

program, providing much more coverage to the government than was offered to others in equally important news stories.

- 22.7. 1998 18:00 - Vice-Prime Minister Kalman spoke about the fact that the social situation in Slovakia is peaceful, our nation has better than average minority policies and that the integration of Slovakia into NATO is a success. No space was given to opposing opinions.
- 23.7. 1998 18:00 - Vice-Prime Minister, Sergej Kozlik blamed the privatization of Nafta Gbely on the Voucher privatization launched by Mr. Carnogursky's government. The information was unbalanced because other parties were not given an opportunity to express their opinions.

NEWSPAPERS

MEMO'98 expanded our media monitoring project in the week beginning on July 20, 1998 to include five major newspapers: Novy Cas, Sme, Pravda, Praca and Slovenska Republika.. Our data reveal that four of the newspapers monitored tend to portray the government and HzDS in a negative light. Slovenska Republika stands out as strongly pro-government and consistently favorable to HzDS.

- Pravda dedicated 13% of their relevant news space to the government, which was portrayed most often in a negative light. 29.5% of politically important news was devoted to HzDS with much more negative news than positive. SDK was granted 12.7% of the coverage and was most often portrayed positively. ZRS received 20.7% of coverage, most of it negative. Other parties received less coverage.
- Sme offered much more coverage to HzDS last week (46.4%), but most of it was negative. News about the government took up 20% of relevant space, and the news was also more often negative. 12.6% of relevant space was devoted to SDK with consistently positive or neutral portrayals.
- Novy Cas also portrayed the government and HzDS in a negative light much more often than positively. The government received 7.3% of relevant coverage and HzDS 48.2%. SDK and SDL were consistently portrayed positively or neutrally. SDK was granted 13% of relevant space and SDL 3.6%. Novy Cas offered SMK 16.4% of their pertinent space, all in a two-page interview rated as neutral by our monitors.
- Praca gave 30.1% of their coverage to the government, with most stories rated as negative. 29% of relevant space was devoted to HzDS. The great majority of these were also negative portrayals of HzDS. Stories about SDK took up 11.2% of the relevant space in Praca last week. Most of these stories were rated positive or neutral. SDL and SOP were given much less coverage, but they were portrayed in a consistently positive

light.

- Slovenska Republika offered far more coverage to HzDS than any other news source. Fully 57.8 percent of relevant coverage was devoted to HzDS, and all stories were ranked either positive or neutral. Another 14.7% of space was devoted to the government, and all of these stories were also either positive or neutral. All opposition parties combined received 21.7% of relevant space and all but one of these stories were negative (one neutral rating was attributed to a reference to SMK). Included in one issue during the week was an 8 page insert of the HzDS weekly newspaper.

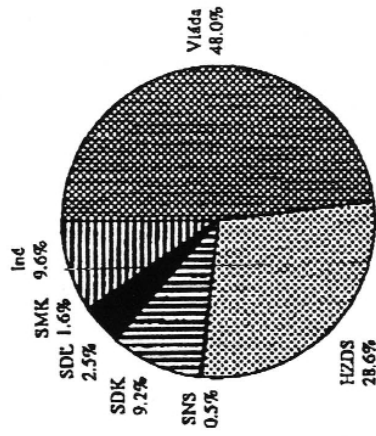
CONCLUSION

Data from the second week of media monitoring by MEMO'98 reveals wide differences in the way political subjects are portrayed and in the amount of coverage provided to different political subjects. Two weeks of monitoring indicate that not all media outlets follow the same standards of balance and fairness. Our data continue to show that STV frequently neglects to offer Slovaks opposing views on particular stories. MEMO'98 will gather data throughout the pre-election period to determine if this is a consistent trend. Our next report will be issued two weeks from today and will contain cumulative data for a full four weeks of monitoring.

Attached are graphic presentations of the amount of coverage offered to significant political entities by each of the outlets monitored. Also attached are charts illustrating the tendencies of these media outlets to portray these entities in either a positive or negative light.

