

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

Report no. 2  
30 September 2016 – 6 October 2016

This monitoring is taking place as part of a project funded by the National Endowment for Democracy (USA) and the Council of Europe. The opinions expressed here belong to the authors and do not necessarily express the viewpoint of the donors.

## II. GENERAL DATA

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

**1.2 Monitoring period:** 15 September 2016 – 13 November 2016.

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

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

**1.4 Media monitored:**

**Broadcast media**

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

**Online portals**

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

**Print media**

Komsomolskaia pravda v Moldove, Panorama, Săptămîna, Timpul

**1.5 Subject matter of monitoring**

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

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

**Online portals**

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

**Print media**

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

**1.6. The team**

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

**1.7 Methodological framework**

**Statistics:** The monitoring methodology was developed by the Oxford Media Research Center for the monitoring projects of the international organization Global Campaign for Free Expression “Article XIX”. The characteristics of this methodology are as follows: use of indicators 1) *quantity indicators*, including type, duration, topic of coverage, sources of news, frequency and duration of

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

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

## II. DATA ANALYSIS

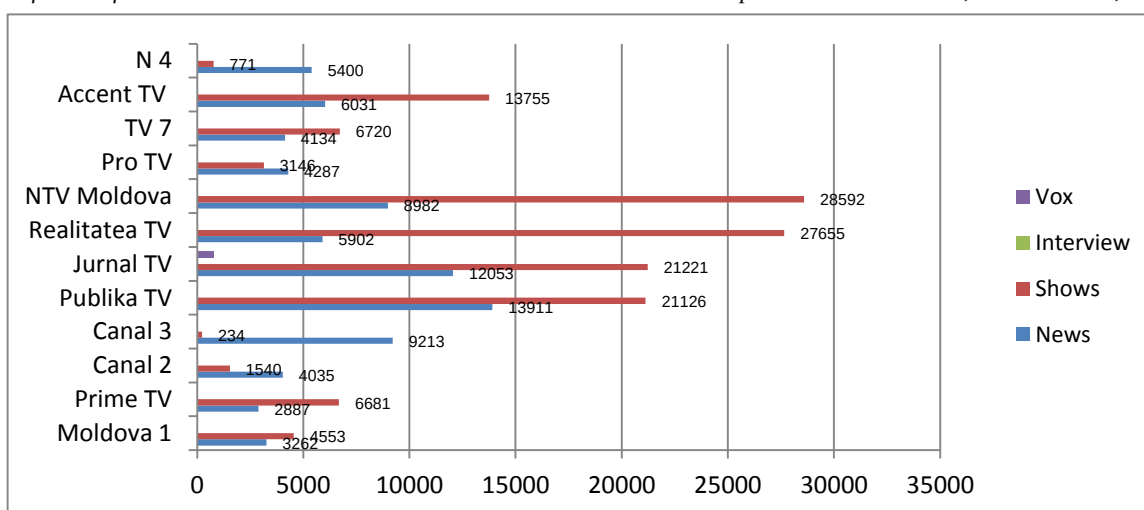
### 2.1 Broadcast media

#### *General conclusions*

In the first week of election campaign (30 September – 6 October 2016), the 12 TV stations monitored broadcast a high number of items of direct and indirect electoral character – 706, among which 644 news items, 59 programs and 3 Vox Populi. The total amount of the items was of 216,862 sec. or circa 60 hours, of which 80,553 sec. (22.4 hours) accounted for news items and 135,538 sec. (37.5 hours) – for opinion programs. Vox Populi did not take too much space in newscasts – 776 sec.

In the report period, no election debates were registered on the stations monitored. The coverage was limited to news and programs. The highest number of news items of direct and indirect electoral character was broadcast by Publika TV – 13,911 sec. (3.9 hours) and Jurnal TV – 12,053 sec. (3.3 hours) and the largest space for programs was allocated by NTV Moldova – 28,592 sec. (8 hours) and Realitatea TV – 27,655 sec. (7.7 hours). Vox Populi were inserted only by Jurnal TV. The TV stations Pro TV Chişinău and TV 7 broadcast fewer relevant news items and programs while N4 broadcast the election campaign very summarily, thus depriving the election candidates from access to the media sources.

*Amount of items of direct and indirect electoral character broadcast between 30 September and 6 October, 12 TV stations, sec.*



The subjects covered by a great part of the broadcasters monitored referred to the political area and the election process. They included the results of a number of election surveys, the entry of some candidates into the campaign and the election meetings of other candidates, CEC decisions on the registration of last candidates, reports on the monitoring of the campaign by civil society organizations, etc. A part of the items mirrored the activities of the political parties, including the meetings with citizens in various communities (*The European Caravan of the PDM*) but also the protests organized in the report period (PSRM and PPDA). In addition, some media kept their eye on the allegations launched by some candidates against the others. The subjects of indirect electoral character included the failure of the censorship motion against the Filip Government for assuming responsibility for a package of 7 laws and the promulgation of the package of laws by President Nicolae Timofti; the notification of the Constitutional Court on this act; the visit of the Speaker of the Parliament to the United States of America; the reduction of prices of medicine; aids granted to

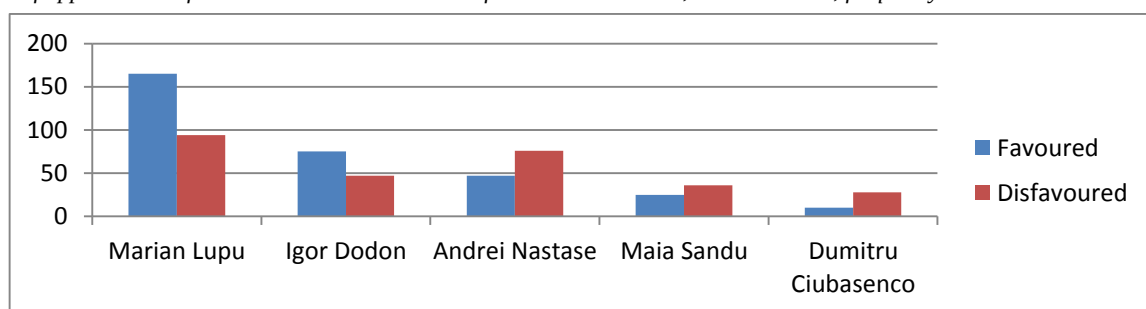
the elderly; financial support provided to women to start a business, etc. The media also covered many social subjects about the campaigns carried out by Vlad Plahotniuc's Edelweiss Foundation. In documenting their items, most of the stations most of the times used the citizens, the potential candidates and candidates registered in the election run, foreign diplomats and officials, representatives of the Government, Parliament, experts, civil society and political party representatives.

In the report period, the gender unbalance was a little reduced as some stations showed an increase of 8 to 12 percent of the rate of items that referred to or quoted women.

Most of the stations monitored did not observe the **Regulation** on the coverage of the campaign for the presidential elections of 30 October 2016 by the Moldovan media and infringed on the provisions of the Election Code (art. 64) and of the Broadcast Code (art.7), according to which the election campaign must be covered in a responsible, fair and impartial manner.

The most favored election candidates by frequency of appearances and positive context were Marian Lupu and Igor Dodon, who were favored more than disfavored. Andrei Năstase, Maia Sandu and Dumitru Ciubașenco were disfavored more than favored.

*Context of appearances of election candidates in items of electoral character, 12 TV stations, frequency*



The private stations with national coverage **Prime TV**, **Canal 2**, **Canal 3** and **Publika TV** massively promoted the election candidate Marian Lupu, both by frequency and duration of his appearances on the screen and direct quotes, and the positive context of the items involving him. Marian Lupu was often favored also by items of indirect electoral character, with the involvement of the representatives of the power who appeared in positive light in most of the cases. On the opposite, the election candidates Andrei Năstase and Dumitru Ciubașenco were disfavored in very many items. They often appeared on these stations, and mainly in items with negative connotation, without having personal interventions.

The TV station with regional coverage **Jurnal TV** massively favored the candidate Andrei Năstase, both through the space granted to his personal interventions and through the positive context of the items involving him. Marian Lupu was disfavored in most cases, especially through news items of indirect electoral character in which members of the PDM and of the governance appeared in negative light.

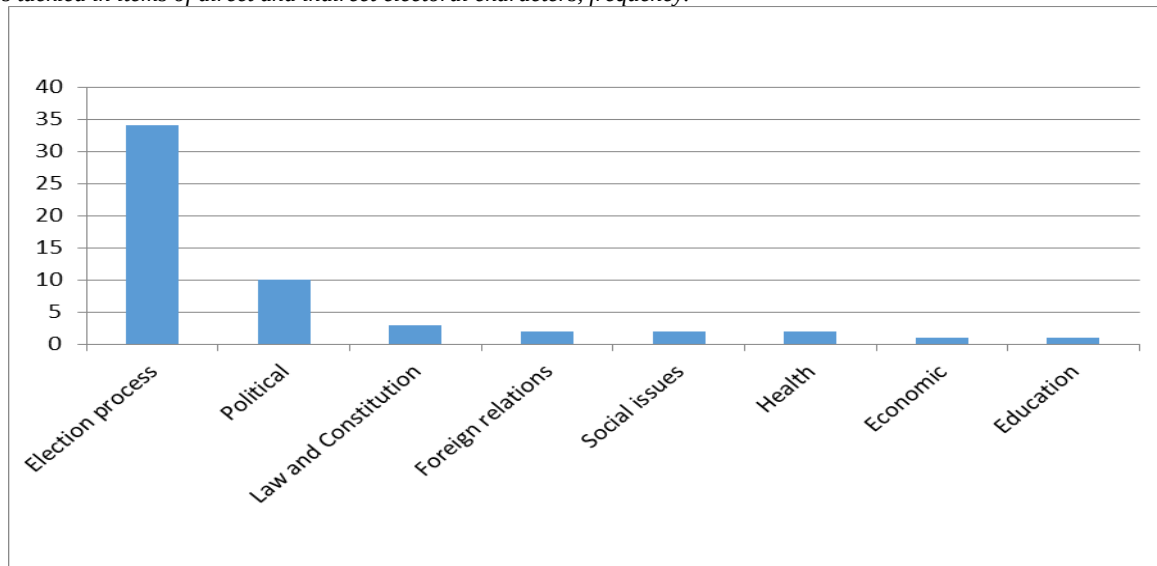
**NTV Moldova** and **Accent TV** mainly favored Igor Dodon both through the space granted for direct interventions to the candidate and the members of the Socialist Party of Moldova (PSRM) and through the positive context of the items of direct or indirect electoral character. On NTV Moldova, one did not notice an obvious disfavoring of other election candidates, while Accent TV disfavored Marian Lupu.

The public broadcaster **Moldova 1**, the private stations **Realitatea TV**, **Pro TV Chișinău**, and **TV 7** had a relatively balanced behavior, without displaying tendencies of obvious favoring or disfavoring of the election candidates. All the 8 relevant news items on **N4** were neutral.

## Moldova 1

In the first week of the election campaign (30 September – 6 October 2016), the public broadcaster Moldova 1 broadcast 54 news items and one program of direct and indirect electoral character. The total duration of the items was 7,815 sec. or 2.17 hours. Four relevant subjects were placed first in the newscasts, and the rest – inside the newscasts. Most of the times, the items had a direct electoral character and tackled topics related to the election process (34) but also subjects related to the public area (10).

*Topics tackled in items of direct and indirect electoral characters, frequency.*



The items of electoral character on Moldova 1 referred to and quoted various protagonists and sources, the highest share accounting for citizens, foreign diplomats/officials and representatives of the Parliament – who had 22, 16 and 15 appearances accordingly. MPs appeared in images for 586 sec., with direct interventions of 326 sec., especially in the news items about the censorship motion against the Filip Government and its failure due to a lack of quorum in the Parliament. Foreign diplomats and officials were quoted for 301 sec., mainly in items related to the visit of the Speaker of the Parliament Adrian Candu to the USA and the declarations about authorities' efforts supported by the American congressmen, while citizens were quoted directly for 227 sec., mainly in items about the protest organized by the Demnitate and Adevăr Platform Party (PPDA) against the promulgation by President Nicolae Timofti of the package of laws for which the Government had assumed responsibility, and in the items about the falling of the price of medicines. Relevant items also quoted representatives of the Central Election Commission (CEC), of the civil society and of ministries. Their presence, however, is not significant – 4, 3 and 2 appearances, accordingly. In the report period, Moldova 1 gave the floor to most election candidates registered and candidates for this office. Most of the times, the candidates Mihai Ghimpu and Maia Sandu were presented in news items about campaign activities, followed by the PPDA.

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

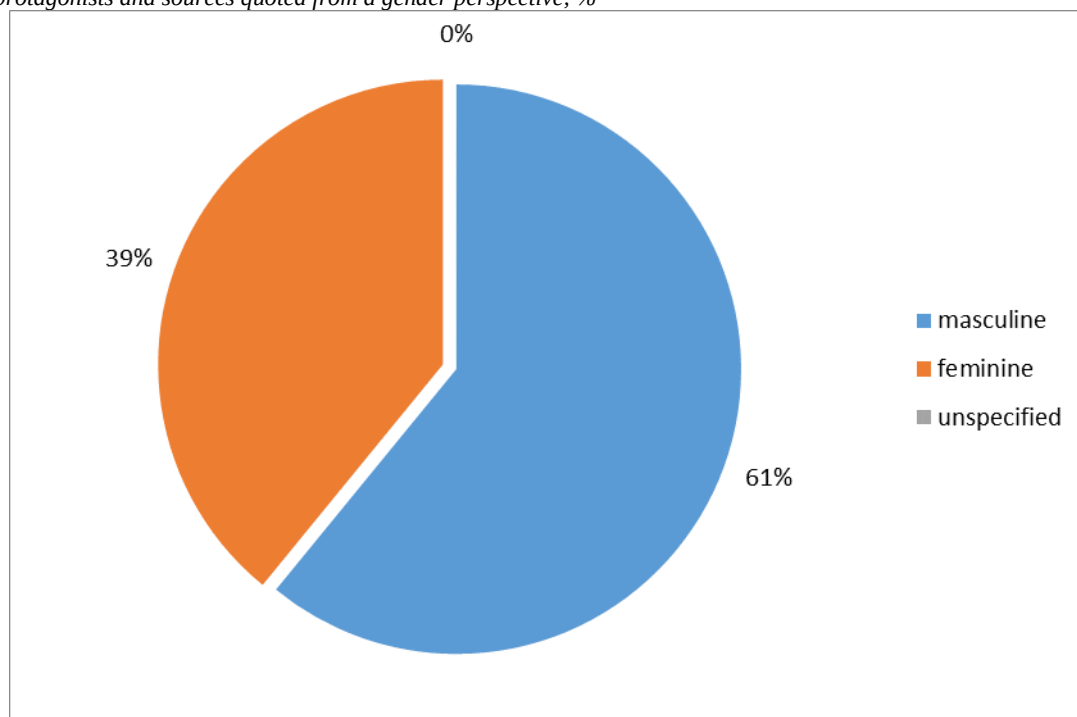
| Protagonists and sources            | Frequency of appearances | Duration of appearance in images | Duration of personal intervention |
|-------------------------------------|--------------------------|----------------------------------|-----------------------------------|
| Mihai Ghimpu                        | 5                        | 200                              | 112                               |
| Maia Sandu                          | 4                        | 172                              | 112                               |
| Demnitate and Adevăr Platform Party | 3                        | 108                              | 34                                |
| Communists Party of Moldova         | 2                        | 36                               | 34                                |

|                    |   |     |    |
|--------------------|---|-----|----|
| Marian Lupu        | 2 | 88  | 46 |
| Iurie Leancă       | 2 | 108 | 80 |
| Andrei Năstase     | 2 | 34  | 26 |
| Dumitru Ciubașenco | 2 | 78  | 50 |
| Inna Popenco       | 2 | 81  | 42 |
| Vitalia Pavlicenco | 1 | 14  | 14 |
| Ana Guțu           | 1 | 24  | 16 |
| Ion Dron           | 1 | 16  | 16 |
| Valeriu Ghilețchi  | 1 | 18  | 16 |
| Roman Mihăeș       | 1 | 10  | 8  |
| Silvia Radu        | 1 | 18  | 14 |
| Vasile Tarlev      | 1 | 14  | 14 |
| Maia Laguta        | 1 | 26  | 20 |

The relevant program broadcast by Moldova 1 presented the civil society (1829 sec.) and the Government (751 sec.). A part of the election candidates appeared in images and had short direct interventions, taken over from the news broadcast earlier in the newscasts.

In the report period, the rate of female protagonists or sources visibly increased in the items analyzed, mainly due to the quotation of citizens (8 men and 10 women), of the PDM members (6 men and 4 women) but also of female candidates for the presidential office. Thus, the rate of women quoted or mentioned in the items in the reference period increased from 20% to 39% and of men decreased from 79% to 61%.

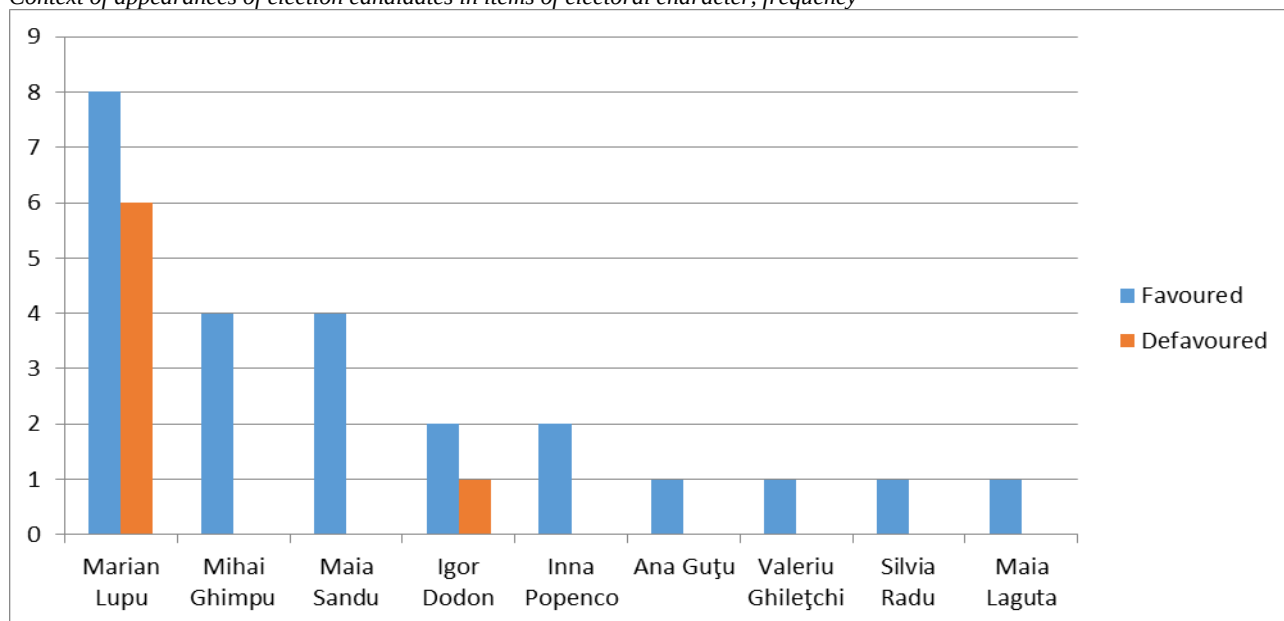
*Rate of protagonists and sources quoted from a gender perspective, %*



A part of the items analyzed were neutral, without favoring or disfavoring by explicit context or judgment a potential candidate or election candidate. The items with indirect election connotation analyzed favored Marian Lupu more, who appeared in 8 items that put him in positive light (about the visit of Adrian Candu to the USA and the governance's support; Pavel Filip's meeting with the

teachers, in the context of their professional day; Prime Minister's meeting with businesspeople from the pharmaceutical area and the decision to decrease the prices of medicines). At the same time, this election candidate was disfavored in 6 items, especially in news about other candidates entering the campaign. Other news that favored Mihai Ghimpu, Maia Sandu, Igor Dodon and other registered candidates referred more to their entering the election campaign and their promises.

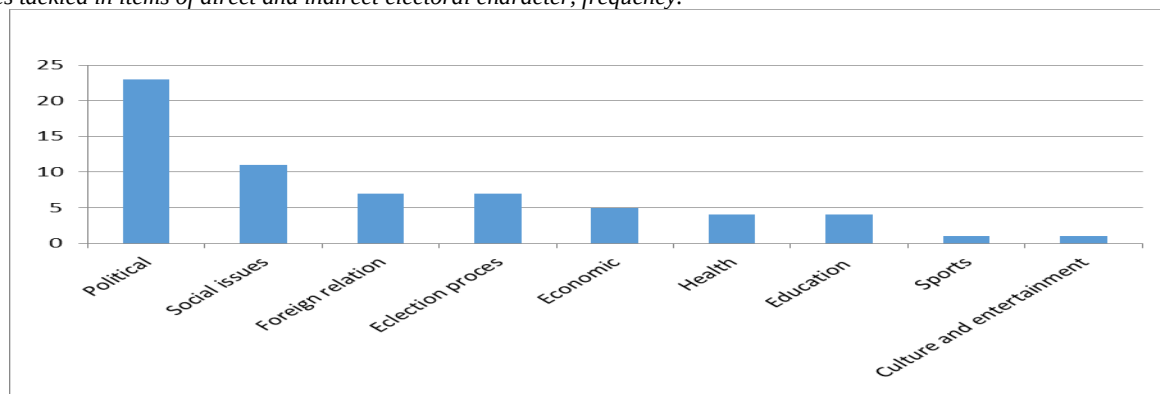
*Context of appearances of election candidates in items of electoral character, frequency*



### Prime TV

Prime TV, a private station with national coverage, owned by Vlad Plahotniuc, Deputy President of the PDM, in the reference period broadcast 63 relevant items, including one program and 62 news items, with a total amount of 9,568 sec. or 2.7 hours. In most cases, the news was inserted inside the newscasts. The topics tackled were various, with priority given to political subjects and social issues. These were especially items about election surveys and the increased chances of the candidate Marian Lupu, meetings with the electorate, organized by Marian Lupu and other PDM members, about the campaigns carried out by Vlad Plahotniuc's Edelweiss Foundation. The election process and foreign relations were covered in 7 news items, for the most part about the CEC decisions on registering or rejecting candidates for the presidential office, and the items about the visit of the Speaker Adrian Candu to the USA and the support declared by the American congressmen to the Chișinău governance.

*Topics tackled in items of direct and indirect electoral character, frequency.*





The news broadcast in the report period referred to multiple players representing the Government, Parliament, citizens, the civil society, CEC, diplomats, experts, the business, LPA, and media. Most of the times, the relevant news on Prime TV mentioned and quoted citizens (61 times, 562 sec.) who mainly appeared in news about the meetings of the PDM members in various localities, Marian Lupu's electoral meetings but also in items about playgrounds for children, arranged in various localities in the country with the support of the Edelweiss Foundation. This station also quoted representatives of the civil society (12 appearances, 159 sec.), of the Government (10 times, 270 sec.), foreign diplomats and officials (8 times, 108 sec.). Marian Lupu and PDM representatives continued to have a high presence in images, enjoying large direct interventions. The representatives of the PPDA, of Our Party and PL were only mentioned, being present in images, but without being given the chance to respond, which was also true for other several election candidates.

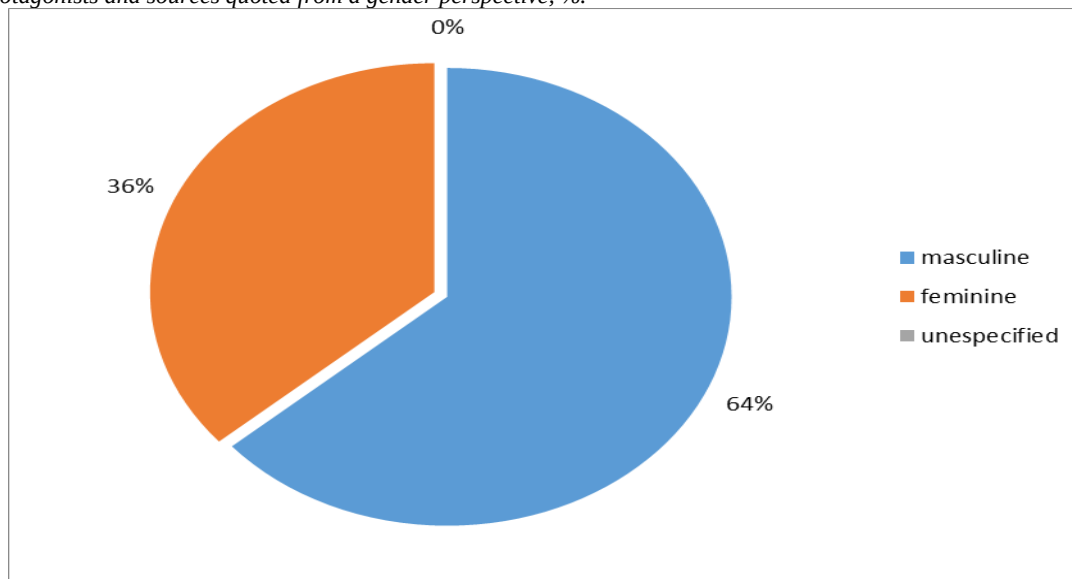
*Frequency, duration of appearances and duration of direct interventions of election candidates and political players in news, sec.*

| Protagonists and sources            | Frequency of appearances | Duration of appearance in images | Duration of personal intervention |
|-------------------------------------|--------------------------|----------------------------------|-----------------------------------|
| Marian Lupu                         | 17                       | 981                              | 533                               |
| Democratic Party of Moldova         | 15                       | 304                              | 270                               |
| Igor Dodon                          | 10                       | 214                              | 127                               |
| Andrei Năstase                      | 9                        | 174                              | 5                                 |
| Iurie Leancă                        | 6                        | 104                              | 24                                |
| Dumitru Ciubașenco                  | 6                        | 128                              | 18                                |
| Maia Sandu                          | 5                        | 75                               | 12                                |
| Mihai Ghimpu                        | 4                        | 83                               | 37                                |
| Liberal Democratic Party of Moldova | 3                        | 29                               | 23                                |
| Our Party                           | 2                        | 61                               | 0                                 |
| Demnitate and Adevăr Platform Party | 2                        | 110                              | 0                                 |
| Maia Laguta                         | 2                        | 44                               | 25                                |
| Liberal Party                       | 1                        | 3                                | 0                                 |
| Anti-Mafia People's Movement        | 1                        | 30                               | 30                                |
| Inna Popenco                        | 1                        | 27                               | 0                                 |
| Ana Guțu                            | 1                        | 16                               | 0                                 |
| Valeriu Ghilețchi                   | 1                        | 26                               | 10                                |
| Roman Mihăeș                        | 1                        | 10                               | 10                                |
| Silvia Radu                         | 1                        | 16                               | 0                                 |

The relevant program broadcast by Prime TV in the report period had experts from different areas and media representatives as guests. In the programs, reference was made to a number of election candidates who either appeared on the screen and had personal interventions or were present only in images.

