



## **MEDIA MONITORING DURING THE ELECTORAL PERIOD AND ELECTORAL CAMPAIGN**

**for the presidential elections of November 1, 2020**

Report no. 2  
September 29 – October 6, 2020



*This report has been produced by the Independent Journalism Center as part of the project “Media Enabling Democracy, Inclusion and Accountability in Moldova” (MEDIA-M), implemented by Internews in Moldova with the support of the United States Agency for International Development (USAID) and UK aid. The content are the responsibility of the author and do not necessarily reflect the views of UK aid, USAID or the United States Government.*

## **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**

Between September 29 and October 6, 2020, the 10 monitored television stations broadcast a total of 445 materials of direct and indirect electoral nature (417 news stories and 28 programs). The airtime allocated for the relevant materials was approximately 43.5 hours. During the reporting period, no electoral debates were produced by the monitored stations.

*Topics.* The top three most approached topics included the electoral process (159), politics (105), and social issues (41). The stations informed about the launch of the candidates in the campaign and their electoral meetings, how Moldovan citizens from the Transnistrian region can participate in elections, the violations committed during the campaign by some competitors, accusations launched by some electoral competitors against others, results of opinion polls. Social issues were often indirectly electoral, being addressed in materials on the modernization of localities in the country, sanitation in the capital, payment of one-time aid to pensioners, various parties’ initiatives to support certain categories of populations, etc.

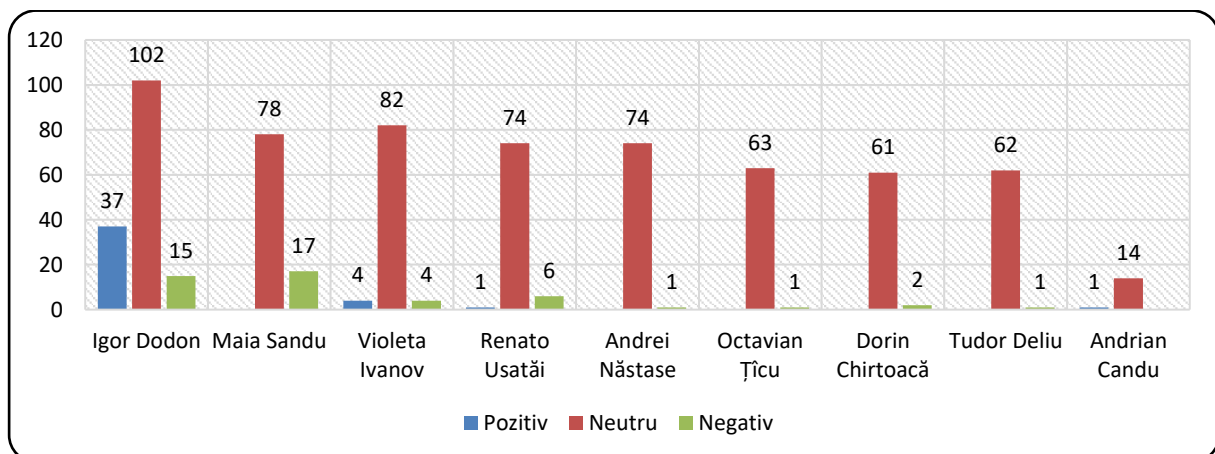
*Protagonists/sources.* In the analyzed newscasts and programs, the most often cited/targeted were citizens (163), especially in news on social issues, as well as Government representatives (156), CEC (95), judges/lawyers (42). Among political actors, the most often cited or mentioned were the representatives of PSRM (108 times), followed by Shor Party

(81) and PPDA (55), and among electoral candidates – independent candidate Igor Dodon, supported by PSRM (154 appearances, with direct speech of 3,680 seconds total), Maia Sandu of PAS (96 appearances/mentions, with direct speech of 857 seconds), and Violeta Ivanov of Shor Party (90 appearances, with direct speech of 602 seconds).

*Gender.* From the perspective of ensuring gender balance among sources/protagonists, the balance was inclined towards men (58%), while women accounted for 21%, which is 2 percentage points more than in the previous monitoring period.

*Tone of coverage.* Electoral candidates were most often presented neutrally, but also positively and negatively. The tone was mostly positive for Igor Dodon (37 times), who also benefited from the positive materials about the activity of the Presidential Office, Government, and PSRM (61 times in total). At the same time, as an electoral competitor, Igor Dodon appeared 15 times in negative light, being disadvantaged by the negative tone of coverage of CPA and PSRM (29 in total). The PAS candidate Maia Sandu was disadvantaged in 17 materials, and Violeta Ivanov of Shor Party – in 4 materials, being at the same time disadvantaged by the negative appearances of Shor Party (9 times). The other electoral competitors were presented mostly in a neutral manner.

