

SPINoFACT 3

political advertising

between spin and facts

Monitoring of the media

May 2 – 27, 2018.

LOCAL ELECTIONS PODGORICA 2018



Methodology



- Monitoring includes **qualitative and quantitative** research:
 - Total number of media releases on topic by both type of media and election lists individually
 - Presence of election lists in the media
 - Planned and unplanned releases
 - Tone of campaign of political entities – holders of the election list
 - Topics that are dominant in the campaign
 - Mutual attacks and criticism of political subjects - holders of the electoral lists
- **Period:** May 2 – 27 2018 (until 20h)
- **17 media** were monitored:
 - **Televisions:** *RTCG, TV Vijesti, TV Prva, TV Pink M and A1* – central evening news
 - **Daily newspaper:** *Vijesti, Dan, Pobjeda, Dnevne novine and Sloboda*
 - **Portals:** *Vijesti, CdM, Analitika, Antena M, IN4S, RTCG and FOS Media*
- **Marketing** – special segment of the research

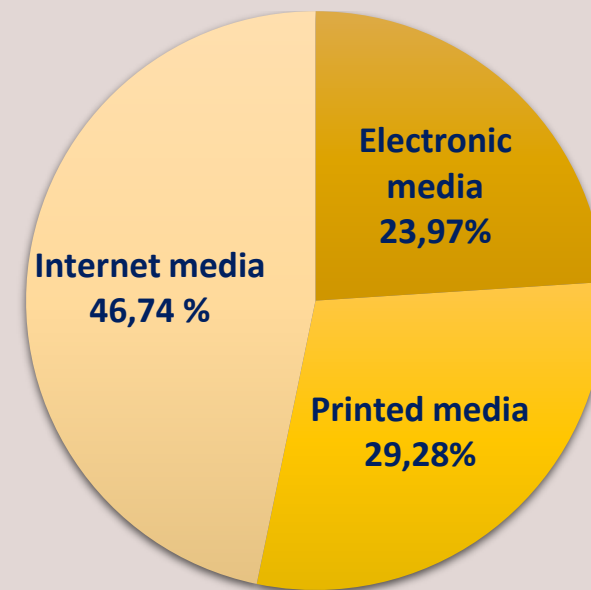


Podgorica – local elections 2018: number of releases

The total number for topic **Local elections – Podgorica 2018** with all three type of media amounts to 1827, of which the most on portals **46,74%** (on average, 33 releases were published on portals each day).

The election campaign was found in the focus of 69.14% of releases. Positive election campaign (promotion of programme) was somewhat more present (35,85% releases) in relation to negative one (criticism of another candidate – 32, 29% releases).

In comparison with presidential elections, the representation was higher and the campaign was more positive. Namely, during the presidential elections, in the observed period, we noted that the election campaign was in the focus of 55.4% of releases, while the negative campaign was somewhat more present (30.4%) in relation to the positive campaign (25%).

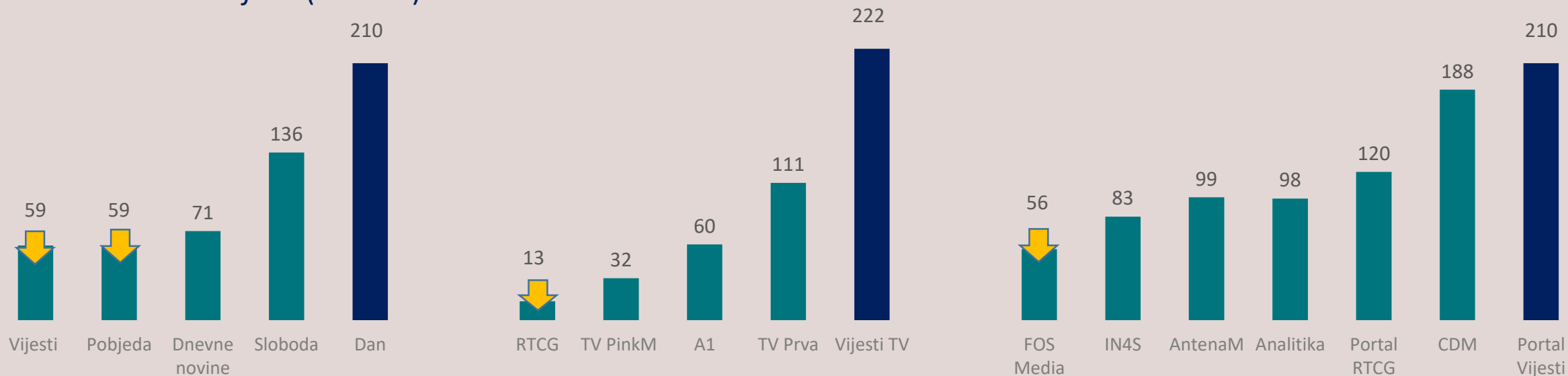




Podgorica – local elections 2018: number of releases as per media

The most releases on the topic Local elections – Podgorica 2018 by each media individually was published on TV *Vijesti*, in daily newspaper *Dan* and portal *Vijesti*. The least number of releases on elections was noted on *public broadcaster RTCG*, portal *FOS Media* and daily newspaper *Pobjeda and Vijesti*.

Observing the total number of releases on elections, the least number of releases was on *RTCG* (0.71%), while the most of releases were on *TV Vijesti* (12.15%).



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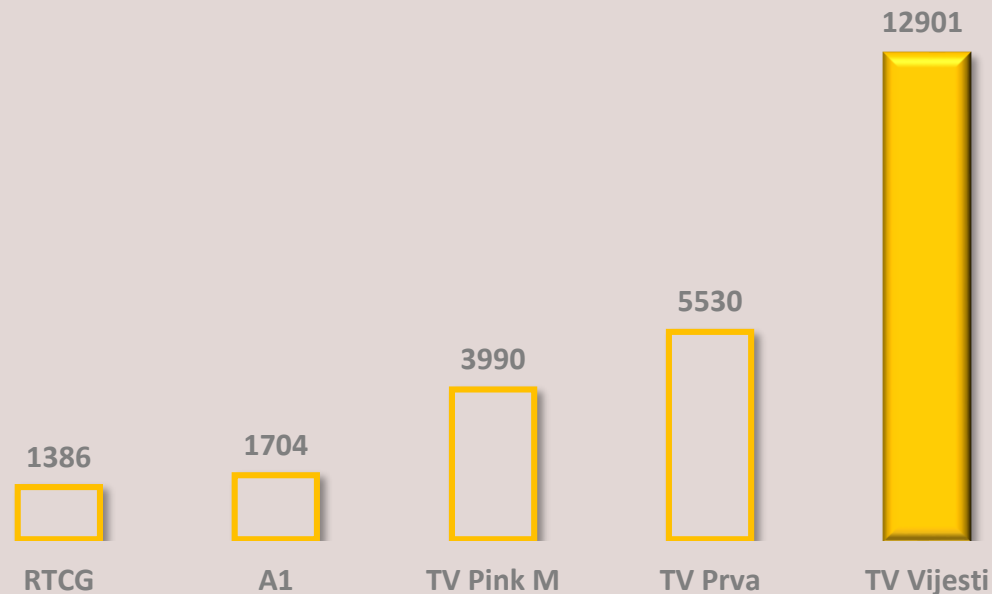
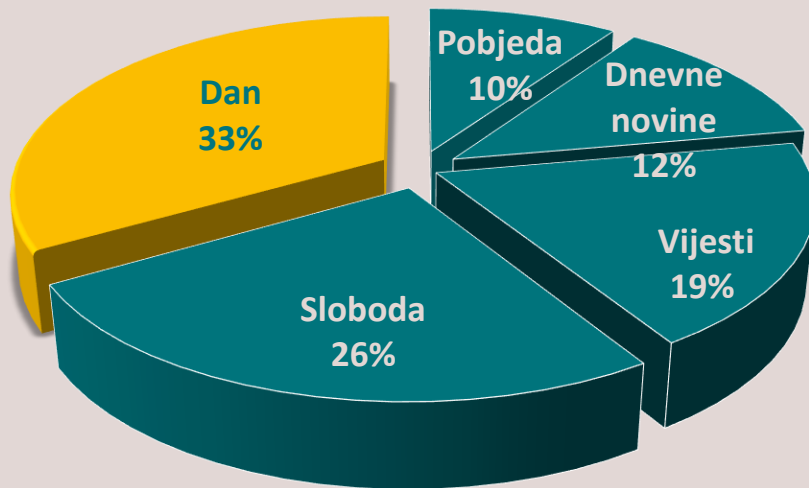
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Podgorica – local elections 2018: area/time

Total of **1 357 459 mm²** is related to the coverage of the topic in newspaper, or **25 511 seconds** on TV broadcasters (somewhat more than 7 hours). The most space to topic was given by daily newspaper *Dan* (on average – 2151 mm² per article) and by *TV Vijesti* (on average 58 seconds per release).



