

## Russian Presidential Election 2004

### Media Monitoring

The EOM monitored five television stations and 10 daily and weekly newspapers, using a proven methodology of qualitative and quantitative analysis. The monitoring exercise ran for the whole period of the official media campaign, from 12 February through to the start of the “media silence” period on 13 March. The mission evaluated whether the media provided impartial and balanced coverage of the political contestants and campaign issues.

Monitoring was conducted using qualitative and quantitative methods of analysis. Quantitative analysis measured the total amount of time and space devoted to election contestants on the news and information programmes. Qualitative analysis evaluated the tone in which the relevant political subjects were portrayed: positive, neutral, or negative.

### Explanation of the charts

- The upper bar charts (blue) and pie charts show the total amount of airtime or space allocated to relevant political subjects
- The bar charts below show the total number of positive (green), neutral (white), and negative (red) references about relevant political subjects

### Monitored media outlets

#### *Federal level*

Television: State-controlled *First Channel, Russia TV* and *TV Center*;

Private *NTV* and *Ren TV*;

Newspapers: State *Rossijskaja Gazeta* and *Parlamentskaja Gazeta*;

Private *Kommersant, Moskovskij Komsomolec, Komsomolskaja Pravda, Novaja Gazeta, Argumenty i Fakty, Zhizn, Izvestija* and *Moskovskie Novosti*.

### Regional media monitoring

*St. Petersburg, Rostov on Don, Krasnodar, Volgograd, Nizhniy Novgorod, Kazan, Izhevsk, Ufa, Novosibirsk, Barnaul, Irkutsk*