*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 PSRM (29 times) and Shor Party (9 times), the other parties appearing mostly in neutral light. Public institutions were presented mostly neutrally, but also negatively and positively.

### Media behavior

Between September 29 and October 6, 2020, the public television station **Moldova 1** offered relatively equal access to electoral candidates and political parties in the news, and the tone of coverage in most cases was neutral. Igor Dodon, an independent candidate supported by PSRM, was most often presented in a neutral manner, and twice positive, at the same time benefiting from eight positive news stories about the Government’s activity.

The private television stations **Primul în Moldova**, **NTV-Moldova**, and **Accent TV** had a similar editorial policy, often using the same angles of approach and the same sources. Most of the materials promoted the country’s leadership and the PSRM, covering the topics with

the participation of various exponents of power mostly in a positive manner. Igor Dodon is the candidate massively favored by these stations, both by the high frequency of direct appearances and speeches and by the positive tone (32). These stations also had a large number of materials on the activity of Maia Sandu and PAS, mostly with a negative connotation (17). The other competitors appeared in a relatively neutral light.

**Televiziunea Centrală** actively covered the electoral campaign, providing relatively equal access to all electoral competitors and presenting them mostly in a neutral manner. The only candidate who benefited from appearances in positive light is Violeta Ivanov of Shor Party, who was also favored by positive news about Shor Party.

**Prime TV** and **Publika TV** had a similar editorial policy, covering the campaign only in newscasts, in which they offered access to all electoral competitors. The tone of the presentation of candidates and political parties was predominantly neutral, and the public institutions, especially the Government, were presented both neutrally and positively.

**Jurnal TV**, **Pro TV**, and **TV8** actively covered the campaign both in newscasts and in programs, adopting a correct and balanced behavior. The tone of the presentation of electoral competitors and parties in the news was in most cases neutral, without obvious tendencies of favoring by means of frequency or duration of appearances. Public institutions were presented mostly in neutral light, but also negative.

## **Moldova 1**



Between September 29 and October 6, 2020, the public broadcaster Moldova 1 aired 63 news stories and 3 programs of direct and indirect electoral nature, with a total duration of 16,394 seconds or 4.5 hours. Most of the relevant news stories appeared in the middle of newscasts.

*Topics.* Moldova 1 addressed issues related to the electoral process and politics to equal extent – in 20 materials each. Topics in other fields, such as economy, society, education, health, Transnistrian relations, law, and the Constitution, were addressed less often – 3 times each. During the reporting period, Moldova 1 reported on the registration of the last competitors by the CEC, the launch of candidates in the campaign, meetings with voters. At the same time, it had several news stories about the activities and initiatives of the Government, such as the payment of the one-time aid of 900 lei to pensioners (which was increased from 700 to 900 lei thanks to the initiative of Igor Dodon) and Prime Minister Chicu's promises to provide financial aid to grape growers. The station also aired some materials about the activity of Chisinau Mayor Ion Ceban (PSRM's exponent), which had an indirect electoral connotation – renovation of kindergartens in the capital, sanitation of parks, etc.

*Protagonists/sources.* Materials with electoral tangency on Moldova 1 cited/mentioned various protagonists, most often the CEC (23), citizens (22), representatives of the

Government (20) and LPA (15). The members of the Government were given much airtime (8,419 seconds), appearing both in newscasts and programs.

Among the candidates registered in the race, Igor Dodon, the independent candidate supported by PSRM, and the Shor Party candidate Violeta Ivanov had the most appearances, and the PLDM candidate Tudor Deliu had the least appearances. PSRM, Pro Moldova, Shor Party, and PAS are on the first three positions among the political parties who appeared on Moldova 1.

*Frequency, duration of appearance and of direct speech of candidates in materials, seconds*

Subjects	Political affiliation	Frequency	Duration of appearance	Duration of direct speech
<b>Igor Dodon</b>	Independent / Party of Socialists	15	408	120
<b>Violeta Ivanov</b>	Shor Party	12	283	104
<b>Maia Sandu</b>	Action and Solidarity Party	9	311	136
<b>Octavian Țicu</b>	National Unity Party	9	217	87
<b>Andrei Năstase</b>	Dignity and Truth Platform Party	9	171	47
<b>Dorin Chirtoacă</b>	Electoral Bloc Unirea	8	170	34
<b>Renato Usatîi</b>	Our Party	8	172	79
<b>Tudor Deliu</b>	Liberal Democratic Party of Moldova	6	140	71

*Frequency, duration of appearance and of direct speech of parties in materials, seconds*

