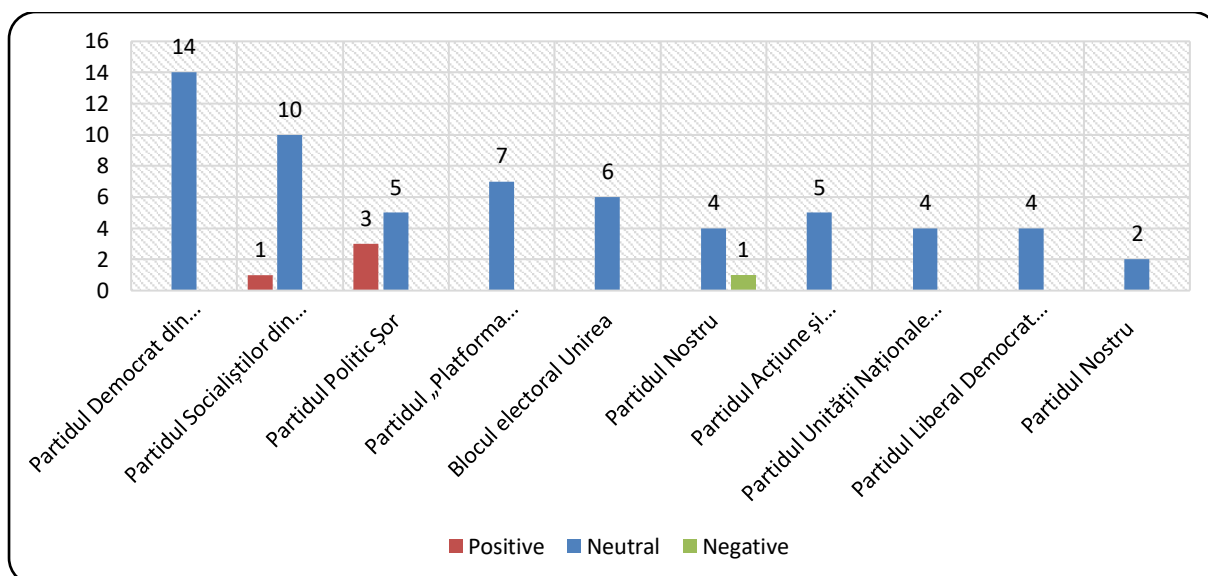
The rate of protagonists and sources cited from a gender perspective, %



Tone. Both electoral candidates were presented neutrally in most materials with direct or indirect electoral tangency. Igor Dodon had four appearances in positive light, and among political parties – Shor Party and PSRM had three and one positive appearances, respectively, while the other parties and public institutions were presented neutrally.

The tone of presentation of candidates in electoral materials, frequency





During the reporting period, the private television station Televiziunea Centrală broadcast 51 news stories of direct or indirect electoral nature and 2 programs, with the total airtime of 16,176 seconds or 4.5 hours.

Topics. The topics most frequently addressed by Televiziunea Centrală during the reporting period focused mainly on the electoral process (23) and politics (17). The station reported on the results of the first round of elections, reactions of election monitoring missions and candidates who did not reach the second round, CEC activity, Șor Party leader's reproaches and accusations against the PAS candidate Maia Sandu, etc.

Protagonists/sources. The news broadcast by Televiziunea Centrală during the reporting period cited/mentioned most often the representatives of the CEC (16); citizens (12); LPA (8); diplomats, officials and foreign observers (7); experts (5). Among political parties, the most often cited/mentioned were representatives of Șor Party (15 times), followed by Our Party (8 times). Among the candidates in elections, Maia Sandu, the PAS candidate for the position of President of the Republic of Moldova, was cited/mentioned most often (20 times). Government representatives were targeted 7 times in relevant materials, with appearances of 132 seconds and direct speech of 44 seconds, and those of the Parliament – twice, being cited for 25 seconds.