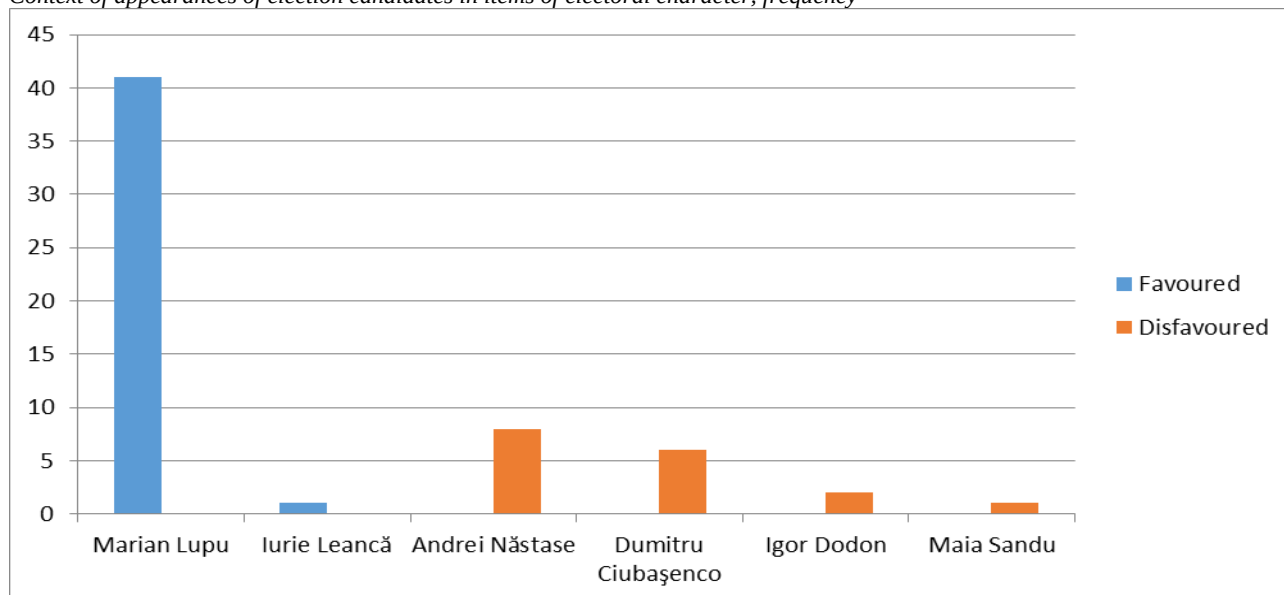
In the report period, Prime TV showed an increase in the number of women quoted or mentioned in news (from 25% to 36%). Accordingly, the rate of women mentioned or directly quoted decreased (from 75% to 64%). Most of the women were from among the citizens and the civil society.

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



The election candidate Marian Lupu was favored in 41 items of direct or indirect electoral character. Most of them were news items about Marian Lupu's electoral meetings with the citizens, organized by the PDM, including *the European Caravan*, about Marian Lupu's support by the European Parliament Members. The items with indirect electoral connotation included subjects related to the social aids promised to the elderly, the financial support provided by the Government to women to start a business, and the arrangement of playgrounds for children in various localities. Andrei Năstase and Dumitru Ciubașenco were disfavored in 8 and 6 items, accordingly.

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

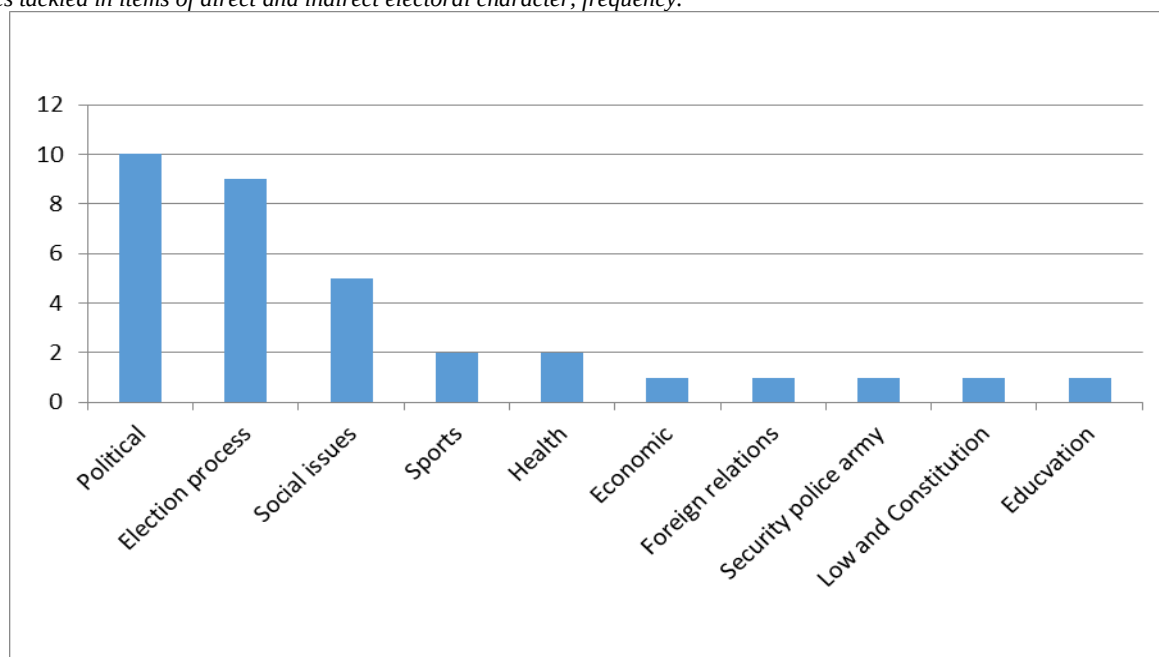


## Canal 2

Between 30 September and 6 October, the national TV station with national coverage Canal 2, owned by Vlad Plahotniuc, Deputy President of the PDM, broadcast 33 items, of which 32 news items and one opinion program, relevant to this monitoring, with the total amount of 5,575 sec. or 1.5 hours. The items tackled a variety of topics, the most frequent ones being political, the election process and social issues. The channel mostly covered subjects related to the actions organized by

the PDM in a number of localities in the country, Marian Lupu's electoral meetings, and the actions carried out by the Edelweiss Foundation.

*Topics tackled in items of direct and indirect electoral character, frequency.*



The sources and protagonists mentioned most often in the news broadcast by Canal 2 in the reference period were from among citizens (18 appearances, 140 sec.), foreign diplomats and officials (6 appearances, 30 sec.), representatives of the Government (4 times, 180 sec.), experts (2 appearances, 15 sec.), representatives of the Parliament (one appearance, 21 sec.). These are followed by sources from the civil society, police, CEC, media and the business, but at a lower frequency and in a less amount. Most of the times, the news mentioned and quoted representatives of the PDM, who enjoyed a large space both for appearances in images and for direct quotations. These are followed by the candidates Andrei Năstase and Igor Dodon who were more present on the screen, in images, but with fewer personal interventions. A great part of the election candidates had appearances only on the screen, without being directly quoted.

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

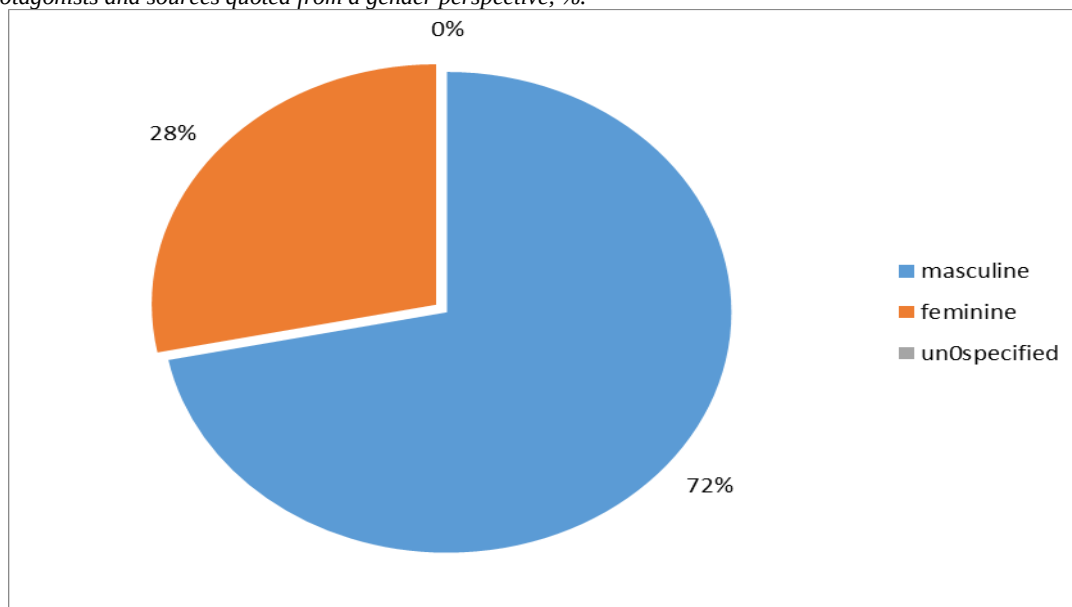
| Protagonists                            | Appearances | Duration of appearances in images | Duration of personal intervention |
|-----------------------------------------|-------------|-----------------------------------|-----------------------------------|
| Democratic Party of Moldova             | 10          | 177                               | 153                               |
| Marian Lupu                             | 8           | 261                               | 156                               |
| Andrei Năstase                          | 6           | 124                               | 28                                |
| Igor Dodon                              | 6           | 136                               | 65                                |
| Maia Sandu                              | 5           | 61                                | 20                                |
| Dumitru Ciubașenco                      | 5           | 87                                | 18                                |
| Iurie Leancă                            | 4           | 97                                | 65                                |
| Social-Political Movement "Ravnopravie" | 3           | 39                                | 20                                |
| Mihai Ghimpu                            | 3           | 7                                 | 0                                 |
| Our Party                               | 2           | 17                                | 0                                 |

|                                     |   |    |    |
|-------------------------------------|---|----|----|
| Inna Popenco                        | 2 | 9  | 0  |
| Maia Laguta                         | 2 | 8  | 0  |
| Liberal Democratic Party of Moldova | 1 | 21 | 21 |
| Demnitate and Adevăr Platform Party | 1 | 28 | 0  |
| Ana Guțu                            | 1 | 5  | 0  |
| Ion Dron                            | 1 | 3  | 0  |
| Valeriu Ghilețchi                   | 1 | 5  | 0  |
| Roman Mihăeș                        | 1 | 4  | 0  |
| Silvia Radu                         | 1 | 6  | 0  |

The program relevant to this monitoring was attended by the civil society while the election candidates only appeared on the screen, in images, without direct interventions.

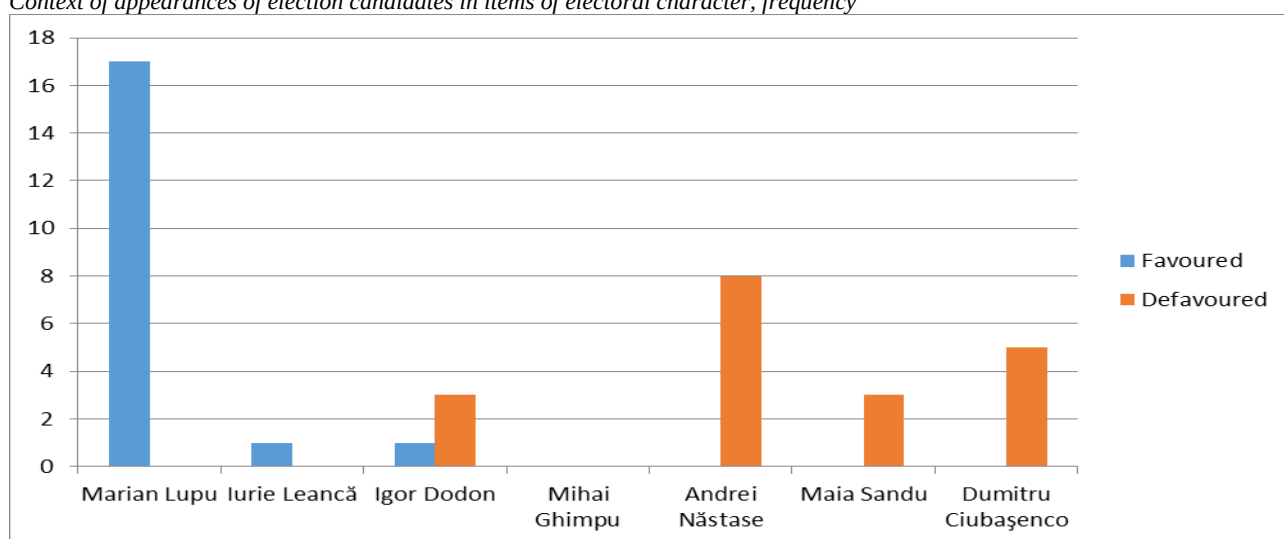
The vast majority of protagonists and sources of the relevant items on Canal 2 were men (72%) while women were quoted only in 28% of cases. This indicator is increasing as compared to the previous monitoring period, from 25% to 28%. Most of the women sources were from the category of citizens (8 men and 10 women) and PDM members (6 men and 4 women).

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



The most favorite election candidate was Marian Lupu who appeared in positive light in 17 items with direct or indirect electoral connotation. These were items in which Marian Lupu is referred to directly (electoral meetings, opinion surveys, congratulation words to teachers), news about the activities organized by the PDM and the Edelweiss Foundation as well as news about the work of the government, which produces a transfer of positive image. This included the failure of the censorship motion, the falling of the price of medicines, the financial support granted to women to start their own businesses, and the social aids granted to the elderly. Most of the times, the news on Canal 2 disfavored Andrei Năstase and Dumitru Ciubașenco –8 and 6 times accordingly.

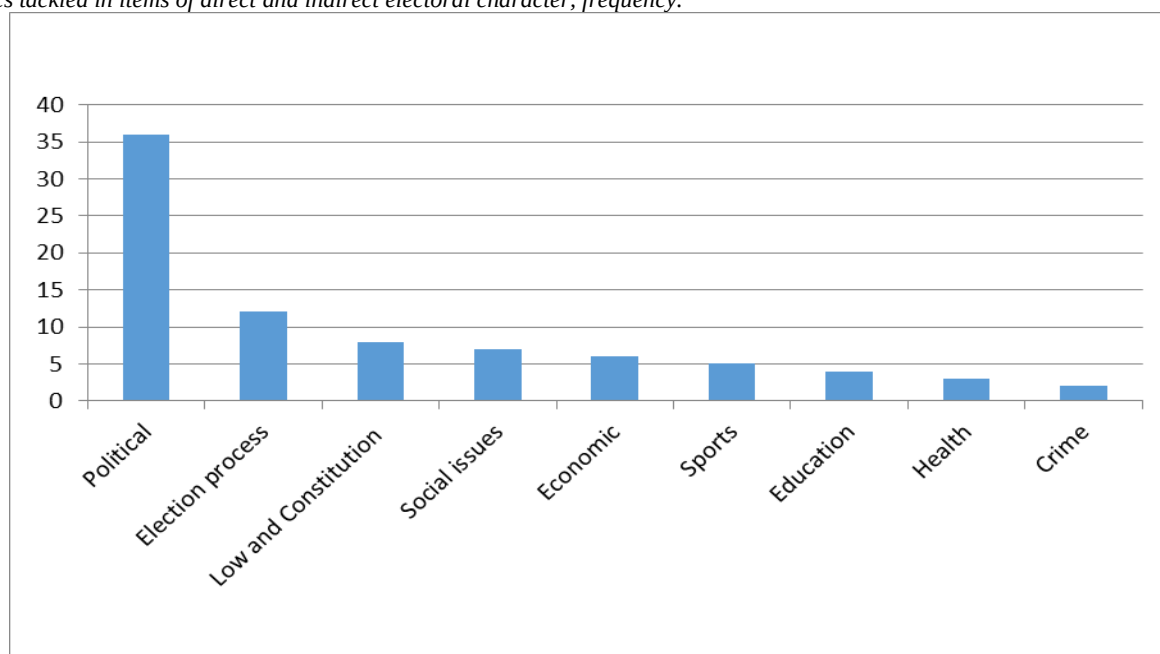
*Context of appearances of election candidates in items of electoral character, frequency*



### Canal 3

The private TV station with national coverage Canal 3, owned by Vlad Plahotniuc, Deputy President of the PDM, broadcast a total of 83 relevant items, mainly news items (82), with the total amount of 9,447 sec. A part of them (5 or 6%) were priority, being included last in the newscasts. The topics of the items were diverse; they tackled political issues, the election process, legal and constitutional matters, and social problems.

*Topics tackled in items of direct and indirect electoral character, frequency.*



The relevant items made reference to various election candidates but also to sources and protagonists from the category of citizens (56 appearances on the screen for 794 sec.), the business (8 appearances on the screen with direct interventions of 45 sec.), CEC (7 appearances with direct quotations of 54 sec.), the Government (5 appearances on the screen for 185 sec.), the civil society and the media (5 appearances, 54 sec. each). Andrei Năstase is leader by frequency and duration of appearances on the screen – 27 times for 664 sec., with direct interventions of 51 sec. He is

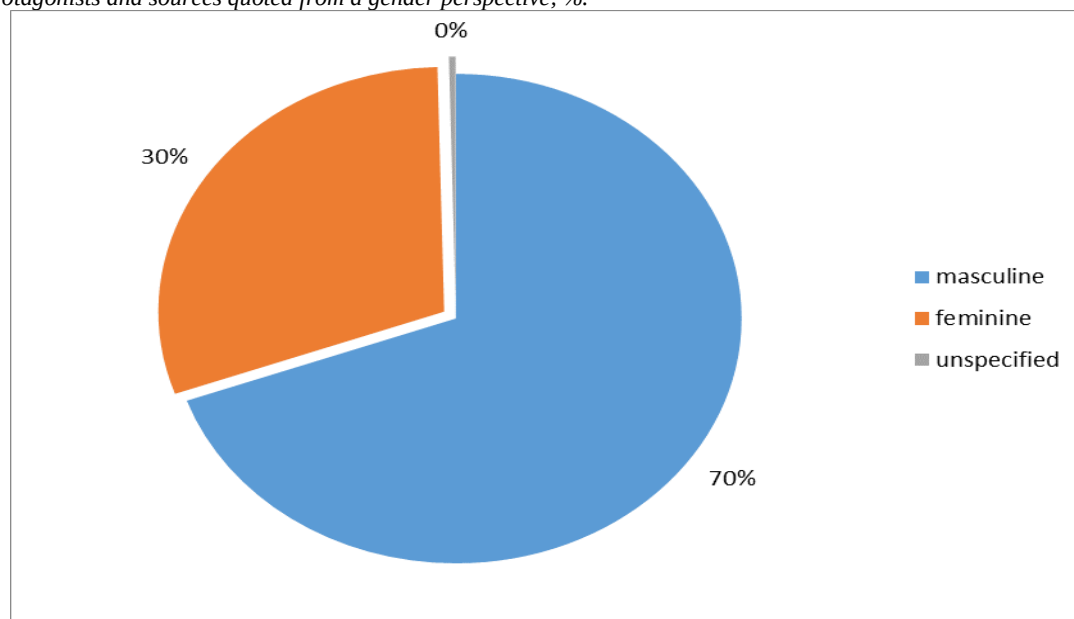
followed by the PDM and Marian Lupu who appeared on the screen for 1,519 sec. and was quoted for 482 sec.

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

| Protagonists and sources            | Frequency of appearances | Duration of appearance in images | Duration of personal intervention |
|-------------------------------------|--------------------------|----------------------------------|-----------------------------------|
| Andrei Năstase                      | 27                       | 664                              | 51                                |
| Democratic Party of Moldova         | 23                       | 574                              | 206                               |
| Marian Lupu                         | 22                       | 1519                             | 482                               |
| Maia Sandu                          | 22                       | 382                              | 75                                |
| Igor Dodon                          | 17                       | 445                              | 112                               |
| Dumitru Ciubașenco                  | 14                       | 307                              | 51                                |
| Demnitate and Adevăr Platform Party | 9                        | 100                              | 0                                 |
| Iurie Leancă                        | 8                        | 267                              | 130                               |
| Mihai Ghimpu                        | 6                        | 69                               | 0                                 |
| Our Party                           | 4                        | 133                              | 0                                 |
| Liberal Democratic Party of Moldova | 3                        | 39                               | 36                                |
| Anti-Mafia People's Movement        | 3                        | 57                               | 57                                |
| Inna Popenco                        | 3                        | 6                                | 0                                 |
| Ana Guțu                            | 3                        | 12                               | 0                                 |
| Valeriu Ghilețchi                   | 3                        | 36                               | 36                                |
| Roman Mihăeș                        | 3                        | 36                               | 36                                |
| Vasile Tarlev                       | 3                        | 18                               | 0                                 |
| Maia Laguta                         | 3                        | 60                               | 60                                |

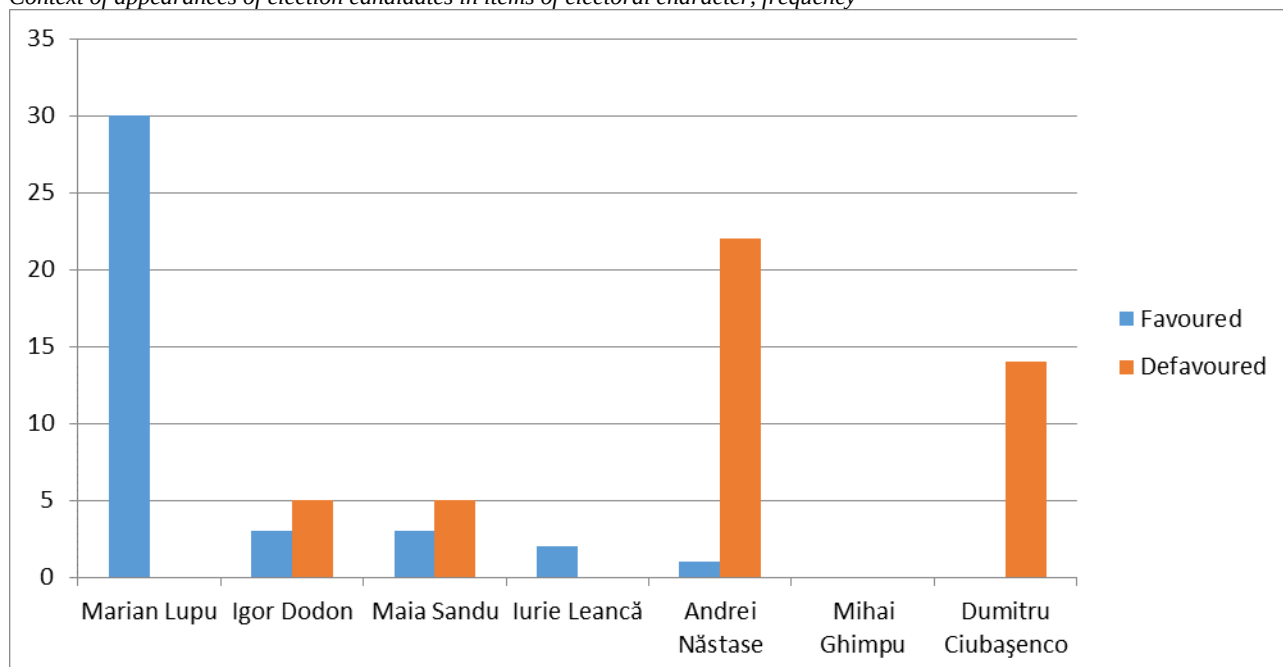
The program analyzed did not have protagonists from among the election candidates. In the report period, the number of women sources increased from 22% to 30%, and the number of men sources decreased accordingly. Most of the women were from the category of citizens (29 women and 27 men), members of the PDM (8). Also, many times in its news the station made reference to Maia Sandu (22 times), Inna Popenco, Ana Guțu and Maia Laguta (3 times each).

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



The election candidate Marian Lupu was favored by the highest number of news items and programs – 30. They referred to subjects related to Lupu’s electoral meetings, the support he enjoys from the European MPs, opinion surveys, the events organized by the PDM in various localities, the campaigns of Vlad Plahotniuc’s Edelweiss Foundation, the news about the reduction of the price of medicines etc. Other election players were mainly disfavored. Andrei Năstase and Dumitru Ciubașenco were the ones to appear the most in negative news.

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

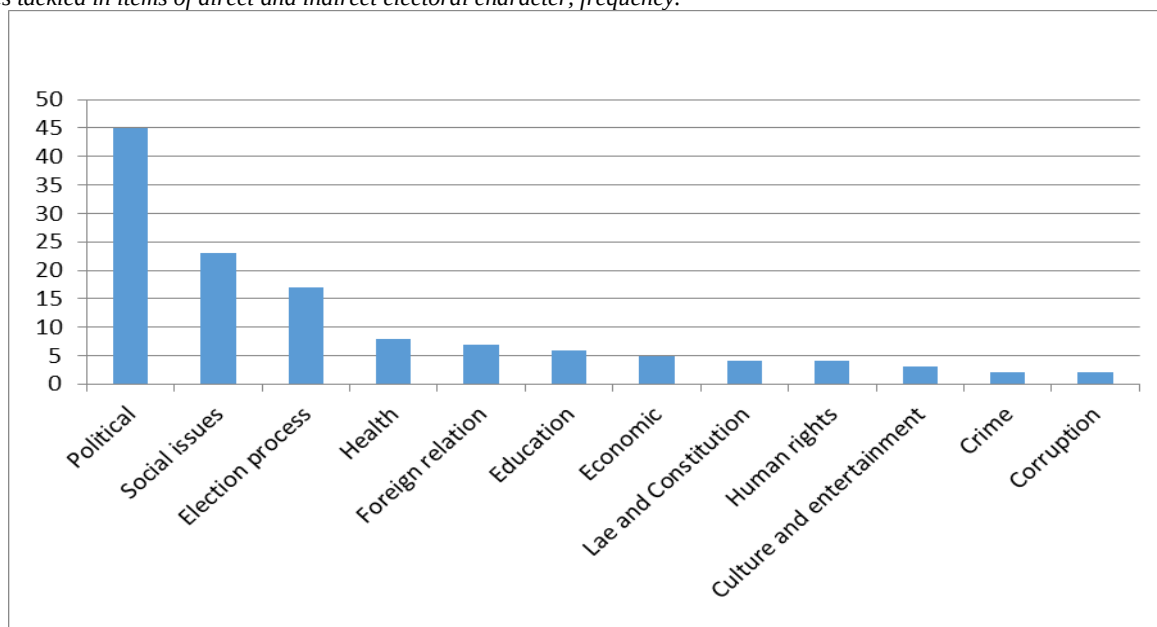


### Publika TV

The news TV station Publika TV, with national coverage, owned by Vlad Plahotniuc, Deputy President of the PDM, between 30 September and 6 October broadcast 126 items relevant to the monitoring, including 112 news items and 14 programs, with the total amount of 35037 sec. or 9.7

hours. Twelve news items were included the first and the last in newscasts, thus giving them special importance. The subjects analyzed covered a variety of topics, most frequently being tackled the political area, social issues and the election process, followed by healthcare, foreign relations and education.

