

SPINoFACT 2

political advertising

between spin and facts



Centar za građansko obrazovanje
Centre for Civic Education

Monitoring of media
15 March – 26 March 2018

Presidential elections 2018



Methodology



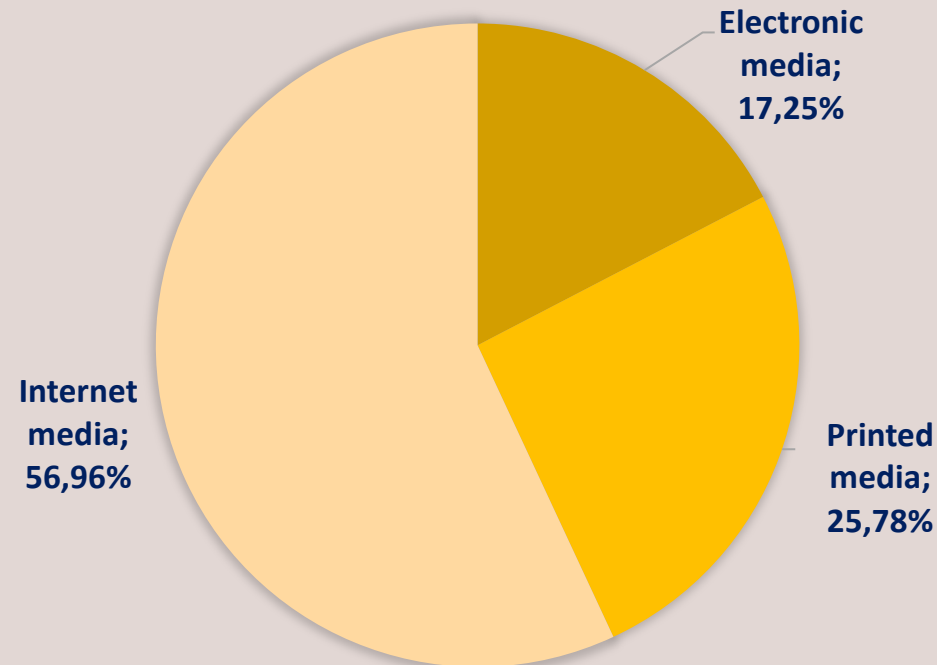
- Monitoring encompasses **qualitative and quantitative research**
 - Total number of media releases of candidates as per type of media and per candidates,
 - Representation of candidates in media,
 - Planning and non-planning of releases,
 - Tone of campaigns of candidates,
 - Topics which are dominant in campaigns,
 - Mutual attacks and criticism of presidential candidates.
- **Period:** 15 March to 26 March 2018. (first overview)
- Media which were covered in the content:
 - **Televisions:** TVCG1, TV Vijesti, TV Prva and TV Pink M – main evening informative shows
 - **Daily newspapers:** Vijesti, Dan, Pobjeda, Dnevne novine, Sloboda
 - **Portals:** Vijesti, CdM, Analitika, Antena M, IN4S, RTCG, Standard, FOS media

Advertising – special segment of research



Presidential elections 2018: number of releases

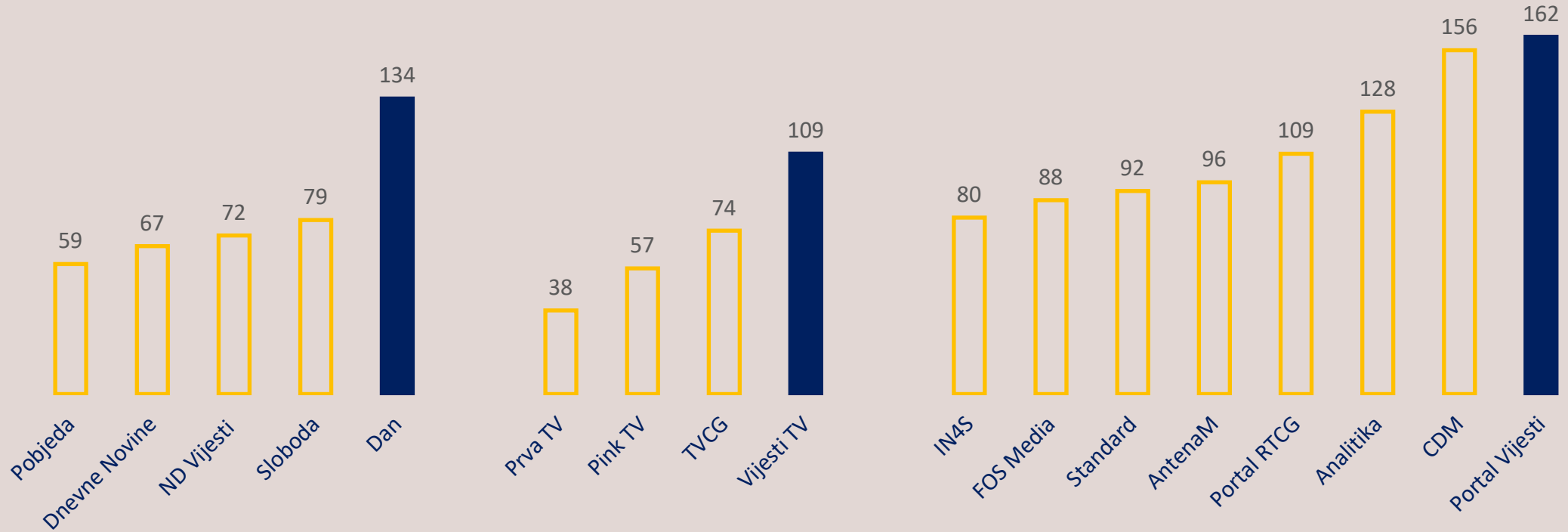
Total number of releases for the topic **Presidential elections 2018** for all three types of media – TV, printed media, portals - is **1600**, of which the most numerous were releases on portals i.e. 56,94%. Of the stated number, more than half of releases (53,35%) were related to criticism of another presidential candidate, in relation to presentation of their own election offer





