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Media Monitoring of TV/Print News for Political Bias

Period in May 15- June 26, 2009

Tirana, July 12, 2009

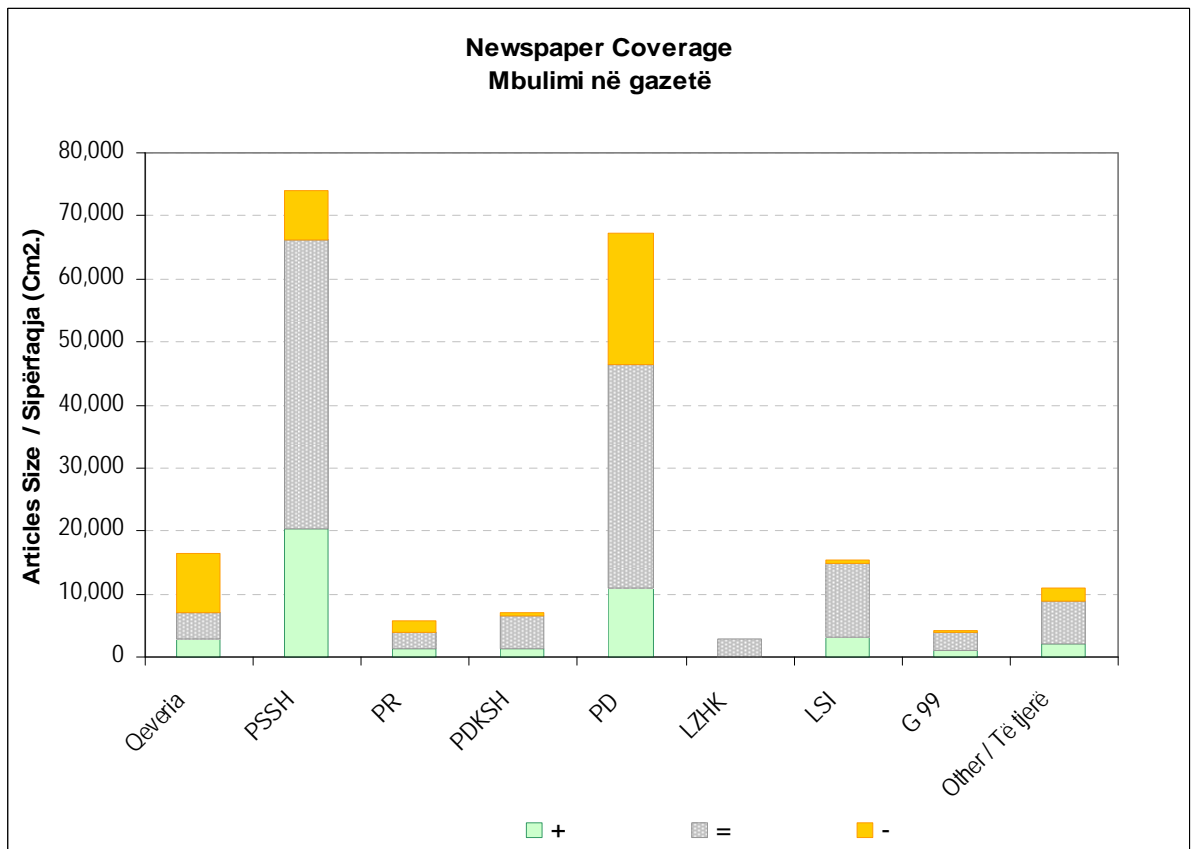
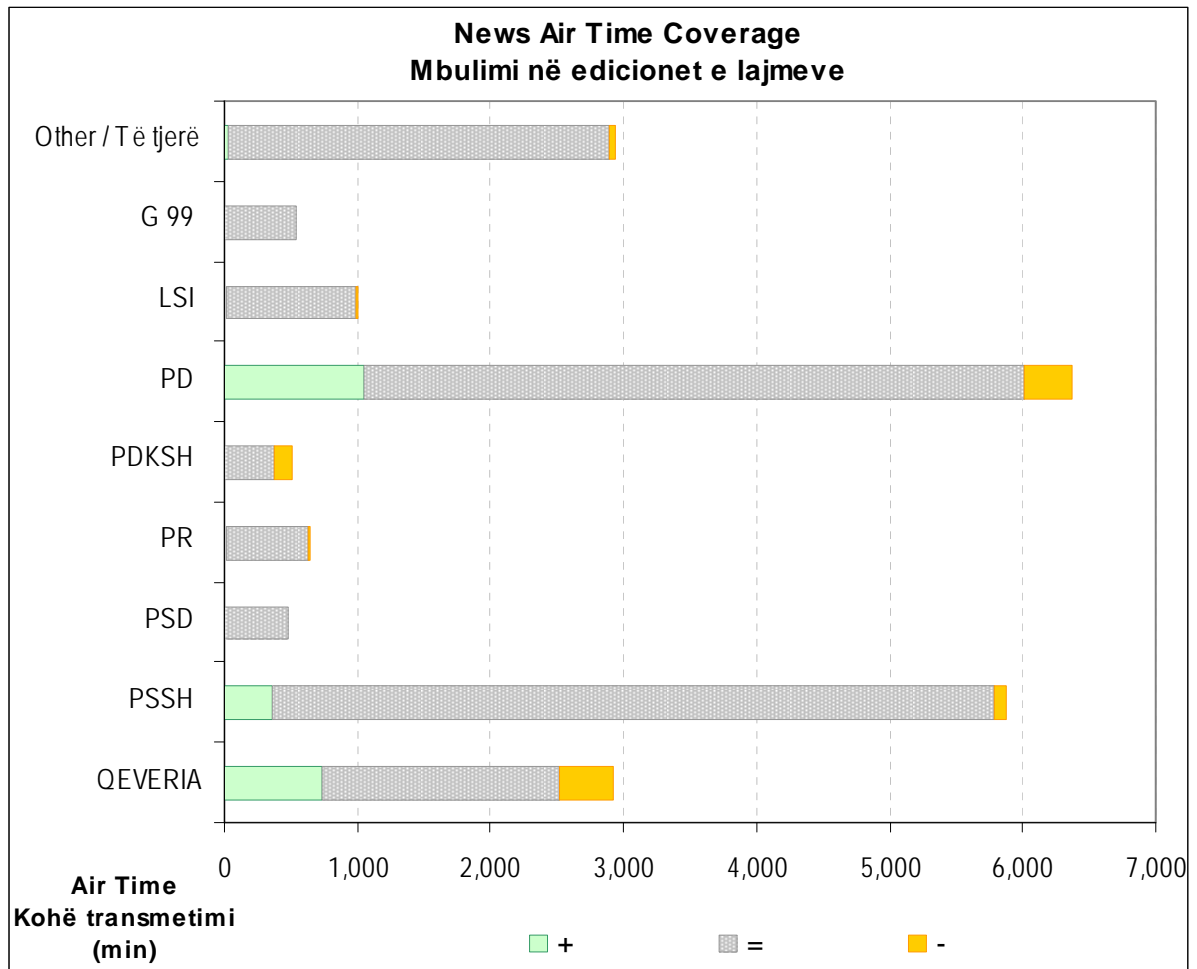
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Content