*Topics tackled in items of direct and indirect electoral character, frequency.*



The items of direct or indirect electoral character quoted various sources, most often the citizens (71 appearances, 749 sec.), diplomats (20 appearances for 272 sec.) the Government (18 appearances, 539 sec.), the Parliament (4 times, 82 sec.), CEC (4 appearances for 80 sec.), the civil society (6 times, 68 sec.), LPA (4 times, 76 sec.), and businesspeople (6 appearances for 20 sec.). Marian Lupu and PDM were leaders by appearances in images and direct interventions. Andrei Năstase and Dumitru Ciubașenco appeared in images and were mentioned rather than quoted.

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

| Protagonists and sources            | Frequency of appearances | Duration of appearance in images | Duration of personal intervention |
|-------------------------------------|--------------------------|----------------------------------|-----------------------------------|
| Marian Lupu                         | 34                       | 1708                             | 795                               |
| Democratic Party of Moldova         | 31                       | 672                              | 547                               |
| Andrei Năstase                      | 29                       | 653                              | 72                                |
| Igor Dodon                          | 22                       | 427                              | 174                               |
| Dumitru Ciubașenco                  | 13                       | 320                              | 57                                |
| Mihai Ghimpu                        | 12                       | 151                              | 26                                |
| Iurie Leancă                        | 12                       | 387                              | 192                               |
| Maia Sandu                          | 11                       | 275                              | 102                               |
| Inna Popenco                        | 10                       | 107                              | 45                                |
| Our Party                           | 6                        | 102                              | 0                                 |
| Maia Laguta                         | 6                        | 58                               | 56                                |
| Liberal Democratic Party of Moldova | 4                        | 48                               | 40                                |
| Demnitate and Adevăr Platform Party | 4                        | 104                              | 50                                |
| Ana Guțu                            | 4                        | 12                               | 0                                 |



|                              |   |     |    |
|------------------------------|---|-----|----|
| Valeriu Ghilețchi            | 4 | 48  | 48 |
| Socialists' Party of Moldova | 3 | 150 | 58 |
| Roman Mihăeș                 | 2 | 2   | 0  |
| Liberal Party                | 1 | 25  | 20 |

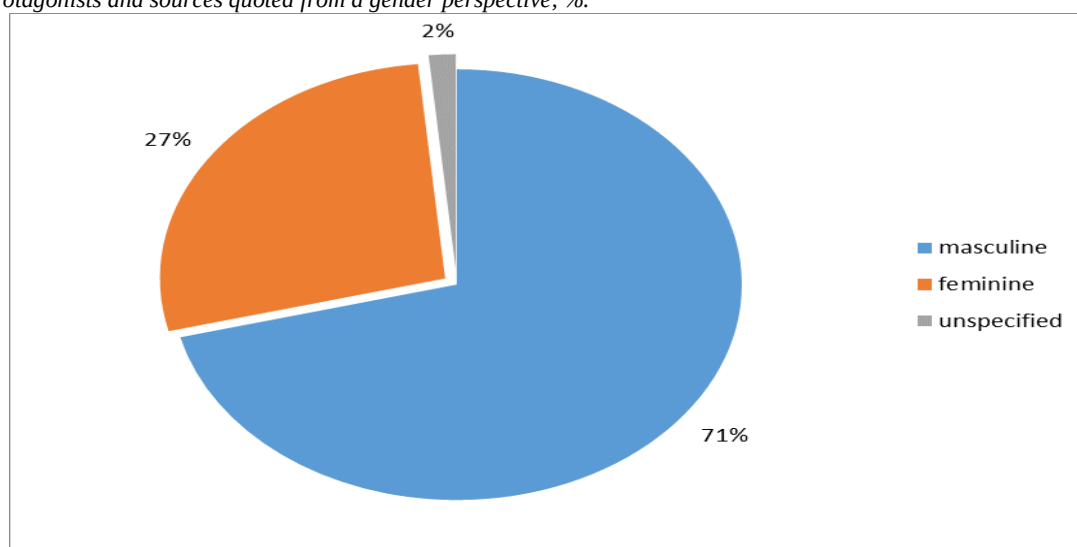
The relevant programs broadcast by Publika TV in the reference period were attended by experts, representatives of the media, Government, Parliament and the PDM. Of the election players, Igor Dodon and Andrei Năstase appeared in images and had direct interventions, this mainly being news taken over from the newscasts previously broadcast.

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

| Protagonists and sources    | Frequency of appearances | Duration of appearance in images | Duration of personal intervention |
|-----------------------------|--------------------------|----------------------------------|-----------------------------------|
| Ministers                   | 7                        | 586                              | 440                               |
| Media                       | 7                        | 2549                             | 2452                              |
| Experts (foreign and local) | 6                        | 2250                             | 2019                              |
| Democratic Party of Moldova | 4                        | 921                              | 710                               |
| Igor Dodon                  | 3                        | 70                               | 49                                |
| Parliament                  | 2                        | 933                              | 706                               |
| Andrei Năstase              | 2                        | 342                              | 66                                |
| Our Party                   | 1                        | 5                                | 0                                 |

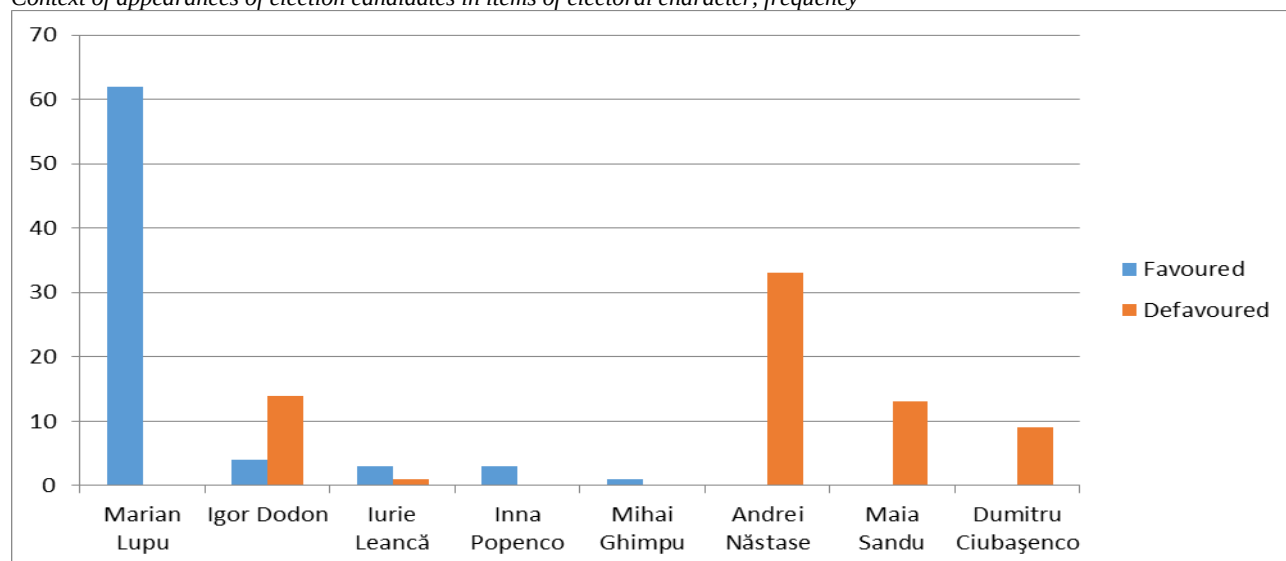
In the reference period, the number of women protagonists and sources quoted in the relevant items increased at Publika TV and accounted for 27%. Accordingly, the rate of men sources and protagonists decreased (from 73% to 71%). Most of the times, the female sources were from among citizens (24 men and 48 women), foreign diplomats and officials (13 men and 9 women), the civil society (0 men, 6 women). This indicator has also increased due to the fact that the station often mentioned and/or quoted the female candidates for the presidential office Maia Sandu (11 times), Inna Popenco (10 times), Maia Laguta (6 times) and Ana Guțu (4 times).

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



A great deal of the news items and programs broadcast by Publika TV (62) favored the election candidate Marian Lupu. This was news about Marian Lupu's electoral meetings in various localities of the country that were periodically broadcast, tackling various topics – education, healthcare, and social issues. Also, Marian Lupu was favored by the news about the opinion surveys made public in the report period and about the campaigns organized by the PDM. The subjects of indirect electoral character that favored Marian Lupu included items about the visit of the Speaker of the Parliament to Washington D.C. and the meetings he had there with American congressmen; items about various actions of Vlad Plahotniuc's Edelweiss Foundation; the meeting of Prime Minister Pavel Filip with teachers; the reduction of the price of medicines, etc. Other election candidates were disfavored rather than favored. Andrei Năstase was the one to be disfavored the most – in 33 items, followed by Maia Sandu and Igor Dodon, the latter also being favored in 4 news items.

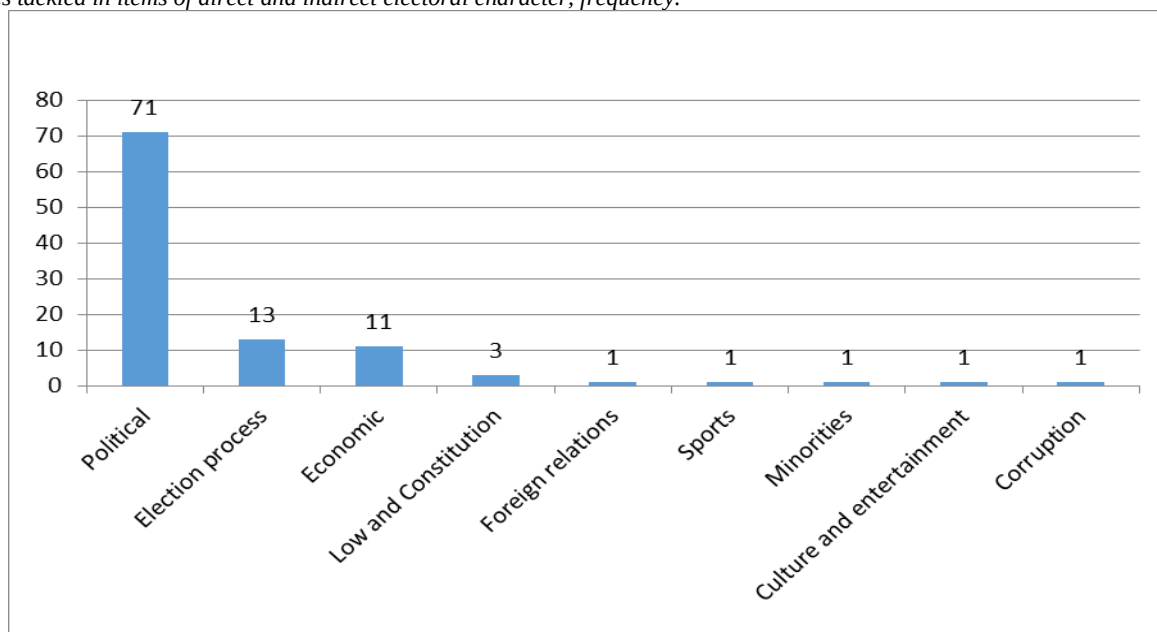
*Context of appearances of election candidates in items of electoral character, frequency*



### **Jurnal TV**

In the first week of election campaign, the TV station with regional coverage Jurnal TV, owned by Victor Topa, a businessman settled in Germany, broadcast 103 items relevant for the monitoring in the total amount of 34,045 sec. or 9.5 hours. Of them, 87 were news items, 12 – programs, and 4 – Vox Populi. The vast majority of news was inserted inside the newscasts. In what concerns the topics tackled, the items focused mainly on the political area (opinion surveys, the protests in front of the residence of President Timofti against the promulgation of the 7 law package etc.). The station also tackled subjects on the election process, the economic area, legal and constitutional matters.

*Topics tackled in items of direct and indirect electoral character, frequency.*



The protagonists and most often quoted sources included the citizens (70 references, 1050 sec. of direct intervention), representatives of the Government (12 appearances, 39 sec. of direct intervention), the civil society (11 appearances, 371 sec.), MPs (9 appearances, 312 sec.), CEC (5 appearances, 100 sec.). Representatives of the President's Office and judges/lawyers were referred to 10 and, respectively, 6 times, they being presented only in images, without being directly quoted. Other more rarely quoted sources included experts, businesses, LPA and diplomats. Of the election candidates and political parties, Andrei Năstase and PPDA continue to be in the top.

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

| Protagonists and sources            | Frequency of appearances | Duration of appearance in images | Duration of personal intervention |
|-------------------------------------|--------------------------|----------------------------------|-----------------------------------|
| Andrei Năstase                      | 39                       | 1617                             | 1157                              |
| Demnitate and Adevăr Platform Party | 26                       | 739                              | 788                               |
| Democratic Party of Moldova         | 18                       | 358                              | 51                                |
| Marian Lupu                         | 14                       | 198                              | 0                                 |
| Maia Sandu                          | 14                       | 284                              | 184                               |
| Igor Dodon                          | 11                       | 243                              | 60                                |
| Mihai Ghimpu                        | 10                       | 116                              | 34                                |
| Our Party                           | 6                        | 153                              | 141                               |
| Iurie Leancă                        | 6                        | 82                               | 50                                |
| Dumitru Ciubașenco                  | 5                        | 28                               | 0                                 |
| Socialists' Party of Moldova        | 3                        | 144                              | 144                               |
| Liberal Democratic Party of Moldova | 3                        | 51                               | 60                                |
| Vitalia Pavlicenco                  | 3                        | 27                               | 36                                |
| Ana Guțu                            | 3                        | 9                                | 9                                 |
| Valeriu Ghilețchi                   | 3                        | 33                               | 24                                |
| Roman Mihăeș                        | 3                        | 18                               | 42                                |
| Silvia Radu                         | 3                        | 33                               | 24                                |

|                                         |   |    |    |
|-----------------------------------------|---|----|----|
| Vasile Tarlev                           | 3 | 12 | 18 |
| Maia Laguta                             | 3 | 54 | 42 |
| Social-Political Movement "Ravnopravie" | 1 | 10 | 0  |

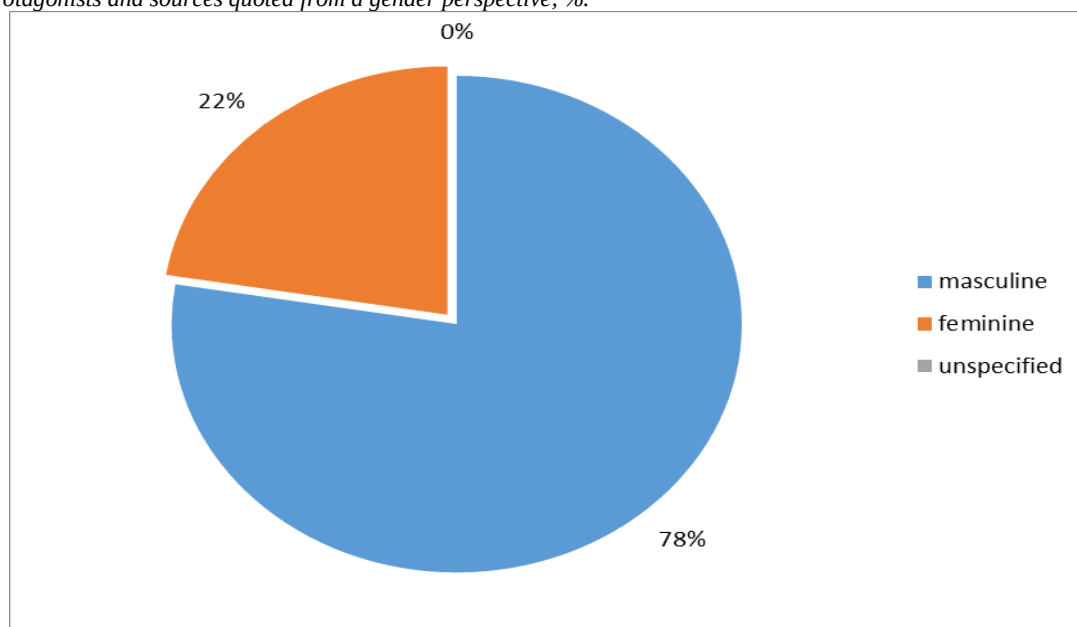
Programs most of the times included local and foreign experts (6807 sec.), journalists (2024 sec.), citizens (1730 sec.) and the civil society (526 sec.). The PPDA members are leaders by appearances and interventions in the programs of Jurnal TV in the report period. Marian Lupu and PDM appeared only on the screen, without being directly quoted.

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

| Protagonists and sources            | Frequency of appearances | Duration of appearance in images | Duration of personal intervention |
|-------------------------------------|--------------------------|----------------------------------|-----------------------------------|
| Marian Lupu                         | 4                        | 223                              | 0                                 |
| Andrei Năstase                      | 3                        | 116                              | 45                                |
| Igor Dodon                          | 3                        | 974                              | 11                                |
| Demnitate and Adevăr Platform Party | 2                        | 2412                             | 2125                              |
| Democratic Party of Moldova         | 1                        | 597                              | 0                                 |

In the report period, the percentage of women quoted as sources or protagonists significantly increased (from 13 to 23%). Accordingly, the rate of men quoted decreased by 10%. This increase is due both to the high number of women in the citizens category (36 women versus 39 men) and the frequent quoting of the female candidates in the presidential elections.

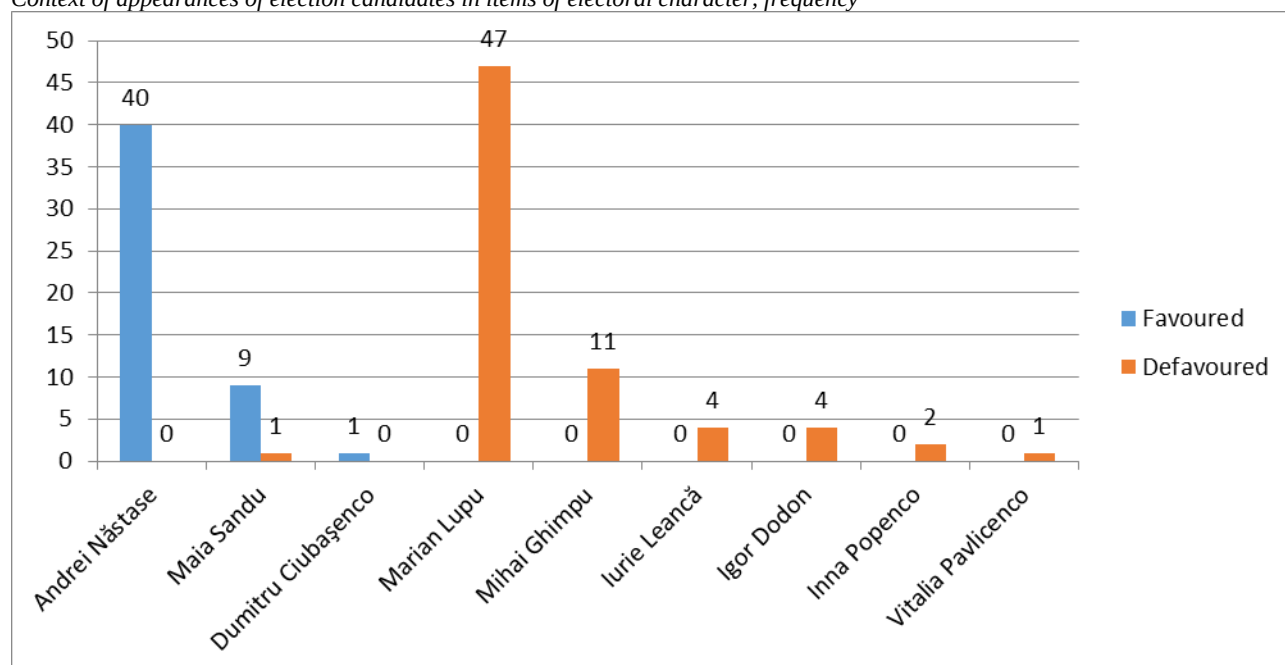
*Rate of protagonists and sources quoted from a gender perspective, %.*



Andrei Năstase is the election candidate favored the most in the Jurnal TV items. He appeared in positive light in 40 items, especially in those related to the investigation by the USA of the theft of the billion; the request addressed to President Timofti to not promulgate the 7 law package; the protest organized by PPDA before the President's residence but also the items about the candidate's participation in the Apple Festival in Soroca and the football game at Nimoreni with the

participation of PPDA members and Năstase. Another candidate – Marian Lupu – was disfavored in 47 items, mostly in those related to the Deputy President of the PDM Vlad Plahotniuc but also in items about the booing of Pavel Filip in Nisporeni; the theft of the billion in the US sight, thus producing a transfer of negative image. Maia Sandu was favored rather than disfavored while Mihai Ghimpu was only disfavored, in 11 items.

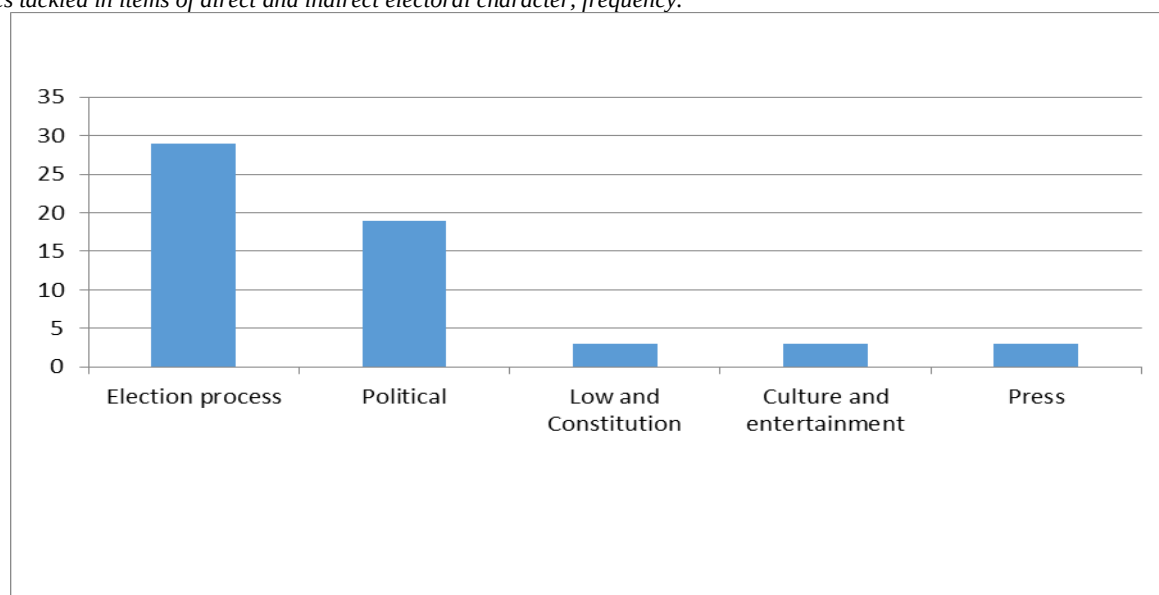
*Context of appearances of election candidates in items of electoral character, frequency*



### **Realitatea TV**

The private TV station with regional coverage Realitatea TV, owned by Dumitru Țîra, in the report period broadcast 48 news items and 9 programs of direct or indirect electoral character, with the total amount of 33,557 sec. or 9.3 hours. The vast majority of the news was included inside the newscasts and the subjects tackled mainly dealt with the election process and political topics but also with the law and the Constitution or culture and entertainment.

*Topics tackled in items of direct and indirect electoral character, frequency.*



The protagonists and sources quoted in the relevant news most of the times included the election candidates or potential candidates for this office but also representatives of the Government (6 appearances, 174 sec.), Parliament (6 appearances, 63 sec.), civil society (3 appearances, 180 sec.), CEC (3 appearances, 83 sec.), citizens (9 interventions for 84 sec.). The most and broadest direct interventions were enjoyed by Igor Dodon, Inna Popenco, Mihai Ghimpu, Dumitru Ciubașenco, Marian Lupu and Maia Sandu.

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

| Protagonists and sources                | Frequency of appearances | Duration of appearance in images | Duration of personal interventions |
|-----------------------------------------|--------------------------|----------------------------------|------------------------------------|
| Igor Dodon                              | 17                       | 491                              | 300                                |
| Inna Popenco                            | 11                       | 388                              | 276                                |
| Mihai Ghimpu                            | 9                        | 243                              | 222                                |
| Dumitru Ciubașenco                      | 7                        | 308                              | 243                                |
| Marian Lupu                             | 6                        | 210                              | 189                                |
| Iurie Leancă                            | 6                        | 14                               | 0                                  |
| Vitalia Pavlicenco                      | 6                        | 32                               | 28                                 |
| Valeriu Ghilețchi                       | 6                        | 84                               | 69                                 |
| Maia Sandu                              | 6                        | 253                              | 140                                |
| Ana Guțu                                | 5                        | 53                               | 42                                 |
| Silvia Radu                             | 5                        | 44                               | 42                                 |
| Roman Mihăeș                            | 4                        | 14                               | 12                                 |
| Vasile Tarlev                           | 4                        | 78                               | 66                                 |
| Liberal Democratic Party of Moldova     | 3                        | 6                                | 0                                  |
| Andrei Năstase                          | 3                        | 12                               | 0                                  |
| Maia Laguta                             | 3                        | 63                               | 54                                 |
| Our Party                               | 2                        | 32                               | 30                                 |
| National Liberal Party                  | 2                        | 15                               | 14                                 |
| Ion Dron                                | 2                        | 8                                | 0                                  |
| Social-Political Movement "Ravnopravie" | 2                        | 5                                | 0                                  |
| Democratic Party of Moldova             | 1                        | 8                                | 0                                  |

In the report period, Realitatea TV broadcast a number of programs of direct or indirect electoral character that was attended by experts, representatives of the civil society and of the media but also by three candidates or potential candidates – Igor Dodon, Ana Guțu and Roman Mihăieș. Other election candidates appeared on the screen, with quotations taken over from the previously broadcast news.