Presidential elections 2018: number of releases as per media

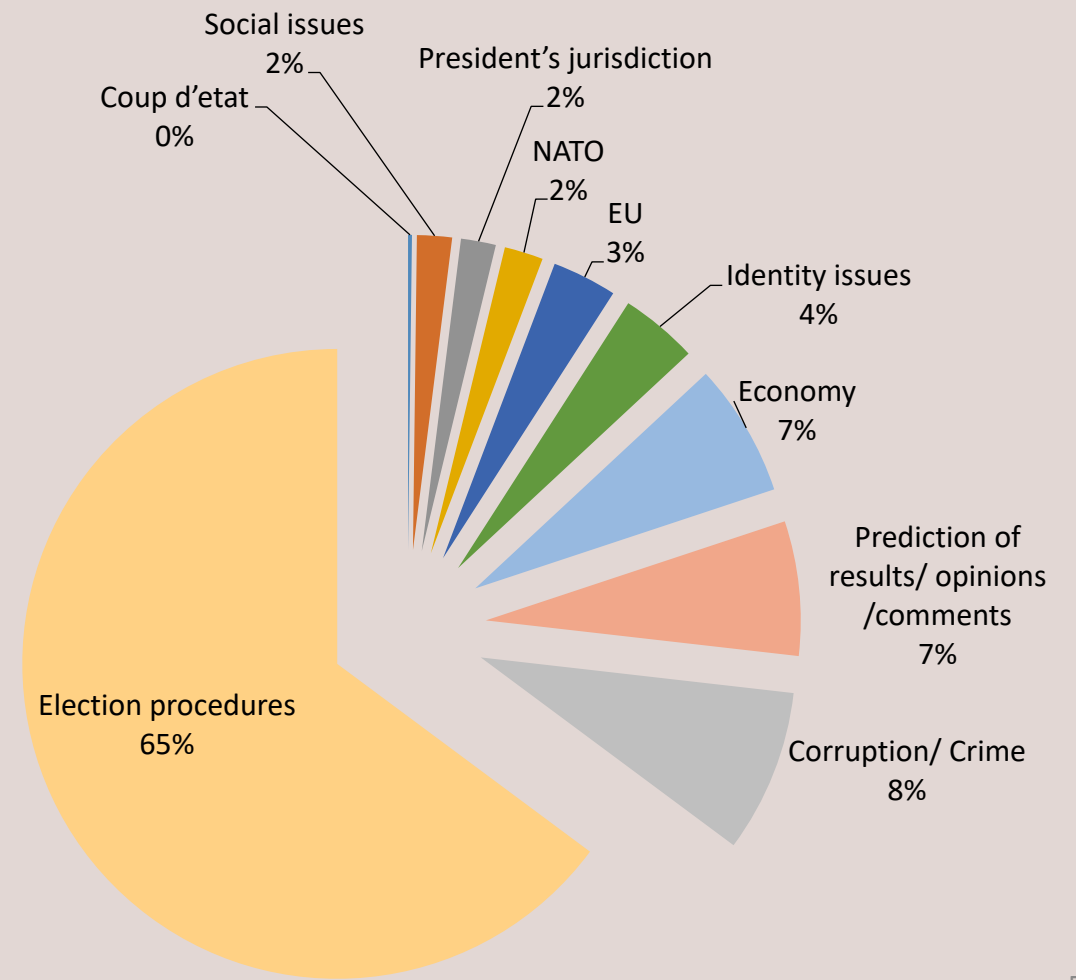
The most releases about elections were in Dan, TV Vijesti and portal Vijesti





Presidential elections 2018: number of releases as per topic

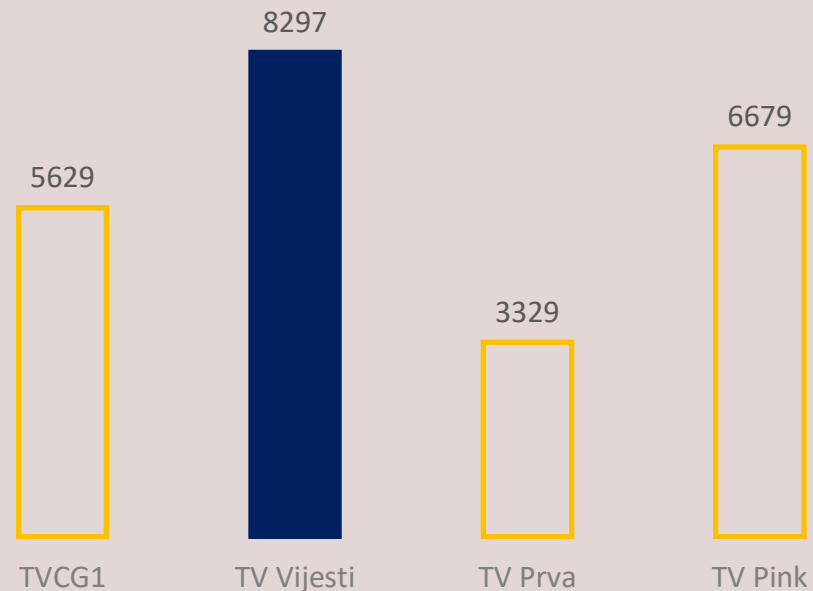
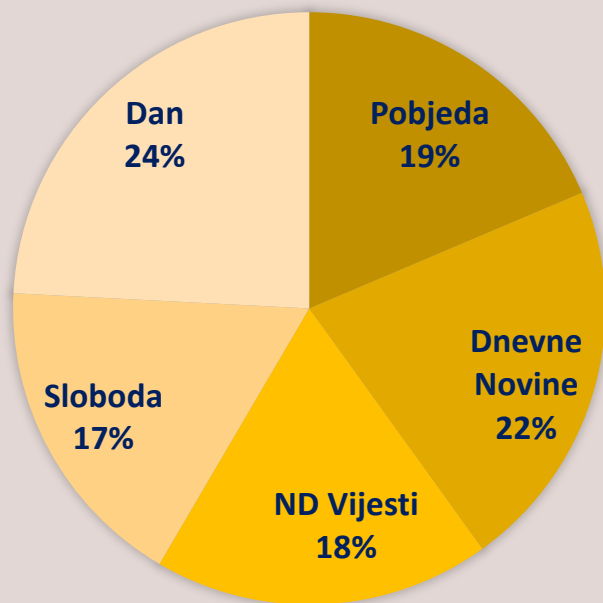
Even as much as 65% releases were related to election procedures, while topics concerning corruption, prediction of results, economic issues etc. were under 10% - which is the best indicator of lack of positive election campaign i.e. promotion of election offers





Presidential elections 2018: space/time

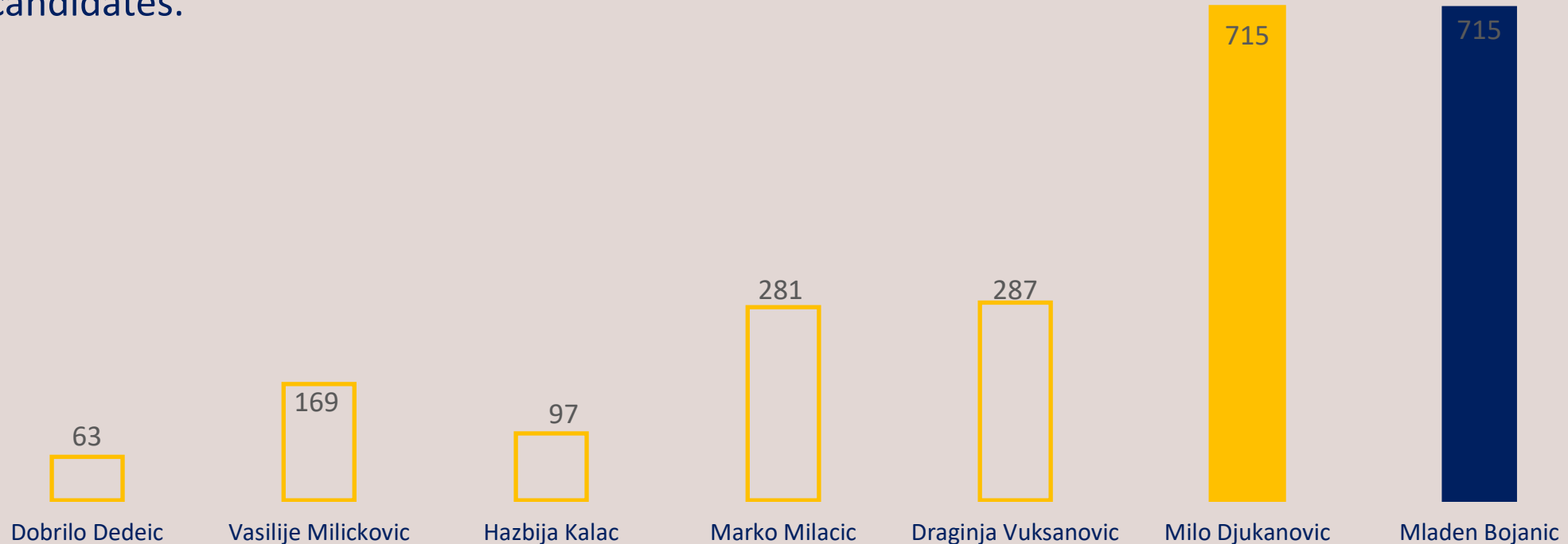
Total of 884 087 mm2 relates to coverage in printed media, i.e. 23 934 seconds on TV stations.