Frequency, duration of appearances and direct speech of candidates in newscasts, seconds

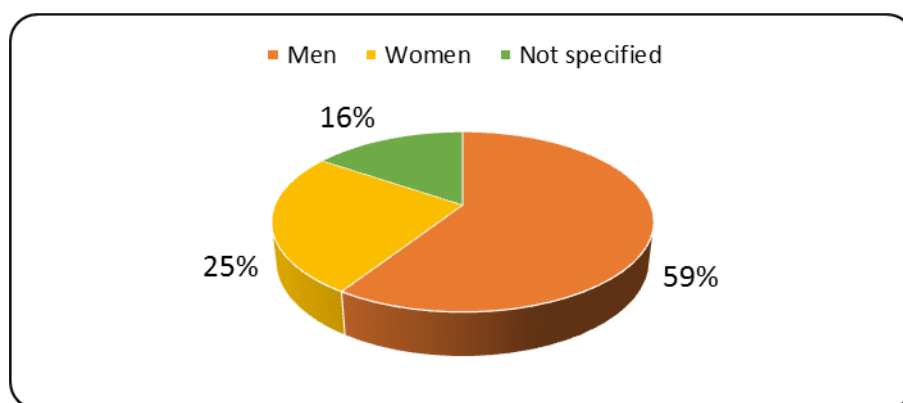
Subjects	Political affiliation	Frequency	Duration of appearance	Duration of direct speech
Maia Sandu	Action and Solidarity Party	20	430	105
Igor Dodon	Independent / Party of Socialists of the Republic of Moldova	13	265	20

Frequency, duration of appearances and direct speech of parties in newscasts and programs, seconds

Subjects	Frequency	Duration of appearance	Duration of direct speech
Shor Party	15	358	150
Our Party	8	155	60
Dignity and Truth Platform Party	5	58	0
National Unity Party	4	55	0
Electoral Bloc Unirea	4	55	0
Liberal Democratic Party of Moldova	3	30	0
Action and Solidarity Party	2	38	10
Party of Socialists of the Republic of Moldova	2	45	20
Pro Moldova Party	1	3	0

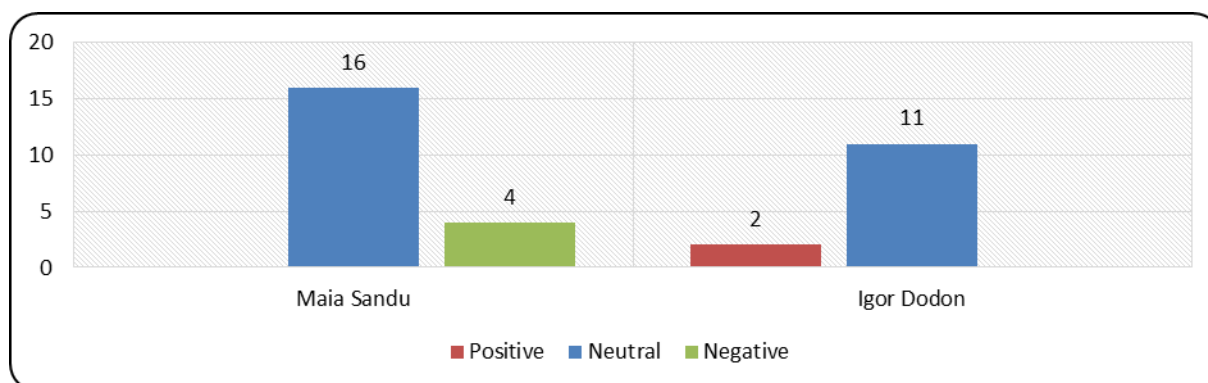
Gender. Most of the protagonists and sources in the relevant materials on Televiziunea Centrală were men (59%), women being mentioned or cited in 25% of cases.

