



## MEDIA MONITORING DURING THE ELECTORAL CAMPAIGN

for the Presidential Elections of November 3, 2024  
(the 2<sup>nd</sup> Round)

Report No 5  
October 21 – November 1, 2024



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## I. GENERAL DATA

1.1 Objective of the project: monitoring and informing the public about the editorial behavior of the media outlets during the electoral campaign for the presidential elections in the Republic of Moldova and for the republican constitutional referendum of October 20, 2024.

1.2 Monitoring period: September 20 – October 20, 2024.

1.3 Criteria for selecting media outlets for monitoring:

the media outlets were selected on the basis of the following criteria: a) form of ownership; b) language of broadcasting; d) the availability to cover the electoral campaign.

1.4 Monitored media outlets: Cinema 1, Exclusiv TV, Gagauziya Radio Televizionu (GRT), Jurnal TV, Moldova 1, N4, Pro TV Chisinau, TV 8, TVC 21, TVR Moldova.

1.5 Object of TV monitoring:

a) main informative newscast; b) electoral programs; c) electoral debates.

1.6 Methodological framework

Statistical data: the data was collected and analyzed based on a monitoring methodology developed for the Independent Journalism Center by the Oxford Media Research Center within the monitoring projects of the International Organization Global Campaign for Free Expression “Article XIX.” In 2019, the methodology was updated with the assistance of experts from the Osservatorio di Pavia, an organization from Italy.

This methodology has the characteristics listed below: using the following indicators: 1) the quantitative ones, including the type, duration, media topics, news sources, frequency and duration of the appearance of political stakeholders and election candidates in the news, and 2) the qualitative ones, establishing the tone of coverage (the context of the appearance and the media’s attitude towards political stakeholders and election candidates). Each news item or opinion is assessed from the point of view of content and context in order to determine whether they are favorable or unfavorable to any party/election candidate. Positive or negative content and/or context of the news do not necessarily demonstrate the tendency or partisanship of a media outlet broadcasting the news. It is possible for a news item to favor or to disfavor one of the protagonists, and still to remain impartial and fair from the professional perspective. Only if a tendency can be noticed over a certain period of time, and one of the protagonists is constantly favored or disfavored, imbalance can be stated.

### ABBREVIATIONS

CPA – central public administration

LPA – local public administration

ALDE – Alliance of Liberals and Democrats for Europe

AUR – Alliance for the Union of Romanians

CEC – Central Electoral Commission

CUB – Coalition for Unity and Prosperity (Coalition for Unity and Prosperity)

DA – Democrația Acasă (Democracy at Home) Party

MAN – Mișcarea Alternativa Națională (National Alternative Movement)

PAS – Action and Solidarity Party (Action and Solidarity Party)

PCRM – Party of Communists of the Republic of Moldova

PDCM – Party of Development and Consolidation of Moldova

PN – Our Party (Our Party)

PPDA – Partidul Platforma Demnitate și Adevăr (Dignity and Truth Platform Party)

PSRM – Party of Socialists of the Republic of Moldova

PVEM – Ecologist Green Party din Moldova (Ecologist Green Party of Moldova)

PSDE – European Social Democratic Party (European Social Democratic Party)

PDMM – Partidul Democrat Modern din Moldova (Modern Democratic Party of Moldova)

## II. DATA ANALYSIS

### GENERAL CONCLUSIONS

On October 21 – November 1, 2024, the ten monitored TV channels aired a total of 696 direct and indirect electoral materials with a total airtime of approximately 100 hours. Of these, 625 were news items, 69 were programs, and two were debates. The most frequently covered topics concerned the political sphere (265 times), electoral corruption (130), the electoral process (103), the referendum (57), social and economic issues (24 materials each), etc. The monitored channels covered the results of the republican constitutional referendum and the elections for the position of head of state, contestation of the referendum results and their subsequent confirmation by the Constitutional Court, the related protests initiated by several political parties, the activity of the Central Electoral Commission, actions of the law enforcement authorities aimed at investigating a network for bribing voters, etc. The indirect electoral subjects were most often dedicated to the activities of the representatives of the central public administration; they could favor or disfavor the candidate appointed by the governing party during the second round of the elections.

**Protagonists/sources.** The analyzed materials most frequently cited/mentioned citizens (322), representatives of the Government (186), the Police/Prosecutor's Office (160), experts (160), diplomats, foreign officials and observers (134), the media (83), the CEC (76), etc. As to the election candidates, in terms of frequency of appearance, Maia Sandu, the PAS candidate, ranks first with 297 appearances/mentions and 270 minutes of direct speech. Alexandr Stoianoglo, the PSRM candidate, had 273 appearances/mentions with a total airtime of direct speech lasting for 156 minutes. As to the parties which had nominated their candidates for the elections, the PAS had the largest number of appearances (66), with the airtime of direct speech lasting for 168 minutes, while the PSRM had 60 appearances and an airtime of direct speech lasting for 28 minutes.

**Tone.** In most cases, the election candidates were presented neutrally. Maia Sandu had the largest number of positive appearances (38), as well as negative ones (25 times); in the remaining cases, the tone was neutral (234). At the same time, Sandu benefited from positive materials regarding the activity of the central public administration and the PAS (80 in total) and also was disadvantaged by the negative materials about these institutions (30 in total). Alexandr Stoianoglo was presented predominantly neutrally (205), but had some appearances/mentions in both negative (53) and positive contexts (15). As to the state institutions, the Government is the entity which had the largest number of appearances in positive (74) and negative (12) contexts. The PSRM and the PAS had the largest number of appearances in neutral and negative contexts (25 and 18 cases, respectively).

**Gender.** In most cases, male sources and protagonists were cited/mentioned in the relevant materials (55%), while the rate of women accounted for approximately 30%.

### CONCLUSIONS REGARDING EACH CHANNEL

**Cinema 1** covered the second round of the elections in news items and programs, providing relatively equal access to both candidates for the position of head of state. The tone of presenting them in the news items was neutral in most cases. In the programs, the tone of presenting Maia Sandu, the PAS candidate, was mostly negative, and that of presenting Alexandr Stoianoglo was mostly positive. The political parties which had designated the election candidates were presented predominantly neutrally, and the tone of presenting the state institutions was predominantly neutral and sometimes positive and negative.

**Exclusiv TV** covered the election activities extensively, relatively equally presenting both candidates for the position of president of the Republic of Moldova. Maia Sandu and Alexandr Stoianoglo were presented predominantly neutrally in the newscasts and positively and negatively in the programs, depending on the context of the topics discussed. The PSRM and the PAS had several neutral appearances, and the tone of presenting the central public administration was mostly neutral, as well as positive, slightly favoring the candidate of the governing party.