Presidential candidates 2018: number of releases

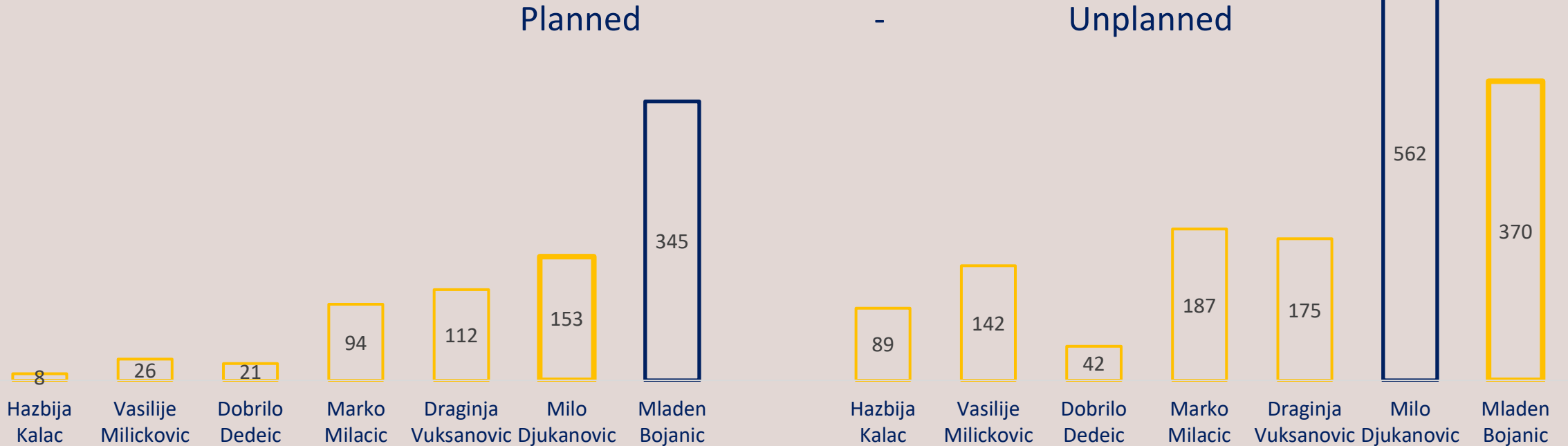
Presidential candidates Milo Djukanovic and Mladen Bojanic are equalised with the number of releases, namely, both of them have 715 releases each, whereby measuring for Djukanovic begun on the day of his official candidacy – 20 March. All types of media are proportionally covering the candidates.





Presidential candidates 2018: planning

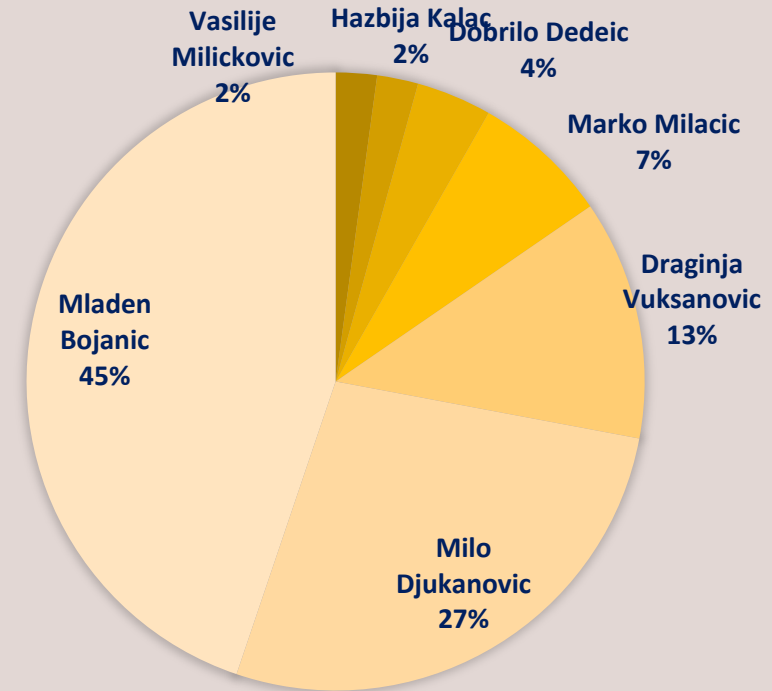
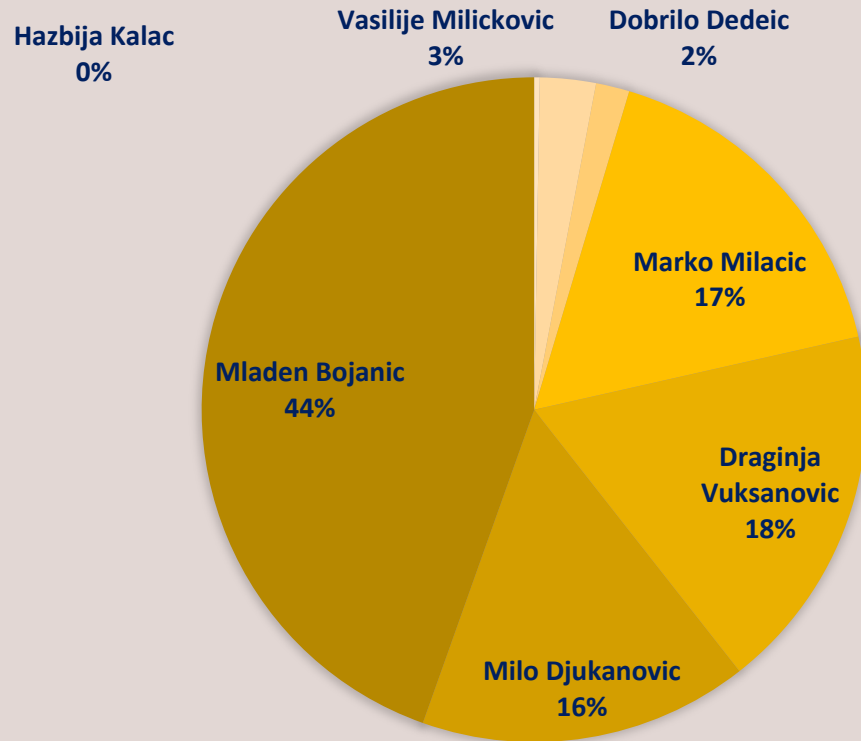
The most planned appearances, his own and party ones, in the observed period has had Mladen Bojanic. Presidential candidate Milo Djukanovic was mentioned the most by other subjects in the same period.