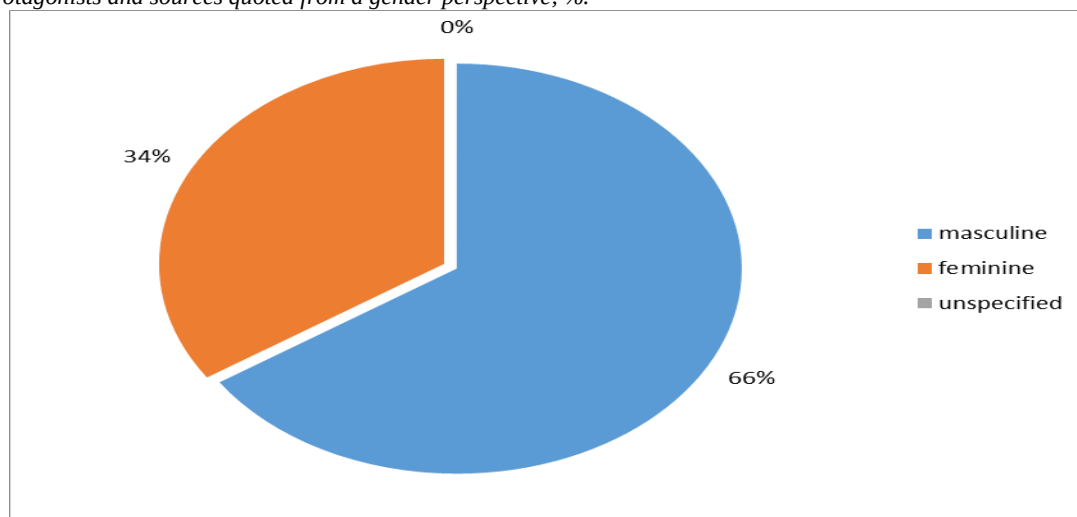
*Frequency, duration of appearances in images and duration of direct interventions of election candidates and political players in programs, sec.*

| Protagonists and sources    | Frequency of appearances | Duration of appearance in images | Duration of personal intervention |
|-----------------------------|--------------------------|----------------------------------|-----------------------------------|
| Experts (foreign and local) | 6                        | 9397                             | 9019                              |
| Civil society - NGOs        | 2                        | 2380                             | 1691                              |
| Media                       | 2                        | 2042                             | 2011                              |

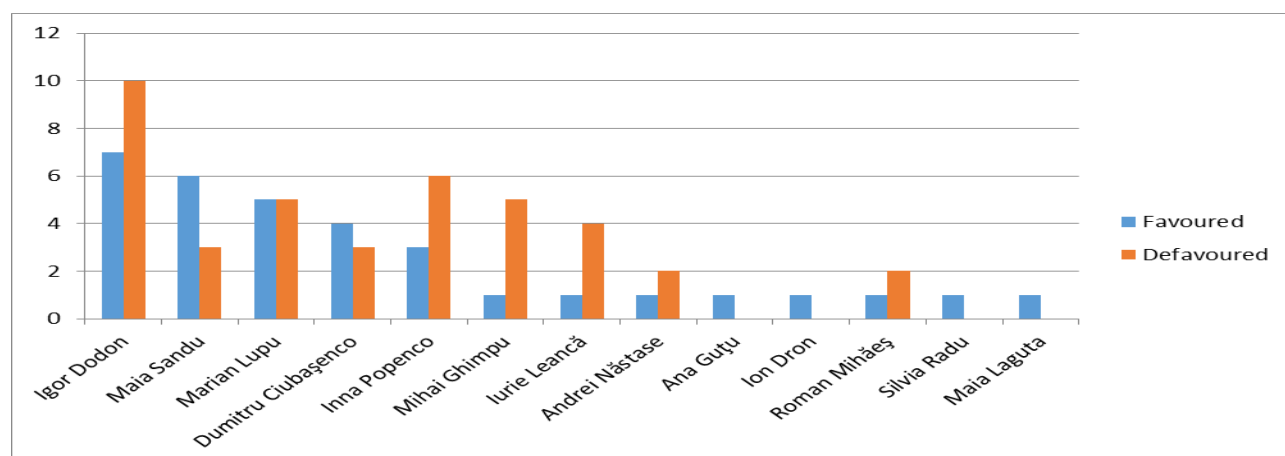
|                              |   |      |      |
|------------------------------|---|------|------|
| Igor Dodon                   | 2 | 3130 | 3052 |
| Democratic Party of Moldova  | 2 | 83   | 83   |
| Marian Lupu                  | 1 | 113  | 51   |
| Mihai Ghimpu                 | 1 | 59   | 59   |
| Dumitru Ciubașenco           | 1 | 112  | 102  |
| Ana Guțu                     | 1 | 2498 | 2462 |
| Roman Mihăeș                 | 1 | 2011 | 2011 |
| Socialists' Party of Moldova | 1 | 27   | 27   |

In the report period, on Realitatea TV, the indicator showing the rate of women sources increased from 20% to 34%, while the indicator of men sources decreased from 79% to 66%. One noted a gender balance for sources from the media (4 versus 4) and the Parliament (3 versus 3). For the citizens category, the balance inclined in favor of women (6 women versus 3 men). This increase is also explained by the more frequent quoting of the female candidates in the presidential run – Maia Sandu (6 appearances), Ana Guțu (6 appearances), Inna Popenco (11 appearances), Silvia Radu (5 appearances), Maia Laguta (3 appearances).

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



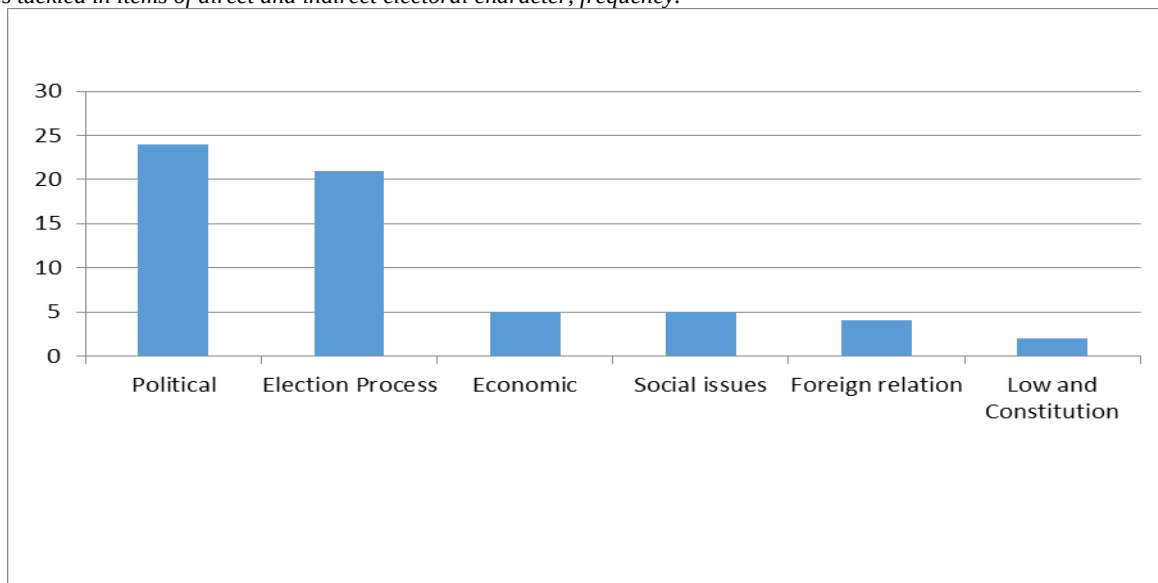
Most of the election candidates who appeared in the news were either favored or disfavored by the context. Igor Dodon was disfavored most of the times but at the same favored by most items. He is followed by Maia Sandu, Marian Lupu, Dumitru Ciubașenco, Inna Popenco etc.



### NTV Moldova

The TV station with regional coverage NTV Moldova, owned by Corneliu Furculiță, MP from the PSRM, in the report period broadcast 61 relevant items, of which 53 news items and 8 programs. Their total amount was of 37,574 sec. or 10.4 hours. Eight news items or circa 16% were inserted the first or the last in the newscasts, pointing out their importance. The topics tackled for the most part concerned the political area and the election process, but also the economic area, social issues and foreign relations.

*Topics tackled in items of direct and indirect electoral character, frequency.*



In documenting its news, NTV made reference to citizens who ranked first (40 appearances, for 726 sec.), followed by MPs (14 appearances, 330 sec. of direct interventions), and representatives of the Government (6 appearances, 190 sec. of direct quotes). Experts were quoted 4 times for 120 sec. while CEC and judges/lawyers were quoted 2 times each for 60 sec. Of the election players, Igor Dodon ranks first by the number of appearances but also by the duration of appearance in images and personal interventions.

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

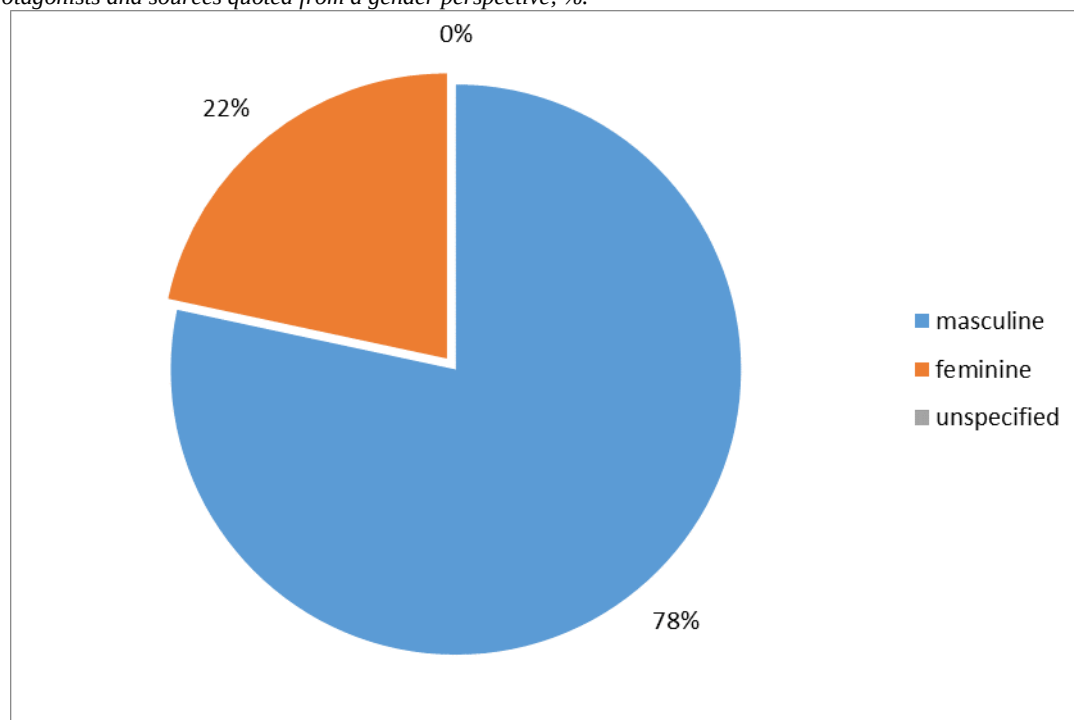
| Protagonists and sources | Frequency of appearances | Duration of appearance in images | Duration of personal intervention |
|--------------------------|--------------------------|----------------------------------|-----------------------------------|
| Igor Dodon               | 37                       | 2841                             | 1633                              |
| Marian Lupu              | 11                       | 366                              | 130                               |
| Iurie Leancă             | 7                        | 260                              | 71                                |
| Maia Sandu               | 6                        | 58                               | 0                                 |
| Mihai Ghimpu             | 4                        | 110                              | 70                                |
| Andrei Năstase           | 4                        | 70                               | 0                                 |
| Dumitru Ciubașenco       | 4                        | 95                               | 30                                |
| Vitalia Pavlicenco       | 4                        | 116                              | 116                               |
| Roman Mihăeș             | 4                        | 120                              | 120                               |
| Ana Guțu                 | 2                        | 50                               | 50                                |



|               |   |    |    |
|---------------|---|----|----|
| Vasile Tarlev | 2 | 34 | 34 |
| Maia Laguta   | 2 | 60 | 60 |

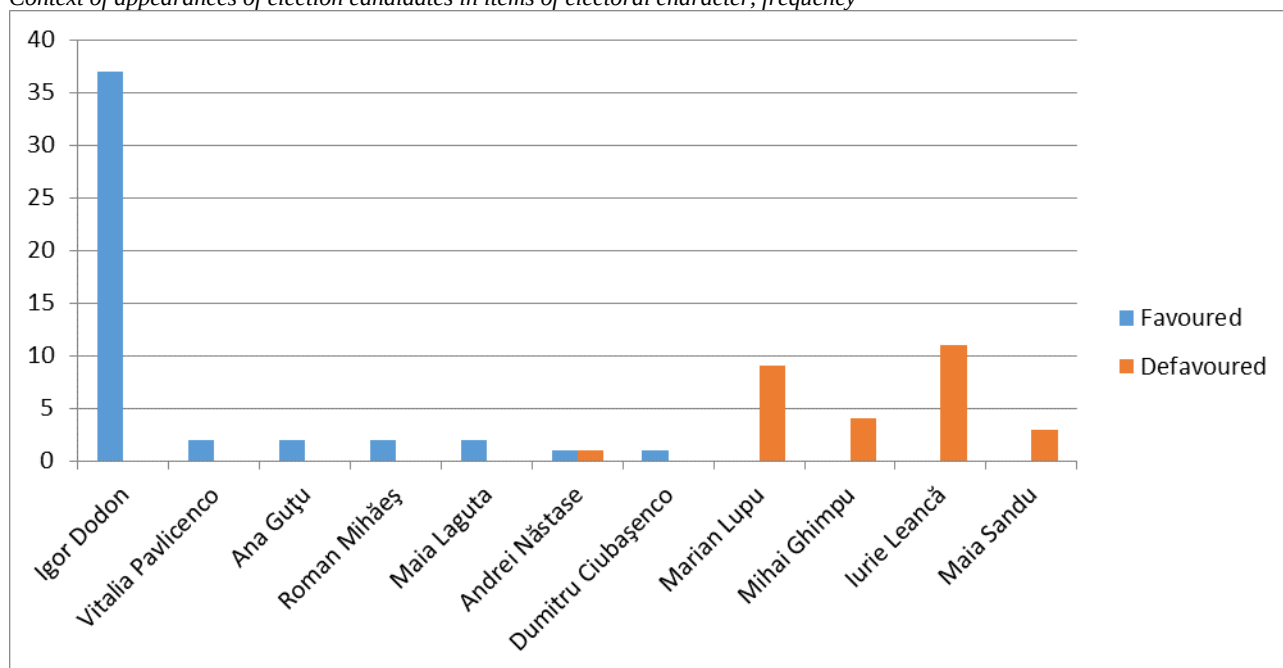
The NTV programs had as guests representatives of the Parliament, of the PLDM, experts and citizens. The election candidates neither participated in programs nor were directly quoted. From the point of view of the gender balance, NTV Moldova retained its trend of inclining the balance in favor of masculine sources, women being more rarely quoted or mentioned in news and programs. As compared to the previous monitoring period, one found an increase of one percent of women sources and, accordingly, a decrease of one percent in the rate of men sources.

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



Most of the times, the news and programs broadcast by NTV Moldova favored Igor Dodon who appeared in positive light in 37 cases. These were items of direct electoral character, such as electoral meetings, but also those of indirect electoral character, including those related to the censorship motion and the appeal in the Constitutional Court of the promulgation of the law by President Timofti. The most frequently disfavored election candidates were Marian Lupu, especially in the critical items about the governance actions, and Iurie Leancă, in the context of the theft of the billion.

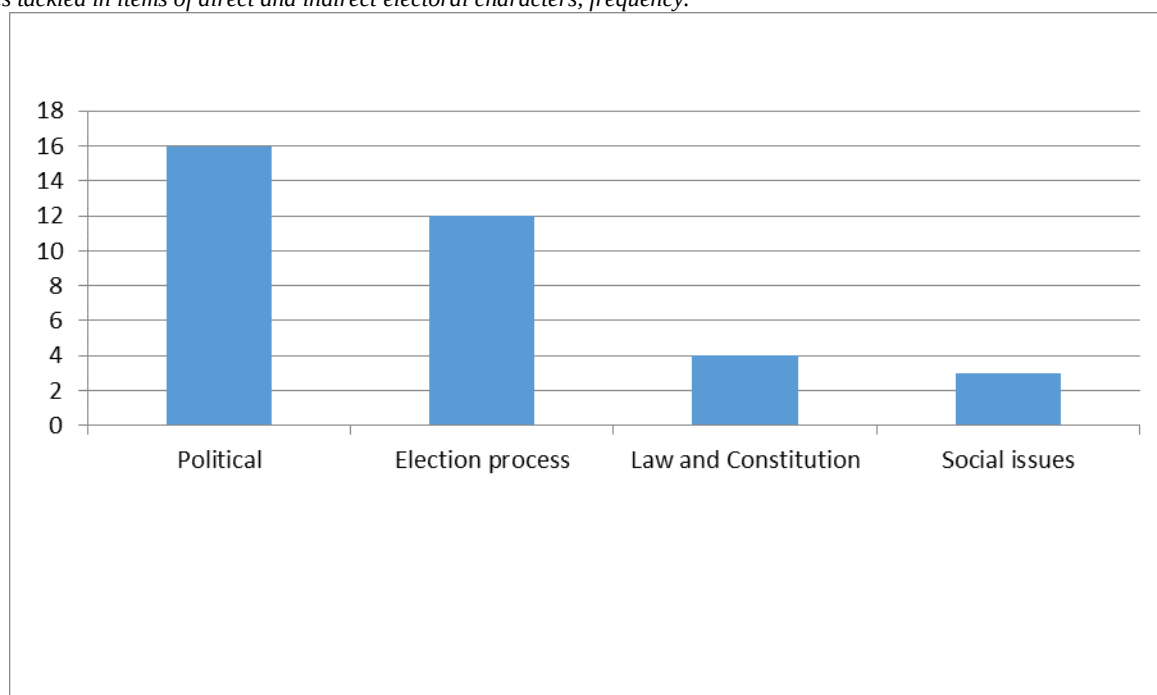
*Context of appearances of election candidates in items of electoral character, frequency*



### **Pro TV Chișinău**

The TV station with regional coverage Pro TV Chișinău, owned by Prodigital SRL<sup>1</sup>, in the reference period broadcast 35 relevant items (34 news items and one opinion program) with a total amount of 7,433 sec. or circa 2 hours. The topics tackled mainly referred to the political area and the election process.

*Topics tackled in items of direct and indirect electoral characters, frequency.*



<sup>1</sup> Final beneficiaries of Pro TV or a number of offshore companies

The relevant news made reference to and quoted a number of election candidates but also the citizens (20 appearances, 191 sec.), representatives of the Government (7 appearances, 162 sec.), of the Parliament (8 appearances, 34 sec.), of judges/lawyers (6 appearances, 62 sec.), and CEC (6 appearances, 22 sec.). Of the election players, the most appearances were enjoyed by Igor Dodon who had the broadest appearance in images and direct interventions, followed by Marian Lupu, Andrei Năstase and Maia Sandu.

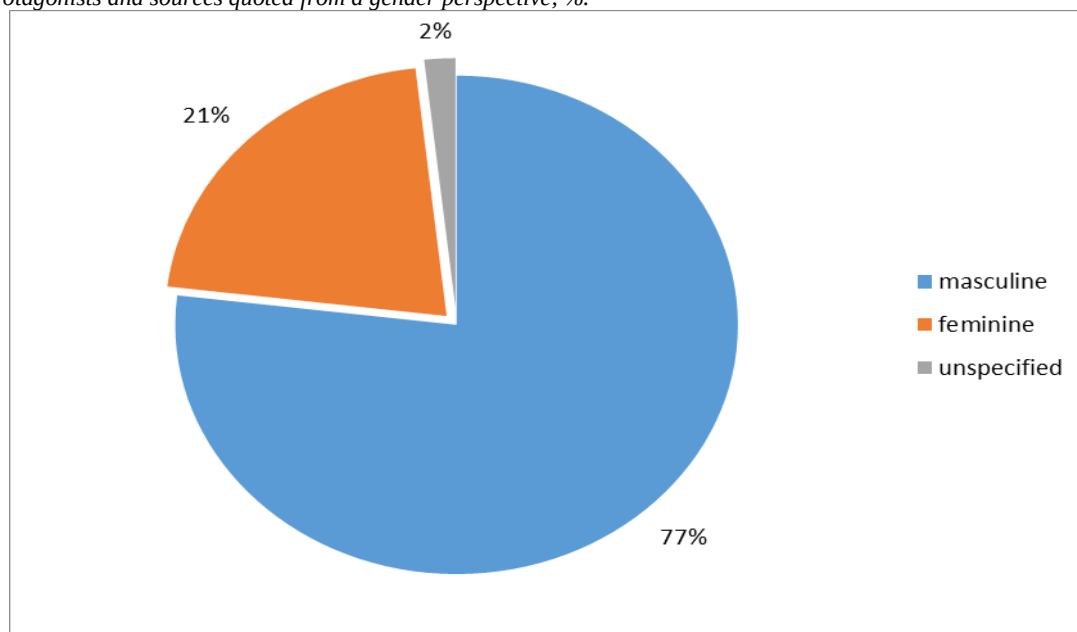
*Frequency, duration of appearances and duration of direct interventions of election candidates and political players in news, sec.*

| Protagonists and sources                | Frequency of appearances | Duration of appearance in images | Duration of personal intervention |
|-----------------------------------------|--------------------------|----------------------------------|-----------------------------------|
| Igor Dodon                              | 25                       | 343                              | 140                               |
| Marian Lupu                             | 18                       | 228                              | 25                                |
| Andrei Năstase                          | 15                       | 222                              | 60                                |
| Maia Sandu                              | 15                       | 214                              | 66                                |
| Dumitru Ciubașenco                      | 13                       | 97                               | 37                                |
| Mihai Ghimpu                            | 12                       | 187                              | 94                                |
| Social-Political Movement "Ravnopravie" | 9                        | 142                              | 46                                |
| Inna Popenco                            | 9                        | 71                               | 38                                |
| Iurie Leancă                            | 8                        | 75                               | 43                                |
| Democratic Party of Moldova             | 5                        | 42                               | 29                                |
| Communists Party of Moldova             | 5                        | 18                               | 0                                 |
| Vasile Tarlev                           | 5                        | 22                               | 6                                 |
| Vitalia Pavlicenco                      | 4                        | 27                               | 20                                |
| Valeriu Ghilețchi                       | 4                        | 27                               | 6                                 |
| Roman Mihăeș                            | 3                        | 20                               | 14                                |
| Socialists' Party of Moldova            | 2                        | 8                                | 0                                 |
| Ana Guțu                                | 2                        | 46                               | 20                                |
| Ion Dron                                | 2                        | 4                                | 0                                 |
| Silvia Radu                             | 2                        | 26                               | 12                                |
| Maia Laguta                             | 2                        | 26                               | 18                                |
| Our Party                               | 1                        | 3                                | 0                                 |

The representatives of the Socialists' Party are the only representatives of a party who had appearances and direct interventions in the programs of PRO TV – 1,267 sec. while Maia Sandu appeared on the screen for 25 sec. The other guests were experts or judges/lawyers.

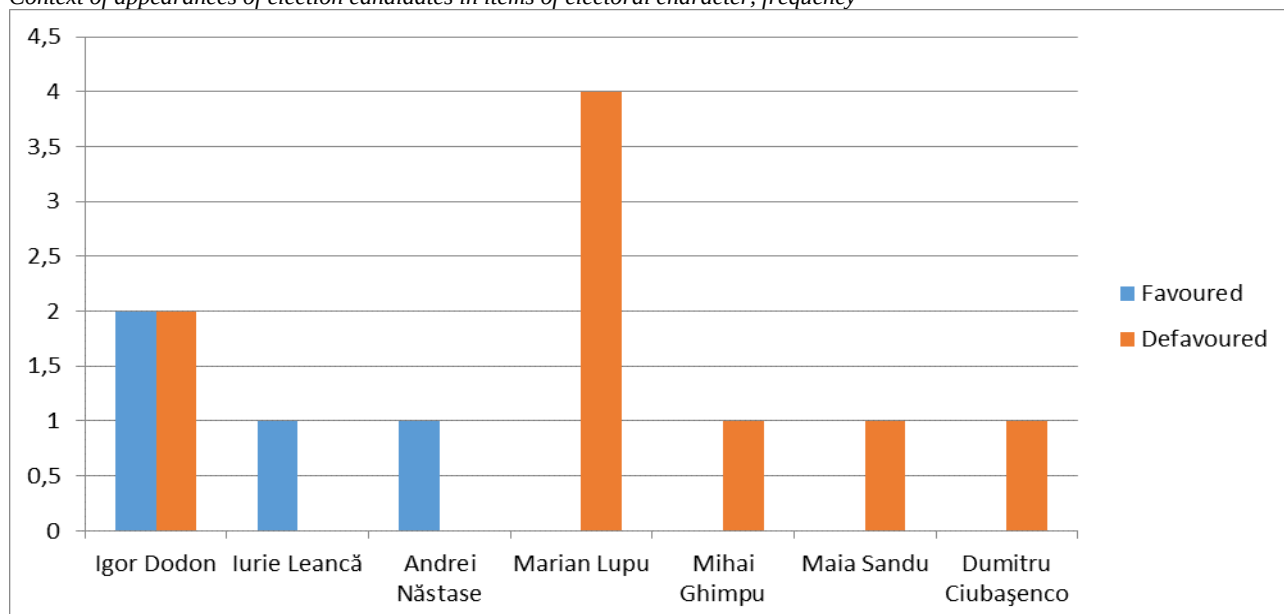
In the report period, in the relevant items broadcast by Pro TV one noted a reduction of the rate of women quoted as sources, from 25% to 21%. Accordingly, the percentage of men sources quoted in news and programs increased.