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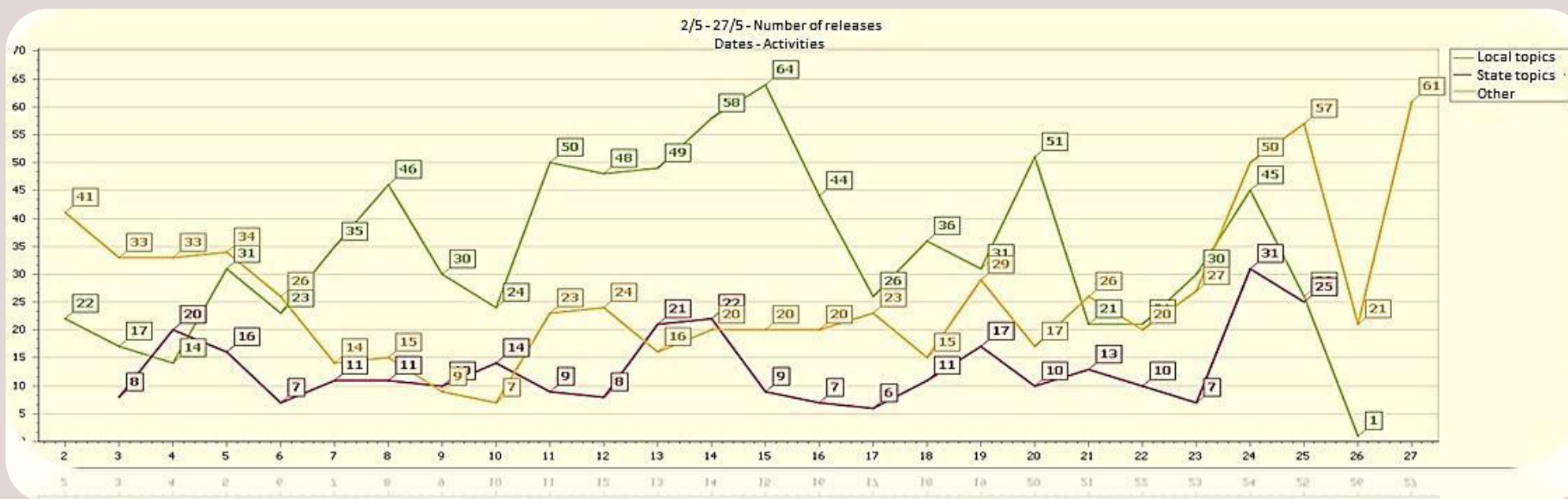
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Podgorica – local elections 2018: trend of the number of releases as per topic

Unlike the presidential elections, local topics dominated during the local election campaign (46.14%), which was positive. It was mainly focused on improving local infrastructure, improving healthcare, education, social protection, sports, tourism. National topics (identity issues, crime, corruption) represented a part of 16.58%. A somewhat more often mentioning of state issues was recorded before the start of electoral silence (24/25 May).





Election lists – Podgorica 2018: number of releases

The election list 'For the Good of Citizens of Podgorica - Winning Coalition Milo Djukanovic' produced the largest number of releases (33.2%) with almost double than the mention of election list 'Podgorica for the 21st Century - Democrats – URA' that was placed second by the number of releases (16.04%). The least number of releases had the election list 'Serbian Coalition - Dobrilo Dedeic' (2.17%).

„For the Good of Citizens of Podgorica – Winning Coalition - Milo Djukanovic“ LOCAL ELECTIONS 2018 1072

Aleksa Becic - Dritan Abazovic - Podgorica for 21st Century - DEMOCRATS - URA - LOCAL ELECTIONS 2018 518

Citizens' Alliance for Changes - SDP DEMOS - LOCAL ELECTIONS 2018 380

Democratic Front - SNP - Everything for my City - LOCAL ELECTIONS 2018 365

Socialdemocrats Ivan Brajovic - Consistently for Podgorica LOCAL ELECTIONS 2018 284

Marko Milacic - Podgorica to be Family LOCAL ELECTIONS 2018 198

United Montenegro - Goran Danilovic - Serious People for Serious City LOCAL ELECTIONS 2018 156

Group of Citizens Sasa Mijovic - Winner of Word - LOCAL ELECTIONS 2018 113

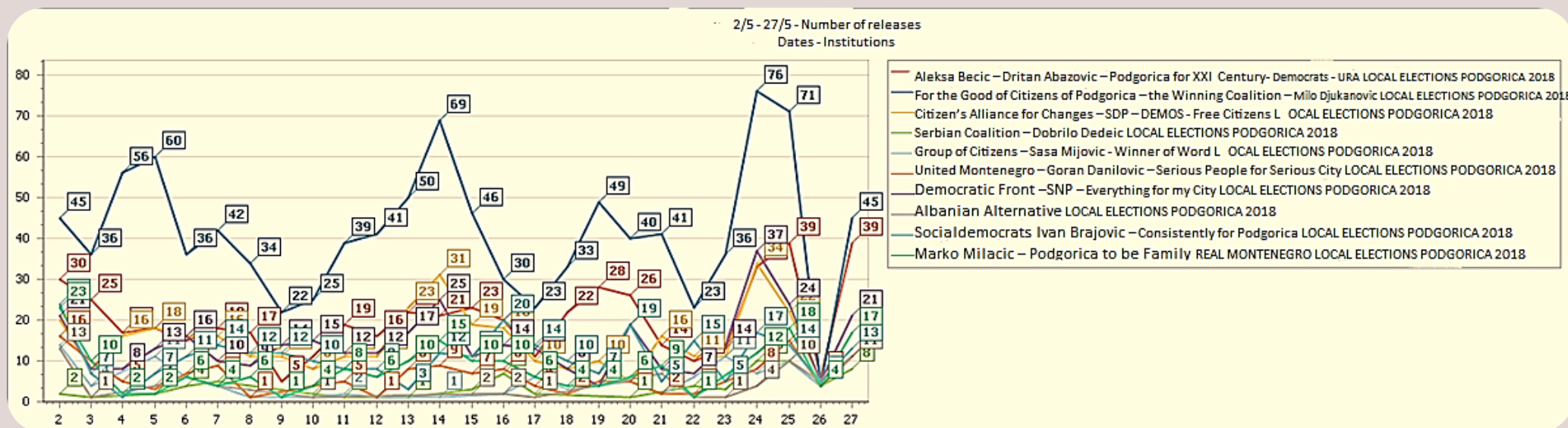
Albanian Alternative LOCAL ELECTIONS 2018 73

Serbian Coalition - Dobrilo Dedeic LOCAL ELECTIONS 2018 70



Election lists – Podgorica 2018 : trend of number of releases

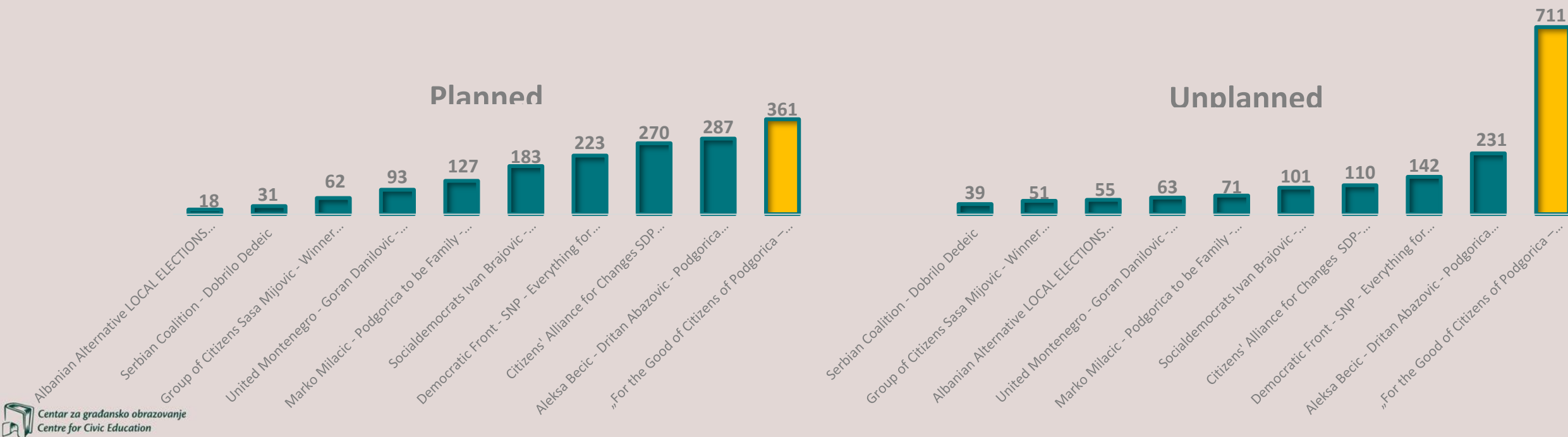
The election list "For the Good of Citizens of Podgorica - Winning Coalition Milo Djukanovic" generated 41 release per day on average, while the election list "Podgorica for the 21st Century - Democrats - URA" had 20 releases on average. Other election lists had less than 15 releases on daily basis. The least number of releases had the election list "Serbian Coalition - Dobrilo Dedic" (3 releases on average).