I. EXECUTIVE SUMMARY for the period May 15 - 26, 2009.....	3
II. OVERVIEW.....	5
2.1 METHODOLOGY	6
2.2 TERMINOLOGY.....	6
III. MONITORING results.....	8
3.1 VISUAL MEDIA	8
3.2 PRINT MEDIA	27

I. EXECUTIVE SUMMARY for the period May 15 – June 26, 2009 of TV channels: News 24, Top Channel, TV Klan, TV Koha, TVSH and Vizion Plus and Newspapers: Gazeta Shqiptare, Panorama, Shekulli and Shqip

- *The Democratic Party was the political party most widely covered by the six TV channels during the six weeks of monitoring. It received around 6400 minutes of air time of which only approximately 300 were negative. The Socialist Party followed closely, receiving around 5900 minutes, of which only 100 were negative.*
- *The Government was the third most covered by all monitored TV channels receiving around 3000 minutes of coverage, of which 400 were negative. LSI was the next most covered party with 1000 minutes of coverage of which around 50 were negative.*
- *News 24 was the only TV channel monitored that provided the two major parties with nearly equal airtime, although it showed some bias in favor of the Socialist Party. News 24 also provided more airtime to the smaller parties, both in minutes and as a percentage of time devoted to the major parties.*
- *Although the Socialist Party received somewhat less total airtime than the Democratic Party, during the last week of monitoring, it received more time as TV channels tried to balance their total airtime per party/coalition.*
- *Regarding positive, neutral or negative coverage, all six monitored TV channels were mostly neutral and balanced towards most of the political parties.*
- *Regarding the coverage of politicians, Sali Berisha was the most covered by all the monitored TV channels, receiving 3000 minutes of air time, of which around 100 were negative. Edi Rama followed with 1400 minutes with no negative coverage. Ilir Meta was the third most covered politician, achieving a total of 800 minutes of air time during the entire period of monitoring in all six TV channels. Fatmir Mediu and Erjon Veliaj also received substantial coverage.*
- *Although TV channels were neutral or at times positive, in their coverage with very little negative coverage, newspapers often contained coverage that was either positive or negative.*
- *Of the monitored newspapers, Panorama was the most balanced in content as well as space.*
- *Gazeta Shqiptare, Shekulli and Shqip had the Socialist Party as their most covered political subject. The Democratic Party was the second most covered subject by these three newspapers, but more than 30% of the coverage was negative. Panorama gave the top position to the Democratic Party with generally neutral or positive coverage, but also including 18% coverage in a critical or negative tone/context. For Gazeta Shqiptare, Panorama and Shqip, LSI was the third most covered party while Shekulli gave this position to the Christian Democrat Party.*
- *Sali Berisha was the politician receiving the largest coverage by all the newspapers but over half of his mentions were of negative context or tone. Edi Rama appeared as the second most covered politician receiving a larger positive coverage as well. Ilir Meta was the third most mentioned politician from the newspapers Shqip and Panorama, Jozefina Topalli was the third in Shekulli and Fatmir Mediu took this position in Gazeta Shqiptare but most of the coverage given to these politicians was negative in either context or tone.*