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



The items broadcast by PRO TV in the report period favored and disfavored relatively equally a number of election players. Most of the times, the context was unfavorable for Mihai Ghimpu – in 13 news items. This candidate also enjoyed 7 favorable news items. Marian Lupu was disfavored in 11 items and favored twice. The negative news had an indirect electoral character and mainly referred to the actions of the governance, thus producing a negative image transfer onto to the candidate Marian Lupu.

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



## TV 7

The TV station with regional coverage TV 7, owned by Petru and Alexandra Lucinschi (the children of the former owner, the MP from the PLDM Chiril Lucinschi), in the reference period broadcast 29 items, of which 5 programs and 24 news items, with a total amount of 10,854 sec. or circa 3 hours. The topics tackled were mainly from the political area and the election process.

In documenting its news, TV 7 preferred the citizens (16 appearances with direct intervention of 456 sec.), experts (6 appearances, 330 sec.), representatives of the Parliament (4 appearances, 140 sec.) and of the Government (2 appearances, 60 sec.). The top of election candidates, by the frequency of appearance, is led by Igor Dodon and Maia Sandu. Mihai Ghimpu had fewer appearances, with a higher duration of screen appearances and direct interventions.

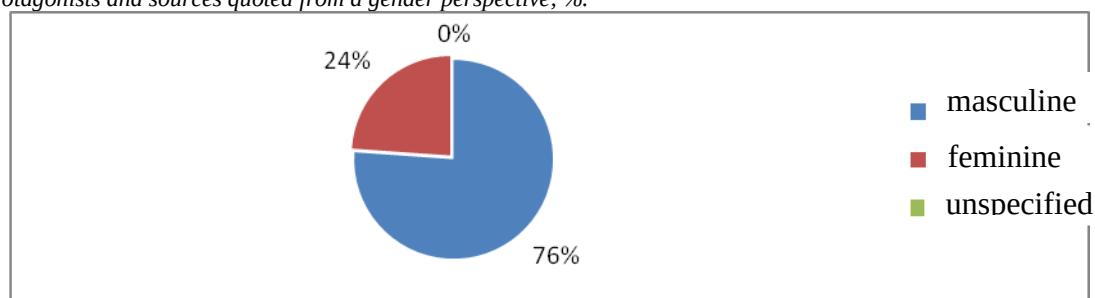
*Frequency, duration of appearances and duration of direct interventions of election candidates and political players in news, sec.*

| Protagonists and sources     | Frequency of appearances | Duration of appearance in images | Duration of personal intervention |
|------------------------------|--------------------------|----------------------------------|-----------------------------------|
| Igor Dodon                   | 6                        | 330                              | 230                               |
| Maia Sandu                   | 6                        | 300                              | 230                               |
| Mihai Ghimpu                 | 4                        | 540                              | 490                               |
| Andrei Năstase               | 4                        | 200                              | 160                               |
| Democratic Party of Moldova  | 2                        | 80                               | 0                                 |
| Communists Party of Moldova  | 2                        | 30                               | 30                                |
| Socialists' Party of Moldova | 2                        | 40                               | 30                                |
| Our Party                    | 2                        | 250                              | 160                               |
| Marian Lupu                  | 2                        | 170                              | 110                               |
| Iurie Leancă                 | 2                        | 240                              | 140                               |
| Dumitru Ciubașenco           | 2                        | 180                              | 130                               |

The programs with electoral connotation broadcast by TV 7 in the report period did not have election players as guests; they were only mentioned by the protagonists.

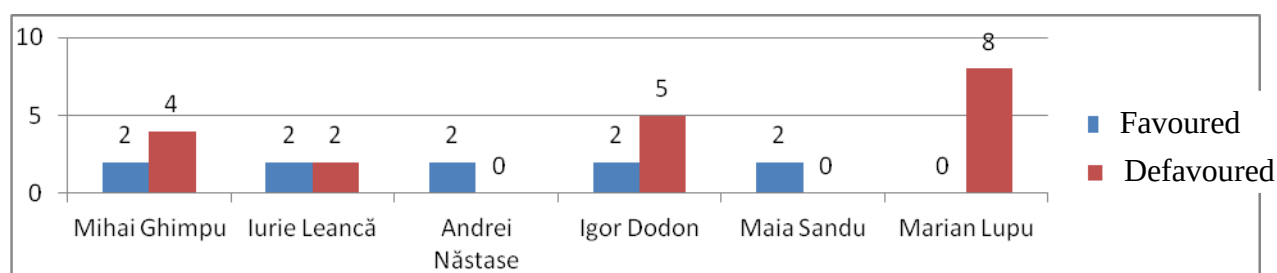
In the report period, one noticed on TV 7 a decrease of 3% in the rate of women quoted or mentioned in the relevant items, which constituted 24%. Accordingly, the percentage of male sources or protagonists increased – up to 74%.

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



The relevant items broadcast by TV 7 in the reference period disfavored Marian Lupu most often, followed by Igor Dodon and Mihai Ghimpu. These were especially items of indirect electoral character, such as the failure of the censorship motion against the Government Filip and the challenge of the promulgation of the law package by President Timofti. Igor Dodon, Mihai Ghimpu and Iurie Leancă were both disfavored and favored while Iurie Leancă, Andrei Năstase and Maia Sandu were only favored in news about the campaign.

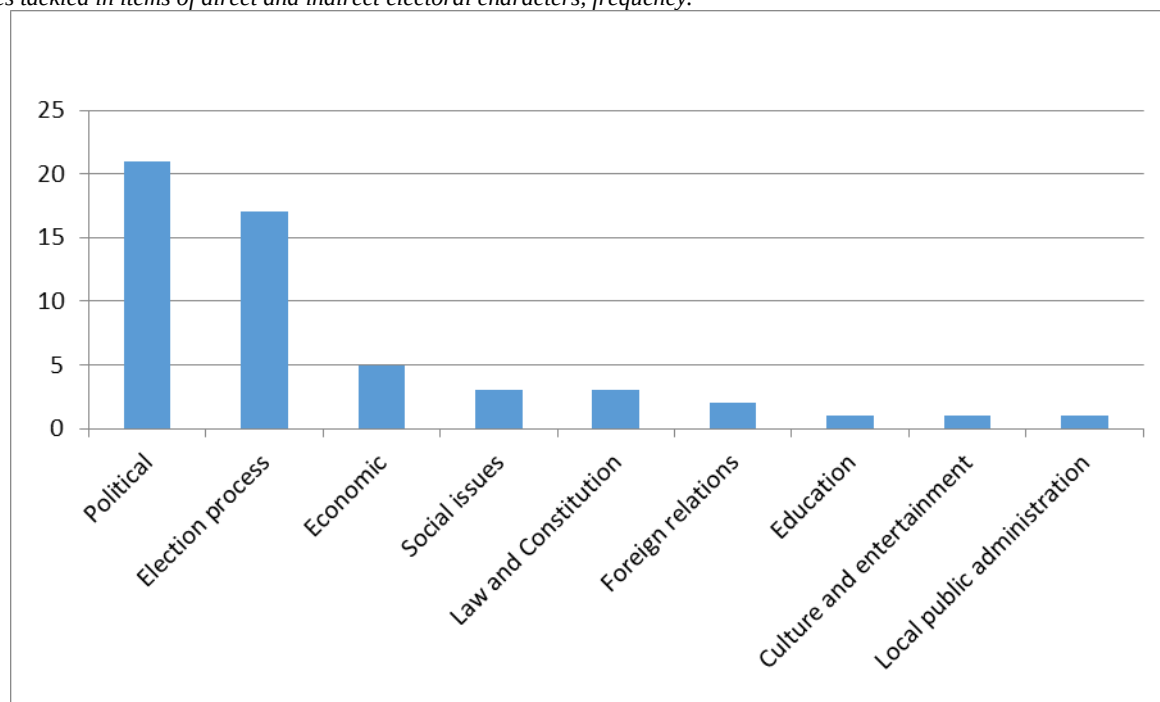
*Context of appearances of election candidates in items of electoral character, frequency*



### Accent TV

The private station with regional coverage Accent TV, owned by Telesistem SRL of Russia<sup>2</sup>, in the reference period had 54 items – 49 relevant news stories and 5 opinion programs, with the total amount of 19,880 sec. or circa 5.5 hours. In about 18% of cases, the news was inserted the first or the last in the newscasts, their importance thus being highlighted. The topic tackled most frequently was related to the political area, followed by the election process, the economic area and social issues.

*Topics tackled in items of direct and indirect electoral characters, frequency.*



In documenting the relevant items, Accent TV most of the times resorted to citizens (22 appearances, 327 sec.), experts (14 appearances, 551 sec.), representatives of the Government (9 appearances, 45 sec.), and of the Parliament (5 appearances, 52 sec.) It also appealed to the representatives of CEC, foreign diplomats and the civil society and LPA. Igor Dodon is the election candidate most often quoted as a source. Thus, Igor Dodon appeared in 22 items and enjoyed the appearances of the PSRM members.

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

| Protagonists and sources | Frequency of appearances | Duration of appearance in images | Duration of personal intervention |
|--------------------------|--------------------------|----------------------------------|-----------------------------------|
|--------------------------|--------------------------|----------------------------------|-----------------------------------|

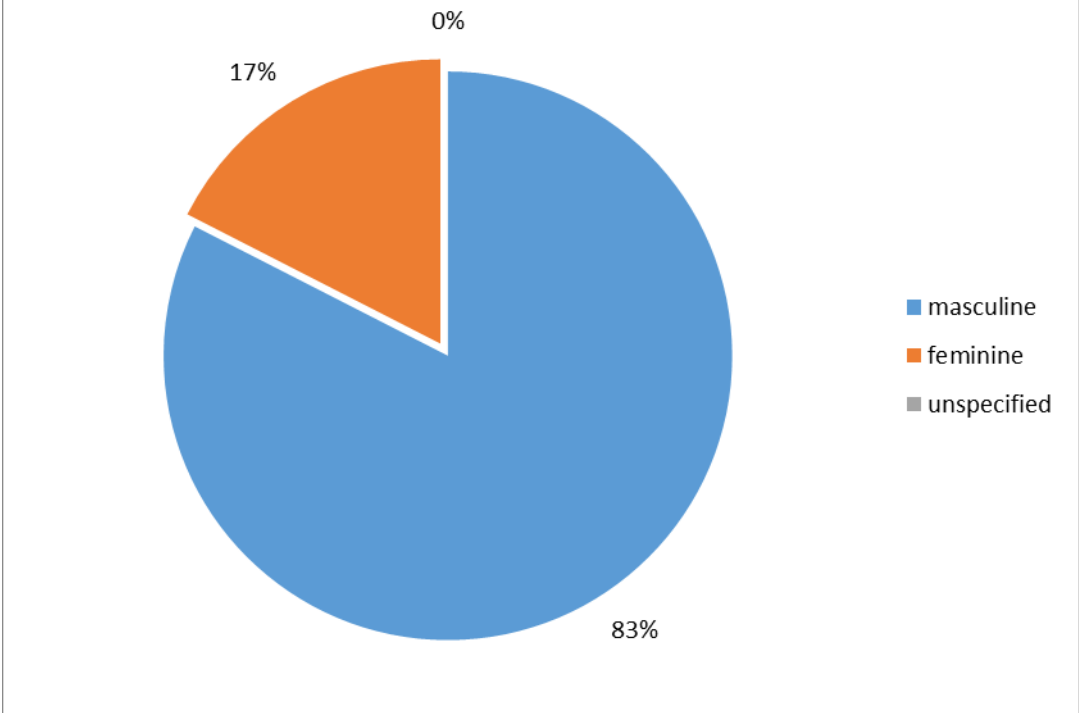
<sup>2</sup> The final beneficiary of Accent TV is Vadim Ciubara.

|                                     |    |     |     |
|-------------------------------------|----|-----|-----|
| Igor Dodon                          | 21 | 802 | 508 |
| Marian Lupu                         | 8  | 158 | 110 |
| Maia Sandu                          | 6  | 137 | 91  |
| Dumitru Ciubașenco                  | 6  | 203 | 157 |
| Socialists' Party of Moldova        | 5  | 208 | 187 |
| Iurie Leancă                        | 5  | 134 | 86  |
| Andrei Năstase                      | 5  | 62  | 29  |
| Mihai Ghimpu                        | 4  | 135 | 54  |
| Democratic Party of Moldova         | 2  | 20  | 0   |
| Communists Party of Moldova         | 1  | 18  | 26  |
| Liberal Party                       | 1  | 26  | 28  |
| Our Party                           | 1  | 16  | 14  |
| Liberal Democratic Party of Moldova | 1  | 11  | 11  |
| Demnitare and Adevăr Platform Party | 1  | 4   | 4   |
| Inna Popenco                        | 1  | 12  | 0   |
| Ana Guțu                            | 1  | 10  | 0   |
| Valeriu Ghilețchi                   | 1  | 10  | 0   |
| Silvia Radu                         | 1  | 10  | 0   |
| Maia Laguta                         | 1  | 10  | 0   |

The program broadcast by Accent TV in the report period had as protagonists the representatives of the PSRM, experts, representatives of the CEC, judges and lawyers. The vast majority of sources quoted were men – 83%; women accounted for 7%.

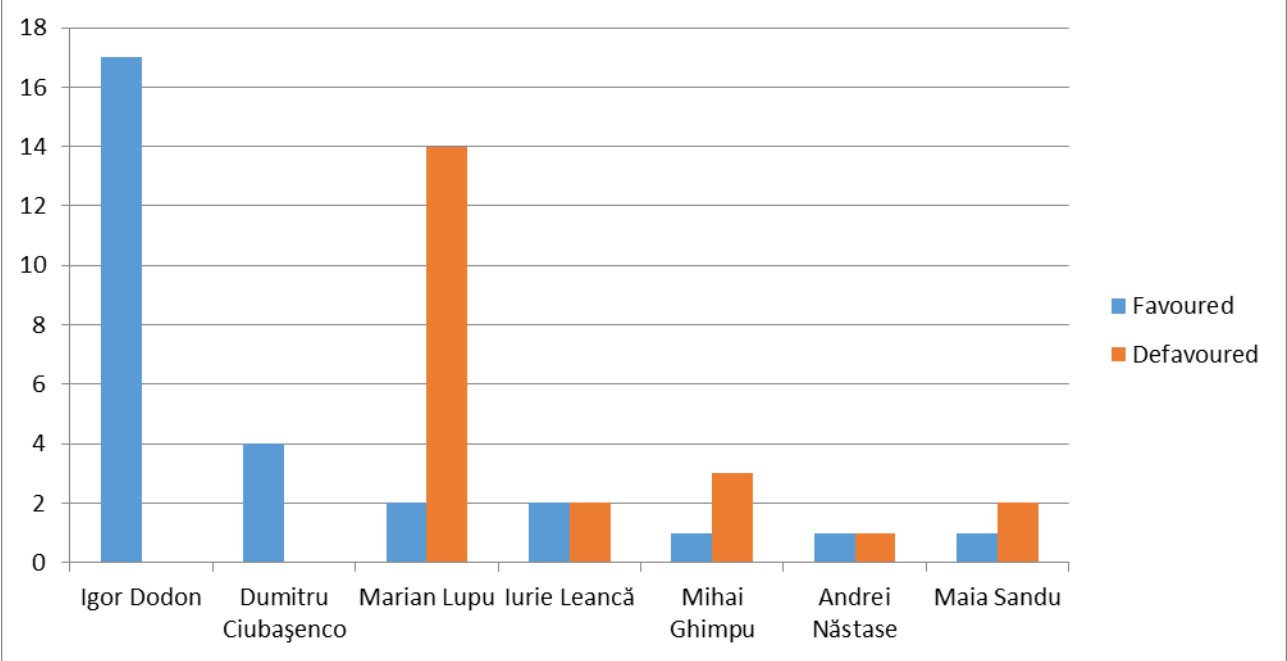
| Protagonists and sources     | Frequency of appearances | Duration of appearance in images | Duration of personal intervention |
|------------------------------|--------------------------|----------------------------------|-----------------------------------|
| Experts (foreign and local)  | 5                        | 8358                             | 6442                              |
| Central Election Commission  | 1                        | 1514                             | 1048                              |
| Judges, lawyers              | 1                        | 1247                             | 950                               |
| Socialists' Party of Moldova | 1                        | 2120                             | 1780                              |

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



The relevant items broadcast by Accent TV mainly favored Igor Dodon who appeared in positive light 17 times in items on the censorship motion against the Government, initiated by the opposition MPs, the promulgation of the package of laws by the President, and the complaint filed to the Constitutional Court in this connection. Marian Lupu was the most disfavored one, in 14 negative items, most of them of indirect electoral character in which the actions of the governance were criticized. The other candidates were both favored and disfavored.

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





#### N4

The station with regional coverage N4, owned by Selectcanal TV SRL<sup>3</sup>, covered the election campaign in short and between 30 September and 6 October broadcast 9 relevant items – 8 news stories and one program, in the total amount of 6,172 sec. or 1.7 hours. Of them, a part had an indirect electoral character, e.g. the news from the Parliament about the lack of a quorum to vote on the censorship motion against the Government. The topics tackled focused mainly on politics – 4 news items, the election process, law and Constitution – 2 items each. From CEC, N4 covered just one subject, the one on the number of candidates registered and of potential candidates rejected.

The items broadcast mentioned and quoted representatives of the Parliament (4 appearances on the screen for 94 sec., with direct interventions of 110 sec.) and of the Government (4 appearances in images for 68 sec., with personal interventions of 46 sec.). Of the election candidates, only Igor Dodon was quoted directly, for 40 sec., who had 8 appearances on the screen, for 66 sec. The other election candidates or potential candidates for this office appeared only in images or were just mentioned.

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

| Protagonists and sources      | Frequency of appearances | Duration of appearance in images | Duration of personal intervention |
|-------------------------------|--------------------------|----------------------------------|-----------------------------------|
| Igor Dodon                    | 8                        | 66                               | 40                                |
| Parliament                    | 4                        | 94                               | 110                               |
| Ministers                     | 4                        | 68                               | 46                                |
| Marian Lupu                   | 4                        | 24                               | 0                                 |
| Iurie Leancă                  | 4                        | 14                               | 0                                 |
| Andrei Năstase                | 4                        | 24                               | 0                                 |
| Maia Sandu                    | 4                        | 18                               | 0                                 |
| Dumitru Ciubașenco            | 4                        | 14                               | 0                                 |
| President; President's Office | 2                        | 30                               | 0                                 |
| Central Election Commission   | 2                        | 8                                | 0                                 |
| Mihai Ghimpu                  | 2                        | 6                                | 0                                 |
| Inna Popenco                  | 2                        | 4                                | 0                                 |
| Vitalia Pavlicenco            | 2                        | 0                                | 0                                 |
| Ana Guțu                      | 2                        | 6                                | 0                                 |
| Ion Dron                      | 2                        | 0                                | 0                                 |
| Valeriu Ghilețchi             | 2                        | 6                                | 0                                 |
| Roman Mihăeș                  | 2                        | 0                                | 0                                 |
| Silvia Radu                   | 2                        | 6                                | 0                                 |
| Vasile Tarlev                 | 2                        | 0                                | 0                                 |
| Maia Laguta                   | 2                        | 6                                | 0                                 |

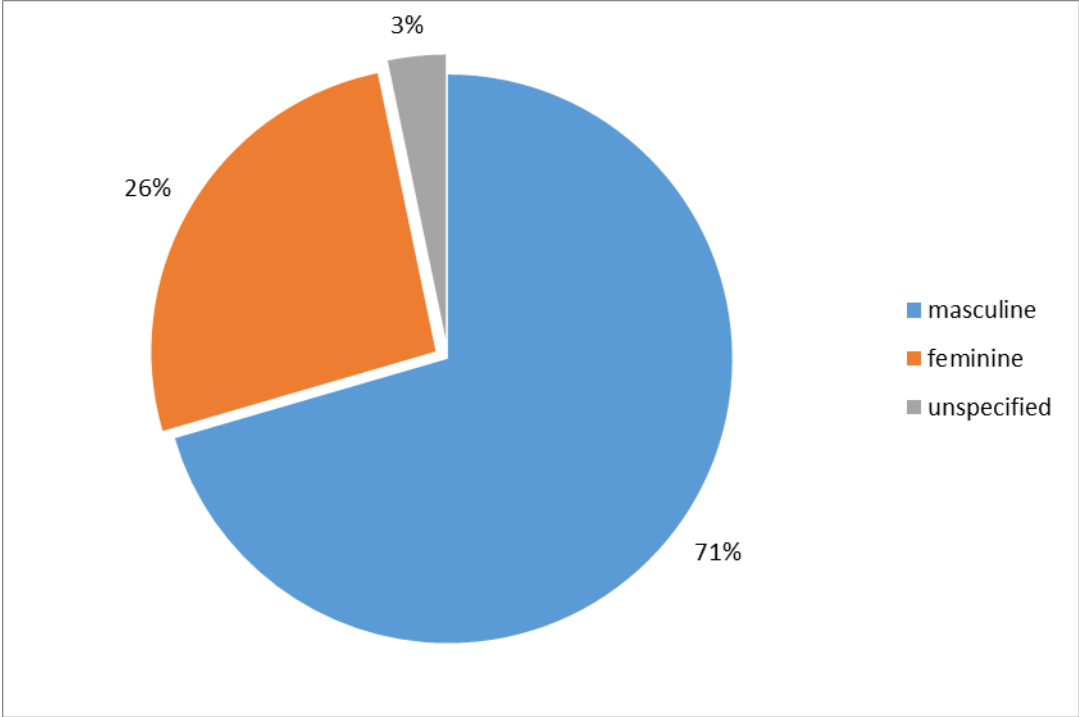
In the report period, the station broadcast a program with the participation of Vladimir Voronin, the President of PCRM, who launched criticism against many election candidates.

In the reference period, the percentage of female sources and protagonists increased from 13 to 27%, and accordingly the rate of male sources fell from 81% to 70%. The increase in the number of

<sup>3</sup> Final beneficiaries of N4 – Alexandru Sîrbu, Andrei Borșevici and Eugeniu Sîrbu

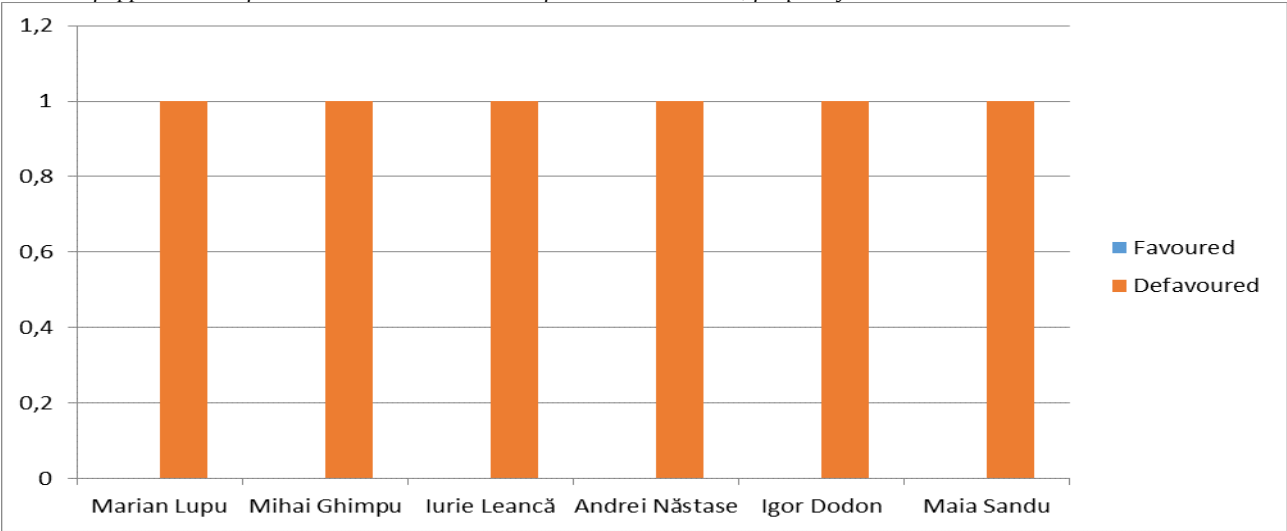
women sources/protagonists is explained by their presence in the list of candidates and potential candidates who were mentioned in the CEC news.

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



The N4 news was neutral, without disfavoring or favoring certain election candidates and the program broadcast disfavored six election candidates.

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

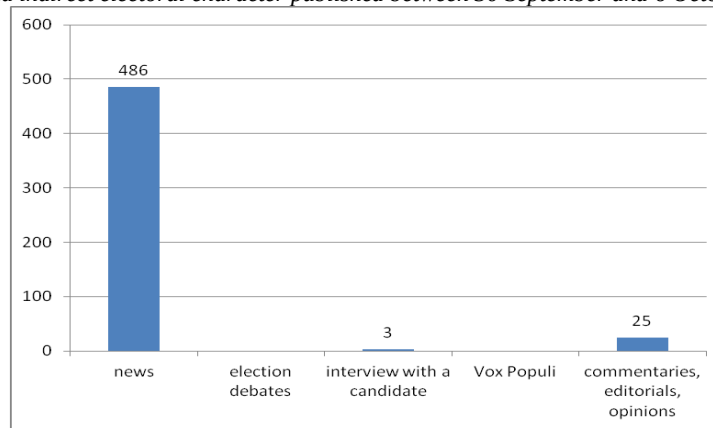


## 2.2 Web portals

### *General conclusions*

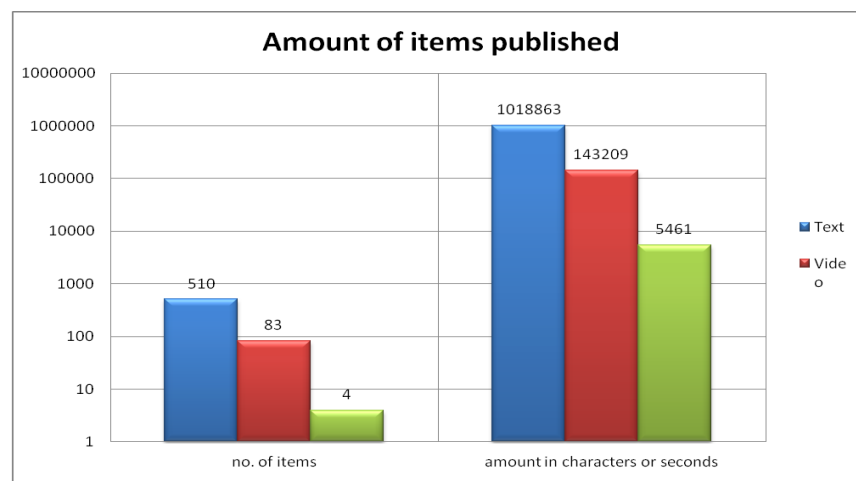
In the first week of the election campaign, the 12 web portals monitored published in total 514 stories related directly or indirectly to the campaign and the presidential elections. The vast majority of the items (486 texts or 94.6% of the total) were simple or detailed news items that referred to potential candidates, the political entities represented by them, the CEC activities etc., while other 25 items (4.9% of the total) were commentaries, editorials or other opinion stories. The portal also published three interviews with candidates or potential candidates for the presidential office, including an interview with Vadim Brânzan on Newsmaker.md (marked as publicity) and two interviews with Andrei Năstase on Jurnal.md. In the report period, the online media monitored did not publish election debates with the participation of the candidates or Vox Populi type of surveys i.e. direct interviews with the citizens on the topic of the presidential elections.