Subjects	Frequency	Duration of appearance	Duration of direct speech
<b>Party of Socialists of the Republic of Moldova</b>	9	60	14
<b>Pro Moldova Party</b>	8	199	81
<b>Shor Party</b>	7	41	0
<b>Action and Solidarity Party</b>	6	36	11
<b>National Unity Party</b>	4	20	0
<b>Our Party</b>	3	15	0
<b>Democratic Party of Moldova</b>	3	80	44
<b>Electoral Bloc Unirea</b>	3	15	0
<b>Dignity and Truth Platform Party</b>	3	56	36
<b>Liberal Democratic Party of Moldova</b>	2	30	0
<b>New Force Social-Political Movement</b>	1	58	18
<b>Anti-Mafia People's Movement</b>	1	40	0

*Frequency, duration of appearance and of direct speech of public institutions in materials, seconds*

Subjects	Frequency	Duration of appearance	Duration of direct speech
----------	-----------	------------------------	---------------------------

<b>Ministers</b>	20	8,545	8,419
<b>President, Presidential Office</b>	7	107	35
<b>Parliament</b>	7	55	0

*Gender.* Half of the protagonists and sources in the relevant materials of Moldova 1 were men (51%), women being mentioned or cited in 29% of cases, which is 8 percentage points more than in the previous monitoring period.

*Tone.* Most of the materials presented the candidates registered in the electoral race in a neutral way, and the only electoral actors who benefited from positive tone were Igor Dodon and Violeta Ivanov (1 instance). Igor Dodon appeared in positive light in two news stories, being at the same time favored by the positive news about the activity of the Government (8). The tone of presentation of political parties was in all cases neutral.



During the reporting period, Accent TV had 46 news stories and a program with direct or indirect electoral tangency, with a total airtime of 6,417 seconds or 1.8 hours. Most of the news stories appeared in the middle of the newscasts.

*Topics.* Most of the relevant materials addressed the electoral process (11), politics (9), economy (8), and there were also materials related to social issues, culture and entertainment, education, legislation, health, sports, and so on. Materials often focused on activities involving members of the PSRM, the Government, and the Presidential Office, including visits to regions affected by floods, provision of financial aid to pensioners, promises to financially support athletes, celebration of Teacher's Day, Igor Dodon's congratulatory message to Orthodox Christians on the occasion of the celebration of Saint Igor, etc. The station also informed about the launch of electoral candidates in the campaign and about the electoral meetings of some of them.

*Protagonists/sources.* Most of the times, the relevant materials cited/mentioned the representatives of the Government – 16 appearances of 444 seconds total and a direct intervention of 393 seconds. Other sources cited were citizens (14 times), CEC (9 times), business people (6 times), LPA (6 times), etc.

Among electoral competitors, the independent candidate Igor Dodon supported by PSRM had the most direct interventions and the largest airtime for direct appearances and speeches. Among parties, PSRM was the most frequently cited and/or mentioned. PDM accounts for the largest airtime, due to the participation of a representative of this party in a program.

*Frequency, duration of appearance and of direct speech of candidates in materials, seconds*

Subjects	Political affiliation	Frequency	Duration of appearance	Duration of direct speech
<b>Igor Dodon</b>	Independent / Party of Socialists	14	179	70
<b>Violeta Ivanov</b>	Shor Party	8	102	28

<b>Tudor Deliu</b>	Liberal Democratic Party of Moldova	6	100	65
<b>Maia Sandu</b>	Action and Solidarity Party	6	177	0
<b>Andrei Năstase</b>	Dignity and Truth Platform Party	5	52	17
<b>Octavian Țicu</b>	National Unity Party	4	86	43
<b>Renato Usatii</b>	Our Party	4	20	0
<b>Dorin Chirtoacă</b>	Electoral Bloc Unirea	2	36	31

*Frequency, duration of appearance and of direct speech of parties in materials, seconds*

Subjects	Frequency	Duration of appearance	Duration of direct speech
<b>Party of Socialists of the Republic of Moldova</b>	10	162	137
<b>Democratic Party of Moldova</b>	4	1,899	1,859
<b>Liberal Democratic Party of Moldova</b>	1	5	0
<b>Party of Communists of the Republic of Moldova</b>	1	5	0
<b>Shor Party</b>	1	5	0
<b>Pro Moldova Party</b>	1	115	0

*Gender.* The materials under analysis were unbalanced in terms of ensuring gender balance, as 60% of the relevant sources were men and 22% were women.

*Tone.* As an electoral candidate, Igor Dodon benefited equally from a positive and neutral tone (7 instances each), being the only candidate presented in positive light. The other competitors appeared mostly in neutral light, as did the parties that support them in the electoral race. Maia Sandu, PAS, appeared twice in negative light, while Violeta Ivanov, PP Shor, and Renato Usatii, PN were covered negatively in one news report. PSRM is the only party presented mainly positively (9). Among public institutions, the Government had the most appearances in positive light (12), especially in news stories of indirect electoral nature, which were favorable to Igor Dodon.