II. OVERVIEW

With the aim of assessing the broadcast and print coverage of the Albanian parliamentary elections, DeltaMCM, a partnership between Delta Publicity, a leading media and communications agency in Albania, and MC Monitoring, a pioneer in media monitoring services, engaged in a monitoring activity.

Week 1 of the monitoring covered the week between 15 and 22 of May 2009. The second out of six interim monitoring reports covers the period from 23 – 29 May 2009. The third week of monitoring covered the week between May 30 and June 05, 2009, the fourth week covered the period June 06-12, 2009, the fifth covered the period June 13-19 and the last one covered the period June 20-26, 2009 where the following 10 visual and print media were monitored (*listed in alphabetical order*):

- TV channels:
 - News 24
 - Top Channel
 - Klan TV
 - TVSH
 - TV Koha
 - Vizion Plus

- Newspapers:
 - Gazeta Shqiptare
 - Panorama
 - Shekulli
 - Shqip

Media were chosen according to the results of survey on the media research in Albania. The methodology for selecting the TV and Print media is based in the results of the most recent studies carried out on audience measurement. This approach is necessary to select objectively the six major Albanian television stations and four major national newspapers.

Broadcast Media

Based on the most recent study on the share of audience among Albanian TV stations conducted by Strategic Marketing, Puls, 6 TV stations are chosen based on a daily cumulative reach rank as assessed in the last wave of measurement from 03/11/2008 to 09/11/2008.

Print media

The selection of 4 major national newspapers in Albania is based in the results of the most recent studies carried out on audience/readership measurements. 4 national newspapers are chosen based on a daily cumulative reach rank as assessed in the last wave of measurement from 03/11/2008 to 09/11/2008.

The monitored programming included:

- Daily TV news casts and news specials from 12:00 – 24:00;
- Daily newspaper print issues.

2.1 METHODOLOGY

Media monitoring uses two sets of criteria—qualitative and quantitative. Both sets of criteria are highly relevant to present a comprehensive picture of media reporting in an election campaign.

Qualitative Analysis

In the qualitative analysis the main considered elements are context and tone. The first of these, **context**, refers to the way in which the story is framed. The second criterion, **tone**, refers to the overt facts and tone of the story. The combinations of these two elements are used to determine whether the overall coverage granted by a media outlet to a subject or individual is positive, negative or neutral. The **Venice Commission guidelines** are followed including the determinations found there on framing, explicit judgments, manipulative use of films, pictures, sounds or other special effects on the news, the choice of words and the basic professional standards.

Quantitative Analysis

Quantitative analysis assesses the time or space in which a political party or politician is mentioned, spoken of, quoted, or appears in a particular medium.

Total Time/Space: the amount of time that broadcast media (television and radio) print media (newspapers and journals) devote to reporting on a certain political subject or activity.

Sound bite (or printed remark for print media): the amount of time or space that media give political parties for expressing their own political opinions and represents part of the total time. This category covers direct interviews and announcements from political parties or other political subjects.

Source: where media get their information, such as news agencies, other media, as well as various press statements, reports, and other announcements.