*Number of items of direct and indirect electoral character published between 30 September and 6 October 2016 on 12 portals*



The items had different formats, some containing only text, others having multimedia elements, with videos or audios attached to the text of the story or posted on the website without text. Thus, the amount of the items monitored was quantified in characters (text) and seconds (video and audio), and looks as follows below:

*Amount of items of direct and indirect electoral character published between 30 September and 6 October 2016 on 12 portals*



The portal Jurnal.md published the highest number of items of political and electoral character (74), followed by Ziarulnational.md (63), Unimedia.info and Agora.md (56 and 55 accordingly), Sputnik.md – 51, Deschide.md and Realitatea.md – 45 each, Newsmaker.md and Noi.md –38 each, Moldova24.info and Today.md (23 and 21 items accordingly). The regional portal Gagauzinfo.md published only 5 relevant items in the week monitored.

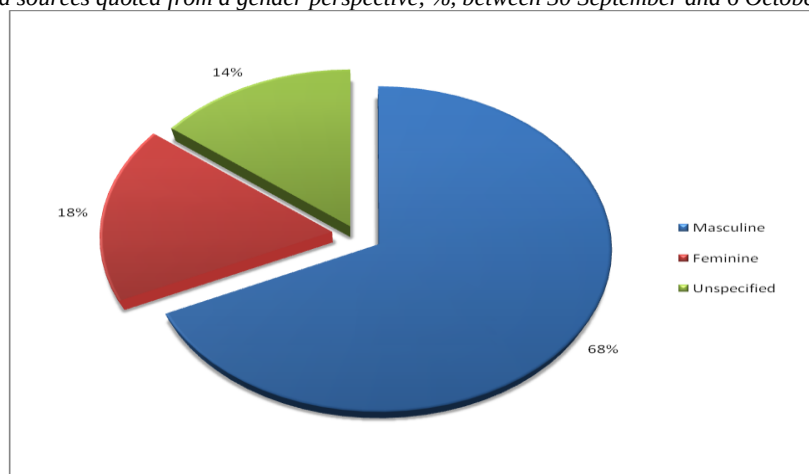
As in the previous monitoring period, most of the items published referred to the behavior and declarations of some candidates or potential candidates, the allegations launched against them by the opponents or other persons, the replies of the accused ones (411 items or 80% of the total), 59 items (11.5% of the total) covered the unfolding of the election process as a whole and the CEC work, while the other journalist productions tackled in an electoral context such topics as the economic situation in the country, the fight against corruption, the functioning of the rule of law, Moldova's external relations, etc.

In total, all the 12 portals quoted 883 sources or protagonists, 552 of them (62.5%) being politicians, representatives of some parties/political entities or the press releases of parties (most often, the portals quoted or mentioned, in a positive or negative context, the representatives of the following parties: PPDA –98 times; the DP –84 times, the Socialists Party –75 times, the Action and Solidarity Party –70 times). CEC and other representatives of the election authorities were quoted 58 times during one week by the portals monitored.

Very many items had only one source of information; the portals often published items about the allegations launched by some candidates against the others without giving the right to respond to the ones involved, thus the media products being strongly unbalanced.

The items were also strongly unbalanced from a gender point of view, with the vast majority of the sources quoted being of masculine gender: of the total of 883 sources and protagonists, 601 (68%) are men, only 155 (less than 18%) are women, while the other sources were not specified.

*Rate of protagonists and sources quoted from a gender perspective, %, between 30 September and 6 October 2016 on 12 portals*



### [www.Agora.md](http://www.Agora.md)

In the report period, the portal Agora.md published 55 items relevant to this monitoring, including 54 news items and one commentary. In 15 cases, the texts of the news stories were accompanied by video images or only the videos of some events with political and electoral connotation were presented. The total amount of relevant items constituted 63,143 characters (for texts) and 11,417 seconds (for video items).

From a topical point of view, the stories referred to the political process and to the election process as a whole, as well as to the behavior and statements of some candidates etc.

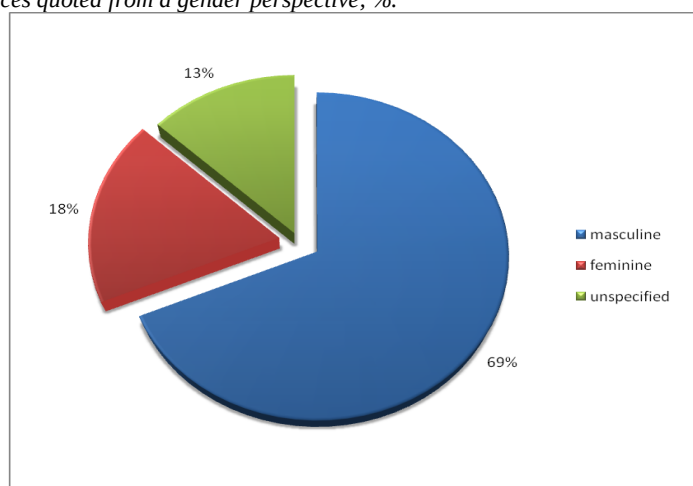
The portal quoted or referred to a relatively diverse range of sources and protagonists, 153 in total, including 124 – from the political area. Most of the times, the sources or protagonists for the stories were the representatives of the PPDA and of the DP (22 cases each), of the Socialists Party (18) and of the Action and Solidarity Party (16).

*Frequency of appearances of election candidates and political players.*

|                                         |    |
|-----------------------------------------|----|
| Democratic Party of Moldova             | 22 |
| Communists Party of Moldova             | 3  |
| Liberal Party                           | 5  |
| Socialists' Party of Moldova            | 18 |
| Social-Political Movement "Ravnopravie" | 3  |
| Our Party                               | 9  |
| Liberal Democratic Party of Moldova     | 1  |
| Demnitate and Adevăr Platform Party     | 22 |
| European People's Party of Moldova      | 9  |
| "Dreapta" Political Party               | 1  |
| Action and Solidarity Party             | 16 |
| Inna Popenco                            | 2  |
| Vitalia Pavlicenco                      | 2  |
| Ion Dron                                | 2  |
| Valeriu Ghilețchi                       | 1  |
| Roman Mihăeș                            | 4  |
| Silvia Radu                             | 1  |
| Vasile Tarlev                           | 2  |
| Maia Laguta                             | 1  |

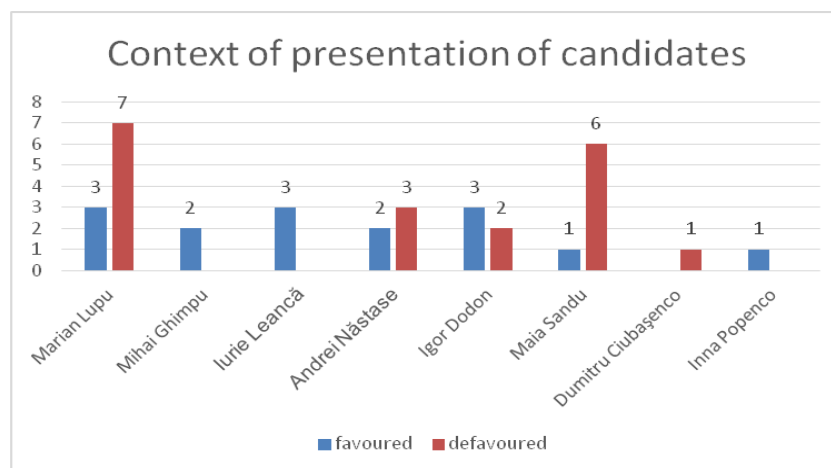
One hundred five of the total of 153 sources and protagonists were men (69%) and only 28 (18%) were women; for the rest, the source was not specified.

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



Agora.md covers the election campaign in an unbiased manner while the candidates are presented in general neutrally, without intentions of editorial favoring or disfavoring. At the same time, many news stories reflect the allegations of some persons against others in an electoral context, while the reactions of the ones referred to are missing. Thus, the lack of the second source leaves the

impression that some candidates are disfavored. In the report period, the portal e.g. published several news stories that presented the PAS candidate Maia Sandu in a negative context (6 times), and these mainly were the allegations of other candidates without the PAS candidate's response. The PDM candidate Marian Lupu is presented in different contexts; however, it is most often put in a context that disfavors him personally or the PDM, or the current governance.



### [www.Deschide.md](http://www.Deschide.md)

Deschide.md in a week published 45 items relevant to this monitoring, including 42 news stories or other stories and 3 commentaries and/or editorials. Two items were accompanied by their video tracks. The total amount of relevant items constituted 112,116 characters (for texts) and 1,720 seconds (for video items).

From a topical point of view, the items referred to the political process and to the election process as a whole, to the behavior and declarations of some candidates etc.

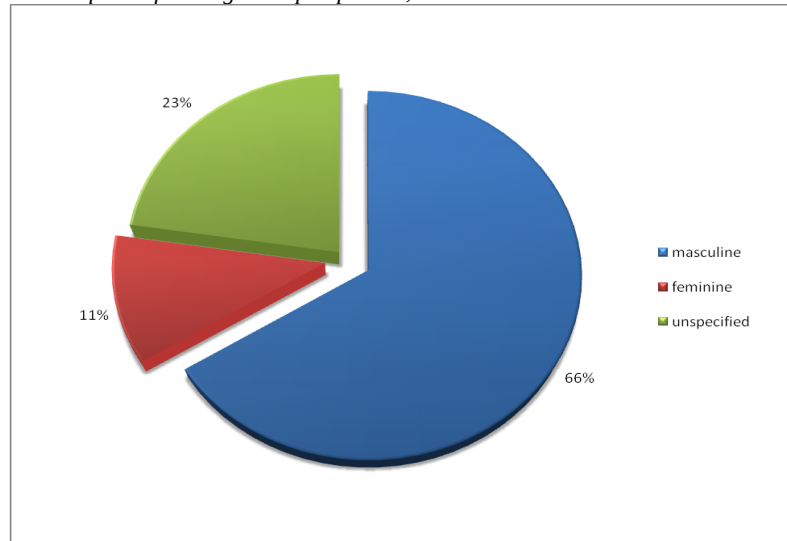
Deschide.md quoted 62 sources and protagonists, including 40 from the political area, most often referring to or quoting the representatives of the Action and Solidarity Party (9 cases), of the PDM, and of the PPDA (7 cases each).

*Frequency of appearances of election candidates and political players.*

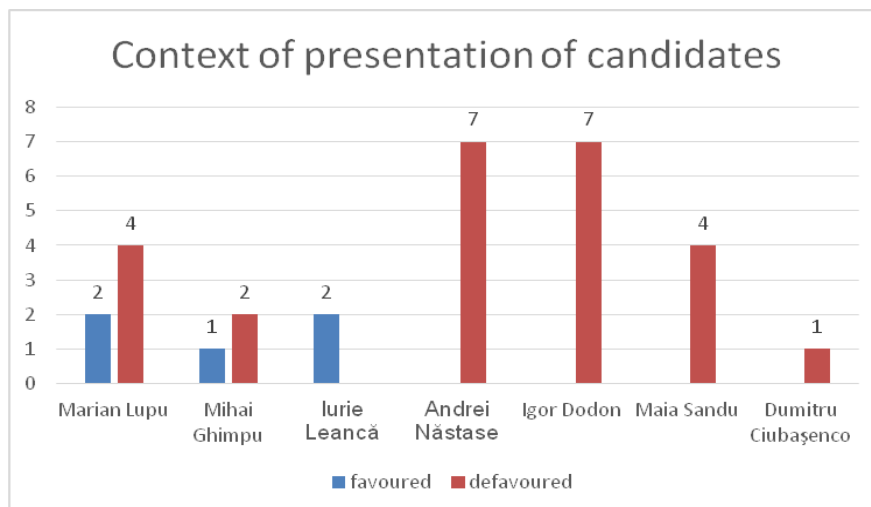
|                                         |   |
|-----------------------------------------|---|
| Democratic Party of Moldova             | 7 |
| Communists Party of Moldova             | 1 |
| Liberal Party                           | 4 |
| Socialists' Party of Moldova            | 3 |
| Social-Political Movement "Ravnopravie" | 2 |
| Our Party                               | 3 |
| Liberal Democratic Party of Moldova     | 1 |
| Demnitate and Adevăr Platform Party     | 7 |
| European People's Party of Moldova      | 3 |
| Action and Solidarity Party             | 9 |

The gender discrepancy of sources and protagonists diminished as compared to the previous monitoring period but still remains very pronounced. Thus, two of three sources and protagonists of the portal were men (41 or 66% of the total), while women were sources and protagonists only in 11% of the items (7 cases), and in other 14 cases (23%), the source was not specified.

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



The ironic language used in the news of Deschide.md in relation to the PPDA candidates Andrei Năstase and PAS candidate Maia Sandu points out the disfavoring trend of these candidates. In the report week, Andrei Năstase was presented in a context that disfavors him directly or indirectly 7 times and Maia Sandu –4 times. The PSRM candidate Igor Dodon was presented 7 times in a disfavoring context. At the same time, the portal selects for publication the news that favors the PPEM candidate Iurie Leancă. The PDM candidate Marian Lupu and the PL candidate Mihai Ghimpu were presented differently in the context.

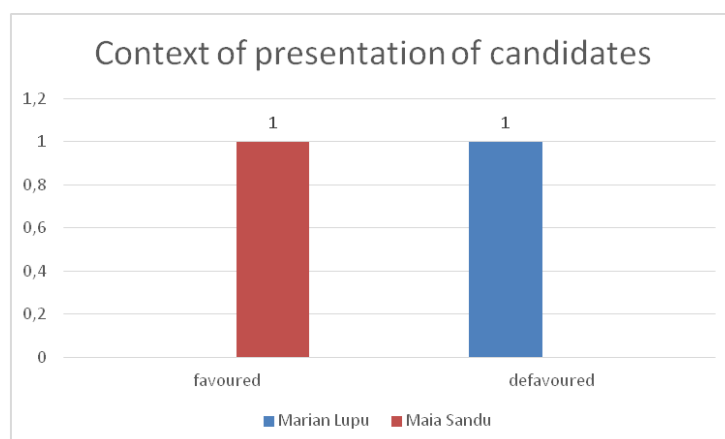


### [www.Gagauzinfo.md](http://www.Gagauzinfo.md)

As in the previous period of monitoring, Gagauzinfo.md gets involved very little in covering the national election campaign, the editorial policy being focused mainly on covering the election campaign for the elections to the People's Assembly of the autonomy. In the report period, the portal published only 5 texts relevant to this monitoring, with a total area of 9,863 characters. The news selectively informed about certain events with electoral connotation.

The number and diversity of information sources and/of the protagonists quoted were also very reduced – only 4, all of them women (in two cases it was Maia Sandu, the PAS candidate, and in other two cases – it was the president of CEC).

The texts published by Gagauzinfo.md in the report period were informative, unbiased and reported including about the meetings of the candidates with the electors and their electoral promises.



### [www.Jurnal.md](http://www.Jurnal.md)

The number of relevant items on Jurnal.md has increased as compared to the previous period (during one week, this station published 74 items as compared to 114 during the previous two weeks). The items included 65 news items and other stories, 7 commentaries, editorials or other opinion items and 2 interviews with the PPDA candidate Andrei Năstase who had a direct favoring character but were not marked as electoral publicity; 6 items were accompanied by their video tracks. The total amount of relevant items constituted 184,729 characters (for texts) and 2,616 seconds (for video items).

The general topic was the selective coverage of the behavior and declarations of some candidates for the office of Moldovan president, in some cases the topic was the fight against corruption.

A total of 98 sources and protagonists were quoted or referred to, 44 of them representing the political element. Sources from the PPDA were quoted most frequently, as in the previous monitoring period (27 cases).

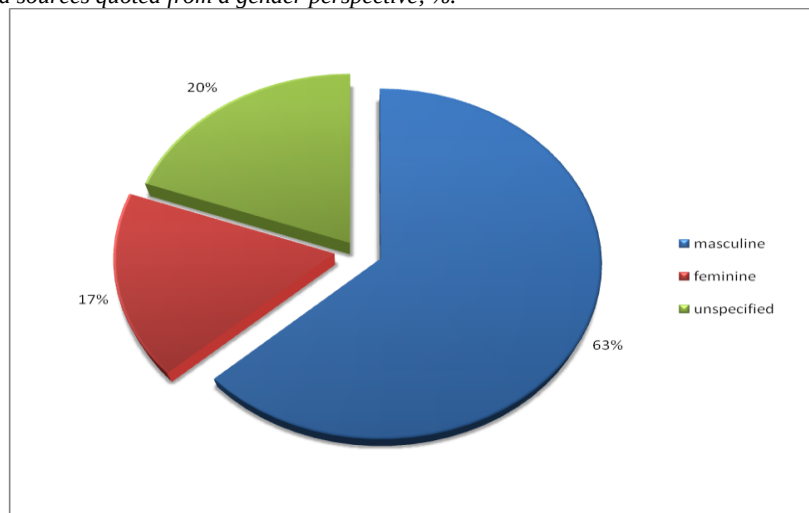
*Frequency of appearances of election candidates and political players.*

|                                     |    |
|-------------------------------------|----|
| Democratic Party of Moldova         | 4  |
| Communists Party of Moldova         | 1  |
| Liberal Party                       | 1  |
| Socialists' Party of Moldova        | 2  |
| Our Party                           | 1  |
| "Our House - Moldova" Party         | 1  |
| Demnitate and Adevăr Platform Party | 27 |
| European People's Party of Moldova  | 2  |
| Action and Solidarity Party         | 5  |

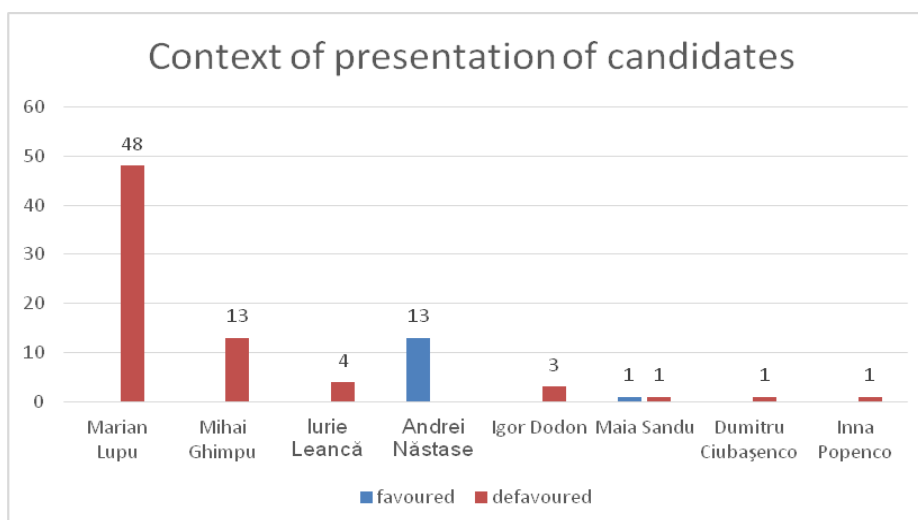
In case of Jurnal.md, one notes a slight improvement of gender indicators. Thus, in nearly 2/3 of the items published in the first week of the election campaign, men were quoted or referred to in 62 cases (63% of the total), women being referred to in 17 cases (17% of the total), while the gender of the other sources was not specified.



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



The editorial policy of Jurnal.md is centered on the exclusive presentation in a negative context, in a high number of news items, of the PDM candidate Marian Lupu and of Vladimir Plahotniuc, First Deputy President of this party (48 cases). The PL candidate Mihai Ghimpu is also editorially disfavored (13 cases) and so is partially the PPEM candidate Iurie Leancă (4). By contrast, the PPDA candidate Andrei Năstase is praised and presented in a positive context (13 cases in total, including two favoring interviews).



### [www.Moldova24.info](http://www.Moldova24.info)

The portal Moldova24.info practically duplicated the number of items relevant for this monitoring – if previously it had 23 items for two weeks, it has now published the same number of texts in one week, all news stories. The total amount of relevant items constituted 39,655 characters (texts).

In the absolute majority of cases, the items referred to the candidates' actions and declarations, corruption allegations launched against some candidates etc.

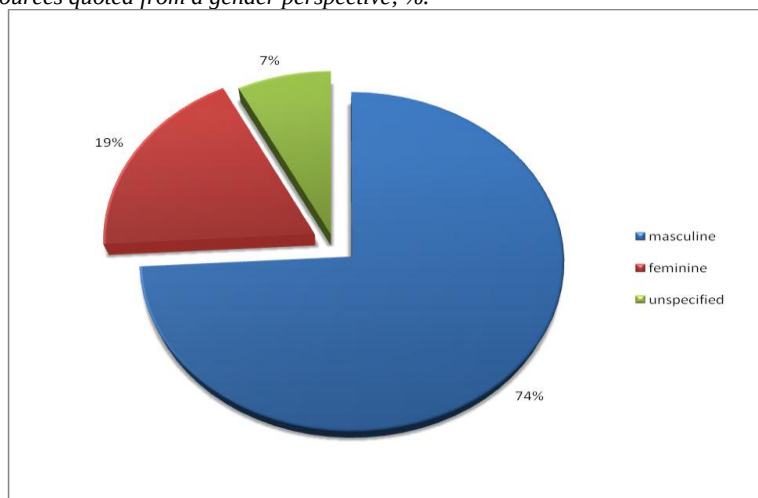
The number of sources and protagonists quoted or mentioned by Moldova24.info were 27, including 18 from the political area, especially leaders and representatives of the Action and Solidarity Party (6 cases), of the PPDA (4) and of the DP (4 cases). The context in which they were mentioned was different, some being favored while others were disfavored.

*Frequency of appearances of election candidates and political players.*

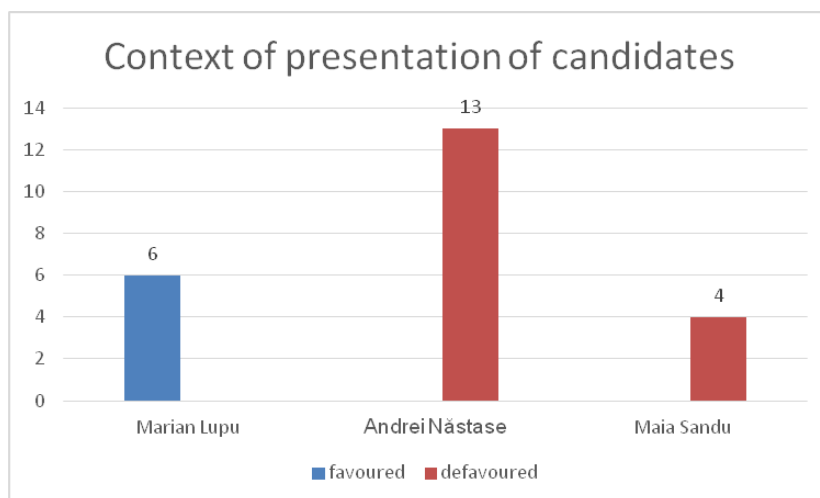
|                                     |   |
|-------------------------------------|---|
| Democratic Party of Moldova         | 4 |
| Socialists' Party of Moldova        | 1 |
| Liberal Democratic Party of Moldova | 1 |
| Demnitate and Adevăr Platform Party | 4 |
| European People's Party of Moldova  | 2 |
| Action and Solidarity Party         | 6 |

In the report week, the gender discrepancy of sources/protagonists grew up to 74% of men (20 of the total of 27 sources and protagonists) and 19% women (5 of the total), while the gender of the other sources was not specified.

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



The content of Moldova24.info on the one hand is focused on the frequent, direct and indirect disfavoring of the PPDA candidate Andrei Năstase (in 13 cases), partially of the PAS candidate Maia Sandu (4) and, on the other hand – on favoring the PDM candidate Marian Lupu (6 cases). Regarding A. Năstase, the portal uses ironic and offensive expressions, without giving him the right to respond.



### [www.Newsmaker.md](http://www.Newsmaker.md)

Newsmaker.md published 38 items relevant to this monitoring, the absolute majority of them being news stories – 35; 2 commentaries and a publicity interview with Vadim Brânzan who intended to participate in the election campaign but then withdrew; 10 items were accompanied by their video tracks. The total amount of relevant items constituted 144,085 characters (texts) and 7,083 seconds (video).

The portal published news about the launching of candidates in the election campaign, relevant information about the income declarations of the candidates, their complaints addressed to CEC, and reports on the monitoring of various aspects of the campaign etc.

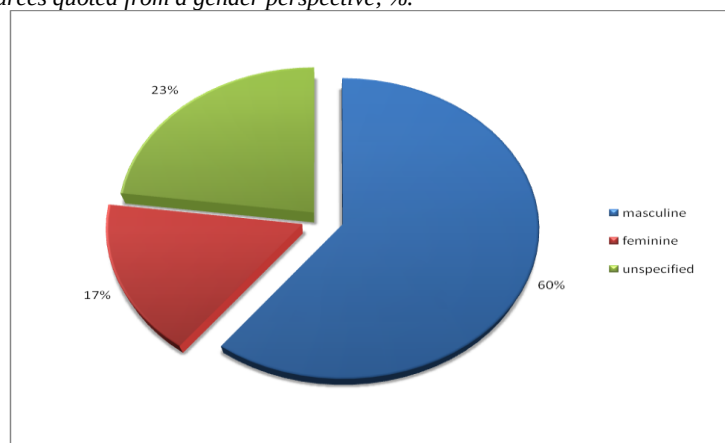
The portal quoted or made reference to 96 sources and protagonists, in 42 cases this being leaders or representatives of the political entities. The portal quoted or mentioned most often the representatives of the PD, Socialists Party, Our Party, and PPDA.