Election lists - Podgorica 2018: planned appearances

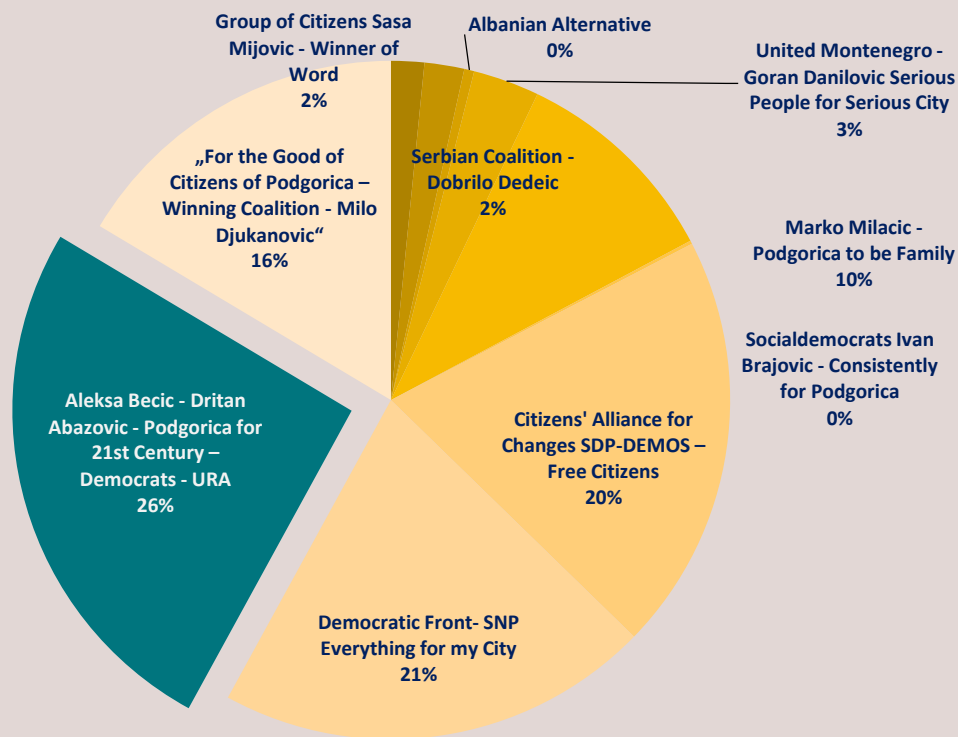
Election list „For the Good of Citizens of Podgorica – Winning Coalition Milo Djukanovic“ had the most **planned appearances** in the observed period, and on portals CdM and Vijesti. At the same time, this list also had the highest number of unplanned appearances (**by other entitites**), and on portals Vijesti/CdM and in daily newspaper Dan and Sloboda.



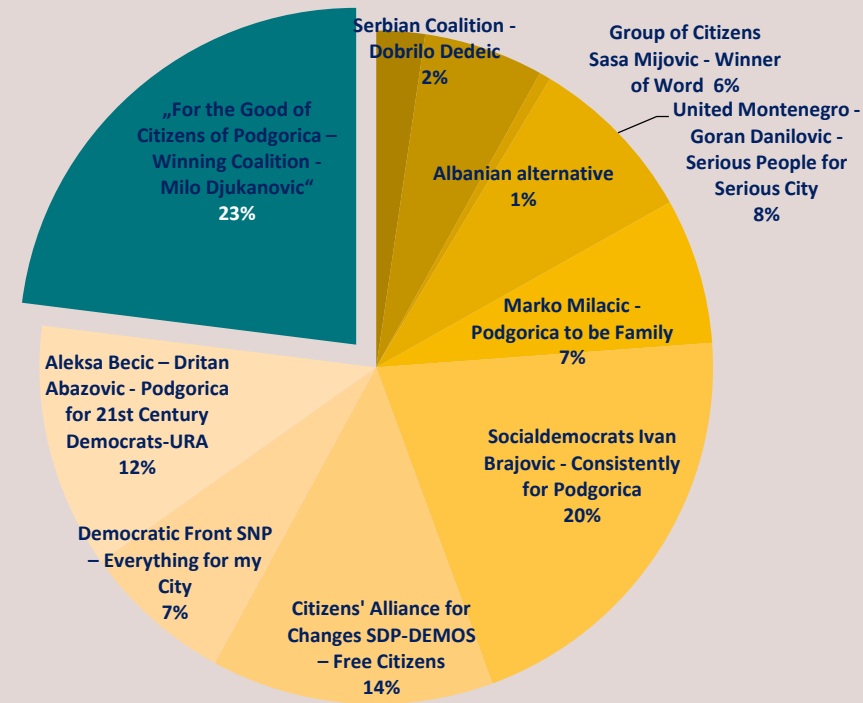


Election lists - Podgorica 2018 : criticism/offer

Observing planned media appearances in promotion of their own election programme (in the entire release or in the most part of it), the most active was election list „For the Good of Citizens of Podgorica – Winning Coalition Milo Djukanovic“, and the most active in criticism was „Coalition for 21st Century – URA – Democrats“. As expected, the opposition based most part of its campaign on criticism of the authorities and according to that, it generated more releases in that part.



Criticism of other candidates



Election programme - offer

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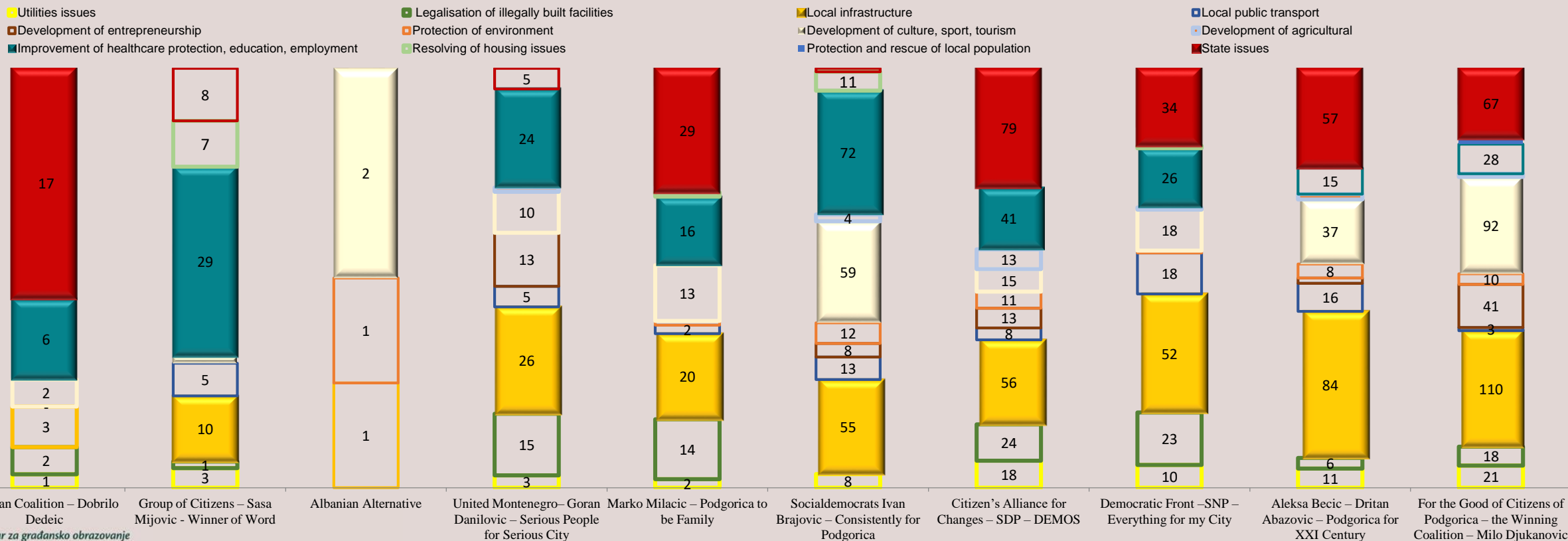
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Election lists- Podgorica 2018: presence of topics in releases

During the election campaign, holders of election lists "For Good of Citizens of Podgorica - Winning Coalition - Milo Djukanovic", "Aleksa Becic - Dritan Abazovic - Podgorica for the 21st Century" and "DF - SNP – Everything for my City" dominantly spoke about improvement of local infrastructure, while the coalition "Citizens' Alliance for Changes - SDP-DEMOS" and "Marko Milacic - Podgorica to be Family", in addition to the local ones, addressed the state issues to a considerable extent. State issues include identity issues, referendum / independence, declarations of widespread changes, as well as the relations of Montenegro with other states and international institutions.



