

SAMPLE MEDIA MONITORING REPORT—BULGARIA

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APPENDIX 8B



**THE PARLIAMENTARY ELECTIONS
AS MIRRORED IN THE MEDIA**

EXPRESS PUBLICATION OF THE
BULGARIAN ASSOCIATION FOR FAIR ELECTIONS
AND CIVIL RIGHTS

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Monitoring of the media coverage of the election campaign for the 38th National Assembly during the period from 24.03. to 18.04.1997

The Bulgarian Association for Fair Elections and Civil Rights conducted a monitoring study of the mass media during the election campaign. *Its aim was to establish whether the media assures balanced access to voters for the contending coalitions and parties, as well as whether the media creates conditions for an informed choice.*

The monitoring covered **the seven national dailies** with the largest circulation: 24 Chassa, Troud, Standart News, Continent, Zemya, Novinar and Pari, as well as the dailies of the two main political forces: Demokratsiya and Douma. It also covered **Channel 1 and Air 2 of Bulgarian National Television (BNT)**(the daily broadcasts after 17.00 hours), **the Horizont and Hristo Botev programs of Bulgarian National Radio (BNR)** (daily from 06.30 to 11.10; 12.00 to 15.10, and from 18.00 to 20.35).*

The monitoring was conducted by specially trained BAFECR volunteers according to a methodology developed by the AVRA sociological team.

During the monitored period (24.03. - 18.04.1997), a total of **4,002 information units**** were registered in the press, on radio and on television. Of these, 2,912 (72.8%) were found in the press, 725 (18.1%) on BNR and 365 (9.1%) on BNT.

The largest share of "information units" among the national dailies in the monitoring effort is accounted for by Demokratsiya (16.5%), followed by Troud (15.4%), Douma (14.9%), 24 Chassa (12.5%), Standart News (11.3%), Novinar (8.5%), Continent (8.4%), Zemya (6.7%) and Pari (5.8%).

Of the registered information units on **Bulgarian National Television**, broadcasts on Channel 1 exceed those on Air 2 three times - 271 to 94 respectively.

On **Bulgarian National Radio** 654 information units were registered on the Horizont Program and 71 on the Hristo Botev Program.

* The introductory and concluding addresses in which there is no media interference, as well as the debates in which the role of journalists as moderators is strictly regulated, are excluded from the monitoring of the national electronic media.

** An "information unit" is a story or broadcast containing a political force's name or a synonym associated with it.