The **GRT** regional public TV channel continued briefly covering the campaign in the newscasts, and electoral topics were mostly presented in the programs. The tone of presenting the election stakeholders was mostly neutral, as well as negative for Maia Sandu and positive for Alexandr Stoianoglo, especially in the programs. The PAS was presented only negatively, and the CPAs were presented neutrally. In

conclusion, Maia Sandu was disadvantaged by a great number of appearances in a negative context, as well as by the negative tone of presenting the PAS. Alexandr Stoianoglo was advantaged by many appearances in a positive context.

**Jurnal TV** treated both election candidates equally in the newscasts, and they benefited from a relatively equal number of appearances and airtime for indirect appearances. The tone of presenting Alexandr Stoianoglo was neutral in most cases, as well as negative, and Maia Sandu was presented neutrally and sometimes positively, especially in the programs. The PAS had neutral appearances/mentions, and the PRSM was mentioned in a negative context more frequently than in a neutral one, which disadvantaged the candidate nominated by the party. The tone of presenting the Government and the Parliament was equally neutral and positive, favoring the PAS candidate during the elections.

**Moldova 1** public TV channel covered the second round of the campaign for the presidential elections in the newscasts, programs, and debates. Both candidates were presented mostly neutrally. Maia Sandu was advantaged both by positive appearances/mentions and by positive presentations of the Government. Alexandr Stoianoglo was disadvantaged by negative contexts. The political parties which had nominated the candidates for the elections were mostly presented neutrally.

**N4** covered the election campaign in the newscasts and programs, providing relatively equal access to the newscasts to both remaining election candidates. No obvious favoring or disfavoring the candidates was observed in the N4 newscasts. Maia Sandu was advantaged in the newscasts due to positive appearances/mentions of the Government, but she was also disadvantaged in the programs due to criticism against her and the PAS, as well as against the executive authorities.

**Pro TV Chisinau** offered access to the newscasts to both candidates; Maia Sandu was also invited to a program, and Alexandr Stoianoglo refused to accept the invitation. The campaign was covered neutrally, with no obvious favoring or disfavoring any candidates or the political parties which had nominated the candidates for the position of the president of the country. The central public administration was presented mostly neutrally.

**TV8** provided relatively equal access to both election candidates who were presented mostly neutrally and sometimes negatively and positively, depending on the context of the topics. Alexandr Stoianoglo was disadvantaged by four negative appearances. The tone of presenting such political parties as the PAS and the PSRM, as well as that of the Government, was mostly neutral, and sometimes negative.

On **TVC21**, both Maia Sandu and Alexandr Stoianoglo had disadvantageous and advantageous appearances as candidates. Maia Sandu was also disadvantaged by the appearances of the PAS as the governing party and the Government in a negative context.

**TVR Moldova** favored Maia Sandu due to the large frequency of positive appearances/mentions and disfavored Alexandr Stoianoglo due to the large number of materials presenting him negatively. Due to image transfer, Maia Sandu was also advantaged by the positive tone of the materials dedicated to the activity of the executive authorities, and Alexandr Stoianoglo was disadvantaged by mentions or appearances of the PSRM, the party which had nominated him, in a negative context.

## **Cinema 1**



On October 21 – November 1, 2024, Cinema 1 TV channel aired 69 direct or indirect electoral news items and four programs relevant to the monitoring. Their total airtime was 394 minutes or approximately 6.6 hours of broadcasting. Ten of the relevant materials were included first in the newscasts, and the rest were included in the middle.

**Topics.** The topics covered in the newscasts and programs were diverse and focused on the political sphere (33) and the electoral process (12), electoral corruption (8), the referendum (6); topics concerning economy, the Transnistrian issue, European integration, etc. were also covered. During this period of time, Cinema 1 covered the results of the constitutional referendum and the first round of voting for the position of head of state, the irregularities detected by PromoLex and by the police on the election day, the PCRM's

intention to contest the referendum results, their confirmation by the Constitutional Court and the protests organized by the PCRM, and reactions of the international organizations to the referendum. The channel covered the debate between the two candidates who had to take part in the second round of voting, aired the messages launched by former electoral candidates for and against the current candidates, and covered the complaints filed by the PCRM and the PSRM to the Prosecutor's Office regarding the activists who had allegedly resorted to hate speech and the PAS's statement that their actions had nothing to do with their party. Along with the CEC's activity, the channel also covered single payments for retired persons, compensation for doctors, investments in Romania and new jobs created, etc.

**Protagonists/sources.** In the relevant materials, the candidates who had access to the second round of the election were most often cited/mentioned; they were followed by the Government representatives (25 times), experts (19), citizens (17), representatives of the Police and the Prosecutor's Office (12), diplomats, observers and foreign officials (11), the CEC (10), etc.

As to the election candidates, judging by frequency of appearance, Maia Sandu, the PAS candidate, ranks first with 37 appearances and/or mentions; judging by duration of indirect appearance and direct speech, Alexandr Stoianoglo, the PSRM candidate, ranks first due to his participation in a program.

As to the political party representatives, those from the PAS and the ex-Sor Party declared unconstitutional were most frequently mentioned and/or quoted. The latter, along with three other parties, was merely mentioned in the materials; however, no direct quotes were included.

As to the state institutions, the Government representatives were quoted most often (25 times, 4966 seconds of indirect appearance in the footage and mentions, and 2594 seconds of direct speech). The Parliament representatives were quoted or mentioned in two materials, for 103 seconds, and had 58 seconds of direct speech.

*Frequency, duration of appearance, and direct speech of electoral candidates in news items and programs, sec.*

Protagonists	Political affiliation	Frequency	Duration of appearance (sec.)	Duration of direct speech (sec.)
Maia SANDU	Action and Solidarity Party	37	3718	978
Alexandr STOIANOGLO	Party of Socialists of the Republic of Moldova	33	4197	2881

*Frequency, duration of appearance, and direct speech of political parties in news items and programs, sec.*

Protagonists	Frequency	Duration of appearance (sec.)	Duration of direct speech (sec.)
Ex-Sor Political Party	13	509	0
Action and Solidarity Party	12	2646	2029
Party of Socialists of the Republic of Moldova	9	286	125
IMPREUNA Electoral Block	7	102	57
Party of Development and Consolidation of Moldova	6	248	177
Our Party	6	286	88
Party of Communists of the Republic of Moldova	5	156	134
VICTORIE Political Party	3	15	0
Liberal Democratic Party of Moldova	3	68	56
SANSA Political Party	2	10	0
National Moldovan Party	1	36	36
Democratia Acasa Political Party	1	18	0
Party for the Future of Moldova	1	25	25
Coalition for Unity and Prosperity	2	32	32
Common Action Party – the Civic Congress	1	78	78

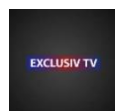
**Gender.** Most of the relevant materials were unbalanced from a gender perspective; most often, men were cited/mentioned as sources/protagonists (approximately 54.5%). Women accounted for about 29% of the total, and unspecified sources accounted for 16%.