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Election lists- Podgorica 2018: key topics

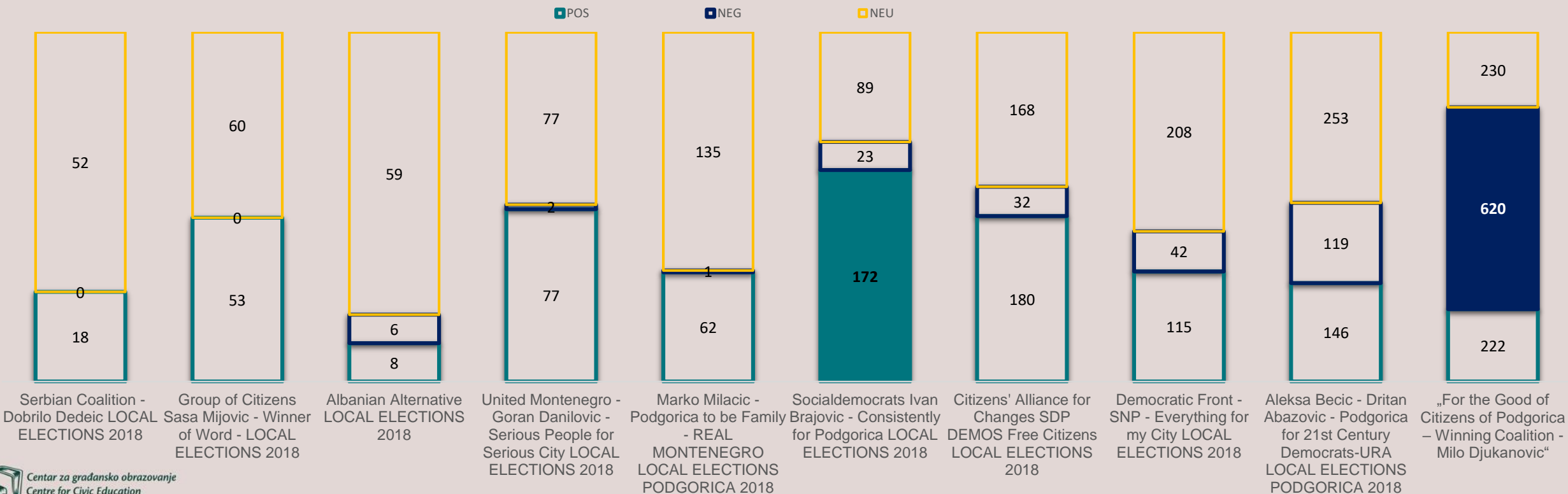
During the election campaign, the topics about improvement of local infrastructure, legalization of illegally built facilities, culture and sport development, and improvement of healthcare and social protection were dominant.





Election lists - Podgorica 2018: tone of releases

When the overall picture was analyzed, the election list „For Good of Citizens of Podgorica - Winning Coalition Milo Djukanovic" generated the most negative media releases (57.84%), "SocialDemocrats Ivan Brajovic - Consistently for Podgorica" were presented most positively (the part of positive releases was 60.56%), while "Albanian Alternative" had the most neutral releases (80.82%).



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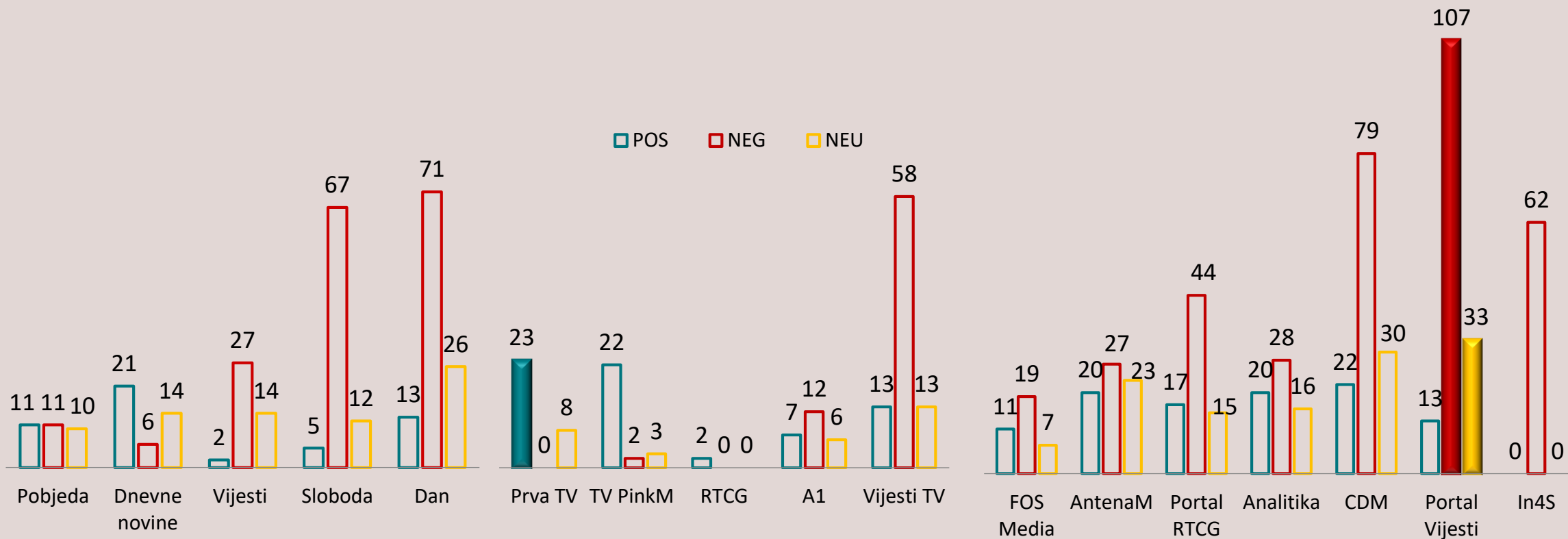
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Election list- Podgorica 2018:

„For the Good of Citizens of Podgorica – Winning Coalition - Milo Djukanovic“

Tone of releases by the type of media – the most negative releases, the election list had on portal *Vijesti*. On this portal, the highest number of neutral releases was found. The most positive releases were on *TV Prva*.



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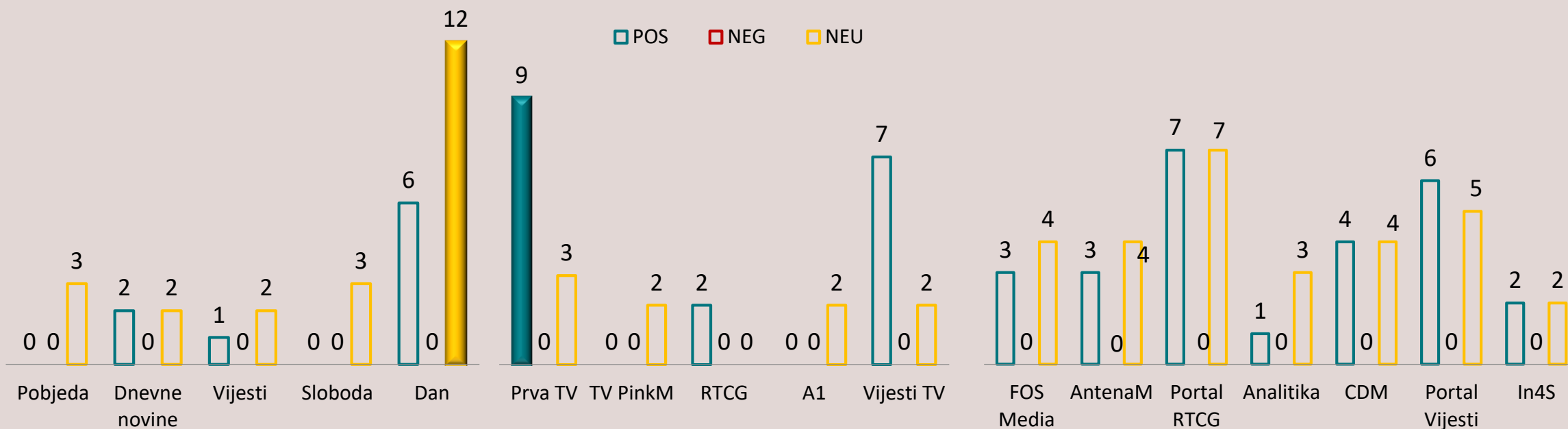
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Election list - Podgorica 2018: „Group of Citizens Sasa Mijovic – Winner of the Word“

Tone of releases by the type of media– neutral toned releases are dominant. The most neutral releases were found in daily newspaper *Dan*, and positive on *TV Prva*. There were no negative releases.