### **Jurnal TV**



Between September 29 and October 6, 2020, Jurnal TV broadcast 51 materials relevant to monitoring with a total airtime of 32,837 seconds or about 9.1 hours. Of these, there were 46 news stories and 5 programs. Most of the news stories (45) appeared in the middle of newscasts.

*Topics.* Most of the topics addressed referred to the electoral process (28) and politics (9), followed by integrity (4) and crimes (4), and topics related to economy, corruption, legislation, crimes were less frequent. These materials mainly informed about the launch of the candidates in the campaign, their wealth declarations, meetings with voters, civil society reports, ensuring participation in elections for voters on the left bank of the Dniester, etc.



*Protagonists/sources.* Among the sources and protagonists cited/mentioned most often in news stories and programs of direct and indirect electoral nature were Igor Dodon (20 times), Renato Usatii (11 times), and Maia Sandu (10 times). The relevant materials also cited/mentioned experts (10), judges/lawyers (9), business people (8), CEC representatives (7).

*Frequency, duration of appearance and of direct speech of candidates in materials, seconds*

Subjects	Political affiliation	Frequency	Duration of appearance	Duration of direct speech
<b>Igor Dodon</b>	Independent/ Party of Socialists	20	433	85
<b>Renato Usatii</b>	Our Party	11	241	94
<b>Maia Sandu</b>	Action and Solidarity Party	10	266	15
<b>Violeta Ivanov</b>	Shor Party	7	130	25
<b>Andrei Năstase</b>	Dignity and Truth Platform Party	7	86	30
<b>Tudor Deliu</b>	Liberal Democratic Party of Moldova	4	68	40
<b>Dorin Chirtoacă</b>	Electoral Bloc Unirea	4	46	0
<b>Octavian Țicu</b>	National Unity Party	4	62	16

*Frequency, duration of appearance and of direct speech of parties in materials, seconds*

Subjects	Frequency	Duration of appearance	Duration of direct speech
<b>Dignity and Truth Platform Party</b>	11	2,520	2,485
<b>Action and Solidarity Party</b>	7	1,250	1,239
<b>Party of Socialists of the Republic of Moldova</b>	6	40	13
<b>Liberal Democratic Party of Moldova</b>	4	55	15
<b>Pro Moldova Party</b>	4	1,855	1,845
<b>Shor Party</b>	3	33	18
<b>National Unity Party</b>	2	15	0
<b>National Liberal Party</b>	1	1,200	1,200

*Gender.* Most of the relevant materials mentioned and cited men as sources (70%), while women accounted for 20% of the total, which is 5 percentage points more than in the first report.

*Tone.* The tone of presentation of presidential candidates was neutral except for Igor Dodon, who appeared most of the time in neutral light (16), but also negative (4 times). Among political parties, PSRM had the most appearances in negative light (3), and it was presented equally in neutral light. Public institutions were presented differently: the Government 2 times neutrally and 3 times negatively, the Presidential Office 3 times neutrally and once negatively, and the Parliament once neutrally and once negatively.

## NTV Moldova



During the reporting period, NTV Moldova broadcast 54 materials with direct or indirect electoral tangency, namely 50 news stories and 4 programs. Their total airtime was 17,993 seconds or 5 hours. Most of the news stories appeared in the middle of newscasts.

*Topics.* The relevant materials mostly focused on the electoral process (20), social issues (12), and politics (10), as well as on topics related to economy (7), education (2), health (1). The station reported on the registration of the last competitors in the campaign, their launch in the electoral race, and the campaign activities of some of them. A large number of materials mirrored the activities of PSRM members, the work of LPA and CPA, including topics on floods in the regions, success stories of young entrepreneurs supported by the state, donations made by PSRM's MPs and city councilors to rebuild the Philharmonic, the payment of one-time aid to pensioners (at the initiative of Igor Dodon), the construction of road sections and street lighting in the suburbs of the capital, and so on.

*Protagonists/sources.* Most often, the materials of direct or indirect electoral nature cited/targeted citizens (33), followed by business people (6), LPA (6), CEC (5). Among public institutions, representatives of the Government had the most appearances/mentions (27): they appeared on the screen for 708 seconds and spoke 513 seconds.

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

*Frequency, duration of appearance and of direct speech of candidates in materials, seconds*

Subjects	Political affiliation	Frequency	Duration of appearance	Duration of direct speech
Igor Dodon	Independent / Party of Socialists	17	3,604	2,819
Maia Sandu	Action and Solidarity Party	11	1,501	84
Tudor Deliu	Liberal Democratic Party of Moldova	7	154	93
Dorin Chirtoacă	Electoral Bloc Unirea	4	52	16
Violeta Ivanov	Shor Party	4	72	27
Andrei Năstase	Dignity and Truth Platform Party	4	183	34
Renato Usatîi	Our Party	4	82	46
Octavian Țicu	National Unity Party	2	51	26

*Frequency, duration of appearance and of direct speech of parties in materials, seconds*

Subjects	Frequency	Duration of appearance	Duration of direct speech
<b>Party of Socialists of the Republic of Moldova</b>	11	146	84
<b>Action and Solidarity Party</b>	2	41	16
<b>Shor Party</b>	1	25	0
<b>Dignity and Truth Platform Party</b>	1	70	70
<b>Our Party</b>	1	25	0

*Gender.* In terms of gender balance, NTV Moldova tended to prefer men as sources (55%), as women were less often cited or mentioned in newscasts and programs (28%).