2.2 TERMINOLOGY

The list of political subjects under monitoring, represented by their Albanian abbreviations, follows below:

- PD - Democratic Party (Partia Demokratike)
- PS - Socialist Party (Partia Socialiste)
- LSI - Socialist Movement for Integration (Lëvizja Socialiste për Integrim)
- PDK - Demo-Christian Party (Partia Demokristiane)
- PR - Republican Party (Partia Republikane)
- PBDNJ - Union for Human Rights (Partia Bashkimi për të Drejtat e Njeriut)
- G99 - G99 Party (Partia "G 99")
- PAD - Democratic Alliance (Partia Aleanca Demokratike Shqiptare)
- PAA - Agrarian Environmentalist Party (Partia Agrare Ambientaliste)
- PDS - Social Democracy Party (Partia Demokracia Sociale)
- PSD - Social-democrat Party (Partia Socialdemokrate)
- PBLD - Liberal-Democrat Union Party (Partia Bashkimi Liberal Demokrat)
- PKSH - Communist Party (Partia Komuniste e Shqiperise)
- LDK - Democristian League Party (Partia "Lidhja Demokristiane Shqiptare")
- PGJ - Green Party (Partia e Gjelbër)

PBDK – National Democratic Front Party (Partia Balli Kombëtar Demokrat)
PDM e re – Denied Rights Party – reformed (Partia e të Drejtave të Mohuara - e re)
PLIDR – Law and Justice Party (Partia "Ligj dhe Drejtësi")
PBK – National Front Party (Partia "Balli Kombëtar")
PLL – Legality Movement Party (Partia "Levizja e Legalitetit")
LZHK – National Development Movement (Lëvizja për Zhvillim Kombëtar)
PBD – Democrat Union Party (Partia "Bashkimi Demokrat Shqiptar")
LDLNJ – Human Rights and Freedoms Movement (Partia "Lëvizja për të Drejtat dhe Liritë e Njeriut")
PSV 91 – Real Socialist Party 91 (Partia Socialiste e Vertete 91)
PRVSH – The Real Albanian Path Party (Partia "Rruga e Vertete Shqiptare")
MDL - Liberal Right Thought Party (Partia e mendimit të djathtë Liberal)
PSKSH – Social-Christian Party (Partia Socialkristiane e Shqipërisë)
PTR – New Albania's Tolerance Party (Partia "Toleranca e Re e Shqipërisë")
PMDE – Emmigrants Rights Protection Party (Partia për mbrojtjen e të drejtave të emigrantëve)
PPSH – Labour Party Reorganized (Partia e Punës e Shqipërisë e Riorganizuar)
PRRL – Freedom's Path Party (Partia "Rruga e Lirisë")
ADS – Alliance for Democracy and Solidarity Party (Partia "Aleanca për Demokraci dhe Solidaritet")
PA – Environmentalist Party (Partia Ambientaliste)
PDI – Party for Justice and Integration (Partia për Drejtësi dhe Integrim)
AMIE – The Alliance of Macedonians for European Integration Party (Partia "Aleanca e Maqedonasve për Integrim European")
PSHA – The Albanian Party "Fatherland" (Partia Shqiptare Atdheu)
PMDPSH – Albania's Workers Right Protection Party (Partia për Mbrojtjen e të Drejtave të Punëtorëve të Shqipërisë)
POSH – Albania's Time Party (Partia Ora e Shqipërisë)
PAE – Alliance for Europe Party (Partia "Aleanca Për Europën")
PDBMSH – Democratic Party of Muslim Union of Albania (Partia Demokratike e Bashkimit Mysliman të Shqipërisë)
PAK – National Alliance Party (Partia Aleanca Kombetare)
PKONS – Conservative Party (Partia Konservatore Shqiptare)
PDRESH – New European Democracy Party (Partia Demokracia e Re Europiane)
PRDSH – Democratic Reforms Party (Partia e Reformave Demokratike Shqiptare)
PFA – "Go Albania" Party (Partia "Forca Albania")
QEVERIA – Government
BASHKIMI PËR NDRYSHIM – Union For Change Coalition
ALEANCA E NDRYSHIMIT – The Change Alliance Coalition
ALEANCA SOCIALISTE PËR INTEGRIM – Socialist Alliance for Integration Coalition
POLI I LIRISË – Liberty Pole Coalition

