

TV NEWS MONITORING FOR POLITICAL BIAS

Period May 15- June 26, 2009

With the aim of assessing the broadcast coverage of the Albanian parliamentary elections, the following 6 TV channels have been monitored:

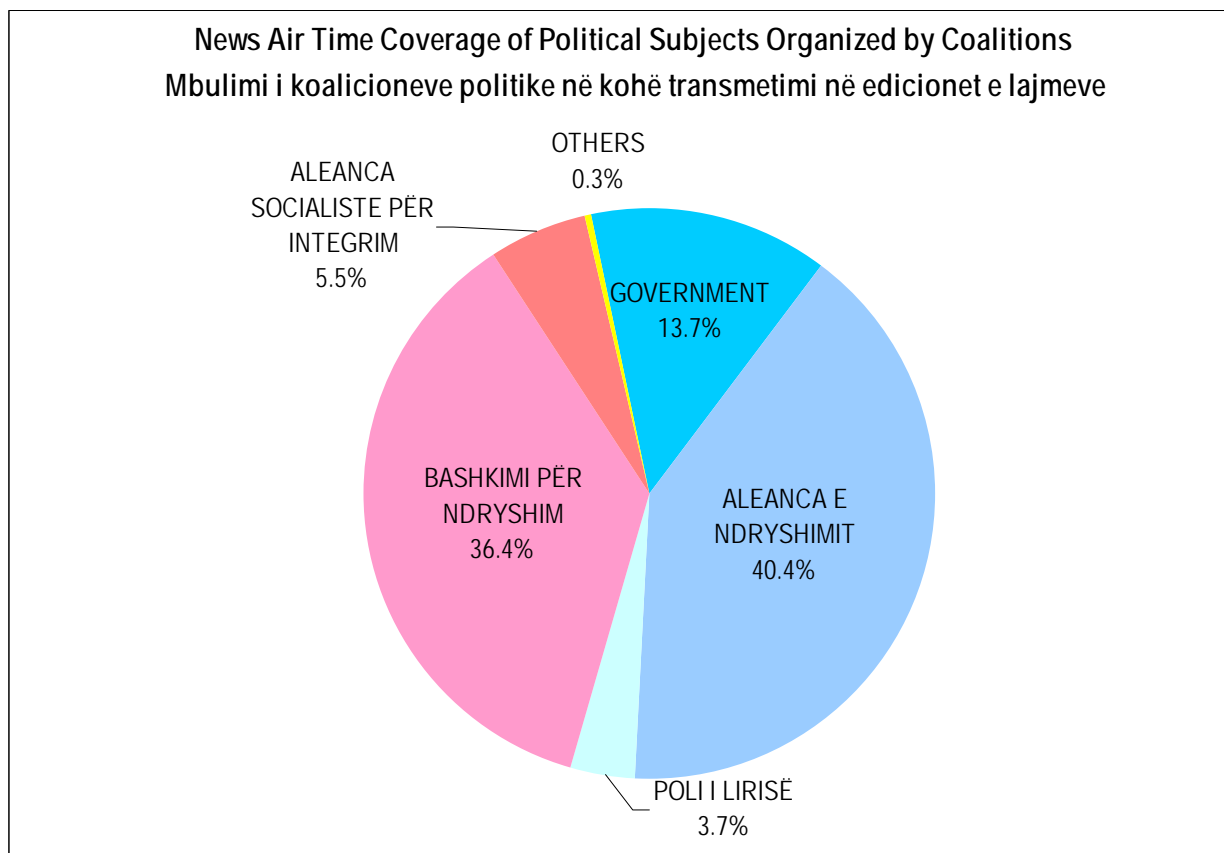
- Top Channel
- Vizion Plus
- Klan TV
- TVSH
- News 24
- TV Koha

The monitored programming includes all daily TV news casts and news specials from 12:00 – 24:00.

All charts refer to the monitoring data from May, 15 to June 26, 2009 including all TV channels monitored.

Quantitative analysis assesses the time in which a politician is mentioned, spoken of, quoted, or appears in a particular medium and TRP are the accumulative voters Target Rating Point.

Qualitative analysis based in context and tone. Context refers to the way in which the story is framed and 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 neutral¹.



¹ Norris, Robert,- Media monitoring to promote democratic elections : an NDI handbook for citizen organizations / Robert Norris and Patrick Merloe. ISBN 1-880134-33-0

1. Election monitoring--Handbooks, manuals, etc. 2. Mass media and public opinion. 3. Mass media--Political aspects. I. Merloe, Patrick. II. National Democratic Institute for International Affairs. III. Title.. JF1081 .N67 2002, 324.6'5--dc21, 2002009308