*Tone.* Most of the news stories and programs broadcast by NTV Moldova favored Igor Dodon both by the frequency and duration of appearances, as well as by positive tone. In addition to positive materials (13), in which he appears as an electoral candidate, Igor Dodon was favored by the positive materials on the activity of the Government and the Presidential Office (23), but also by the positive news on PSRM (10). Maia Sandu of PAS was disadvantaged by the large number of appearances in negative light (9). The other competitors were presented mostly in neutral light.

Among the political parties cited/mentioned in materials, PSRM appeared most of the time in a positive context (10).

### **Prime TV**



During the reporting period, the private television station Prime TV broadcast 33 news stories relevant to the monitoring, with a total airtime of 3,436 seconds or about 56 minutes. All the stories was inserted in the middle of newscasts.

*Topics.* The topics addressed referred mostly to the electoral process (16), politics (5), economy (4), and social issues (3). The station mainly informed about the registration of electoral candidates and their campaign launch, about the results of the civil society reports on the observance of rules in the campaign by the aspirants for the position of head of state, about the initiatives of some competitors or parliamentarians regarding allowances for certain categories of population.

*Protagonists/sources.* In most cases, the sources/protagonists of the relevant news were representatives of CPA, political parties, and electoral candidates. Sources from other categories have rarely been cited. Among public institutions, the news most often featured the members of the Government (11 times, 218 seconds on screen and 76 seconds of direct speech), and among political parties – Pro Moldova, Shor Party, and PSRM, followed by PAS. Igor Dodon of PSRM, Violeta Ivanov of Shor Party, and Maia Sandu of PAS were in the top three in terms of frequency and time of appearances.

*Frequency, duration of appearance and of direct speech of candidates in materials, seconds*

Subjects	Political affiliation	Frequency	Duration of appearance	Duration of direct speech
Igor Dodon	Independent / Party of Socialists	10	290	72
Maia Sandu	Action and Solidarity Party	8	295	127
Violeta Ivanov	Shor Party	8	276	96
Andrei Năstase	Dignity and Truth Platform Party	7	173	48
Octavian Țicu	National Unity Party	4	83	16
Dorin Chirtoacă	Electoral Bloc Unirea	4	76	21
Tudor Deliu	Liberal Democratic Party of Moldova	4	120	35
Renato Usatîi	Our Party	2	107	34

*Frequency, duration of appearance and of direct speech of parties in materials, seconds*

Subjects	Frequency	Duration of appearance	Duration of direct speech
Pro Moldova Party	7	144	67
Party of Socialists of the Republic of Moldova	5	89	29
Shor Party	6	149	69
Action and Solidarity Party	3	80	65
Dignity and Truth Platform Party	2	92	77
Liberal Democratic Party of Moldova	1	5	0
Democratic Party of Moldova	1	69	31

*Gender.* Most of the materials on Prime TV cited/mentioned men as sources/protagonists (66%), and the rate of women was 29%, which is 3 percentage points more than in the previous reporting period.

*Tone.* Most of the electoral candidates were presented neutrally. Igor Dodon appeared 3 times in positive light, and the tone of Violeta Ivanov's presentation was positive in one case. The political parties mentioned/cited in materials were presented in a neutral manner in most cases. Similarly, CPA representatives appeared in the news mostly in a neutral context.

## Primul în Moldova



The station Primul în Moldova broadcast 49 news stories during the reporting period, with a total airtime of 7,322 seconds or 2.1 hours. Most of them (45) appeared in the middle of newscasts.

*Topics.* The materials of direct or indirect electoral nature covered topics related to politics (13), social issues (9), the electoral process (8), LPA (4), economy (4), and so on. The main

materials of direct and indirect electoral nature covered the registration of the last candidates, their launch in the electoral race, and the campaign activities of some of them. The station focused on the activities of PSRM, LPA, and CPA, including topics of floods in the regions, the aid promised by authorities and solutions to prevent such disastrous situations, donations made by PSRM's MPs and city councilors from their salaries to rebuild the National Philharmonic, payment of one-time aid to pensioners, sanitation of the capital, etc.