III. MONITORING RESULTS

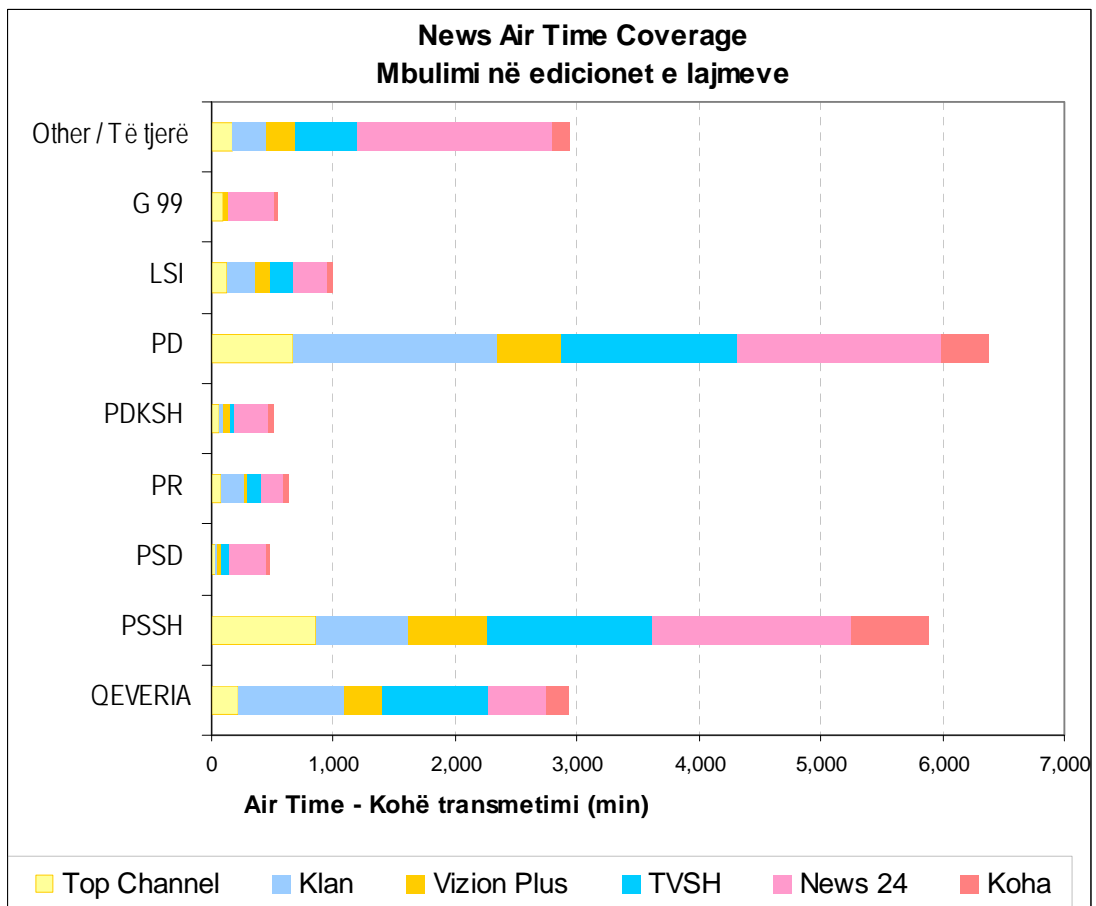
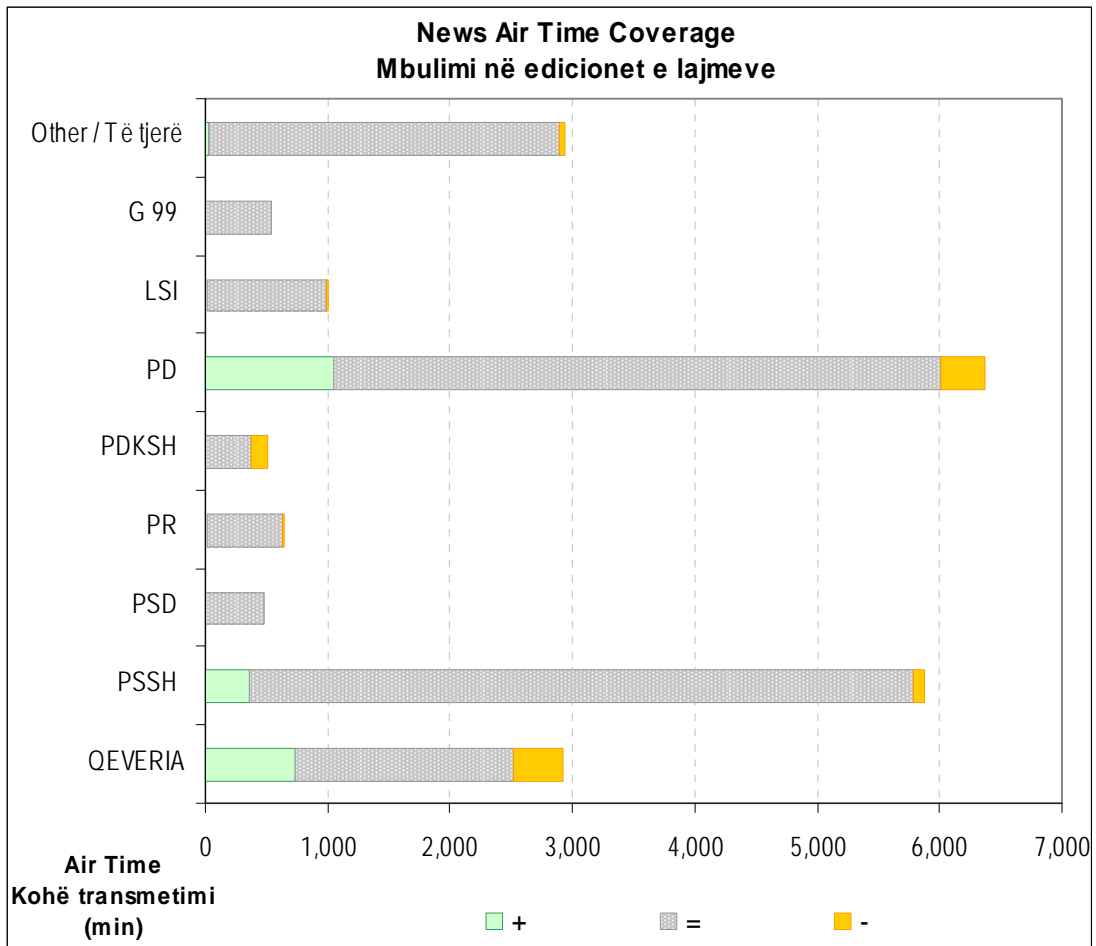
3.1 VISUAL MEDIA