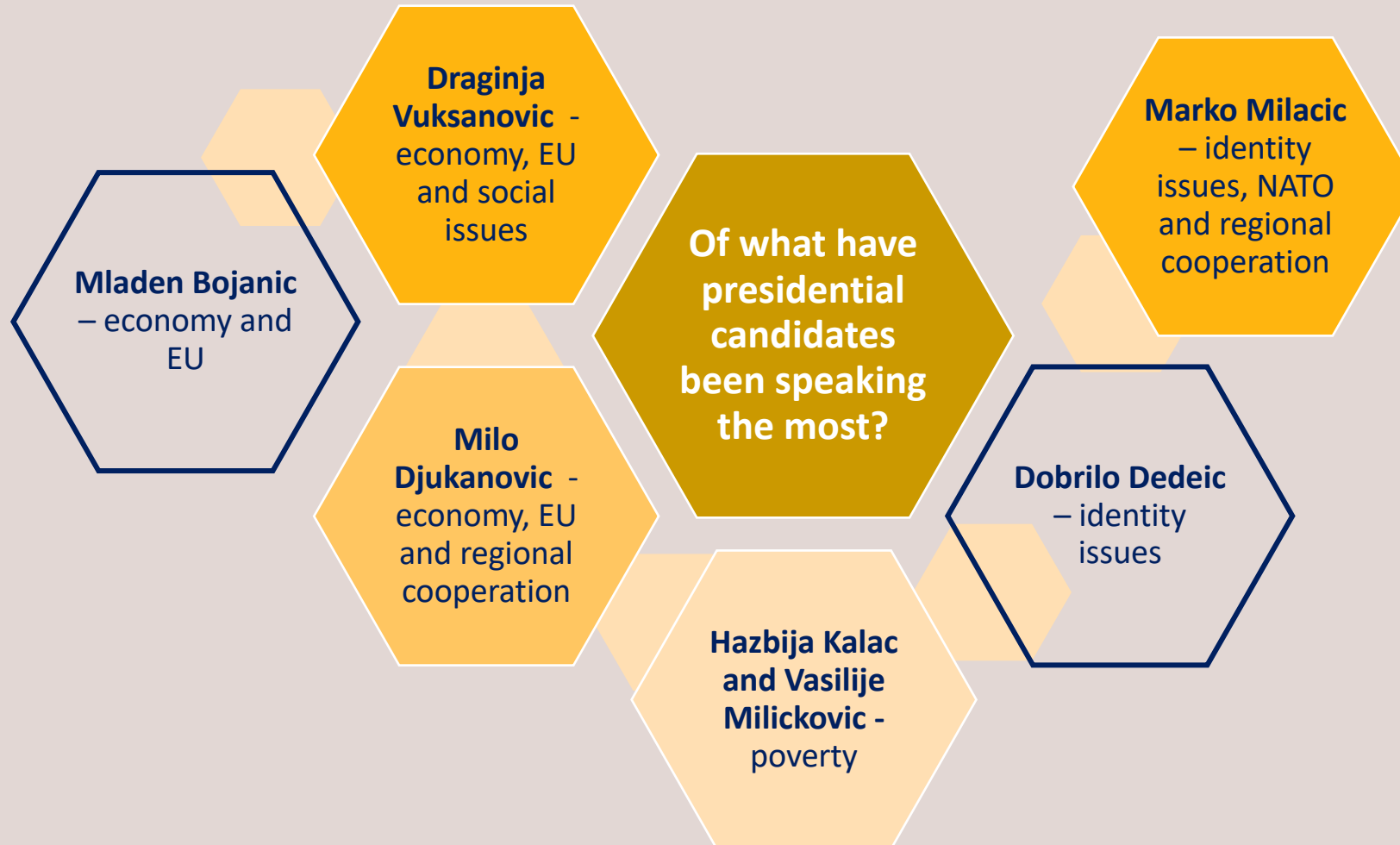
Presidential candidates 2018: criticism/offer

The most active as per media releases so far was Mladen Bojanic, both in the criticism of the presidential candidate of DPS and in promotion of his own offer.





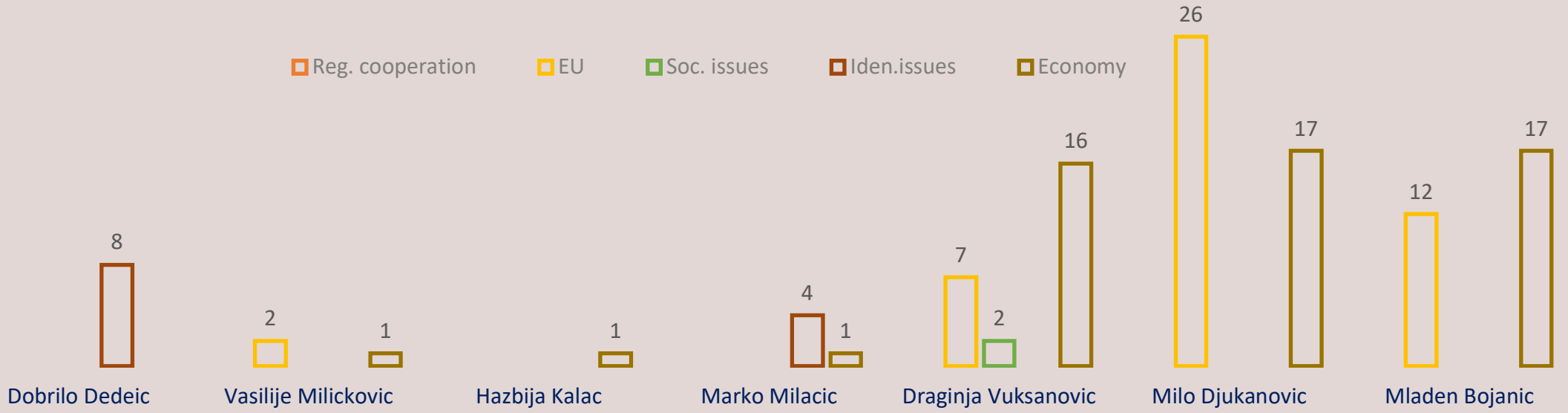
Presidential candidates 2018: key topics