*Protagonists/sources.* To document the news, reporters mostly resorted to citizens (43), the Government (29), and LPA (15). Sources from other categories have been approached less frequently. Among electoral candidates, independent candidate Igor Dodon, supported by PSRM, benefited from the most airtime (appearance on screen and direct speech). The Party of Socialists, too, had the most appearances and the most airtime allocated to direct speech. The local public administration was present especially through Chisinau Mayor Ion Ceban, an exponent of PSRM, and the central public administration was frequently cited (29 times), benefiting from 768 seconds appearance on the screen and 670 seconds of direct speech.

*Frequency, duration of appearance and of direct speech of candidates in materials, seconds*

Subjects	Political affiliation	Frequency	Duration of appearance	Duration of direct speech
Igor Dodon	Independent / Party of Socialists	17	504	310
Maia Sandu	Action and Solidarity Party	11	180	122
Violeta Ivanov	Shor Party	10	104	59
Renato Usatîi	Our Party	10	120	52
Octavian Țicu	National Unity Party	8	40	0
Tudor Deliu	Liberal Democratic Party of Moldova	8	155	105
Dorin Chirtoacă	Electoral Bloc Unirea	8	40	0
Andrei Năstase	Dignity and Truth Platform Party	8	76	41

*Frequency, duration of appearance and of direct speech of parties in materials, seconds*

Subjects	Frequency	Duration of appearance	Duration of direct speech
Party of Socialists of the Republic of Moldova	12	90	40
Democratic Party of Moldova	3	15	0
Dignity and Truth Platform Party	3	15	0
Shor Party	2	33	28
Liberal Democratic Party of Moldova	1	42	32
Labor Party	1	5	0
Action and Solidarity Party	1	5	0
Party of Communists of the Republic of Moldova	1	5	0
Our Party	1	5	0
Pro Moldova Party	1	5	0

*Gender.* Most of the protagonists and sources of the relevant materials of Primul în Moldova were men (64%), women being mentioned or cited in 25% of cases, down by 4 percentage points compared to the previous monitoring period.

*Tone.* The tone of presentation of the electoral competitor Igor Dodon by Primul în Moldova was mainly positive (12), and he also benefited from the positive news about CPA and PSRM (31 in total). Maia Sandu had the most negative appearances/mentions (6), followed by Renato Usatii (2), Violeta Ivanov (1), and Andrei Nastase (1), who were presented mostly neutrally, but also negatively. Among political parties, PSRM had most of the appearances in positive light (10), the other parties appearing mainly in a neutral context.

## Pro TV Chişinău



Pro TV Chişinău broadcast during the reporting period 38 relevant materials (37 news stories and one program) with a total airtime of 10,555 seconds or 2.9 hours. Most of them appeared in the middle of newscasts.

*Topics.* The topics addressed referred equally to politics (12) and the electoral process (10), but also to health, integrity, crime, and social issues. The materials of direct or indirect electoral nature informed about the start of the electoral campaign, the launch of several candidates in the electoral race, the registration of the last candidates, the results of opinion polls on electoral topics, news about the problems in Chisinau, and so on.

*Protagonists/sources.* The relevant materials targeted and cited most of the time citizens (30 times), followed by the Government (23), judges/lawyers (21), experts (19), CEC (17), LPA (11).

Among electoral competitors, the relevant materials most often targeted Renato Usatii of Our Party, Igor Dodon of PSRM, and Andrei Nastase of PPDA, and among political parties – PAS, PSRM, and Shor Party.

*Frequency, duration of appearance and of direct speech of candidates in materials, seconds*

Subjects	Political affiliation	Frequency	Duration of appearance	Duration of direct speech
<b>Igor Dodon</b>	Independent / Party of Socialists	19	319	53
<b>Renato Usatii</b>	Our Party	13	831	748
<b>Octavian Țicu</b>	National Unity Party	11	914	749
<b>Maia Sandu</b>	Action and Solidarity Party	9	331	119
<b>Dorin Chirtoacă</b>	Electoral Bloc Unirea	10	179	30
<b>Violeta Ivanov</b>	Shor Party	10	262	50
<b>Andrei Năstase</b>	Dignity and Truth Platform Party	10	165	51
<b>Tudor Deliu</b>	Liberal Democratic Party of Moldova	9	819	762

*Frequency, duration of appearance and of direct speech of parties in materials, seconds*

Subjects	Frequency	Duration of appearance	Duration of direct speech
Action and Solidarity Party	17	509	122
Party of Socialists of the Republic of Moldova	16	104	0
Shor Party	12	388	120
Pro Moldova Party	9	159	58
Liberal Democratic Party of Moldova	6	209	167
Democratic Party of Moldova	5	200	0
Party of Communists of the Republic of Moldova	5	2,850	2,800
Dignity and Truth Platform Party	4	25	15

*Gender.* Approximately half of the sources/protagonists of the relevant materials on Pro TV were men – 55%, with women accounting for 7%.