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

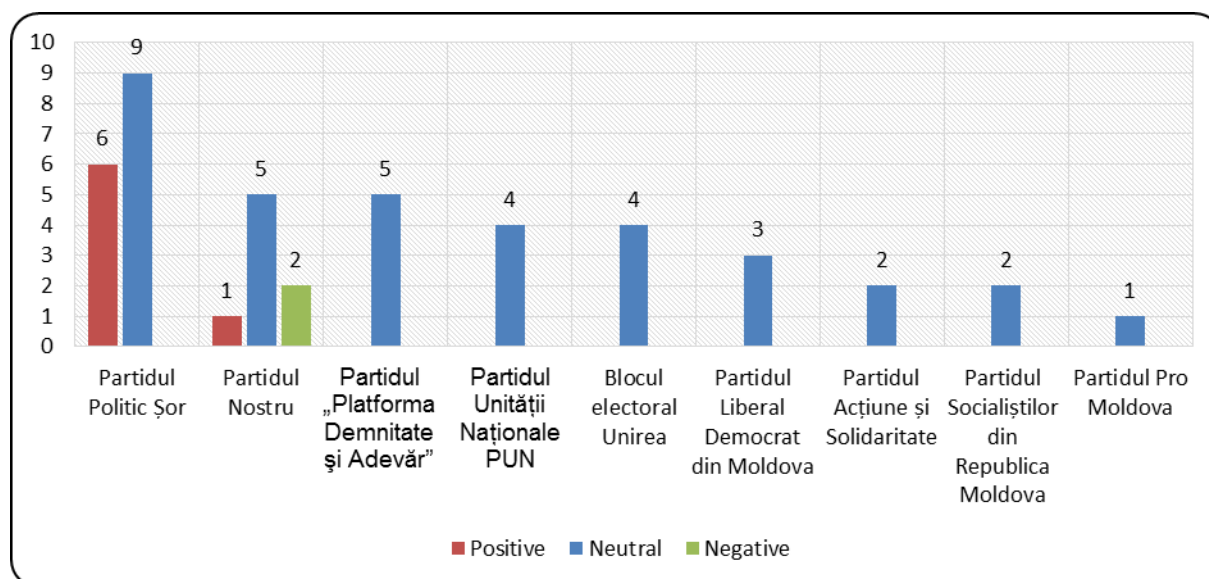


Tone. Public institutions were presented neutrally, and electoral candidates – mostly neutrally. The tone of presentation of Maia Sandu, the PAS candidate, was 4 times negative and 16 times neutral, and Igor Dodon – 2 times positive and 11 times neutral. The parties that were cited or mentioned in newscasts appeared in neutral light, with the exception of Shor Party, which was presented 6 times in positive light, and Our Party, which was presented neutrally (6), negatively (2), and positively (1).

The tone of presentation of candidates in electoral materials, frequency



The tone of presentation of parties in electoral materials, frequency



During the reporting period, TV8 had 59 news stories and 19 programs with direct and indirect electoral tangency, with a total airtime of 79,828 seconds or about 22.2 hours. The station did not hold electoral debates during the reporting period.

Topics. The topics broadcast by TV8 largely referred to politics (42) and the electoral process (16). TV8 informed about the results of the first round of the presidential elections, the ombudsman’s reaction to some statements of Igor Dodon, the mutual accusations of the candidates Maia Sandu and Igor Dodon, the participation of the two competitors in electoral debates, the violations found by the Promo-LEX Association during the electoral campaign, the dismissal of five ministers, the accession of several MPs to the For Moldova Platform, etc.

Protagonists/sources. The most frequent sources and protagonists were citizens (40); experts (27); CEC (18); police (15); diplomats, foreign officials and observers (10); judges, lawyers (10); and so on. Among public institutions, the most often cited/mentioned were representatives of the Parliament (54), who were mentioned more than cited, and of the Government (33 times, 723 seconds of appearance and 138 seconds of direct speech). Among electoral competitors, the most often cited/mentioned was Igor Dodon, and among parties – PAS.