Presidential candidates 2018: offers

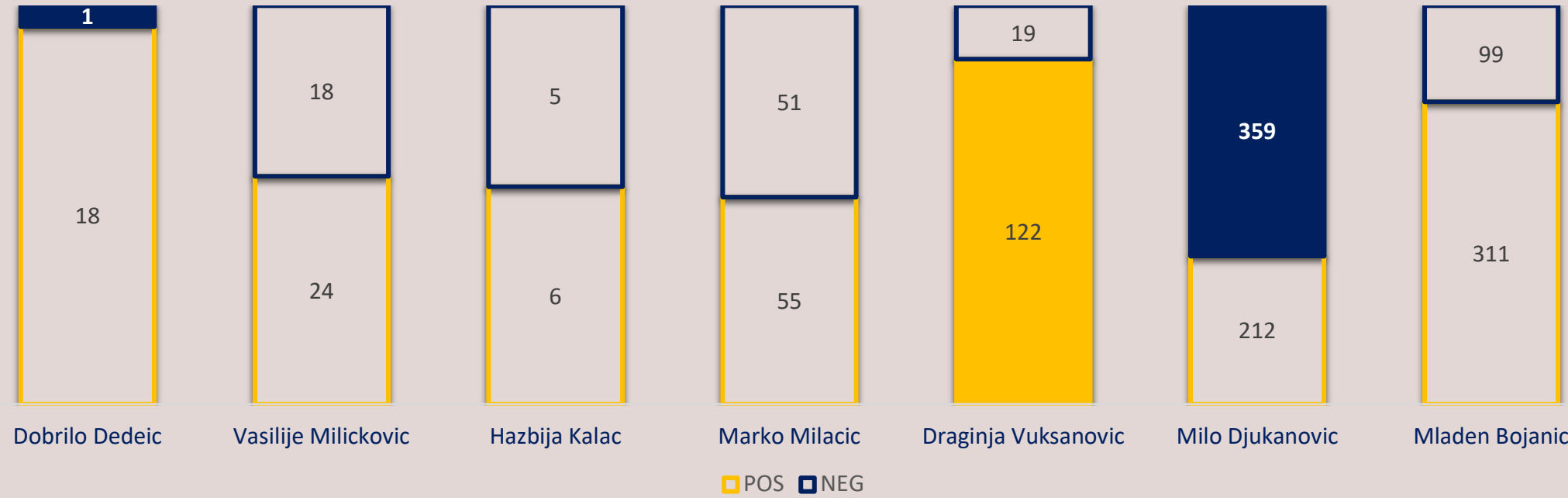
So far, in the media releases, presidential candidates have been, in their appearances, putting the most focus on EU and necessity of improvement of economic situation, while they dealt the least with topics relating to youth, social issues, poverty...There has not been much discussion about identity issues in the observed period, which were actually mentioned only by candidates Dedeic and Milacic.





Presidential candidates 2018: tone of releases

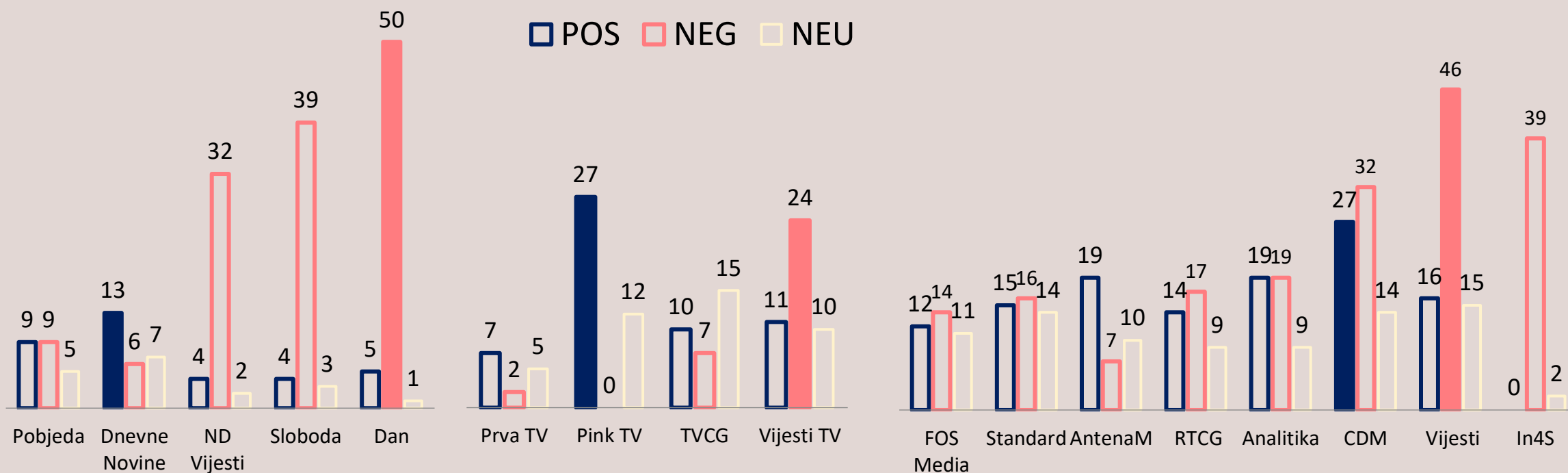
When the total picture is analysed, the most negative media releases were about presidential candidate Milo Djukanovic (62%). On the other hand, in relation to number of releases, the most positive ones got presidential candidate Draginja Vuksanovic (86,52%).





Presidential candidates 2018: Milo Djukanovic

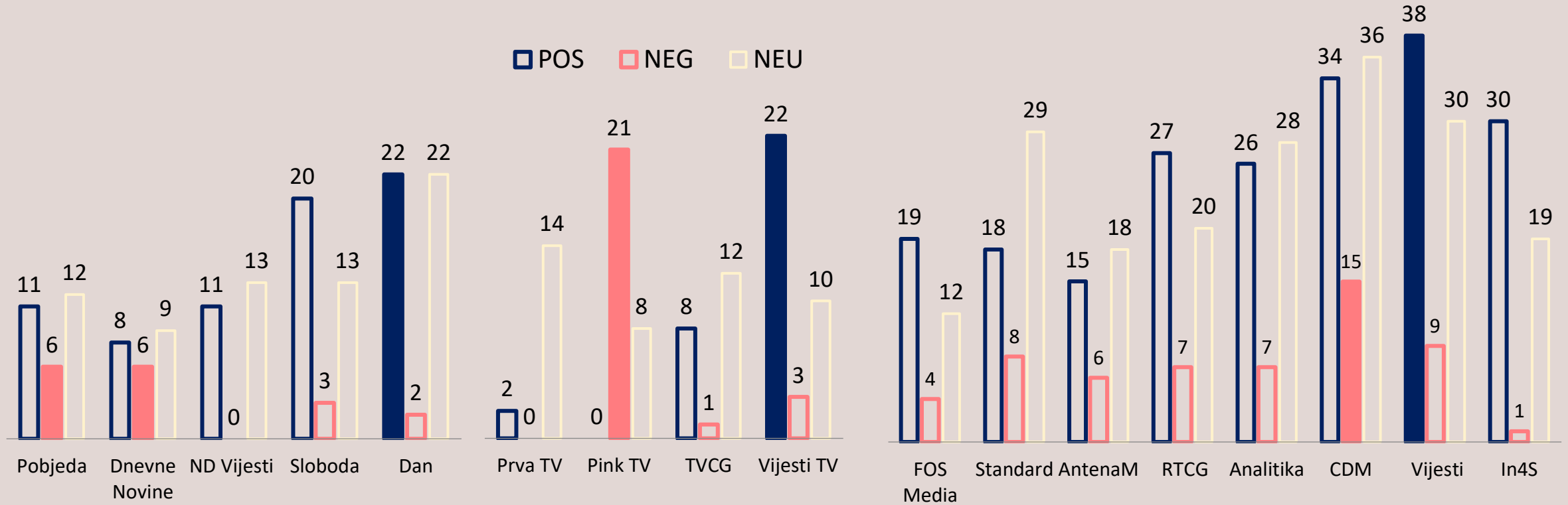
Tone of releases as per media – most negative ones in daily Dan, TV Vijesti and portal Vijesti. The most positive releases on Pink TV, portal CdM and in Dnevne novine.