*Tone.* Most of the electoral competitors were mainly presented in neutral light, with a few cases in which the candidates appeared in negative light. Most of the negative appearances concerned Igor Dodon (5) and Violeta Ivanov, PP Shor (2). The political parties targeted in materials were often presented neutrally, and the tone of presentation of public institutions was neutral.

## **Publika TV**



In the reporting period, the news television station Publika TV had 29 relevant materials of direct or indirect electoral nature, all news stories, with a total airtime of 2,992 seconds or 0.8 hours. Most of them appeared in the middle of newscasts.

*Topics.* The topics most frequently addressed concerned the electoral process (12), followed by those on politics (6), as well as legislation, economy, LPA, external relations (2 materials each). The station informed about the registration and launch of competitors in the electoral campaign, about their campaign activities, about the court decisions in the Candu versus CEC case, about electoral polls, and so on.

*Protagonists/sources.* To document the news, Publika TV approached the representatives of the Government (8 times, 61 seconds on screen and 40 seconds of direct speech), CEC (5 times), LPA (5), diplomats and foreign observers (4). Political parties were rarely cited/mentioned, and the first in the top was PSRM, followed by Shor Party and PAS. Among electoral candidates, Maia Sandu (PAS), Violeta Ivanov (Shor Party), Igor Dodon (independent candidate supported by PSRM), and Andrei Nastase (PPDA) appeared/spoke most of the times in the news.

*Frequency, duration of appearance and of direct speech of candidates in materials, seconds*

Subjects	Political affiliation	Frequency	Duration of appearance	Duration of direct speech
<b>Maia Sandu</b>	Action and Solidarity Party	7	157	118
<b>Igor Dodon</b>	Independent / Party of Socialists	5	63	37
<b>Andrei Năstase</b>	Dignity and Truth Platform Party	5	92	42
<b>Violeta Ivanov</b>	Shor Party	5	113	67
<b>Renato Usatîi</b>	Our Party	4	77	33
<b>Tudor Deliu</b>	Liberal Democratic Party of Moldova	3	68	40
<b>Octavian Țicu</b>	National Unity Party	3	26	0
<b>Dorin Chirtoacă</b>	Electoral Bloc Unirea	3	45	27

*Frequency, duration of appearance and of direct speech of parties in materials, seconds*

Subjects	Frequency	Duration of appearance	Duration of direct speech
<b>Party of Socialists of the Republic of Moldova</b>	5	57	47
<b>Shor Party</b>	4	52	47
<b>Action and Solidarity Party</b>	3	48	43
<b>Pro Moldova Party</b>	4	93	73
<b>Liberal Democratic Party of Moldova</b>	2	10	0
<b>Dignity and Truth Platform Party</b>	2	35	35
<b>Liberal Party</b>	1	5	0
<b>National Unity Party</b>	1	16	16
<b>Democratic Party of Moldova</b>	1	30	29

*Gender.* During the reporting period, the rate of women as sources cited/mentioned in the relevant news broadcast by Publika TV increased by 4 percentage points (24%), and that of men decreased by 7 percentage points (61%).

*Tone.* Electoral candidates were presented neutrally in all materials with direct or indirect electoral tangency, and representatives of political parties appeared neutrally in the vast majority of materials. The representatives of the Presidential Office appeared mostly in neutral light four times and once positively, and those of the Government – 8 times neutrally.



The private station Televiziunea Centrală broadcast during the reporting period 33 news stories of direct or indirect electoral nature, with the total airtime of 3,949 seconds or 1.1 hours. Two of the relevant news stories were of priority (those regarding the actions of the Shor Party team for infrastructure improvement in different localities of the country), and they appeared last in newscasts.



*Topics.* The topics most frequently addressed by Televiziunea Centrală during the reporting period covered the electoral process (17), politics (6), and social issues (5). The station informed about the registration of the last candidates by the CEC, the launch of most of them in the campaign, results of electoral polls, and the modernization of infrastructure in several localities in the country organized by Shor Party.

*Protagonists/sources.* The news stories broadcast by Televiziunea Centrală during the reporting period cited/mentioned more often the representatives of Shor Party (10 times) and its candidate in elections Violeta Ivanov (9 times), as well as Igor Dodon (9 times) and PSRM (8 times). Also, to document the news, the station often approached citizens (10 times), representatives of LPA (7 times) and CEC (7 times).

The representatives of CPA – the Presidential Office and the Government – were targeted 5 and 2 times, respectively, with 150 and 20 seconds on screen but without being cited directly.