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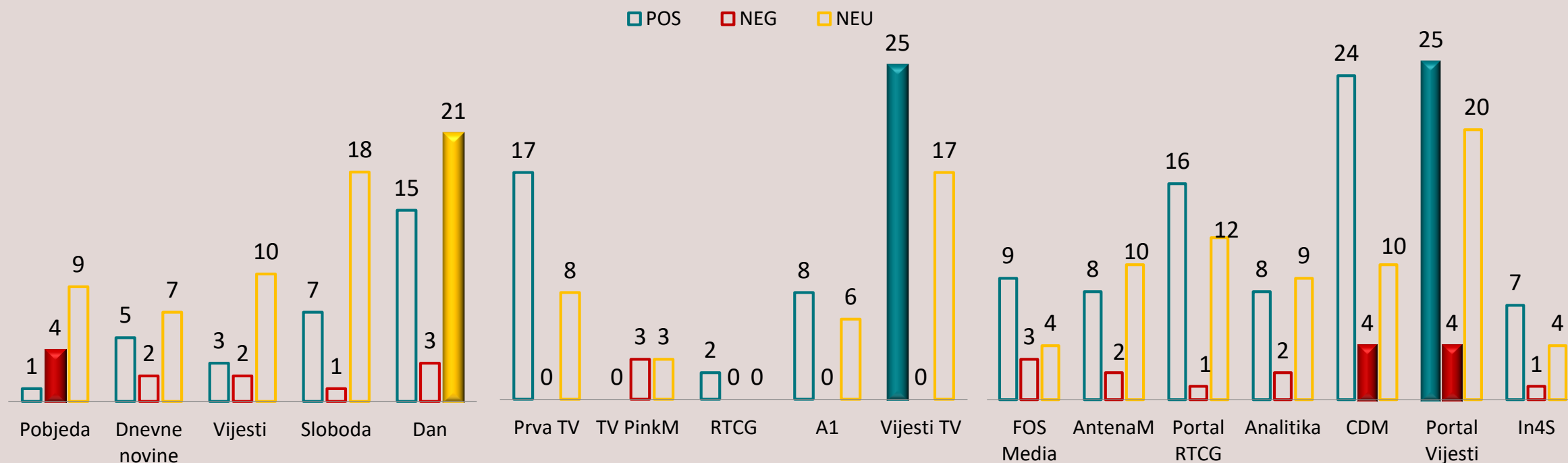
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Election list- Podgorica 2018: „Citizens’ Alliance for Changes SDP - DEMOS – Free Citizens“

Tone of releases by the type of media - the most positive releases the election list had on TV/portal *Vijesti*. The highest number of negative releases was found in *Pobjeda* and on portals *CdM* and *Vijesti*. The most neutral releases were in newspaper *Dan*.



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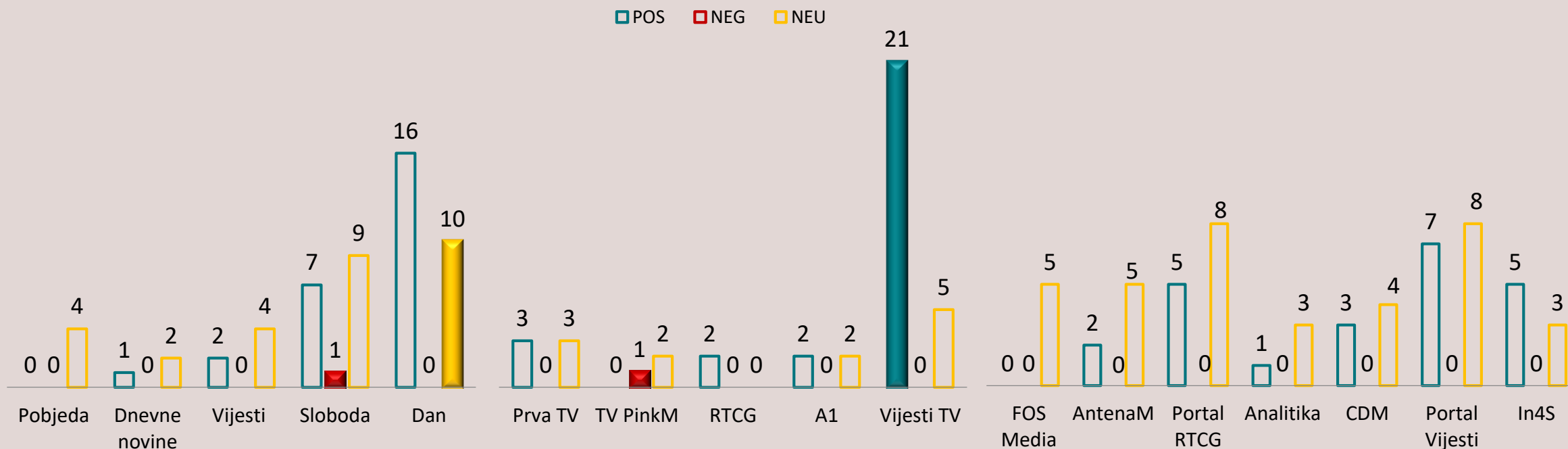
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Election list - Podgorica 2018: „United Montenegro - Goran Danilovic – Serious People for Serious City“

Tone of releases by the type of media - the most positive releases the election list had on TV *Vijesti*, and neutral in *Dan*. There were two negative releases – one in daily newspaper *Sloboda* and one on *TV PinkM*.



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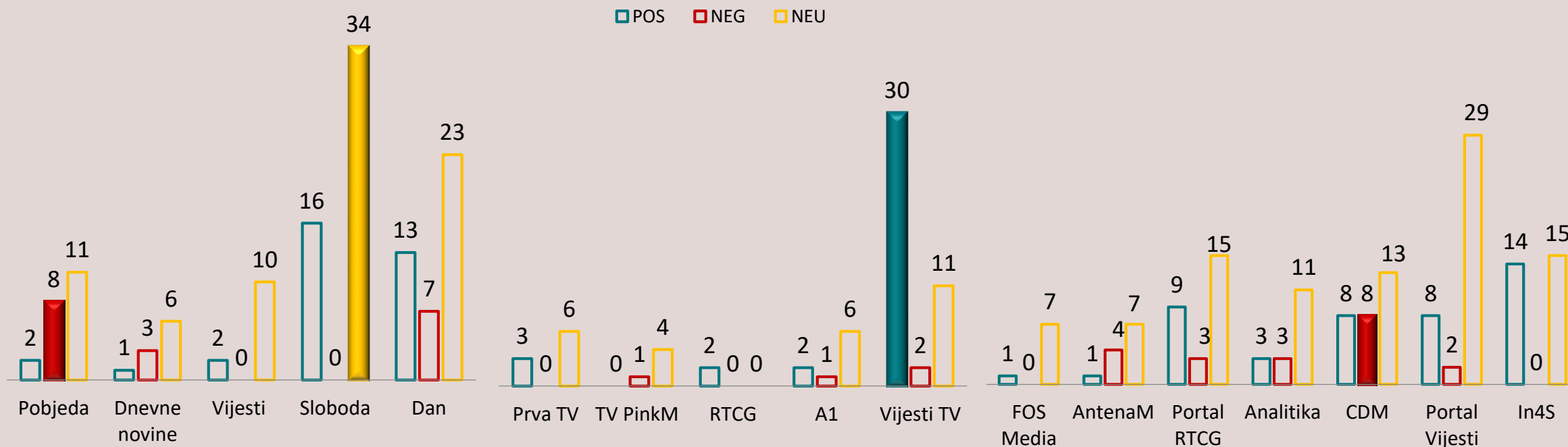
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Election list- Podgorica 2018: „Democratic front - SNP Everything for my City“

Tone of releases by the type of media - the most positive releases the election list had on TV *Vijesti*, negative in *Pobjeda* and on portal *CdM*, and neutral in *Sloboda*.