Presidential candidates 2018: Mladen Bojanic

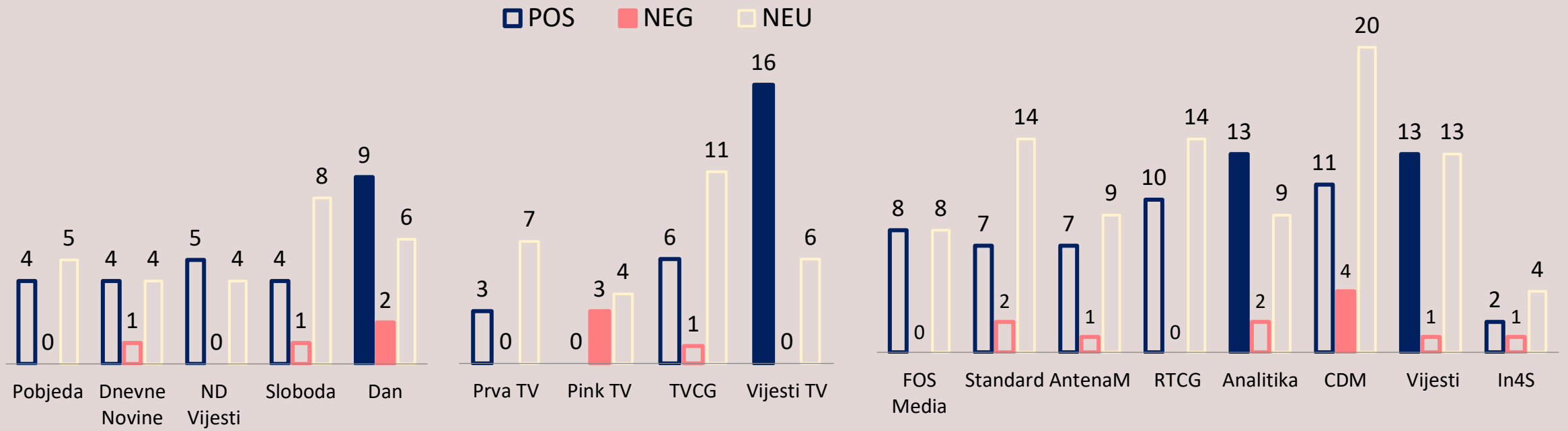
Tone of releases as per media – most negative ones on Pink TV, portal CdM and in Pobjeda/Dnevne novine. The most positive releases on TV Vijesti, portal Vijesti and in daily Dan.





Presidential candidates 2018: Draginja Vuksanovic

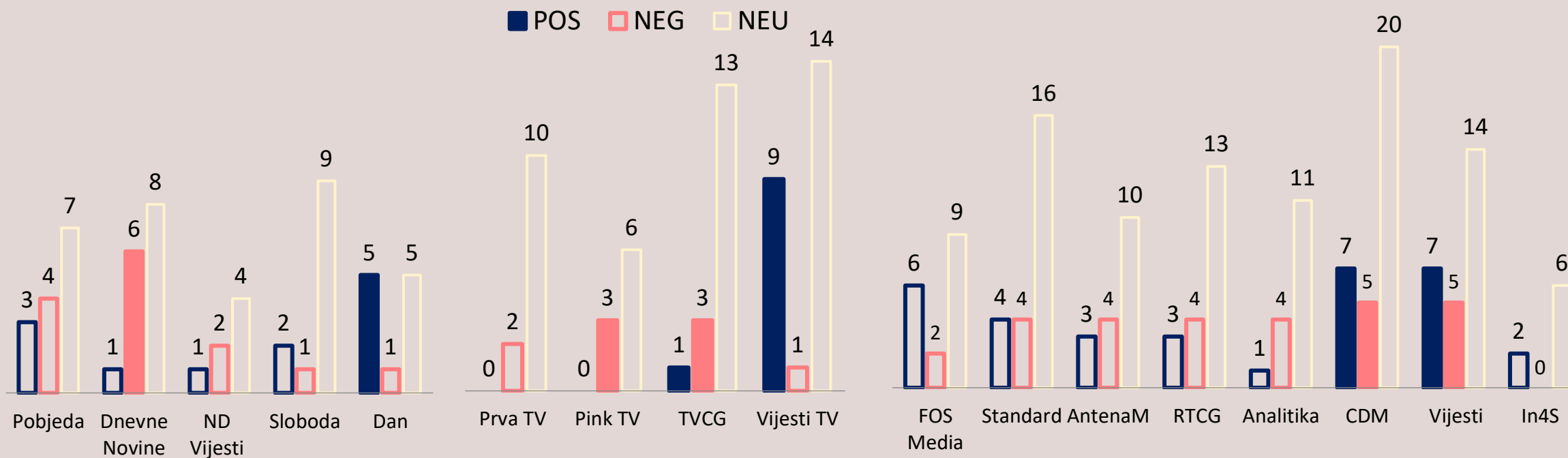
Tone of releases as per media – most positive ones on TV Vijesti, in daily Dan and on portals Vijesti/Analitika, and most negative ones on TV Pink, portal CdM and in Dan, although in her case there is generally small number of negative releases. Vuksanovic has mostly had neutral releases.