Frequency, duration of appearances and direct speech of candidates in newscasts and programs, seconds

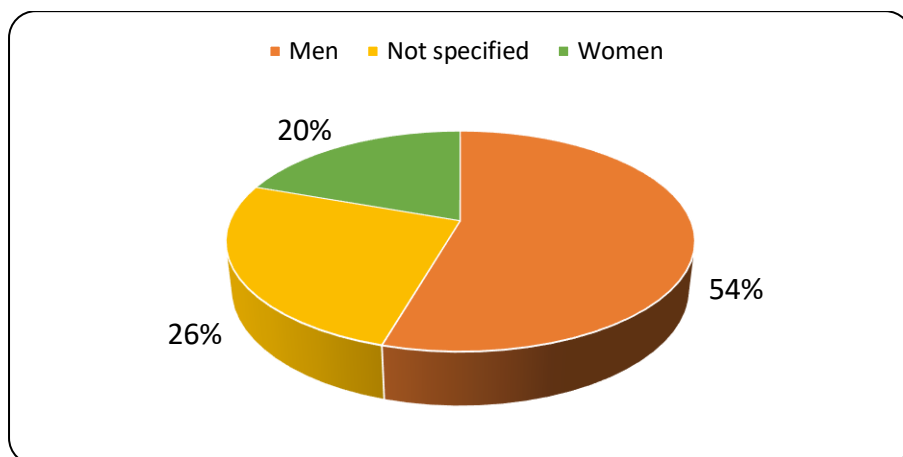
Subjects	Political affiliation	Frequency	Duration of appearance	Duration of direct speech
Igor Dodon	Independent / Party of Socialists of the Republic of Moldova	60	9,854	5,562
Maia Sandu	Action and Solidarity Party	44	10,289	7,510

Frequency, duration of appearances and direct speech of parties in newscasts and programs, seconds

Subjects	Frequency	Duration of appearance	Duration of direct speech
Action and Solidarity Party	66	7,812	6,955
Party of Socialists of the Republic of Moldova	47	9,150	8,224
Shor Party	36	1,051	296
Democratic Party of Moldova	34	5,206	4,644
Pro Moldova Party	26	591	166
Dignity and Truth Platform Party	25	426	85
Our Party	30	1,683	417
Liberal Democratic Party of Moldova	10	75	10

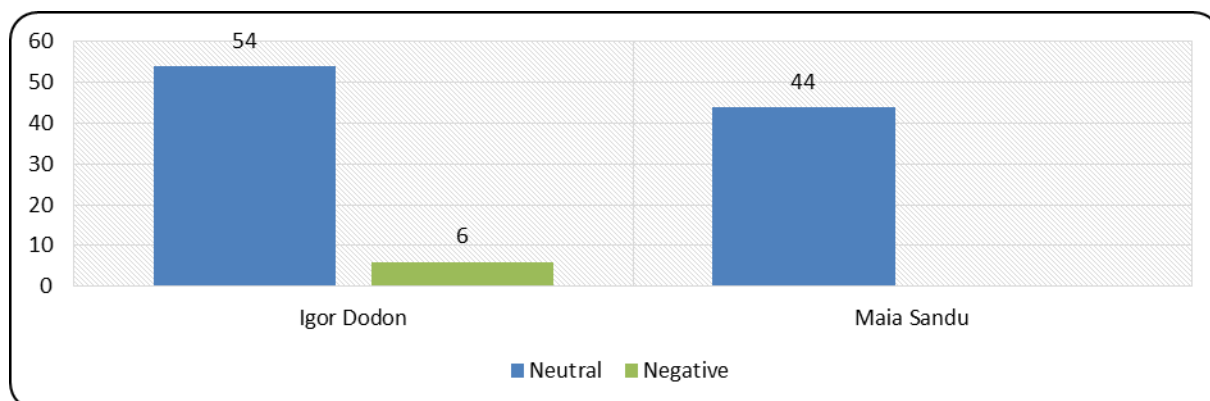
Gender. Most of the times, the relevant materials cited/targeted men as sources/protagonists (54%), with women accounting for 20%.

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



Tone. Both candidates were presented mostly neutrally. Igor Dodon had 54 appearances in neutral light and 6 in negative light (10% of the total number of appearances), while Maia Sandu was presented 44 times in neutral light. Representatives of the Parliament and the Government were presented mostly neutrally, but also negatively 4 and 3 times, respectively, and political parties were presented neutrally, with the exception of PSRM, which appeared once in negative light.

The tone of presentation of candidates in electoral materials, frequency



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

