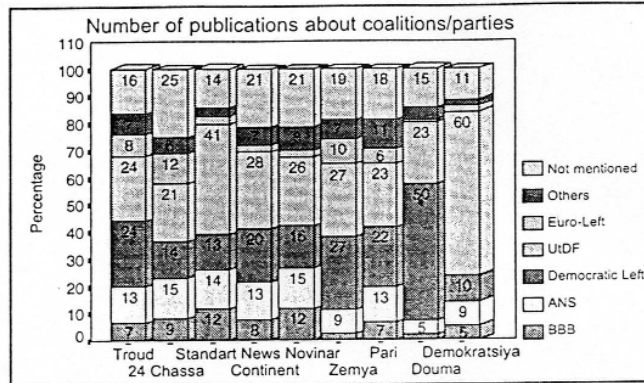


INFORMATION FLOW

The interest shown by the news sources in the contending coalitions and parties differed in the press and the national electronic media (charts 1 and 2).

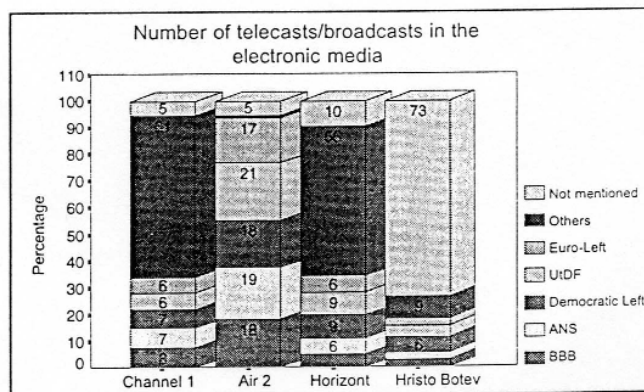
A total of 77.3% of all stories in the press concerned the five leading political forces: the Bulgarian Business Bloc (BBB), the Alliance for National

Salvation (ANS), the Democratic Left, the United Democratic Forces (UtDF) and the Euro-Left. Of this 77.3%, the BBB received 1.5% of the coverage, the ANS received 2.5%, the Democratic Left 5%, the UtDF 7%, and the Euro-Left 1%. Only 5.6% of the publications were directed to the other registered parties.



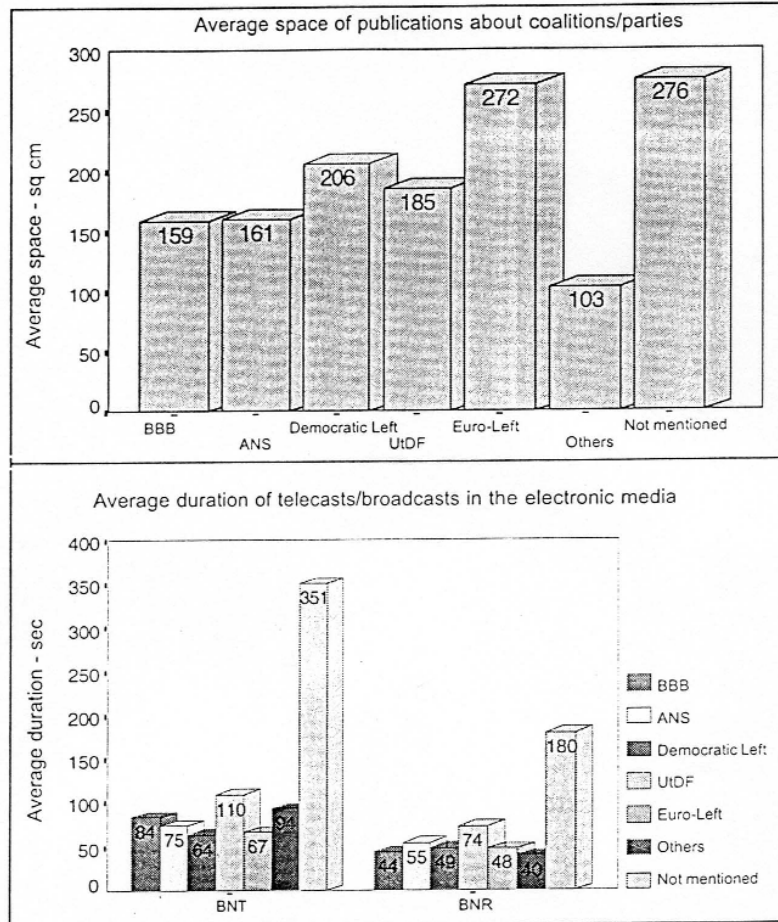
The study also differentiated the publications according to focus on one political force or another. The largest number of news stories in 24 Chassa and Novinar did not focus on a leading coalition or party. Materials that did focus on a specific political force were prevalent in Douma, Demokratiya and Standart News. Materials devoted to more than one political force were most prevalent in the other dailies.

The conduct of the electronic media also showed qualitative differences. More than half the broadcasts on Channel 1 and on the Horizont Program were devoted to parties and coalitions other than the above-mentioned five. CEC decision N 135*** regulated electronic media access this year.



*** Decision N 135 of 20.03.1997 determines the media participation of the parties and coalitions on BNT and BNR, whereby the BBB, ANS, the Democratic Left, the UtDF and the Euro-Left form Block A, and the other registered parties and coalitions Block B. In the conducted study the parties and coalitions in Block B are included in the general group "others".

Marked differences with regard to the duration of broadcast materials were observed between radio and television, as well as between their programs. In the case of Channel 1, more than half the broadcasts were up to one and a half minutes long, whereas broadcasts of less than one minute dominated on Air 2. 25.2% of the broadcasts on Channel 1 exceeded the time specified by the CEC. The respective share on Air 2 was significantly lower - 10.9%.



Materials of less than one minute predominated on the Horizont Program of BNR - 73.7%, whereas more than half the materials (60.5%) on the Hristo Botev Program were more than one and a half minutes long, which contradicts the CEC decision. This mainly concerns the presentation of the Euro-Left and the ANS — the broadcasts about these political forces exceeded the set time in all cases. 75.0% of the broadcasts about the Democratic Left also exceeded the admissible time limit.

All monitored media devoted the largest space or longest duration to materials which did not mention a concrete political force (charts 3 and 4). Only the publications about the Euro-Left were of a comparable size. Compared to the other parties in Block A, it is the political force to which the press devoted the largest space, despite the smallest number of materials.