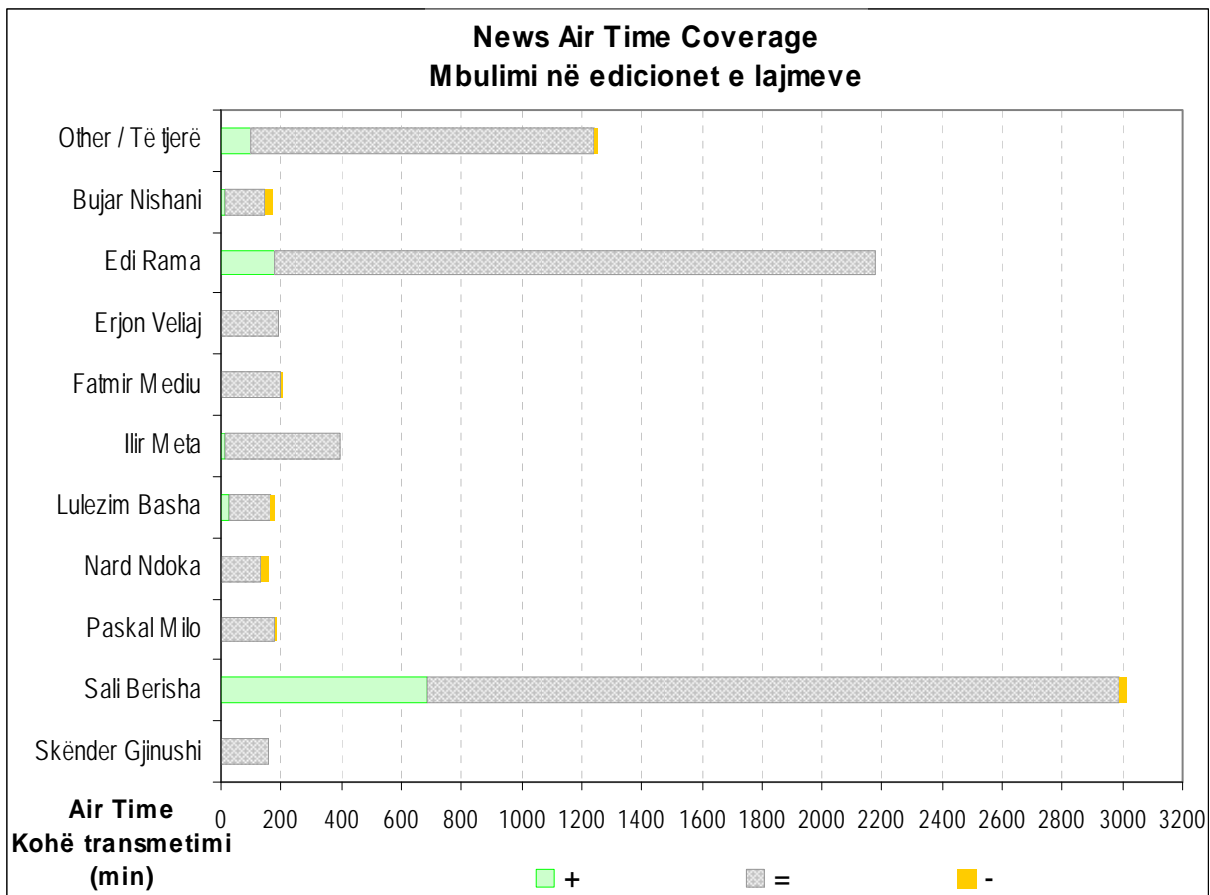
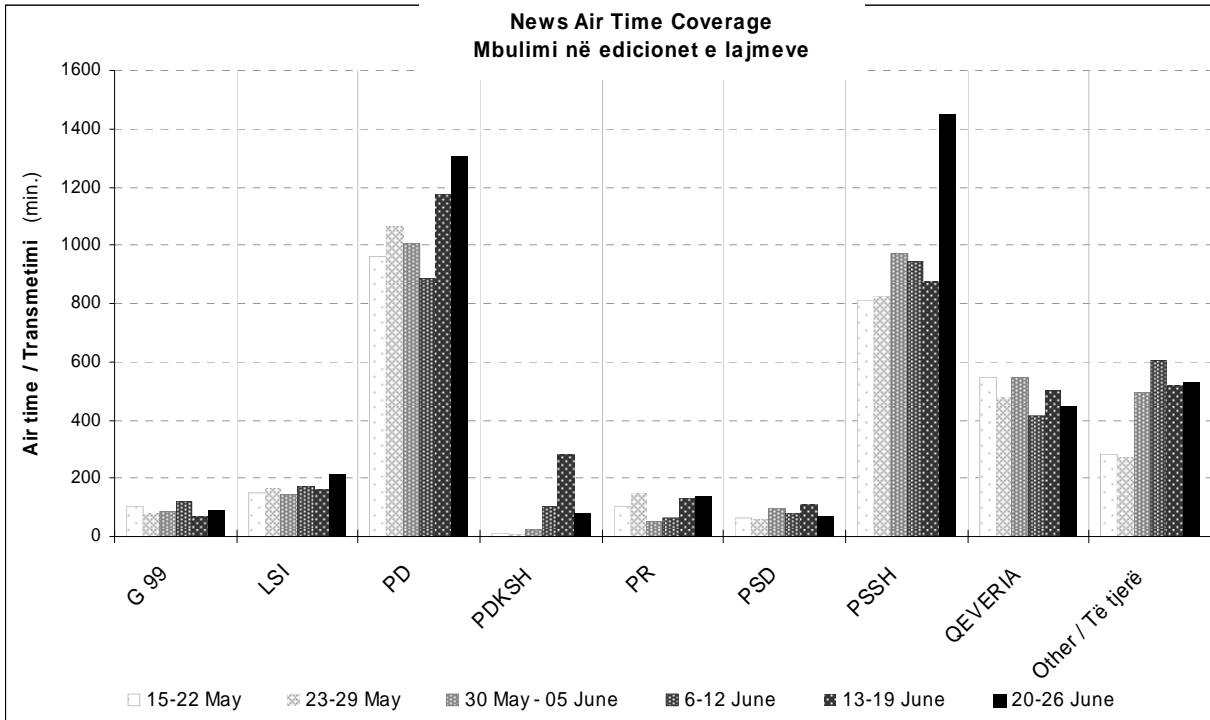
During the period from May 15 – June 26, 2009 were monitored 6 TV channels in the news editions from 12:00 to 24:00. The monitored air time coverage of the respective TV broadcasts is explained in the table below:

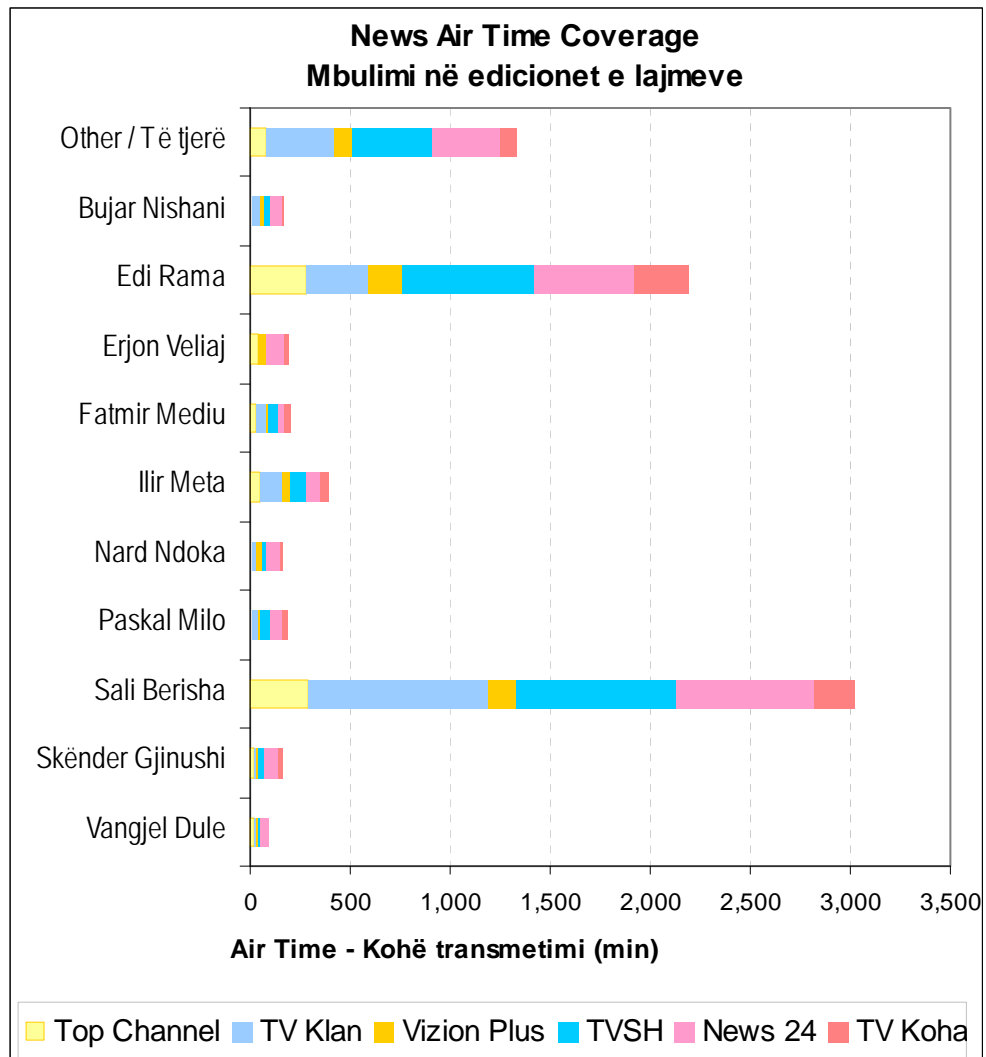
	Kohëzgjatja e edicioneve të lajmeve të monitoruara	Kohëzgjatja e lajmeve politike	Nr. i lajmeve politike
	Air time for News editions monitored	Air Time of Politics News	No of Politics News
TV	Min.	Min.	
News 24	10116.7	6845.7	2311
Top Channel	6039.2	2332.4	1523
TV Klan	7048.9	4095.5	1895
TV Koha	4410.9	1543.5	1858
TVSH	7672.0	4784.1	3802
Vizion Plus	5924.9	2034.3	1711
TOTAL	41212.4	21635.5	13100