*Frequency, duration of appearance and of direct speech of candidates in materials, seconds*

Subjects	Political affiliation	Frequency	Duration of appearance	Duration of direct speech
<b>Igor Dodon</b>	Independent / Party of Socialists	9	120	40
<b>Violeta Ivanov</b>	Shor Party	9	145	75
<b>Maia Sandu</b>	Action and Solidarity Party	6	105	45
<b>Renato Usatîi</b>	Our Party	6	80	28
<b>Andrei Năstase</b>	Dignity and Truth Platform Party	5	35	0
<b>Tudor Deliu</b>	Liberal Democratic Party of Moldova	5	60	24
<b>Dorin Chirtoacă</b>	Electoral Bloc Unirea	4	64	35
<b>Octavian Țicu</b>	National Unity Party	3	72	33

*Frequency, duration of appearance and of direct speech of parties in materials, seconds*

Subjects	Frequency	Duration of appearance	Duration of direct speech
<b>Shor Party</b>	10	213	115
<b>Party of Socialists of the Republic of Moldova</b>	8	76	23
<b>Action and Solidarity Party</b>	5	82	48
<b>Pro Moldova Party</b>	4	58	48
<b>Dignity and Truth Platform Party</b>	3	63	48
<b>Democratic Party of Moldova</b>	1	40	14
<b>Liberal Democratic Party of Moldova</b>	1	5	0
<b>Our Party</b>	1	15	0

*Gender.* Most of the protagonists and sources of the relevant materials on Televiziunea Centrală were men – 61%, women being mentioned or cited in 21% of cases, down by 5 percentage points compared to the previous report.

*Tone.* Most of the candidates were presented neutrally, with the exception of Violeta Ivanov, who appeared twice in positive light, and Igor Dodon, who appeared in one case in negative light. Political parties that were cited or mentioned in the news appeared mainly neutrally, with the exception of Shor Party, which was presented in both neutral and positive light (5 times each), and PSRM, presented both neutrally and negatively (4 times each). The Government was most often presented in a negative tone – 4 times, and 2 times in a neutral tone, and the Presidential Office was presented both neutrally and negatively (one case of each).



TV8 broadcast 47 relevant materials in the reporting period, including 33 news stories and 14 programs, with a total airtime of 51,408 seconds or about 14 hours. Most of the news stories appeared in the middle of newscasts.

*Topics.* The most often addressed topics referred to politics (17) and the electoral process (17), followed by topics on integrity (7). Corruption, legislation, social and health issues were addressed less frequently.

*Protagonists/sources.* Most often, sources and protagonists were the representatives of CEC (18), LPA (16), judges/lawyers (16), citizens (10), and experts (10), but also other media outlets (10). Among public institutions, the representatives of the Government and the Parliament were cited/mentioned the most often in news (22 and 24 times, with 480 and 965 seconds of appearance, respectively). Among electoral competitors, independent candidate Igor Dodon, supported by PSRM, was cited/mentioned the most frequently, followed by Renato Usatii of Our Party and Maia Sandu of PAS, and among parties – Shor Party, PSRM, and PDM.

*Frequency, duration of appearance and of direct speech of candidates in materials, seconds*

Subjects	Political affiliation	Frequency	Duration of appearance	Duration of direct speech
<b>Igor Dodon</b>	Independent/ Party of Socialists of the Republic of Moldova	28	1,278	83
<b>Renato Usatii</b>	Our Party	19	337	105
<b>Maia Sandu</b>	Action and Solidarity Party	18	595	91
<b>Violeta Ivanov</b>	Shor Party	17	301	71
<b>Dorin Chirtoacă</b>	Electoral Bloc Unirea	16	294	73
<b>Octavian Țicu</b>	National Unity Party	16	220	54
<b>Andrei Năstase</b>	Dignity and Truth Platform Party	15	281	21
<b>Tudor Deliu</b>	Liberal Democratic Party of Moldova	11	241	57

*Frequency, duration of appearance and of direct speech of parties in materials, seconds*

Subjects	Frequency	Duration of appearance	Duration of direct speech
<b>Shor Party</b>	30	1,728	1,154
<b>Party of Socialists of the Republic of Moldova</b>	27	3,589	2,657
<b>Democratic Party of Moldova</b>	25	7,487	7,219
<b>Dignity and Truth Platform Party</b>	23	4,232	3,993
<b>Action and Solidarity Party</b>	18	1,409	1,244
<b>Pro Moldova Party</b>	10	134	18
<b>Liberal Democratic Party of Moldova</b>	8	815	10
<b>Our Party</b>	1	5	0
<b>National Unity Party</b>	1	10	0
<b>Liberal Party</b>	1	10	0

*Gender.* The most often cited/targeted sources/protagonists in relevant materials were men (54%), and the rate of women was 27%.

*Tone.* Most of the electoral candidates were presented neutrally, Igor Dodon being the only candidate who appeared in negative light 5 times. Among political parties, PSRM, Shor Party, and PDM appeared 4 times each in negative light. Public institutions were presented mostly neutrally.