**Tone.** The tone of presenting both election candidates was neutral in most cases. Maia Sandu, the PAS candidate, appeared in a negative context in the programs three times, as well as in the positive (2 times) and neutral ones (32 times), most often in the news items. Alexandr Stoianoglo from the PSRM had three positive appearances in the news items and in the programs; in the other cases, the presentation was neutral (30 times).

The political parties were presented predominantly neutrally, with the exception of the VICTORIE and SANSA parties which were presented only in a negative context. The ex-Sor Party declared unconstitutional, the PSRM, the PAS, and Our Party had both neutral and negative appearances.

The state institutions were presented mostly neutrally, as well as positively and negatively. The Government had 16 neutral appearances, six positive ones, and was mentioned in a negative context three times. The Parliament had three neutral appearances.

## Exclusiv TV



During the reporting term, the Exclusiv TV channel aired 61 direct or indirect electoral news items and nine programs with a total airtime of 882 minutes or 14.3 hours. Most of the news items were included in the middle of the newscasts, and ten were aired in the beginning of the newscasts.

**Topics.** The analyzed topics mostly concerned the political sphere (23), followed by electoral corruption (12), the electoral process (10), social issues (9), the referendum (8), etc. The main direct electoral topics concerned the election results, validation of the referendum, campaign activities of the remaining candidates for the second round of the elections, the former candidates' messages to voters, national and international observers' reports regarding the breaches registered on the election day, the PCRМ's decision to contest the referendum results at the Constitutional Court, the format of the ballot papers for the second round of the elections, voting procedures, etc. The channel also extensively covered the law enforcement authorities' activity for investigating an alleged scheme of bribing voters, fines imposed on persons involved in this scheme, etc. Indirect electoral topics concern single-time allowances for children with severe disabilities and retired persons, offering seed wheat to farmers, the *Ajutor la contor* program for the cold season, and the decision to award athletes who had excellent performances at the Olympic and Paralympic Games.

**Protagonists/sources.** In the monitored materials, the sources most frequently cited/mentioned were the Government representatives (29 times) and the remaining election candidates, Maia Sandu (29) and Alexandr Stoianoglo (24), representatives of the Police and the Prosecutor's Office (15), the CEC (11), diplomats, foreign officials and observers (8), and experts (7).

As to the election candidates, Maia Sandu appeared on screen most frequently, also benefiting from the largest airtime for indirect appearances. Sandu was also the protagonist most often mentioned by the guests of the monitored programs, though her actions were criticized. Alexandr Stoianoglo had longer fragments of direct speech as the guest of a program.

During the campaign before the second round of elections, the number of the political party representatives who had fragments of direct speech in news items and programs aired by Exclusiv TV increased. Most often, representatives of the ex-Sor Party were mentioned in the context of topics related to massive voter corruption. The PAS had the longest duration of indirect and was also often discussed by the program participants; they also had fragments of direct speech due to taking part in one of the programs.

The CPA representatives were often quoted/mentioned in the relevant materials; most often, these were the

Government representatives (29 times, 5094 seconds of direct speech). The Presidency representatives were mentioned once, for 5 seconds.

*Frequency, duration of appearance, and direct speech of electoral candidates in news items and programs, sec.*

Protagonists	Political affiliation	Frequency	Duration of appearance (sec.)	Duration of direct speech (sec.)
Maia SANDU	Action and Solidarity Party	29	12734	477
Alexandr STOIANOGLO	Party of Socialists of the Republic of Moldova	24	8836	4846

*Frequency, duration of appearance, and direct speech of political parties in news items and programs, sec.*

Protagonists	Frequency	Duration of appearance (sec.)	Duration of direct speech (sec.)
Ex-Sor Political Party	18	1861	46
Action and Solidarity Party	13	11040	4205
Our Party	12	1307	110
Party of Development and Consolidation of Moldova	7	297	149
IMPREUNA Electoral Block	5	69	24
Party of Communists of the Republic of Moldova	4	78	51
Party for the Future of Moldova	3	38	23
VICTORIE Political Party	3	65	0
RENASTERE Party	2	10	0
Liberal Democratic Party of Moldova	1	39	39
Ecologist Green Party	1	20	20
Coalition for Unity and Prosperity	1	70	70
National Moldovan Party	1	22	22
National Alternative Movement	1	120	0

**Gender.** The rate of male protagonists and sources quoted or mentioned was 57.8%, and that of women was 26.5%.

**Tone.** Both candidates, Maia Sandu and Alexandr Stoianoglo, were presented mostly neutrally (19 appearances each), as well as positively and negatively. Sandu had five appearances in positive and negative contexts, and Stoianoglo had three negative and two positive ones.

The parties referred to in the relevant materials were presented neutrally in most cases, as well as negatively – the ex-Sor Party (14 times), the VICTORIE Party (3 times), the RENASTERE Party (2 times), the PAS (3 times), and positively – the PAS (3 times) and Our Party (once).

The tone of presenting the Government representatives was 11 times positive, 17 times neutral, and once negative, and that of the Presidency was neutral in one case.

### **Gagauziya Radio Televizionu (GRT)**



The Gagauziya Radio Televizionu (GRT) regional public TV channel was monitored on October 21-31; the materials aired on November 1 were not covered for technical reasons. During the reporting period, GRT briefly covered the electoral campaign in the news items (22) and programs (7), a total of 507 minutes or approximately 8.45 hours of the airtime.

**Topics.** The topics covered were not diverse and mainly referred to the political sphere (12) and the



electoral process (11), the referendum (3), social issues (1), and topics from the other categories (2). The channel failed to inform about electoral corruption cases and the steps taken by the law enforcement authorities in this context. GRT covered the CEC's activities, in particular, informing about the outcome of the first round of elections and the voting procedures for students and persons with disabilities for the second round of voting, it covered the breaches registered on the voting day and validation of the referendum by the Constitutional Court. The channel aired the statements made by the two remaining election candidates and citizens' opinions of their intention to vote in the second round. Gutul, the head of the autonomy, was the protagonist of three materials about her visit to Turkey, the court hearing directly concerning her, and the messages she sent to voters regarding November 3.

**Protagonists/sources.** The relevant materials lacked diverse sources. Most often, citizens were quoted/mentioned in the news items (15 times), followed by the candidates for the position of president of the country (14 times each), experts (8), the CEC (7), the LPAs (6), and civil society representatives (3).

Both election candidates benefited from an equal number of appearances and airtime for direct appearances in the news. However, Maia Sandu ranks first in terms of duration of indirect appearances, and she was more frequently discussed in the programs.