Cumulative charts

In the following charts appears the Qualitative coverage for all the political subjects in all the six TV channels during the entire monitoring period (Chart 1) the News Air Time coverage for all the political subjects in all the TV channels during all the weeks of the monitoring (Chart 2), the Trend of the Air Time Coverage for all the political subjects in all the TV Channels during all the weeks of the monitoring (Chart 3), the Qualitative coverage for all the politicians in all the TV channels during all the weeks of the monitoring (Chart 4), and the News Air Time coverage for all the politicians in all the TV channels during all the weeks of the monitoring (Chart 5).







3.2 PRINT MEDIA

During the period from May 15 - June 26, 2009 were monitored the articles in 4 newspapers which contains the keyword related to the parties and politician names. The quantity and surface of articles monitored are explained in the table below:

	Nr.i artikujve politike të analizuar	Sipërfaqja e artikujve të analizuar
	No of Politics Articles Analysed	Article Space Analysed
NEWSPAPER	Nr. / No.	Cm2
Gazeta Shqiptare	313	48460
Panorama	352	57945
Shekulli	200	37524
Shqip	440	62858
TOTAL	1305	206787

Cumulative charts

In the following graphs appears The Qualitative and Quantitative Coverage of All the Political Subjects during all the weeks of the monitoring in all the Newspapers (Chart 1) and the Trend of the Quantitative Coverage for All the Political Parties during all the weeks of the monitoring in all the Newspapers (Chart 2).