*Frequency of appearances of election candidates and political players.*

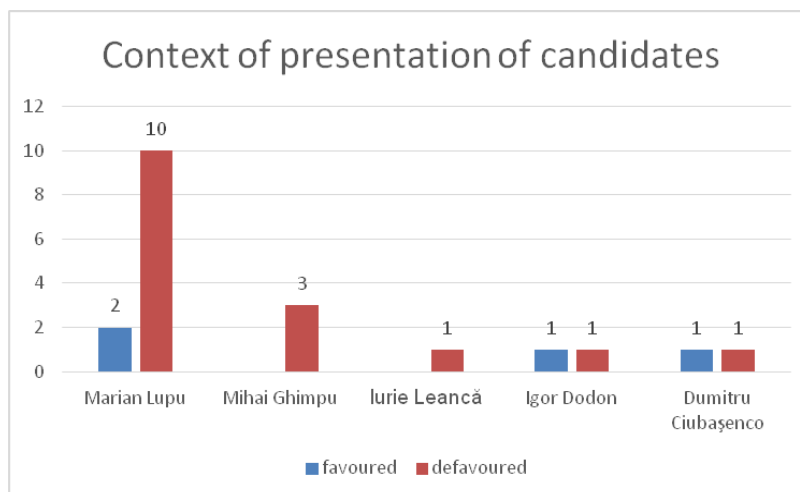
|                                         |   |
|-----------------------------------------|---|
| Democratic Party of Moldova             | 8 |
| Communists Party of Moldova             | 2 |
| Liberal Party                           | 2 |
| Socialists' Party of Moldova            | 7 |
| Social-Political Movement "Ravnopravie" | 3 |
| Our Party                               | 7 |
| Liberal Democratic Party of Moldova     | 2 |
| Demnitate and Adevăr Platform Party     | 6 |
| European People's Party of Moldova      | 1 |
| Action and Solidarity Party             | 2 |
| Vadim Brânzan                           | 2 |

Of the total of sources and protagonists, 58 were men (60% of the total), 16 women (17%), while the gender of the other sources was not specified.

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



Newsmaker.md has an unbiased editorial policy regarding the election candidates and does not favor or disfavor any candidate. In the report period, the PDM candidate Marian Lupu appeared the most in news that present him in a negative context (10 cases) due to the statements made by other candidates about him.



### [www.Noim.md](http://www.Noim.md)

Noi.md in the report period published 38 items relevant to this monitoring, all being short of elaborate news stories, and 2 items accompanied by their video tracks. The total amount of relevant items constituted 49,251 characters (texts) and 477 seconds (video).

The topic of the items was resumed to the actions and declarations of some candidates for the office of Moldovan President and to the unfolding of the election process.

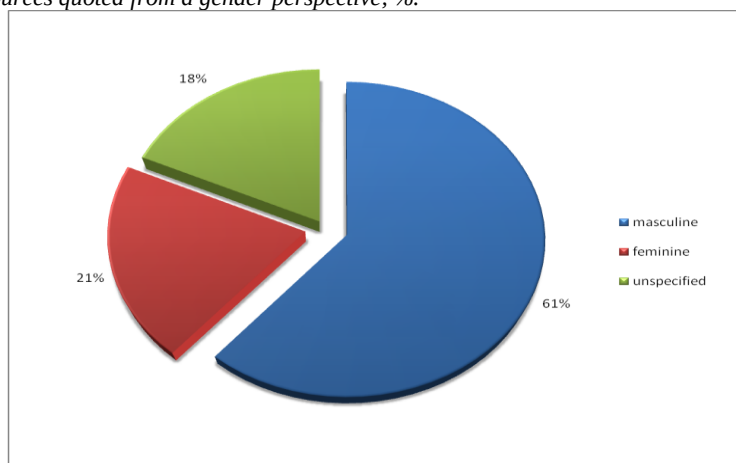
In total, Noi.md quoted or made reference to 44 sources and protagonists, in 27 cases this was in regard to the leaders or representatives of some parties, and the most frequently quoted or mentioned entities were PD, the Socialists Party and the Action and Solidarity Party (5 cases each).

*Frequency of appearances of election candidates and political players.*

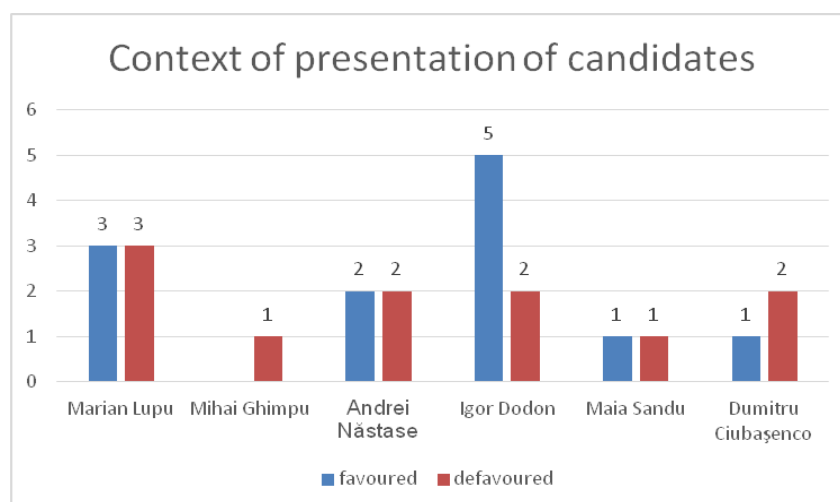
|                                         |   |
|-----------------------------------------|---|
| Democratic Party of Moldova             | 5 |
| Communists Party of Moldova             | 2 |
| Liberal Party                           | 2 |
| Socialists' Party of Moldova            | 5 |
| Social-Political Movement "Ravnopravie" | 1 |
| Our Party                               | 2 |
| Liberal Democratic Party of Moldova     | 1 |
| Demnitare and Adevăr Platform Party     | 3 |
| European People's Party of Moldova      | 1 |
| Action and Solidarity Party             | 5 |

Sources and protagonists of the items were mainly men (27 or 61% of the total, showing an improvement compared to the previous monitoring procedure); women were sources or protagonists in only 9 cases (21% of the total), while the other 8 items did not have sources specified.

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



The Noi.md portal presents the main election candidates in different contexts, without favoring or disfavoring them directly but the news about the actions/declarations of some candidates against the others is not balanced by the opinion/response that would be offered to the respective candidate. The frequency of appearances in positive contexts is higher in case of the PSRM candidate Igor Dodon.



### [www.Realitatea.md](http://www.Realitatea.md)

In the first week of the election campaign, Realitatea.md published 45 items referring directly or indirectly to the election period/campaign, all of them news; 24 items were accompanied by their video tracks. The total amount of the relevant items constituted 93,049 characters (texts) and 38,248 seconds (video).

The items published referred to the election process and the actions and statements of some candidates for the presidential office.

The relevant items had a total of 67 sources/protagonists, including 40 from various parties/political entities, with the representatives of the PD and Socialists' Party being quoted or mentioned most frequently this week (8 times each).

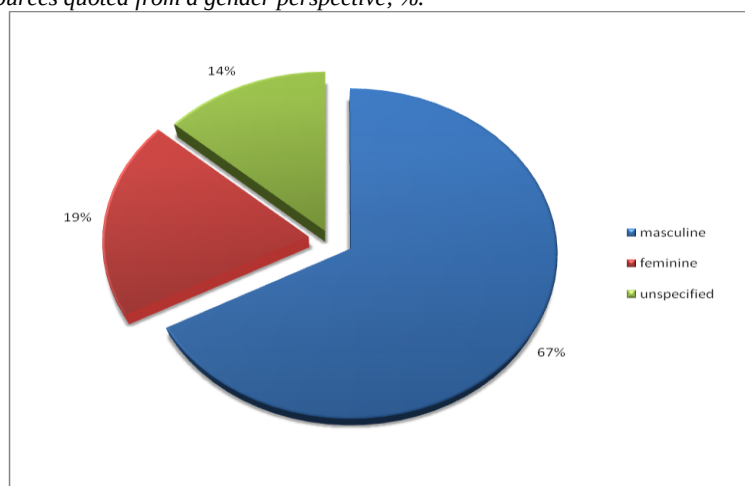
Frequency of appearances of election candidates and political players.

|                             |   |
|-----------------------------|---|
| Democratic Party of Moldova | 8 |
| Communists Party of Moldova | 3 |

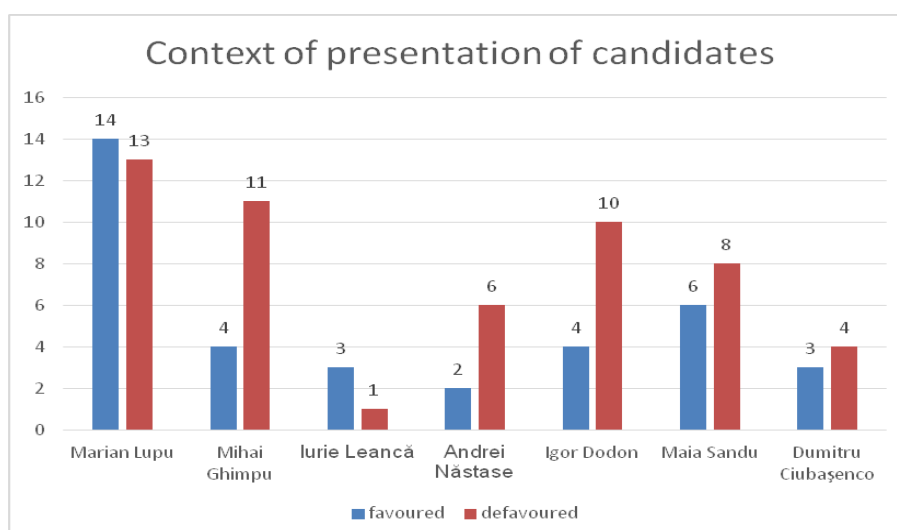
|                                         |   |
|-----------------------------------------|---|
| Liberal Party                           | 4 |
| Socialists' Party of Moldova            | 8 |
| Social-Political Movement "Ravnopravie" | 1 |
| Our Party                               | 3 |
| Liberal Democratic Party of Moldova     | 1 |
| Demnitare and Adevăr Platform Party     | 2 |
| European People's Party of Moldova      | 4 |
| Action and Solidarity Party             | 5 |
| Roman Mihăeș                            | 1 |

The gender discrepancy in sources/protagonists has increased, with the ratio of persons quoted or referred to accounting for 67% men (45 sources or protagonists) to 19% women (13 sources or protagonists). In 9 cases (14%), the gender of the source was not specified.

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



Realitatea.md covers the election campaign without editorial preferences and the authors of items are unbiased. At the same time, the selection of news about the election candidates in a certain context points to a disproportion in disfavor of the PL candidate Mihai Ghimpu (11 cases of presentation in a negative context to 4 cases in a positive context), of the PPDA candidate Andrei Năstase (6:2) and of the PSRM candidate Igor Dodon (10:4).



### [www.Sputnik.md](http://www.Sputnik.md)

In the report period, Sputnik.md published 51 items relevant to this monitoring, twice as many as in the previous period (46 items between 15 and 29 September), including 44 news items and 7 editorials/commentaries; 4 items were accompanied by their audio tracks and 4 by their video tracks. The total amount of relevant items constituted 75,064 characters (texts) and 9,273 seconds (audio+video).

The most frequently covered topics referred to the election process, the statements and actions of the politicians and candidates, the economic situation, foreign relations, etc.

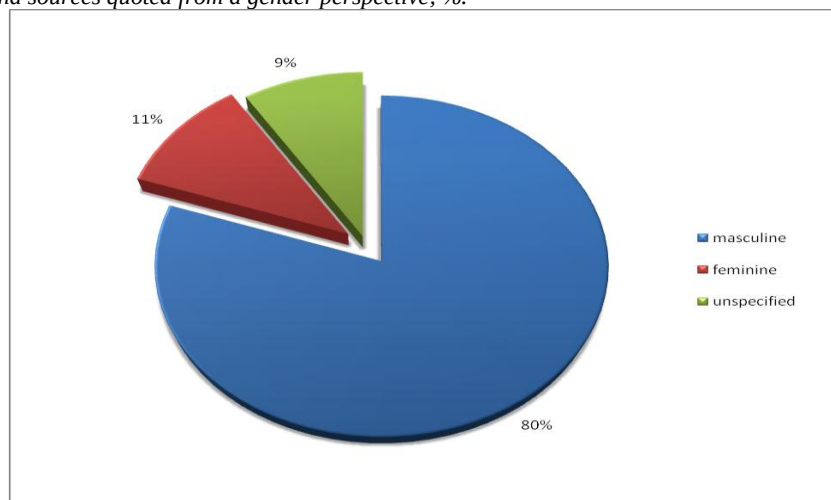
In total, Sputnik.md quoted or referred to 56 sources and protagonists, including 17 from the political area who in half of the cases were the leader and representatives of the social-political movement “Ravnopravie”.

*Frequency of appearances of election candidates and political players.*

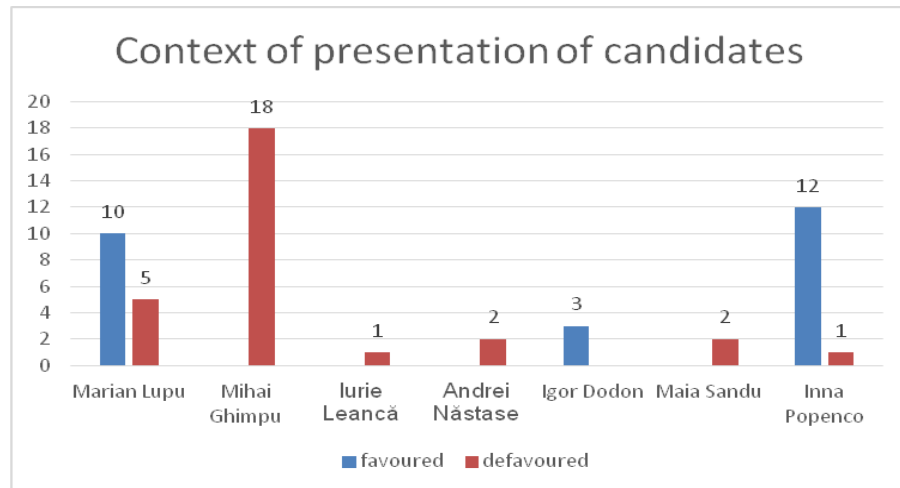
|                                         |   |
|-----------------------------------------|---|
| Communists Party of Moldova             | 1 |
| Liberal Party                           | 4 |
| Social-Political Movement “Ravnopravie” | 8 |
| Demnitate and Adevăr Platform Party     | 1 |
| Socialists’ Party of Moldova            | 1 |
| Action and Solidarity Party             | 2 |

The gender discrepancy of sources/protagonists quoted or referred to remains high for Sputnik.md as well, as 45 of the 56 sources (88% of the total) were men and only 6 (11% of the total) were women, while the other items had unspecified sources.

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



Sputnik.md retained its tendency of disfavoring directly the PL candidate Mihai Ghimpu in all the items that made reference to him (18 times), with the news about this candidate usually being biased and containing authors’ opinions. On the other hand, Ilan Șor is mainly presented in a positive context (the portal publishes announcements about his briefings or press conferences and produces news based on the statements made by him at such events), which also favors the Ravnopravie candidate Inna Popenco (12 times). The PDM candidate Marian Lupu was presented in different contexts but most often in contexts favorable to him.



[www.Today.md](http://www.Today.md)

Today.md has duplicated the number of items for this monitoring – from 19 in the previous two weeks to 21 in the first week of the election campaign. All the texts were from the news category and covered a total area of 42,666 characters.

From a topics point of view, the texts referred to the candidates for the presidential office and their statements and actions; allegations were launched against some and speculations were made about them.

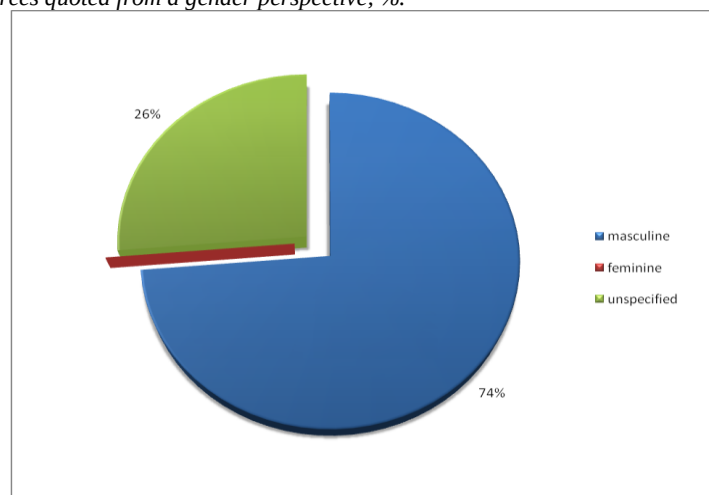
The number of sources quoted was low – 19, including 7 from the Parliament and other 7 from the political environment, their diversity being very low.

*Frequency of appearances of election candidates and political players.*

|                                    |   |
|------------------------------------|---|
| Democratic Party of Moldova        | 5 |
| European People's Party of Moldova | 2 |

The absolute majority of the sources quoted were men (14 cases or 74% of the total) and in 5 cases (26% of the total) the items had unspecified sources.

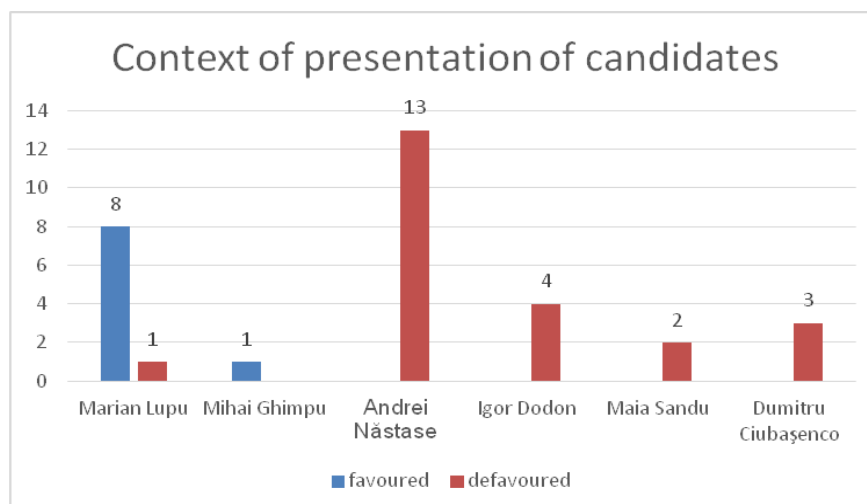
*Rate of protagonists and sources quoted from a gender perspective, %.*



The election process is further covered by Today.md only from the perspective of favoring or disfavoring certain election candidates. Its items focus on disfavoring the opponents of this governance, especially the PPDA candidate Andrei Năstase who is labeled and mocked (disfavored



in 13 cases). The PAS candidate Maia Sandu is also ironized each time an item makes reference to her (2 cases). The PSRM candidate Igor Dodon and the PN candidate Dumitru Ciubașenco are also presented only in disfavoring contexts. On the contrary, the PDM candidate Marian Lupu is editorially favored, including through positive news about the work of the Government and of the Parliament, led by this party's representatives (8 times).



### [www.Unimedia.info](http://www.Unimedia.info)

In the report period, Unimedia.info published 56 items relevant to this monitoring, all news items, 10 of which were accompanied by their video tracks. The total amount of the items constituted 66,311 characters (for texts) and 20,557 seconds (for the video items).

The items referred to the unfolding of the election process, to the registration and launching of the candidates in the campaign, and to the statements and actions of some candidates.

In total, Unimedia.info quoted/mentioned 77 sources and protagonists, including 59 persons coming from the political environment, with the most frequent visibility, in various contexts, being held by the leaders and representatives of the Socialists' Party (12 cases), PD, and "Ravnopravie" (8 each), Action and Solidarity Party (7), PL (6) and PPE (5).

*Frequency of appearances of election candidates and political players.*

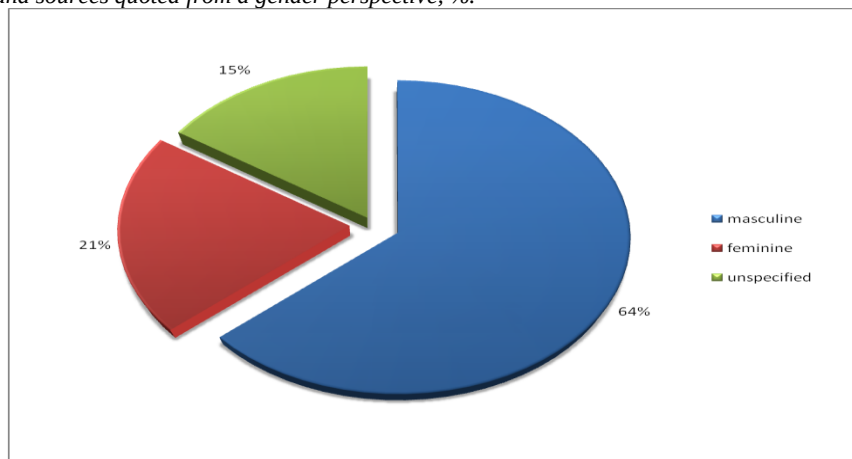
|                                         |    |
|-----------------------------------------|----|
| Democratic Party of Moldova             | 8  |
| Communists Party of Moldova             | 3  |
| Liberal Party                           | 6  |
| Socialists' Party of Moldova            | 12 |
| Social-Political Movement "Ravnopravie" | 8  |
| Our Party                               | 3  |
| National Liberal Party                  | 1  |
| Liberal Democratic Party of Moldova     | 1  |
| Demnitate and Adevăr Platform Party     | 1  |
| Liberal Reforming Party                 | 1  |
| European People's Party of Moldova      | 5  |
| Action and Solidarity Party             | 7  |
| Ion Dron                                | 1  |
| Roman Mihăeș                            | 1  |

Vasile Tarlev

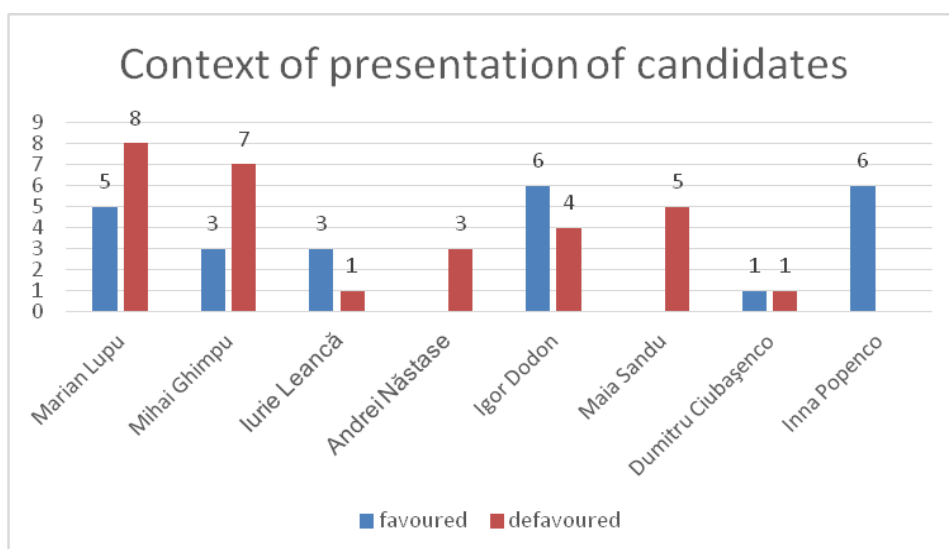
1

As sources/protagonists quoted or mentioned, men were involved in 64% of cases (49 sources/protagonists) while women appeared as protagonists or sources of information in 16 cases (21% of the total). The other items had unspecified sources. Gender indicators show a slight improvement as compared to the previous monitoring period.

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



The tone of most of the news items published by Unimedia.info is neutral and the authors are not biased. At the same time, the portal publishes many news items from a single source and in the report period it published many news items that favored directly or indirectly the Ravnopravie candidate Inna Popenco (6 cases). In other 5 cases, the portal published the statements of some politicians who disfavor the PAS candidate Maia Sandu, without her response. Other candidates' statements, too, remained without the responses of the ones mentioned, which creates the impression of editorial favoring or disfavoring.



[www.Ziarulnational.md](http://www.Ziarulnational.md)

In the report period, Ziarulnational.md published a higher number of items relevant to this monitoring as compared to the previous period – a total of 63, including 58 news items and 5 commentaries, editorials or other opinion items; 10 items were accompanied by their video tracks.

The total amount of relevant items constituted 138,931 characters (texts) and 52,279 seconds (video).

The relevant items referred to the actions/statements of some candidates for the office of the Moldovan President; the unfolding of the election process; and issues related to the functioning of the rule of law.

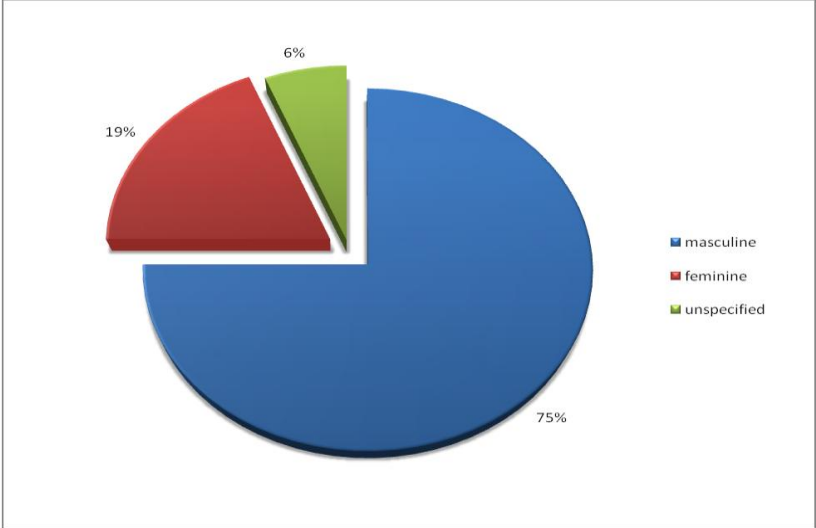
The number of sources and protagonists quoted or mentioned by the portal was high – 180, including 132 from the political environment. Most often, in various contexts, the portal quoted/mentioned representatives of the PPDA (26 times), PL (21), Socialists' Party (19), Action and Solidarity Party (13 times).