During the reporting period, representatives of seven political parties and representatives of the ex-Sor Party declared unconstitutional appeared directly or indirectly on the GRT channel. The PAS as the governing party was referred to seven times, for 5800 seconds, predominantly in the programs, without quoting its representatives directly.

As to the state institutions, the Government representatives appeared in the newscast only once (direct speech lasting for 25 seconds).

*Frequency, duration of appearance, and direct speech of electoral candidates in news items and programs, sec.*

Protagonists	Political affiliation	Frequency	Duration of appearance (sec.)	Duration of direct speech (sec.)
Maia SANDU	Action and Solidarity Party	14	7768	141
Alexandr STOIANOGLO	Party of Socialists of the Republic of Moldova	14	2473	146

*Frequency, duration of appearance, and direct speech of political parties in news items and programs, sec.*

Protagonists	Frequency	Duration of appearance (sec.)	Duration of direct speech (sec.)
Action and Solidarity Party	7	5800	0
Our Party	4	963	0
Party of Development and Consolidation of Moldova	3	123	0
National Alternative Movement	2	480	0
Ex-Sor Political Party	2	304	0
Party for the Future of Moldova	2	3	0
IMPREUNA Electoral Block	1	3	0
Liberal Democratic Party of Moldova	1	1600	1500

**Gender.** The rate of male sources/protagonists cited/mentioned amounted to 56.9%, and that of women was approximately 30%. Unspecified sources/protagonists, such as parties or institutions, accounted for approximately 13%.

**Tone.** The election candidates were presented differently on the regional public TV channel. The tone of presenting Maia Sandu was equally negative and neutral (seven appearances, negative in the programs and neutral in the news items), and Alexandr Stoianoglo had ten neutral and four positive appearances.



Most of the political parties mentioned/quoted in direct or indirect electoral news items and programs were presented neutrally. The only party which was presented only negatively (7 times) is the PAS. The Government representatives were presented neutrally once.

## Jurnal TV



During the reference period, the Jurnal TV channel aired 85 direct and indirect electoral materials, of which 75 were news items and ten were programs. Their total airtime was 936 minutes or 15.6 hours. In most cases, the materials were included in the middle of the newscasts, and in nine cases, they opened the newscasts.

**Topics.** The most frequently covered topics concerned electoral corruption (27) and the political sphere (22), the electoral process was covered 12 times, the referendum was covered seven times, and European integration was covered six times. The topics concerning the economic sphere, social issues, integrity, etc. were also presented. The channel discussed the results of the constitutional referendum and the first round of elections for the position of head of state, presented the reports launched by PromoLex and the international election observation missions, covered the reactions of the US and the European Parliament to the results, the CEC's activity during the campaign before the second round of the elections, and validation of the referendum by the Constitutional Court. The topics concerning the debates between the two candidates, their profiles, and messages of support addressed to them were also presented. In addition, Jurnal TV extensively covered the law enforcement authorities' actions related to the cases of illegal voter corruption. The other indirect electoral topics concerned the payments for young mothers and child care, seed wheat distributed to farmers, reports on the progress of the Republic of Moldova on its way to European integration, the projects financed by the EU, etc.

**Protagonists/sources.** In the relevant materials aired by Jurnal TV, experts (38 times) and citizens (38) who took part in Vox Populi polls were most often quoted; they are followed by diplomats, foreign officials and observers (26), representatives of the Government, the Police, and the Prosecutor's Office (20 times each), etc.

As to frequency of direct and indirect appearances, Jurnal TV provided relatively equal access to both candidates, and they also had an almost equal airtime of indirect appearances/mentions. As to duration of direct speech, Maia Sandu ranks first due to the fact that she was invited to a program.

As to the political parties, during the reporting period, representatives of the ex-Sor Party (33 times) were most frequently cited/mentioned in the relevant news items and programs, they were also frequently mentioned, though duration of direct speech was short; they are followed by the PSRM, Our Party, and the VICTORIE Party. The PAS had the largest amount of direct speech due to the participation of its representatives in the programs.

As to the state institutions, the Government representatives were most often cited/mentioned in the relevant materials (20). The airtime allocated to the appearances of the Government representatives in the news items, programs, and debates was 667 seconds, with direct speech lasting for 492 seconds, and the Parliament representatives had five appearances and direct speech lasting for 29 seconds.

*Frequency, duration of appearance, and direct speech of electoral candidates in news items and programs, sec.*

Protagonists	Political affiliation	Frequency	Duration of appearance (sec.)	Duration of direct speech (sec.)
Alexandr STOIANOGLO	Party of Socialists of the Republic of Moldova	31	10358	160
Maia SANDU	Action and Solidarity Party	29	11825	4256

*Frequency, duration of appearance, and direct speech of political parties in news items and programs, sec.*

Protagonists	Frequency	Duration of appearance (sec.)	Duration of direct speech (sec.)
Ex-Sor Political Party	31	7620	5
Party of Socialists of the Republic of Moldova	15	1739	75
Our Party	13	1499	72
VICTORIE Political Party	13	125	0
Party for the Future of Moldova	5	93	54
IMPREUNA Electoral Block	6	150	68
Action and Solidarity Party	5	4205	5040
Party of Development and Consolidation of Moldova	4	51	20
Coalition for Unity and Prosperity	2	82	60
Party of Communists of the Republic of Moldova	1	10	0
Liberal Democratic Party of Moldova	1	5	0
Dignity and Truth Platform	1	5	0
Alliance of Liberals and Democrats for Europe	1	36	21

**Gender.** As to ensuring gender balance, in the relevant materials aired by Jurnal TV, male sources and protagonists predominated (59.6%). The per cent of female sources and protagonists amounted to 26.2%, whereas the rest of the sources were unspecified (institutions or press releases).

**Tone.** The election candidates who had access to the second round of voting were presented differently. The tone of presenting Maia Sandu was mostly neutral (23 times) and positive six times, and Alexandr Stoianoglo was presented 13 times negatively and 18 times neutrally.

The political parties appeared in a neutral context in most cases, except the ex-Sor Party, which had the largest number of appearances in a negative context (30), followed by the PSRM with 11 appearances in a negative context and the VICTORIE Party with five materials of this type.

As to the state institutions, the Government had the largest number of positive appearances (9 times), and was also mentioned neutrally (11 times). The Presidency and the Parliament only appeared in a neutral context.

## Moldova 1



On October 21 – November 1, 2024, the Moldova 1 public TV channel aired 77 direct and indirect electoral news items, nine programs, and one debate. The monitored materials had a total airtime of almost 600 minutes or ten hours. Ten of the monitored news items were aired in the beginning of the newscasts, 65 were included in the middle of the informative programs, and two were aired at the end.