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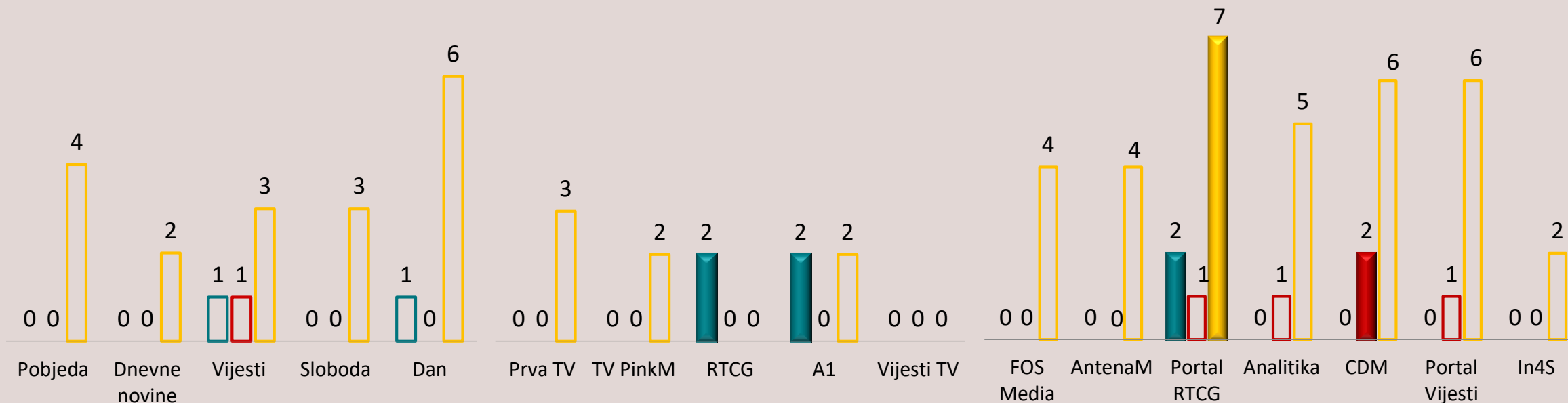
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Election list- Podgorica 2018: „Albanian Alternative“

Tone of releases by the type of media - the most neutral releases the election list had on portal *RTCG*, with a note that this election list had small number of releases. The highest number of positive releases was found on televisions *RTCG/A1*, as well as on portal *RTCG*, and negative on portal *CdM*.

POS NEG NEU



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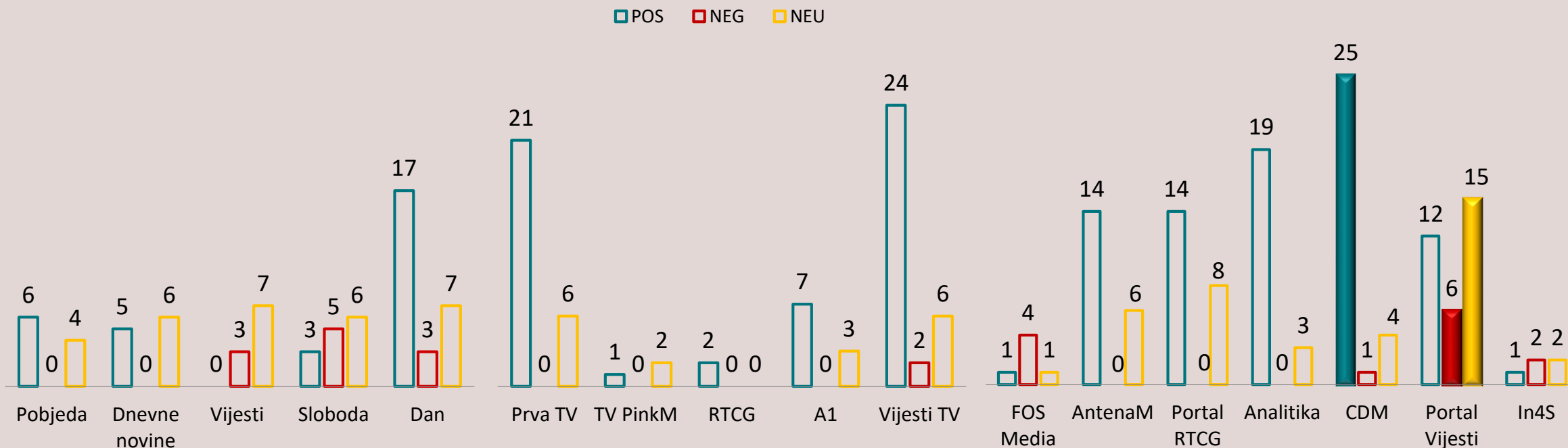
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Election list- Podgorica 2018

„Socialdemocrats Ivan Brajovic – Consistently for Podgorica“

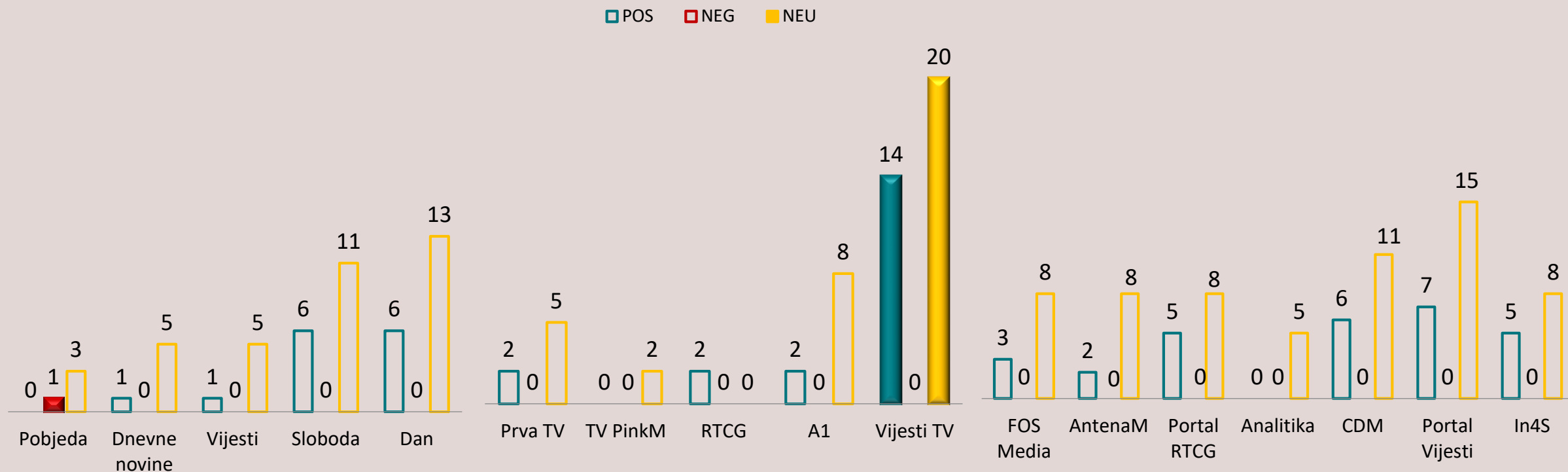
Tone of releases by the type of media - positive releases are dominant. The most positive releases the election list had on portal *CdM*, while neutral and negative were mostly present on portal *Vijesti*.





Election list - Podgorica 2018: „Marko Milacic – Podgorica to be Family – Real Montenegro“

Tone of releases by the type of media – neutral releases are dominant. The most neutral and positive releases the election list had on *TV Vijesti*, while there was one negative release in *Pobjeda*.