*Frequency of appearances of election candidates and political players.*

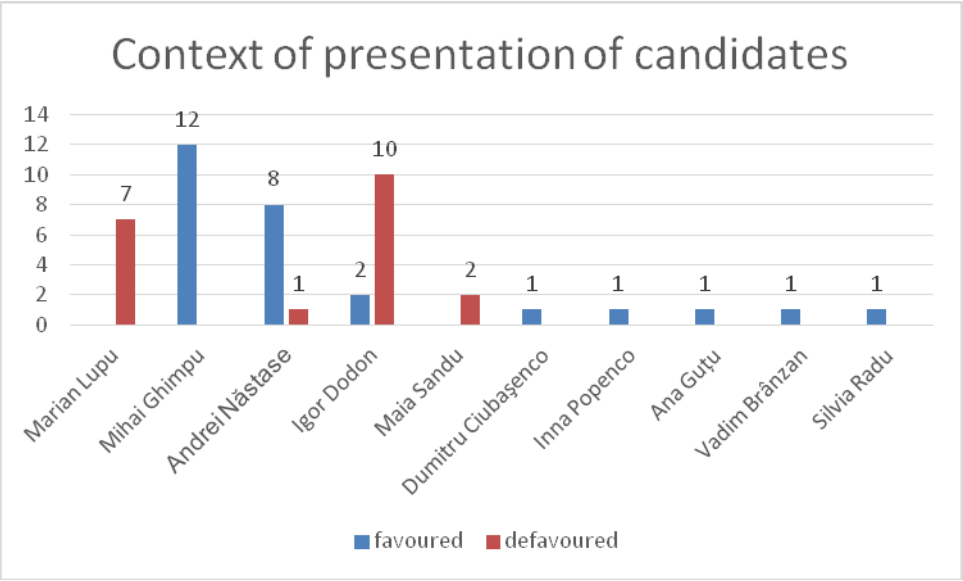
|                                         |    |
|-----------------------------------------|----|
| Democratic Party of Moldova             | 13 |
| Communists Party of Moldova             | 2  |
| Liberal Party                           | 21 |
| Socialists' Party of Moldova            | 19 |
| Social-Political Movement "Ravnopravie" | 9  |
| Our Party                               | 6  |
| People's Democratic Party of Moldova    | 1  |
| Liberal Democratic Party of Moldova     | 2  |
| Demnitate and Adevăr Platform Party     | 26 |
| European People's Party of Moldova      | 1  |
| "Dreapta" Political Party               | 3  |
| Action and Solidarity Party             | 13 |
| Inna Popenco                            | 1  |
| Vitalia Pavlicenco                      | 2  |
| Ion Dron                                | 2  |
| Valeriu Ghilețchi                       | 1  |
| Roman Mihăeș                            | 3  |
| Vadim Brânzan                           | 1  |
| Silvia Radu                             | 3  |
| Vasile Tarlev                           | 2  |
| Maia Laguta                             | 1  |

As sources/protagonists, men were mainly quoted or mentioned (135 or 75% of cases); women appeared as protagonists or sources of information in 34 cases (19% of the total), while the other items had unspecified sources.

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



Ziarulnational.md publishes many news items that directly favor the PL candidate Mihai Ghimpu (12 cases) and the PPDA candidate Andrei Năstase (8). At the same time, the PSRM candidate Igor Dodon is often presented in a negative, thus disfavoring, context (10 cases), and the same refers to the PDM candidate Marian Lupu (7 cases).

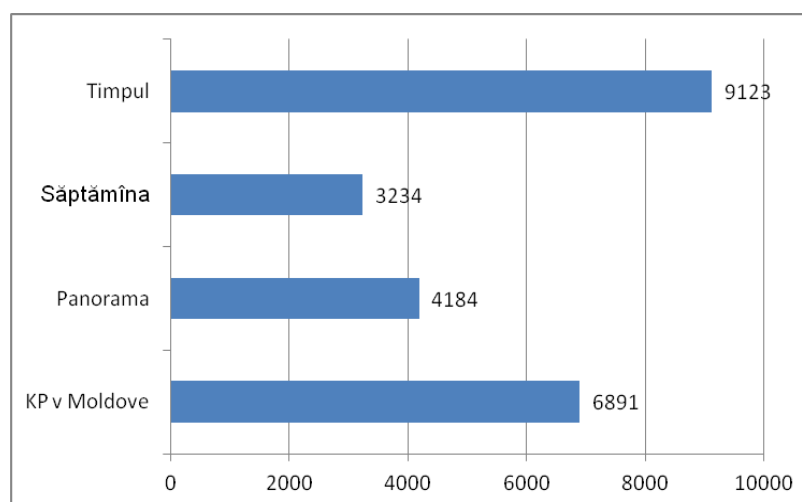


## 2.3 Print media

### General conclusions

In the report period, the 4 newspapers monitored published 37 stories that directly or indirectly referred to the presidential elections, with a total area of 23,432 sq.cm. The most relevant items were published in the weekly *Timpul* (14 texts with the total area of 9123 sq.cm.) and in the daily/five weekly appearances *KP v Moldova* (13 texts with the total area of 6891 sq.cm.). The other two newspapers with weekly appearances published as follows: *Panorama* – 6 items with the total area of 4184 sq.cm. and *Săptămîna* – 4 items with the total area of 3234 sq.cm.

*The area of items of direct and indirect electoral character published between 30 September and 6 October 2016 in 4 newspapers, sq.cm.*

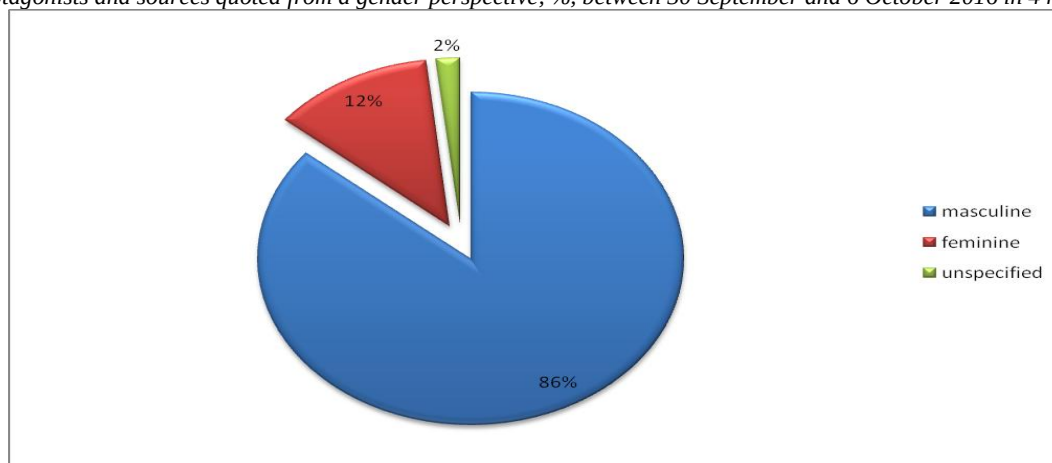


As in the previous monitoring period, the largest part of the total editorial space of the newspapers monitored was dedicated to editorials and other opinion stories – 9595 sq.cm. or 41% of the total, while news covered 9092 sq.cm. or 39% of the total. *KP v Moldova* remains the newspaper with the biggest disproportion between the amount of opinions and news items (one news items accounts for 2 opinion stories or commentaries). Three of the newspapers monitored (*KP v Moldova*, *Săptămîna* and *Timpul*) in the report period published interviews on big areas (of two pages) with Vladimir Plahotniuc, First Deputy President of the PDM, which were not marked as publicity. They also published other stories of hidden election publicity.

Half of the sources and protagonists quoted or mentioned by the 4 newspapers were politicians or representatives of political parties (28 of the total of 57 sources/protagonists). To note that, in the week monitored, the newspapers did not quote any CEC sources.

The gender unbalance in newspapers is the highest of all media monitored. Nearly 86% of newspaper sources and protagonists of this week were men and only 12% were women.

Rate of protagonists and sources quoted from a gender perspective, %, between 30 September and 6 October 2016 in 4 newspapers



### KP v Moldove

In the report period, the newspaper *KP v Moldove* published 13 items relevant to this monitoring, most of which (8) commentaries, editorials or other opinion items. The newspaper also published 4 news items and one interview on a large area (two newspaper pages) with Vladimir Plahotniuc, First Deputy President of the PDM. Although it has an obvious electoral character, the interview was not marked accordingly and thus constituted hidden election publicity. The total amount of the relevant items covered 6891 sq.cm.

From a topical point of view, the texts published referred to politics and the behavior/statements of some candidates, and to the public policies as a whole.

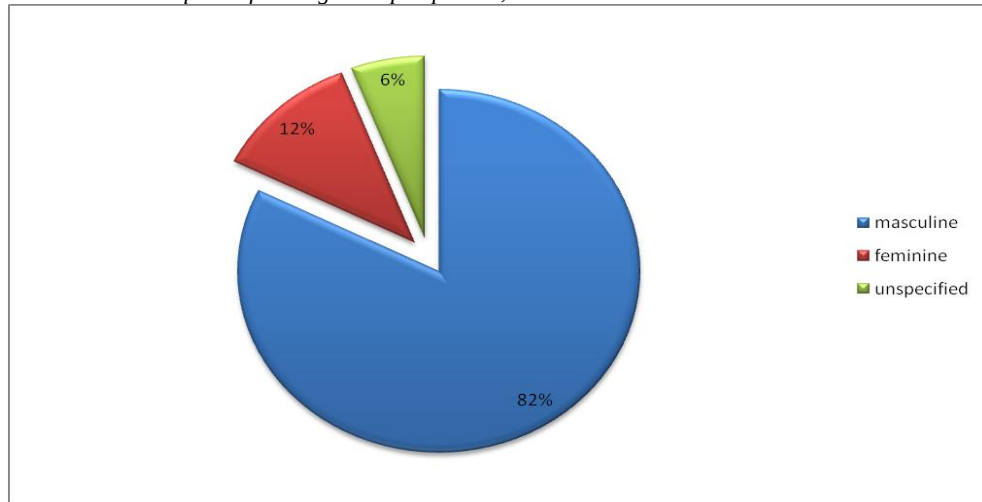
In its items published in the week monitored, *KP v Moldove* quoted 17 sources and protagonists, including 12 representatives of some political forces and election candidates.

Frequency of appearances of election candidates and political players.

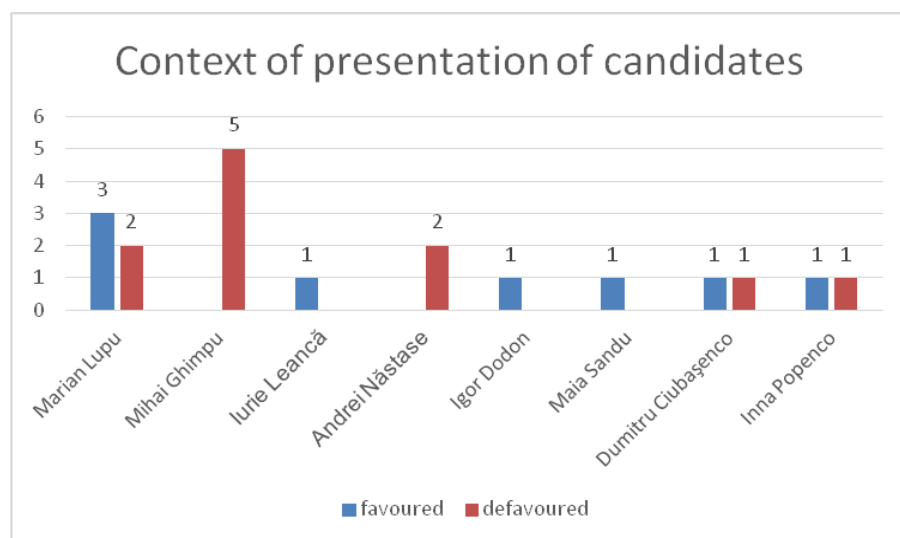
|                                         |   |
|-----------------------------------------|---|
| Democratic Party of Moldova             | 2 |
| Communists Party of Moldova             | 2 |
| Liberal Party                           | 2 |
| Socialists' Party of Moldova            | 1 |
| Social-Political Movement "Ravnopravie" | 1 |
| Our Party                               | 1 |
| Demnitare and Adevăr Platform Party     | 1 |
| European People's Party of Moldova      | 1 |
| Action and Solidarity Party             | 1 |

The absolute majority of sources/protagonists quoted or mentioned were men (14 cases or 82% of the total), women appeared as protagonists or sources of information only twice (12% of the total), while an item relevant to this monitoring did not mention the source.

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



*KP v Moldova* continues “the fight” with the unionist candidate Mihai Ghimpu (PL) who is deliberately disfavored by the newsroom in various opinion items, written in a tendentious and sarcastic language. In its edition of 30 September 2016, the newspaper published a story in which a psychologist analyzes the election slogans of the candidates. As illustration to this story, the newsroom posted a picture of a PL election billboard with the distorted slogan: “Moldova has a future without Mihai Ghimpu”, specifying that social media users allegedly believe that this is how the PL election billboards should look like. In its issue of 4 October 2016, the newspaper criticized the PL ministers, noting (by analogy with the Minister of Finance Octavian Armașu who had been thrown at a bucket of milk as a sign of protest) that the Minister of Defense Anatol Șalaru should be thrown at tank toys for his anti-Soviet and anti-Russian position; the Minister of Education Corina Fusu should be thrown at chalk for the optimizations in education (the author does not forget to mention also her purple stockings); the Minister of Environment Valeriu Munteanu should be thrown at turtles that he collects during his trips through Moldova, while the Minister of Transportation Iurie Chirinciuc should be thrown at stones from a broken road or sidewalk. The PDM candidate Marian Lupu was presented both in negative and positive contexts but the area of items in which this candidate appeared in a favoring context was much higher.



## Panorama

In the week monitored, *Panorama* published 6 items relevant to this monitoring, including 5 news items and one commentary. The total amount of the relevant items represented 4184 sq.cm. The relevant texts referred to politics and the behavior/statements of some candidates or potential candidates.

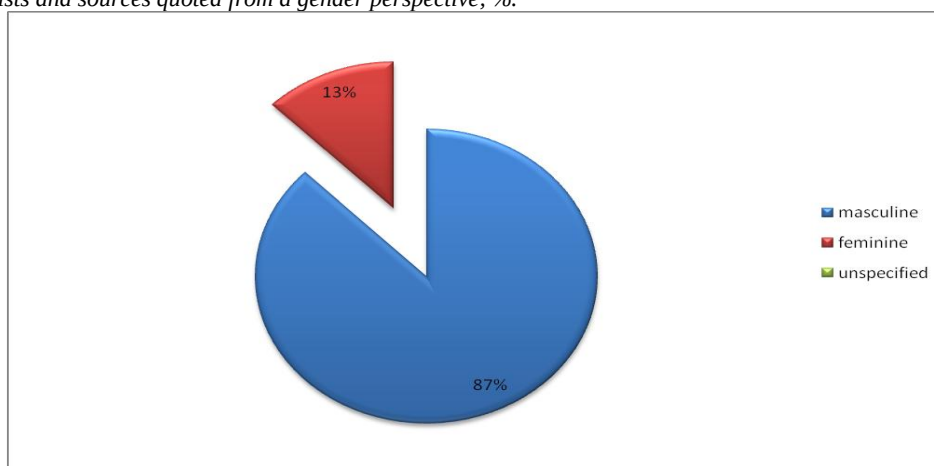
In its items published, *Panorama* quoted or referred to directly or indirectly to only 8 sources and protagonists, with 4 persons quoted or mentioned being from the political space, including 3 from the Socialists' Party.

*Frequency of appearances of election candidates and political players.*

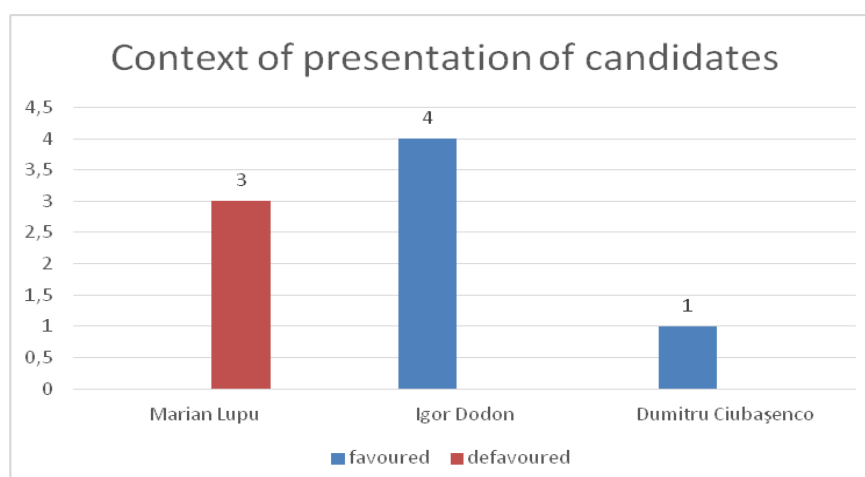
|                              |   |
|------------------------------|---|
| Socialists' Party of Moldova | 3 |
| Our Party                    | 1 |

Seven of the 8 sources and protagonists (87% of the total) were men and only one was a woman (13%).

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



In its edition of 30 September 2016, *Panorama* published an item of one page that directly favored the PSRM candidate Igor Dodon and represents hidden election publicity. As in the previous monitoring period, the newspaper repeatedly presented in a disfavoring context the PDM candidate Marian Lupu and his party as a whole by quoting some experts and by publishing excerpts from the book *Byla Takaia Partia (There Was Such A Party)*, written by the former PCRM MP Zurab Todua, about the parliamentary elections of 28 November 2010 and what followed after them.





## Săptămîna

The magazine *Săptămîna* published 4 items relevant to this monitoring, including 2 news items, one commentary and one interview on a big area (two newspaper pages) with Vladimir Plahotniuc, First Deputy President of the PDM, which has an obvious electoral character but which was not marked as such, thus representing hidden election publicity. The total amount of relevant materials constituted 3234 sq.cm.

The stories referred to the political process as a whole and to the statements and actions of the politicians and candidates in the presidential elections.

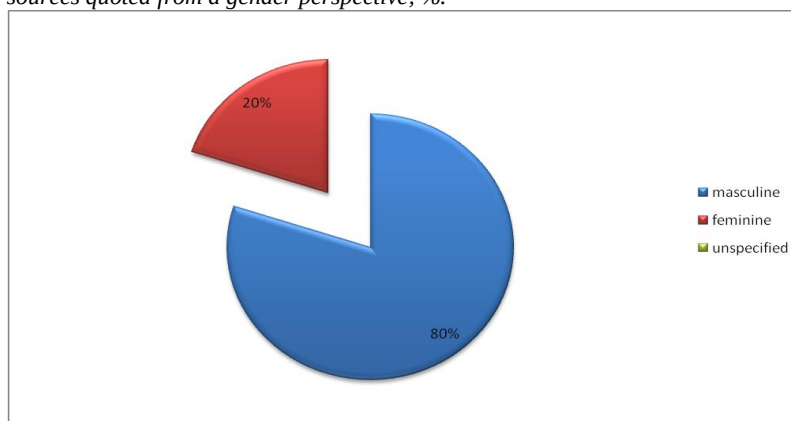
In its stories, *Săptămîna* quoted or directly or indirectly referred to only 5 sources and protagonists, including to 4 from the political environment.

*Frequency of appearances of election candidates and political players.*

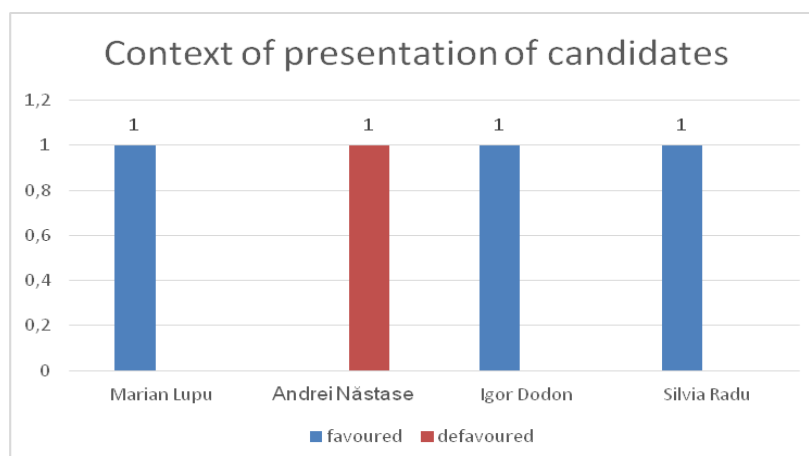
|                              |   |
|------------------------------|---|
| Democratic Party of Moldova  | 2 |
| Socialists' Party of Moldova | 1 |
| Silvia Radu                  | 1 |

Four of the 5 sources and protagonists about which *Săptămîna* wrote (80% of the total) were men and 1 was a woman.

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



In its edition of 30 September 2016, the magazine continued publishing items of hidden election publicity character in which it favored the PDM candidate Marian Lupu and the candidate Silvia Radu who had not been registered by CEC yet when the story was published.



## Timpul

In the report period, the newspaper *Timpul* published 14 stories that directly or indirectly referred to the presidential elections and most of which (8 texts or 57% of the total) were commentaries, editorials or other opinion items. It also published 5 news items and one survey of the Vox Populi type on an area of 860 sq.cm., on the topic: “How to vote on 30 October, so that not to lose again?” The newspaper published an interview on a big area (two newspaper pages) with Vladimir Plahotniuc, First Deputy President of the PDM that has an obvious electoral character but which was not marked as such, thus representing hidden election publicity. The total amount of relevant items constituted 9123 sq.cm.

The relevant items referred to the unfolding of the election process, the statements and actions of the politicians/candidates, and to the fight against corruption.

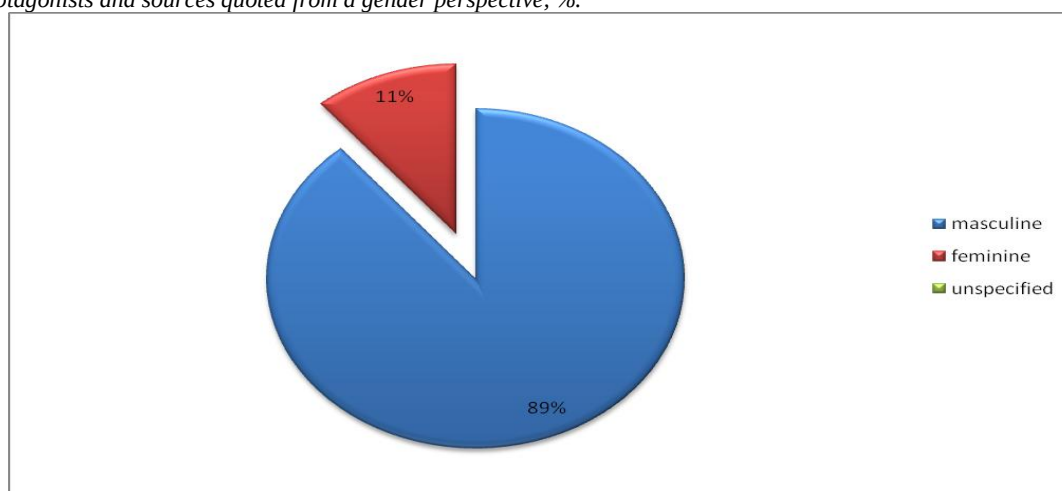
In its stories published, *Timpul* quoted or directly or indirectly referred to 27 sources and protagonists, including 8 from the political environment (3 from the PL).

*Frequency of appearances of election candidates and political players.*

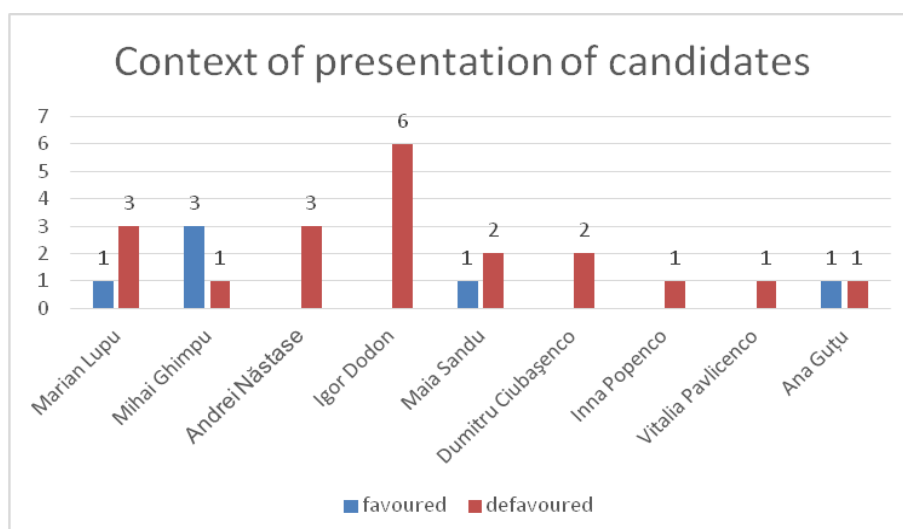
|                                    |   |
|------------------------------------|---|
| Democratic Party of Moldova        | 1 |
| Liberal Party                      | 3 |
| Socialists' Party of Moldova       | 1 |
| Our Party                          | 1 |
| European People's Party of Moldova | 1 |
| "Dreapta" Political Party          | 1 |

The gender discrepancy of sources and protagonists was little pronounced: 89% (24 of 27) men and only 11% women (3 of 27). Even when it quoted/referred to ordinary citizens (6 cases), they all were men.

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



*Timpul* disfavors the PSRM candidate Igor Dodon in its opinion items and editorials (6 cases) and also a few times the PPDA candidate Andrei Năstase (3 cases). The PL candidate Mihai Ghimpu, on the contrary, is rather favored.



### III. ANNEXES. CASE STUDIES.

*Case study no. 1:* Coverage in main newscasts by the TV stations *Moldova 1, Prime TV, TV Canal 2, TV Canal 3, Publika TV, Jurnal TV, Pro TV, TV7, NTV Moldova, Realitatea TV* and *Accent TV* of the results of a report of the Elections Observation Mission (EAM), publicly launched on 6 October 2016

*Case studies no. 2 and no. 3:* Presentation of opinions in lieu of facts (*Today.md* and *Moldova24.info*)

*Case study no. 4:* Editorials lacking balance, disfavoring one of the election candidates (*KP v Moldova*)