**Topics.** Moldova 1 covered the topics concerning electoral corruption in 21 news items, the political sphere in 18, the election process in 15, and the referendum in nine. The number of materials dedicated to the other topics, such as social issues, foreign relations, the economic sphere, crime, European integration, healthcare, press, culture, and security, ranged from five to one news item.

During the reporting period, Moldova 1 covered searches, detentions, and arrests related to the cases of bribing voters, and also summarized the results of the first round of the presidential elections and the republican constitutional referendum. The public TV channel presented statements and campaign activities of the two opponents remaining for the second round of the presidential elections, Maia Sandu and Alexandr Stoianoglo, including the only electoral debates between the two candidates. Moldova 1 also aired the statements made by the candidates who did not take part in the second round and their appeals to those who had voted for them, the comments regarding the referendum results by the local and foreign

experts, as well as by foreign officials and diplomats country, the observation missions' statements, accusations regarding the fraud during the elections made by some candidates, referendum validation, etc.

Moldova 1 also covered such activities of the executive authorities as single payments offered to vulnerable categories of citizens, compensations for the cold season, electricity supply in the Republic of Moldova, the campaign conducted by the Ministry of Health on the ways of recognizing symptoms of stroke, the support offered to farmers, higher allowances for the healthcare staff, grants offered to entrepreneurs, etc.

The only debates aired during the monitored period were attended only by Maia Sandu, because Alexandr Stoianoglo refused to accept the invitation.

**Protagonists/sources.** Most often, direct or indirect electoral materials aired by Moldova 1 had citizens as sources/protagonists (66). The other frequently cited/mentioned sources/protagonists were diplomats, foreign officials or observers (34), prosecutors or police representatives (31), media professionals (29), and local or foreign experts (11).

As to the state institutions, the largest number of appearances/mentions belongs to the Government representatives (33). They had a total airtime of appearance of 1398 seconds, with direct speech lasting for 970 seconds. The Parliament was mentioned three times with a total airtime of 60 seconds, and the Presidency had two appearances (15 seconds); both institutions had no episodes of direct speech.

Both remaining election candidates had relatively equal access to the materials on Moldova 1. Maia Sandu had the largest number of appearances/mentions (31); she is followed by Alexandr Stoianoglo (26). Maia Sandu also had the longest airtime of appearance and direct speech, which can be explained by her taking part in the debates on October 28. Alexandr Stoianoglo was mostly presented in the news, and was also mentioned during the debates.

As to the political entities, the ex-Sor Party declared unconstitutional had the largest number of appearances/mentions (37); it is followed by the VICTORIE Party (12). The PCRM and Our Party had an equal number of appearances (8). The parties which had nominated their election candidates, the PSRM and the PAS, were presented seven and two times, respectively.

*Frequency, duration of appearance, and direct speech of electoral candidates in news items and programs, sec.*

Protagonists	Political affiliation	Frequency	Duration of appearance (sec.)	Duration of direct speech (sec.)
Maia SANDU	Action and Solidarity Party	30	1483	484
Alexandr STOIANOGLO	Party of Socialists of the Republic of Moldova	25	1023	339

*Frequency, duration of appearance, and direct speech of electoral candidates in debates, sec.*

Protagonists	Political affiliation	Frequency	Duration of appearance (sec.)	Duration of direct speech (sec.)
Alexandr STOIANOGLO	Party of Socialists of the Republic of Moldova	1	120	0
Maia SANDU	Action and Solidarity Party	1	3189	2495

*Frequency, duration of appearance, and direct speech of political parties in news items, programs, and debates, sec.*

Protagonists	Frequency	Duration of appearance (sec.)	Duration of direct speech (sec.)
Ex-Sor Political Party	37	714	93
VICTORIE Political Party	12	521	174
Party of Communists of the Republic of Moldova	8	96	21
Our Party	8	216	30

Party of Socialists of the Republic of Moldova	7	109	25
SANSA Political Party	5	35	0
Party of Development and Consolidation of Moldova	4	45	13
IMPREUNA Electoral Block	3	35	17
Party for the Future of Moldova	2	18	0
RENASTERE Political Party	2	8	0
Action and Solidarity Party	2	27	0
National Moldovan Party	1	763	659

**Gender.** During the reporting period, 46.5% of the protagonists and sources in the materials aired by Moldova 1 were male. The rate of female sources/protagonists amounted to 31.75%. Women were mostly quoted in the materials in which they were taking part as citizens.

**Tone.** During the reporting period, Maia Sandu benefited from four positive appearances/mentions, whereas Alexandr Stoianoglo had six appearances in a negative context. In the other cases, both candidates were presented neutrally.

As to the political parties, the ex-Sor Party (37) declared unconstitutional, the VICTORIE Party (12), the SANSA Party (5), and the RENASTERE Party (2) had only negative appearances/mentions. The PSRM and the Party for the Future of Moldova had one negative appearance/mention each. In the other cases, the political parties were presented neutrally.

As to the central public administration, more than half of the appearances/mentions of the Government were positive (18 out of 33). The Parliament had an appearance in a positive context. Due to image transfer, these materials could be advantageous to Maia Sandu, the candidate appointed by the governing party.

#### N4



During the reporting period, the N4 TV channel broadcast 44 direct and indirect electoral news items and two programs. The monitored materials had a total airtime of approximately 287 minutes or almost 4.8 hours. 40 news items relevant to the monitoring were included in the middle of the newscasts, and four were aired at the beginning of the newscasts.

**Topics.** N4 covered the political spheres in 21 materials, including the two programs it aired during the reporting period. Electoral corruption was considered in eight news items, and the economic sphere was covered in four of them. The referendum and the electoral process were presented in three materials each. The topics related to the healthcare sector, social issues, crime, security, and legislation were presented in one or two news items each.

During the reporting period, N4 covered the results of the elections held on October 20, 2024, the incidents registered on the election day, the voting procedure in the Transnistrian region, the statements made by the representatives of the European structures, the process of organizing the debates between Maia Sandu and Alexandr Stoianoglo, interference of Russia in the elections in the Republic of Moldova, statements and accusations made by several candidates after the first round of the presidential elections, the steps taken by the investigative authorities in cases of electoral corruption, and the statements made by the Police representatives on bribing voters. The TV channel also covered the statements by the remaining election candidates, the governmental modifications following the second round of the elections, the statements made by the representatives of the extra-parliamentary parties, validation of the referendum, etc.

N4 also covered such Government activities as compensations provided during the cold season, the one-time allowance paid to families with children with special needs, the situation in the energy sector, the

stroke awareness campaign organized by the Ministry of Health, the allowances offered to healthcare staff, the works for installing the first pillars of the Vulcanesti-Chisinau overhead electric line, with the participation of the Government members.