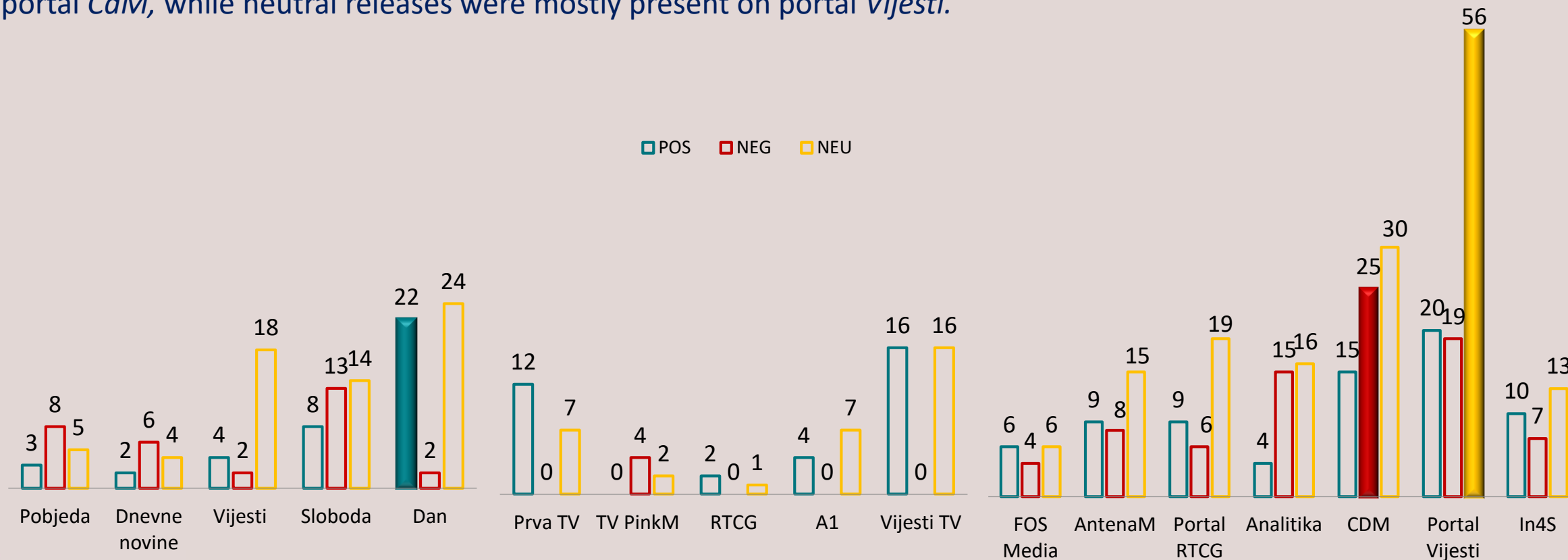




Election list - Podgorica 2018:

„Aleksa Becic - Dritan Abazovic - Podgorica for 21st Century– Democrats -URA“

Tone of releases by the type of media - the most positive releases the election list had in newspaper *Dan*, negative on portal *CdM*, while neutral releases were mostly present on portal *Vijesti*.



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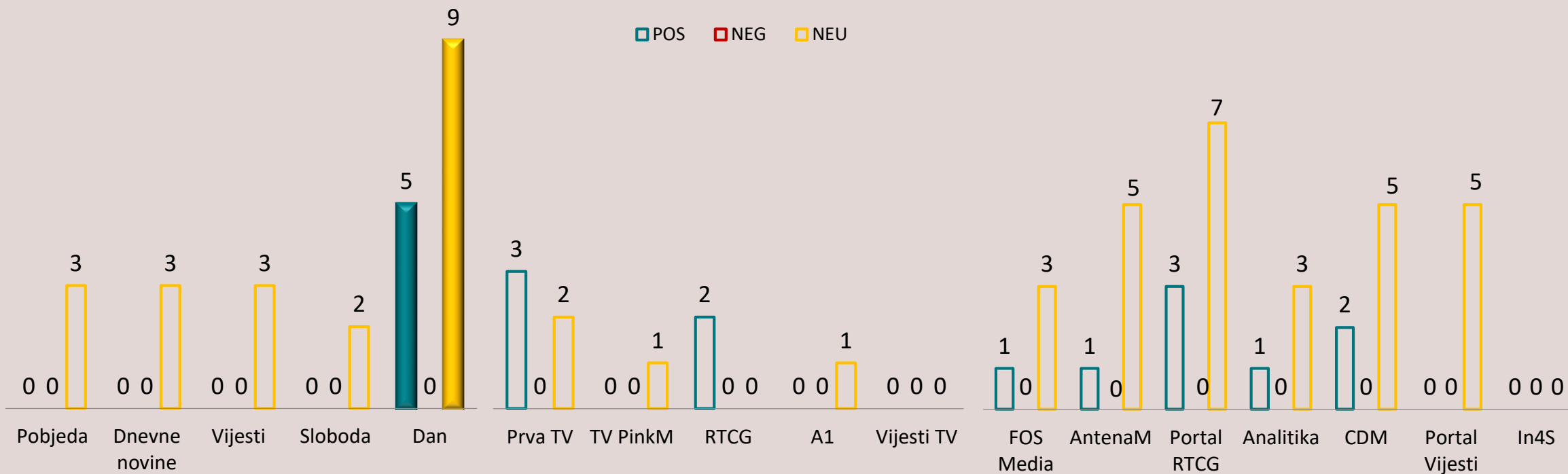
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Election list - Podgorica 2018: „Serbian Coalition - Dobriilo Dedeic“

Tone of releases by the type of media - neutral releases are dominant, although the total number of releases is small. The most positive and neutral releases the election list had in *Dan*. There were no negative releases.



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Election lists- Podgorica 2018: dominant tone of releases by media

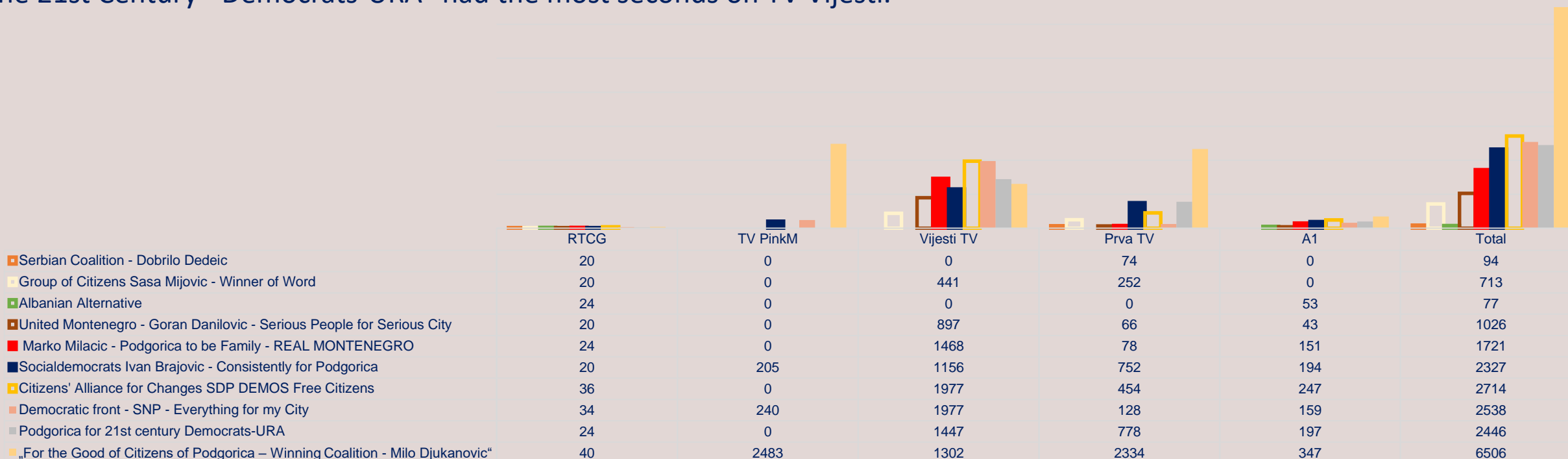
Dominant tone in the publicity of election lists by each media individually

| Election list | POS | NEG | NEU |
|---|------|------|------|
| „For the Good of Citizens of Podgorica – Winning Coalition - Milo Djukanovic“ | | | |
| Group of Citizens Sasa Mijovic - Winner of Word | | | |
| Citizens' Alliance for Changes - SDP - DEMOS – Free Citizens | | | |
| United Montenegro - Goran Danilovic - Serious People for Serious City | | | |
| Democratic Front– SNP – Everything for my City | | | |
| Albanian Alternative | | | |
| Socialdemocrats Ivan Brajovic - Consistently for Podgorica | | | |
| Marko Milacic - Podgorica to be Family - Real Montenegro | | | |
| Aleksa Becic - Dritan Abazovic - Podgorica for 21st Century– Demokrate -URA | | | |
| Serbian Coalition - Dobrilo Dedeic | | | |



Election lists- Podgorica 2018: media and time

Individually, the most seconds for planned appearances in news, by far received the election list "For the Good of Citizens of Podgorica - Winning Coalition Milo Djukanovic" on TV PinkM. Election lists "Democratic Front - SNP – Everything for my City", "SDP - DEMOS Citizens' Alliance for Changes", "SocialDemocrats Ivan Brajovic – Consistently for Podgorica" and "Podgorica for the 21st Century - Democrats-URA" had the most seconds on TV Vijesti.