Presidential candidates 2018: Marko Milacic

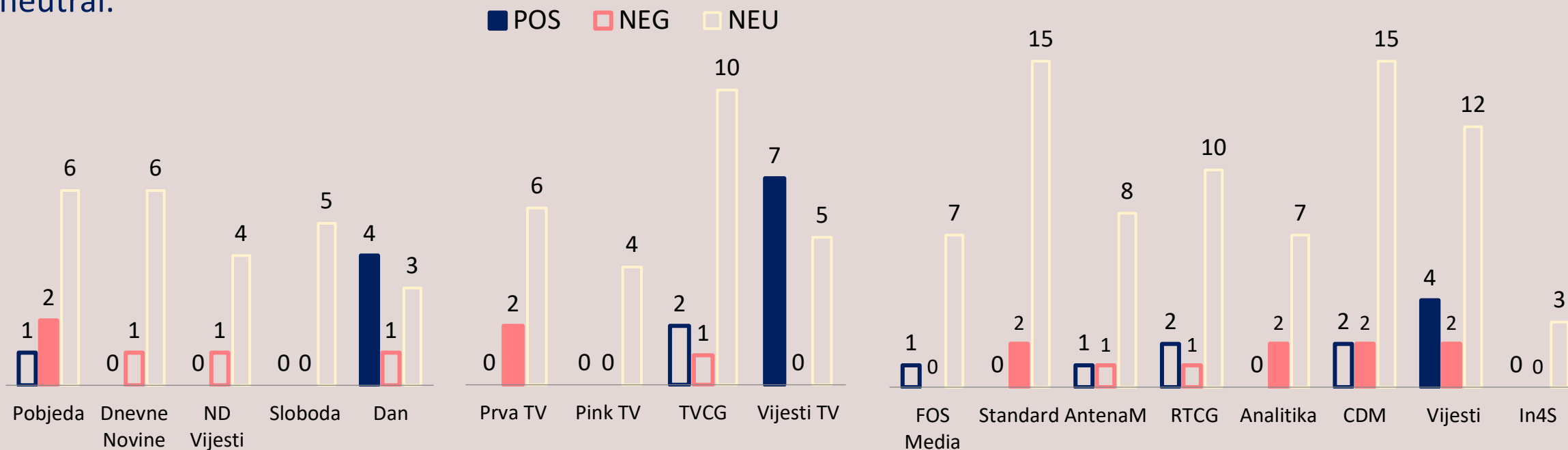
Tone of releases as per media – most positive ones on TV Vijesti, portal Vijesti/CdM and in daily Dan, and most negative ones he has had on RTCG/TV Pink, portals Vijesti/CdM and in Dnevne novine. Milacic, also, has mostly neutral releases.





Presidential candidates 2018: Vasilije Milickovic

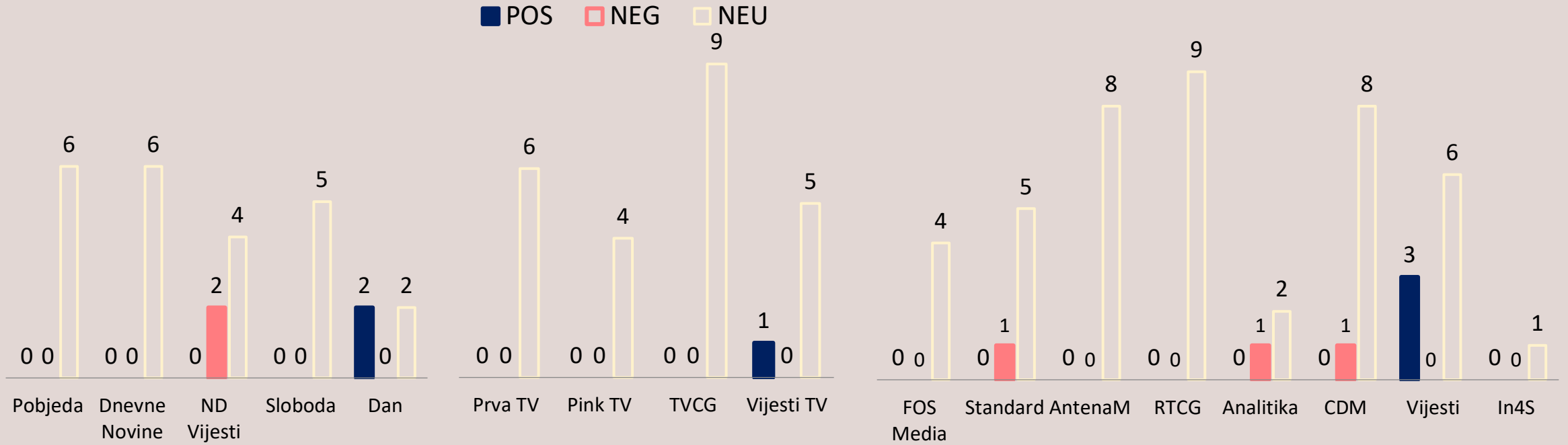
Tone of releases as per media – most positive ones on TV Vijesti, portal Vijesti and in daily Dan, and most negative ones on TV Prva, in daily Pobjeda and on portals Analitika, Standard, Vijesti and CdM, with a note that it is generally a small number of releases which do not have any other tone except neutral.





Presidential candidates 2018: Hazbija Kalac

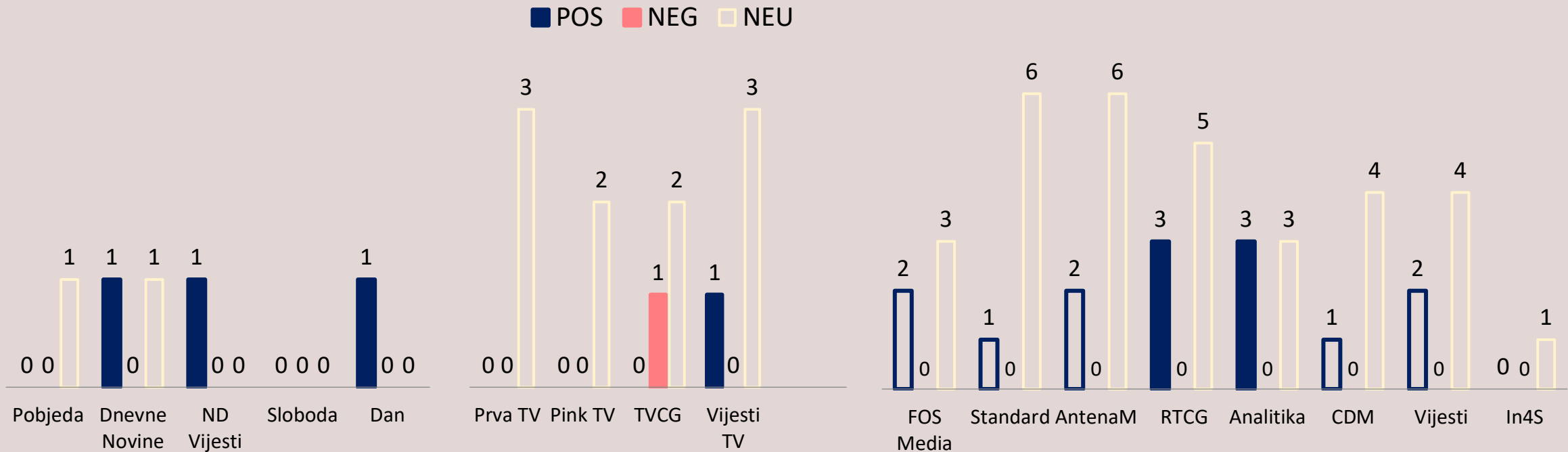
Tone of releases as per media – most positive ones on TV Vijesti, portal Vijesti and in daily Dan, and most negative ones on daily Vijesti, and on portals Analitika/Standard and CdM, with also a note that it is generally a small number of releases which do not have any other tone except neutral.