**Protagonists/sources.** Both remaining election candidates had access to N4 materials: Alexandr Stoianoglo (22 times) and Maia Sandu (19 times), the airtime of their direct speech was relatively equal. As to the political parties, the ex-Sor Party declared unconstitutional had the largest number of appearances/mentions (10), followed by the PAS (8). The other entities had four appearances/mentions at the most.

As to the central public administration, the Government (due to the presence of the Prime Minister), ministers, or state secretaries had 18 appearances/mentions with a total airtime of the appearance of 1093 seconds and direct speech lasting for 655 seconds. The Parliament had a single appearance (10 seconds).

The direct and indirect electoral journalistic content also cited and/or mentioned the sources from the Police or the Prosecutor's Office (13). The Government officials were quoted/mentioned five times, and citizens were quoted the same number of times. Local or foreign experts were quoted four times.

*Frequency, duration of appearance, and direct speech of electoral candidates in news items and programs, sec.*

Protagonists	Political affiliation	Frequency	Duration of appearance (sec.)	Duration of direct speech (sec.)
Alexandr STOIANOGLO	Party of Socialists of the Republic of Moldova	22	999	288
Maia SANDU	Action and Solidarity Party	19	1313	268

*Frequency, duration of appearance, and direct speech of political party representatives in news items and programs, sec.*

Protagonists	Frequency	Duration of appearance (sec.)	Duration of direct speech (sec.)
Ex-Sor Political Party	10	170	0
Action and Solidarity Party	8	421	121
Party of Development and Consolidation of Moldova	4	132	69
Party of Communists of the Republic of Moldova	4	30	0
Party of Socialists of the Republic of Moldova	3	30	0
Party for the Future of Moldova	3	121	57
Our Party	3	126	54
VICTORIE Political Party	2	10	0
IMPREUNA Electoral Block	2	87	0
Coalition for Unity and Prosperity Political Party	1	21	21
National Moldovan Party	1	36	20
Liberal Democratic Party of Moldova	1	5	0
Liberal Party	1	21	17

**Gender.** Almost 59% of the protagonists and sources in the materials relevant to this monitoring were male. The rate of women was approximately 2.5 times lower, accounting for 22.4%.

**Tone.** The largest number of appearances/mentions of the two remaining election candidates was neutral. Both of them had one negative appearance/mention. Alexandr Stoianoglo had two advantageous appearances, and Maia Sandu had one positive appearance.

As to the political parties, the ex-Sor Party declared unconstitutional had eight negative appearances/mentions out of a total of ten. Both appearances of the VICTORIE Party were in a negative

context. The PAS had one advantageous appearance and a disadvantageous one. In the other situations, the political parties were presented neutrally.

As to the state institutions, the Government had 11 advantaged appearances/mentions and four disadvantageous ones. The only appearance of the Parliament was presented in a negative context. Due to image transfer, these appearances/mentions could advantage or disadvantage Maia Sandu.

## Pro TV Chisinau



Pro TV Chisinau aired 80 news items and two programs relevant to this monitoring. The analyzed journalistic materials had an airtime of about 355 minutes or almost six hours. 69 of the monitored news items were included in the middle of the informative program, and 11 were aired at the beginning of the newscasts.

**Topics.** In 33 materials, Pro TV Chisinau covered the political sphere, 23 concerned electoral corruption issues, nine concerned the election process, and eight were about the referendum. The topics referring to crime and European integration were covered in two news items each. The other topics were presented in one news item each.

During the reporting period, Pro TV Chisinau covered the results of the presidential elections held on October 20, 2024, and the republican constitutional referendum, the voting in the diaspora, the candidates' reactions after the first round of the presidential elections, the observation missions' statements, the international press's comments on the results of the elections in the Republic of Moldova, statements made by the candidates who had access to the second round of the presidential elections, searches, detentions, and arrests related to electoral corruption cases, and validation of the referendum. Pro TV Chisinau also covered the statements made by the EU leaders regarding the referendum results and criticism against Russia's involvement in conducting the elections in the Republic of Moldova, the election debates between Maia Sandu and Alexandr Stoianoglo, the progress made by the Republic of Moldova on its way to joining the EU, etc.

**Protagonists/sources.** In most cases, Pro TV Chisinau had citizens as sources/protagonists (49). The other sources/protagonists were investigative authority representatives (36), diplomats, foreign officials and observers (21), civil society representatives (20), media professionals (15), and local or foreign experts (14).

Both election candidates had access to Pro TV Chisinau newscasts. Maia Sandu had 39 appearances/mentions, while Alexandr Stoianoglo had 31. The longer duration of Maia Sandu's appearance and direct speech is explained by the candidate's attending one of the programs.

As to the political parties, the ex-Sor Party declared unconstitutional had the largest number of appearances/mentions (33); it is followed by the IMPREUNA Block (14) and Our Party (13).

As to the state institutions, the Government had the largest number of appearances/mentions (13), with a total airtime of 381 seconds and live speech lasting for 224 seconds. The Presidency and the Parliament were merely mentioned once each.

*Frequency, duration of appearance, and direct speech of electoral candidates in news items and programs, sec.*

Protagonists	Political affiliation	Frequency	Duration of appearance (sec.)	Duration of direct speech (sec.)
Maia SANDU	Action and Solidarity Party	39	5174	3939
Alexandr STOIANOGLO	Party of Socialists of the Republic of Moldova	31	1206	407



*Frequency, duration of appearance, and direct speech of political party representatives in news items and programs, sec.*

Protagonists	Frequency	Duration of appearance (sec.)	Duration of direct speech (sec.)
Ex-Sor Political Party	33	335	5
IMPREUNA Electoral Block	14	218	83
Our Party	13	336	110
VICTORIE Political Party	9	80	10
Party of Development and Consolidation of Moldova	8	85	32
Party of Socialists of the Republic of Moldova	7	65	21
Party for the Future of Moldova	4	35	0
Action and Solidarity Party	3	40	0
Party of Changes	2	44	42
RENASTERE Political Party	1	5	0
National Alternative Movement Political Party	1	10	0

**Gender.** 53.75% of the protagonists and sources in the monitored materials were male. During the reporting period, the rate of women amounted to 31.75%.

**Tone.** In most cases, the two candidates were presented neutrally. Both of them had negative appearances: Alexandr Stoianoglo had two of them, and Maia Sandu had one.

As to the political parties, the ex-Sor Party had 27 negative appearances/mentions out of a total of 33, and the VICTORIE Party had eight of them out of a total of nine appearances/mentions. Such parties as the RENASTERE, the Party for the Future of Moldova, the PSRM, and the PAS were disadvantaged once each. In the other situations, the political entities were presented neutrally.

Except in two materials when the Government had advantageous appearances, and the Presidency had a disadvantageous appearance, in the other cases, the state institutions were presented neutrally.