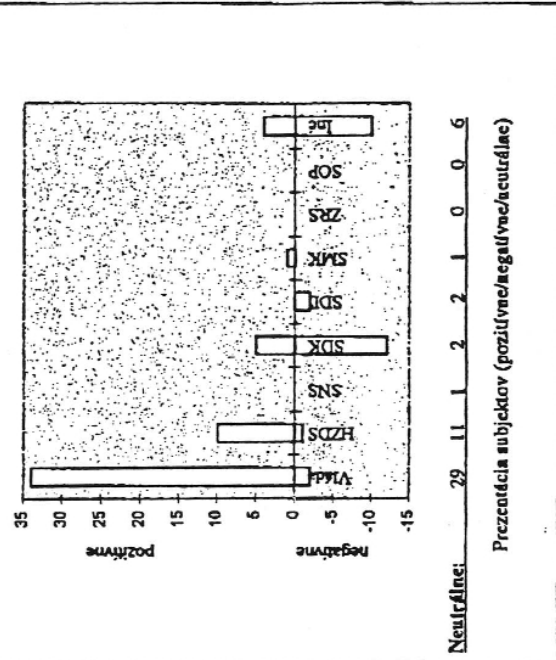


Vysielanie Novín STV
od 20. 7. do 26. 7. 1998



Príbor venovaný jednotlivým politickým subjektom
(v percentách z celkového času poskytému jednotlivým subjektom)
(100% = 31 min 41 s)

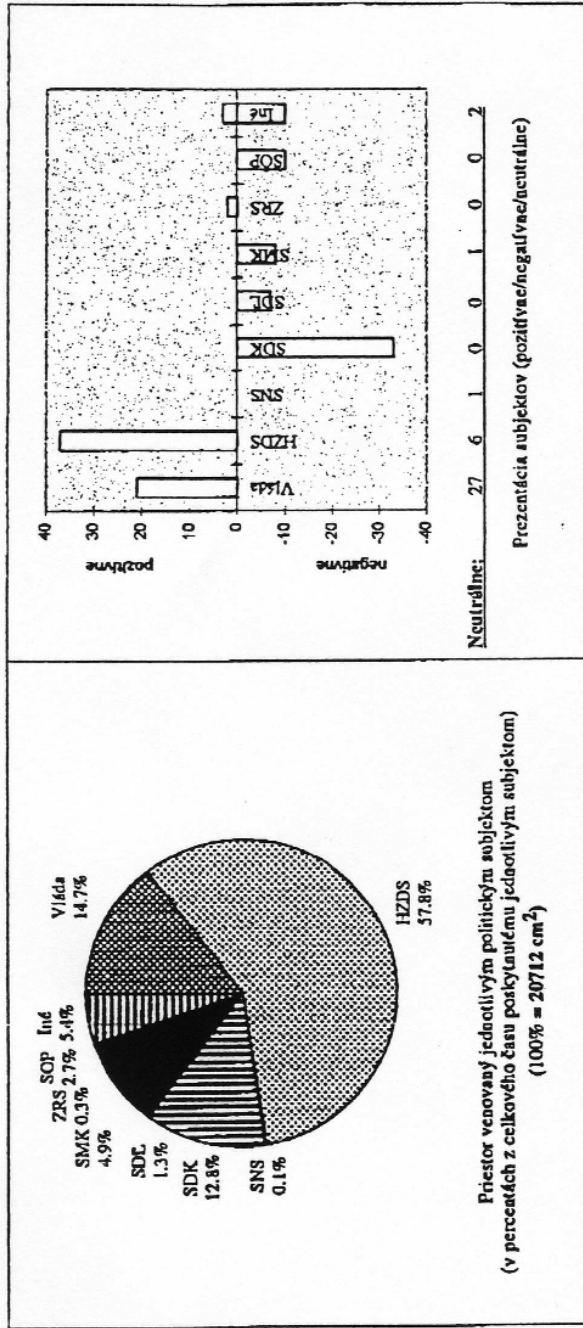
05/08/1998



Prerodácia subjektov (pozitívne/negatívne/neutrálne)



**Denník Slovenská republika
od 20. 7. do 25. 7. 1998**



05/08/1998