Presidential candidates 2018: Dobrilo Dedeic

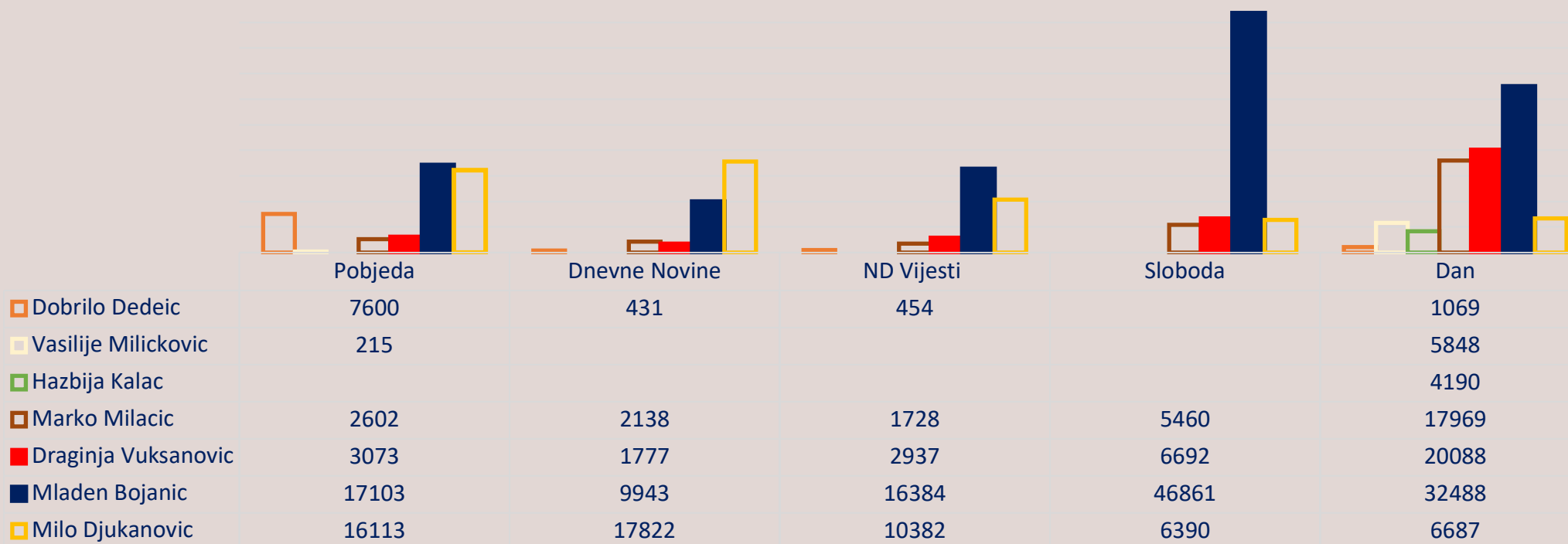
Tone of releases as per media – most positive ones on portals RTCG and Analitika, on TV Vijesti and in dailies Dnevne novine, Vijesti and Dan. He has only one negative release on RTCG while neutral releases are dominant, with a note that it is generally a small number of total releases.





Presidential candidates 2018: media and space

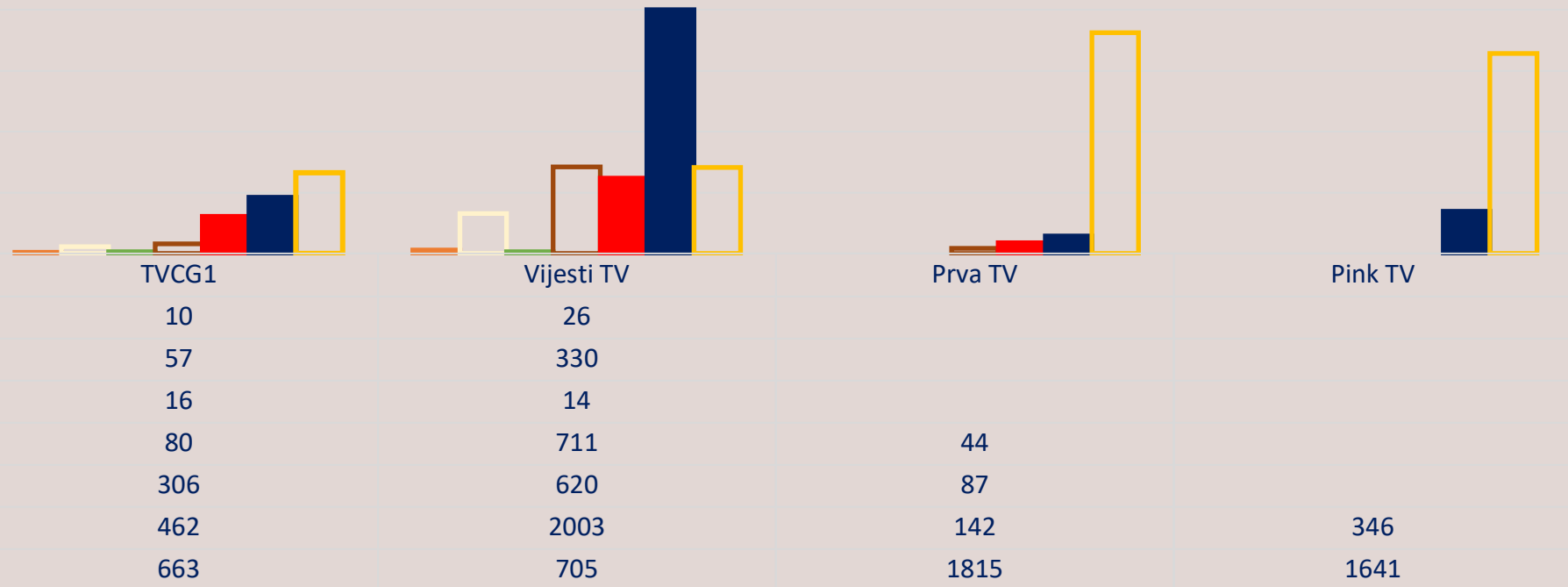
Individually, the most space (mm²) for planned appearances has given daily Sloboda to candidate Mladen Bojanic. Draginja Vuksanovic has acquired the most space in Dan in the same period, while Milo Djukanovic got the most in Dnevne novine.





Presidential candidates 2018: media and time

Individually, as per seconds for planned media appearances, until 26 March, the most of them got Mladen Bojanic on TV Vijesti and Milo Djukanovic on TV Prva.





Monitoring of advertising

Political advertising, in the observed period, from 15 to 26 March 2018, has been identified exclusively on Public Service (TVCG1 and TVCG2), in accordance with the Law on Election of MPs and Councillors



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