## TV8



During the reporting period, TV8 aired 59 news items relevant to the monitoring and ten direct electoral programs, with a total airtime of 874 minutes or 14.7 hours. Most of the news items were included in the middle of the newscasts, and 13 were the first in the newscasts, they were dedicated to the searches conducted in connection with the electoral corruption cases.

**Topics.** The topics covered most often were political issues (19) and electoral corruption (19), followed by the electoral process (12) and the referendum (9). The channel covered the referendum results and the elections for the position of head of state, the appeal filed with the Constitutional Court by the PCRM, former election candidates' reactions after the election day, the hearing of Bishop Marchel at the Police related to the case of pre-election canvassing, the investigation conducted by Ziarul de Garda concerning the functioning of Ilan Sor's election fraud network, multiple activities of the law enforcement authorities (searches, arrests, and fines) related to the cases of illegal party financing and bribing voters, alleged financial relations between the PSRM candidate and a businessman affiliated to Ilan Șor, etc. The indirect electoral topics include the news items about single-time allowances for children with severe disabilities and compensations for the cold season.

**Protagonists/sources.** Most frequently, relevant news items and programs quoted/mentioned citizens as sources/protagonists (43 times); they are followed by experts (27) and representatives of the Police and the Prosecutor's Office (19) and the media (11).

As to frequency and duration of indirect appearances, both election candidates who had access to the



second round of voting were quoted/mentioned in a relatively equal manner, and Maia Sandu ranks first from the perspective of duration of direct appearances.

As to the political parties quoted/mentioned in the news items and programs, the ex-Sor Party, IMPREUNA Electoral Block, and the PDCM rank first in terms of frequency of appearances; as to indirect appearances, the ex-Sor Party and Our Party rank first, and as to direct appearances, the PAS ranks first. The representatives of six parties took part in the programs.

The central public administration representatives were less frequently cited/mentioned in the relevant materials. The Government had 12 appearances, with 790 seconds of indirect appearances and 683 seconds of direct speech; the Presidency representatives were mentioned twice for 130 seconds, and those of the Parliament were mentioned once.

*Frequency, duration of appearance, and direct speech of electoral candidates in news items and programs, sec.*

Protagonists	Political affiliation	Frequency	Duration of appearance (sec.)	Duration of direct speech (sec.)
Alexandr STOIANOGLO	Party of Socialists of the Republic of Moldova	26	4489	180
Maia SANDU	Action and Solidarity Party	24	4515	333

*Frequency, duration of appearance, and direct speech of political parties in news items and programs, sec.*

Protagonists	Frequency	Duration of appearance (sec.)	Duration of direct speech (sec.)
Ex-Sor Political Party	22	949	35
IMPREUNA Electoral Block	10	219	65
Party of Development and Consolidation of Moldova	10	120	27
VICTORIE Political Party	9	141	104
Our Party	8	415	55
Party for the Future of Moldova	7	95	0
Party of Socialists of the Republic of Moldova	7	1575	1482
Party of Communists of the Republic of Moldova	7	179	134
Action and Solidarity Party	7	5045	4600
National Alternative Movement	3	50	0
National Moldovan Party	1	1250	1100
Common Action Party – the Civic Congress	1	2410	2300
League of Towns and Communities Political Party	1	1100	1150
Party of Changes	1	1350	1100

**Gender.** As to ensuring gender equality, the balance was shifted towards male sources (60%), whereas female sources accounted for 30%.

**Tone.** The tone of presenting both election candidates was predominantly neutral (22 cases for each candidate), Maia Sandu was advantaged by a positive appearance and disadvantaged by one appearance in a negative context. Alexandr Stoianoglo was disadvantaged by four negative appearances.

The ex-Sor Party and the VICTORIA Party were presented predominantly in a negative context (10 and 5 times each), and the PAS and the PSRM were presented mostly neutrally, as well as negatively (once and twice, respectively). The other parties in the materials aired by TV 8 were presented neutrally.

The CPAs were presented mostly neutrally (13 times in total), once positively, and once negatively.

## TVC21



TVC21 aired 74 news items and seven programs relevant to this monitoring, with a total airtime of approximately 593 minutes or almost ten hours. The news items were included in a short newscast titled *News Digest*. Most news items were included in the middle of the newscasts, one of the news items was aired at the beginning of the newscast, and seven others were aired at the end.

**Topics.** In its news items and programs, TVC21 mostly covered the political sphere (58), followed at a great distance by the electoral process (6), European integration (5), and foreign relations (3). The other topics which concerned the economic sphere, human rights, crime, the referendum, education, corruption, and minorities were presented in one or two materials each.

TVC21 briefly covered the statements of the two remaining election candidates, the statements and accusations made by some candidates who had no access to the second round, the results of the elections held on October 20, 2024, Russia's demand to present evidence of interference during the elections, messages from foreign officials after the elections held on October 20, 2024, the debates between Alexandr Stoianoglo and Maia Sandu, documentation of cases of discrimination and xenophobia against Alexandr Stoianoglo, the statements made by the extra-parliamentary parties, the development of relations with the EU after the elections, etc.

**Protagonists/sources.** Maia Sandu (38) and Alexandr Stoianoglo (30) were most often quoted/mentioned as protagonists and sources. As to the political parties quoted/mentioned during the reporting period, the largest number of appearances/mentions belongs to Our Party (7), the PAS, and the ex-Sor Party (6 each), the Party for the Future of Moldova (5), the PLDM, and the MAN (4 each). The PLDM, Republica Unirii Political Party, and the National Moldovan Party were the leaders in terms of the duration of appearance and direct speech, because their representatives were invited to the programs during the reporting period.

As to the state institutions, the Government had the largest number of mentions (9), with an indirect appearance airtime of 4828 seconds and a direct speech airtime of 3600 seconds, with a representative of the executive authority participating in one program. The Presidency was mentioned twice, for 94 seconds, the Parliament had an appearance with a total airtime of 26 seconds. None of the two institutions had any fragments of direct speech.

The other sources/protagonists referred to in the TVC21 materials are diplomats, foreign officials and observers (6), experts (6), and the Police and the CEC representatives (3 each).

### *Frequency, duration of appearance, and direct speech of electoral candidates in news items and programs, sec.*

Protagonists	Political affiliation	Frequency	Duration of appearance (sec.)	Duration of direct speech (sec.)
Maia SANDU	Action and Solidarity Party	38	2552	66
Alexandr STOIANOGLO	Party of Socialists of the Republic of Moldova	30	1132	0

### *Frequency, duration of appearance, and direct speech of political party representatives in news items and programs, sec.*

Protagonists	Frequency	Duration of appearance (sec.)	Duration of direct speech (sec.)
Our Party	7	255	20
Ex-Sor Political Party	6	204	0
Action and Solidarity Party	6	305	0
Party for the Future of Moldova	5	84	0
Liberal Democratic Party of Moldova	4	3336	3166
National Alternative Movement Political Party	4	62	0

Party of Development and Consolidation of Moldova	3	18	0
Party of Socialists of the Republic of Moldova	3	39	0
REPUBLICA UNIRII Political Party	2	3076	2884
Coalition for Unity and Prosperity Political Party	2	28	0
IMPREUNA Electoral Block	2	15	0
National Moldovan Party	1	3563	3318

**Gender.** Slightly over 54% of the sources/protagonists referred to in the materials aired by TVC21 were male. The rate of women amounted to 29.19%.

**Tone.** During the reporting period, Maia Sandu was disadvantaged in six out of the 38 appearances/mentions, and Alexandr Stoianoglo was disadvantaged in four out of the total 30. Both candidates also had advantageous appearances: Maia Sandu had two, and Alexandr Stoianoglo had three of them.

As to the political parties, the PAS was negatively presented in five out of the total six appearances/mentions, which disadvantaged Maia Sandu as a candidate nominated by this party. The ex-Sor Party was disadvantaged in three out of the total six mentions, and the PSRM was disadvantaged in one out of the three appearances. The Republica Unirii Party and the PLDM were advantaged in one appearance each. In the other cases, the parties were presented neutrally.

Of the total of nine appearances/mentions, the executive authority was presented positively in two cases and negatively in four cases. One of the two appearances of the Presidency was also presented in a positive context. Due to image transfer, negative and positive appearances of the state institutions disadvantaged and, respectively, advantaged Maia Sandu.

## TVR Moldova



On October 21 – November 1, 2024, TVR Moldova aired 65 news items, nine programs, and one debate, with a total airtime of 700 minutes or slightly over 11.5 hours. Most news items (57) were included in the middle of the newscasts, and eight were aired at the beginning of the informative program.

**Topics.** 26 materials covered the political sphere, 14 were dedicated to the electoral process, 11 concerned electoral corruption; six were about the economic sphere, and two covered healthcare. One or two news items were dedicated to such topics from other spheres as security, crime, social issues, foreign relations, European integration, the referendum, etc.

TVR Moldova covered the results of the first round of the presidential elections and the referendum, opinions regarding the voting results, profiles of the six presidents the Republic of Moldova has had, messages from the international leaders regarding the election results, voting in the Transnistrian region, steps taken in order to counter electoral corruption and sanctions applied, breaches registered on the election day, the debates between the remaining election candidates, the statements made by the candidates who did not have access to the second round, political appeals by some extra-parliamentary parties, etc.

The TV channel also covered the activities and decisions of the executive authorities such as compensations offered for the cold season, inaugurating the first European university in the Republic of Moldova in Taraclia, the single-time allowance offered to families with children with special needs, digitalization of the energy system, development opportunities for companies in the Republic of Moldova, the stroke awareness campaign organized by the Ministry of Health, etc.

**Protagonists/sources.** The relevant materials most frequently quoted/mentioned citizens (83), followed by foreign or local experts (26), diplomats, foreign officials or observers (17), etc.

Both remaining election candidates had access to the TV channel's materials: Maia Sandu had 38 appearances/mentions, and Alexandr Stoianoglo had 36. The longer duration of Maia Sandu's

appearance and direct speech is explained by the fact that she attended the debate re-broadcast from Moldova 1.

As to the political entities, the ex-Sor Party declared unconstitutional (26) had the largest number of appearances/mentions, followed by Our Party (9), the PSRM (8), and VICTORIE (7). The PAS is the leader in direct speech (2150 seconds), followed by the League of Towns and Communities (905 seconds), as the representatives of these entities were being to TVR Moldova's programs.

The airtime allocated to the Government representatives lasted for 1021 seconds, with direct speech of 658 seconds, accumulating 27 appearances/mentions. The Parliament was mentioned once, without any fragments of direct speech.

*Frequency, duration of appearance, and direct speech of electoral candidates in news items and programs, sec.*

Protagonists	Political affiliation	Frequency	Duration of appearance (sec.)	Duration of direct speech (sec.)
Maia SANDU	Action and Solidarity Party	37	3721	283
Alexandr STOIANOGLO	Party of Socialists of the Republic of Moldova	35	5026	177

*Frequency, duration of appearance, and direct speech of electoral candidates in debates, sec.*

Protagonists	Political affiliation	Frequency	Duration of appearance (sec.)	Duration of direct speech (sec.)
Maia SANDU	Action and Solidarity Party	1	3189	2495
Alexandr STOIANOGLO	Party of Socialists of the Republic of Moldova	1	120	0

*Frequency, duration of appearance, and direct speech of political parties in news items, programs, and debates, sec.*

Protagonists	Frequency	Duration of appearance (sec.)	Duration of direct speech (sec.)
Ex-Sor Political Party	26	2176	0
Our Party	9	765	32
Party of Socialists of the Republic of Moldova	8	200	5
VICTORIE Political Party	7	150	0
Action and Solidarity Party	4	2545	2150
Party of Communists of the Republic of Moldova	4	100	5
IMPREUNA Electoral Block	3	55	30
Party for the Future of Moldova	2	25	0
League of Towns and Communities Political Party	2	1045	905
Acasa Construim Europa (PACE) Party	1	3	0
ACASA Party of National Reunification	1	23	18
National Moldovan Party	1	30	20
Ecologist Green Party	1	35	20
Party of Development and Consolidation of Moldova	1	5	0
Liberal Democratic Party of Moldova	1	5	0
Liberal Party	1	20	18
Alliance of Liberals and Democrats for Europe Political Party	1	40	25
Coalition for Unity and Prosperity Political Party	1	30	27

**Gender.** As to ensuring gender balance, the rate of male sources reached almost 54% during the reporting period. Women accounted for 33.6%.

**Tone.** The tone of presenting Maia Sandu was positive in 17 out of a total of 38 appearances/mentions, while Alexandr Stoianoglo was disadvantaged by 20 negative appearances/mentions out of a total of 36. At the same time, Maia Sandu was presented negatively once, and Alexandr Stoianoglo was presented positively once.

As to the political entities, all the 26 appearances of the ex-Sor Party were presented in a negative context. In addition, all appearances/mentions of the PSRM (8) and VICTORIE (7) could present these entities negatively. Our Party and the PCRM had two disadvantageous appearances each, and the PDCM, the PACE, and the Party for the Future of Moldova had one negative appearance each. The only party presented positively was the PAS (two appearances out of four). In the other cases, the political entities were presented neutrally.

13 of the 27 appearances/mentions of the Government were positive, and could be advantageous to the candidate nominated by the governing party. In the other cases, the CPAs were presented neutrally.