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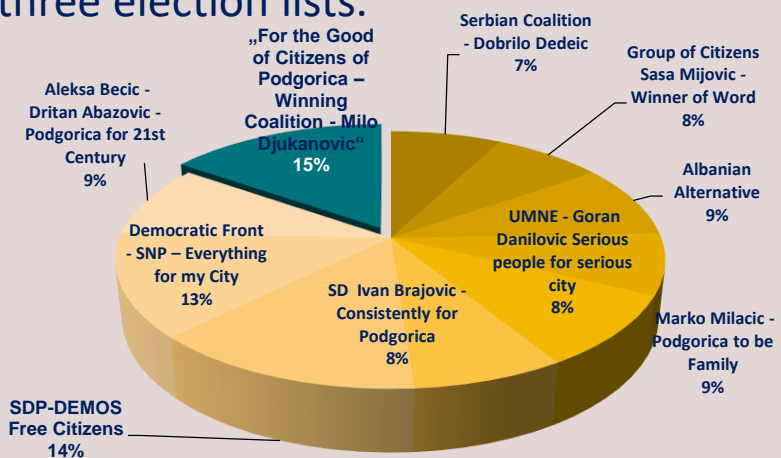
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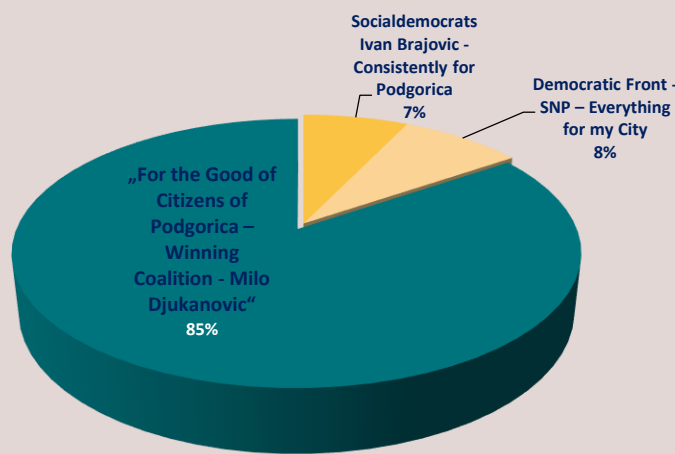


Election lists - Podgorica 2018: media and time

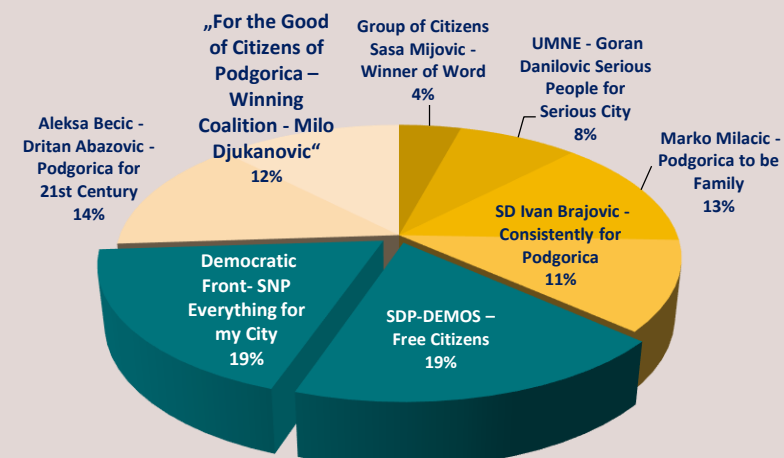
The least number of planned appearances in the electronic media had the election lists "Serbian Coalition - Dobrilo Dedeić", „Group of Citizens - Sasa Mijovic" and "Albanian Alternative". On TV PinkM there were noticed planned appearances of only three election lists.



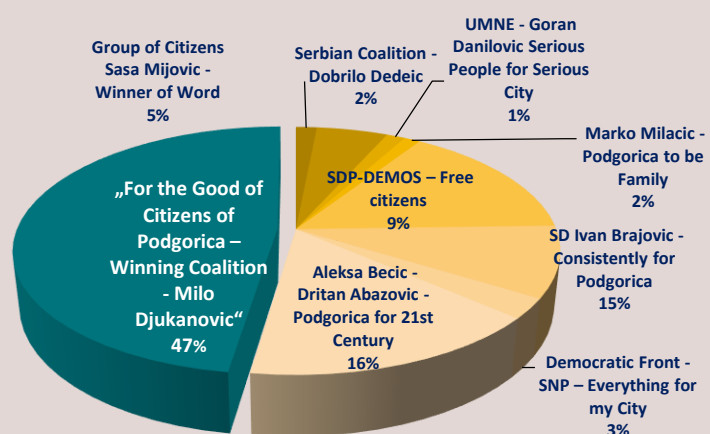
RTCG



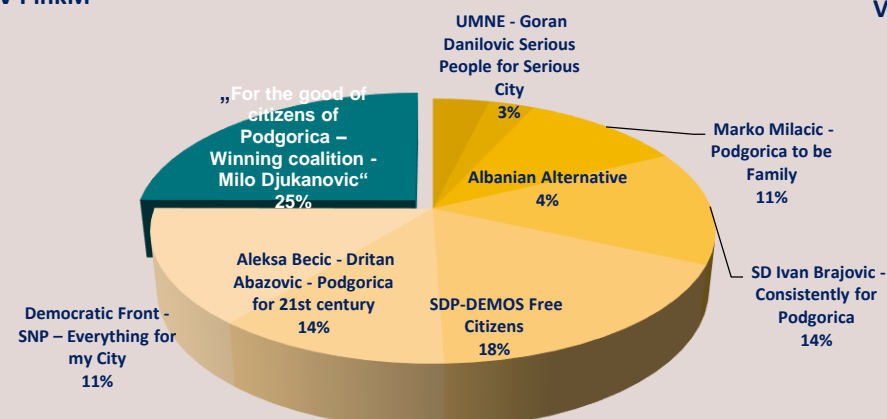
TV PinkM



Vijesti TV



Prva TV

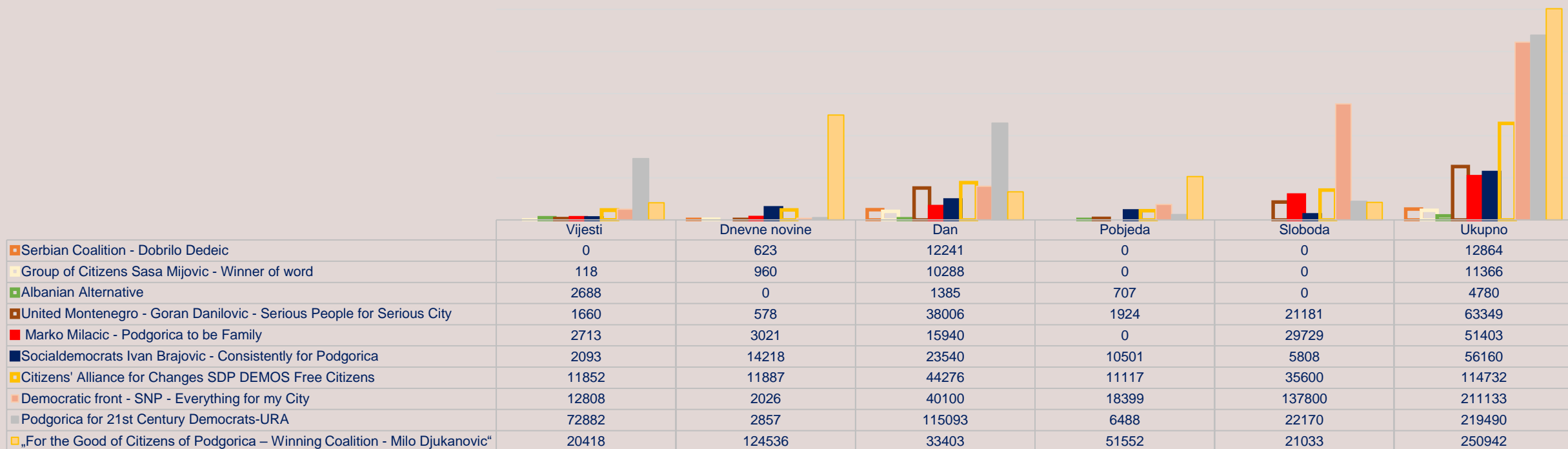


A1



Election lists - Podgorica 2018: media and area

Individually, by printed media, the most space (137 800 mm²) for **planned appearances**, was given by daily newspaper *Sloboda* to election list „Democratic Front – SNP – Everything for my City“. *Dnevne novine* and *Pobjeda* gave the most space to election list "For the Good of Citizens of Podgorica - Winning Coalition Milo Djukanovic" , and Vijesti and Dan to list "Podgorica for the 21st Century - Democrats-URA“.



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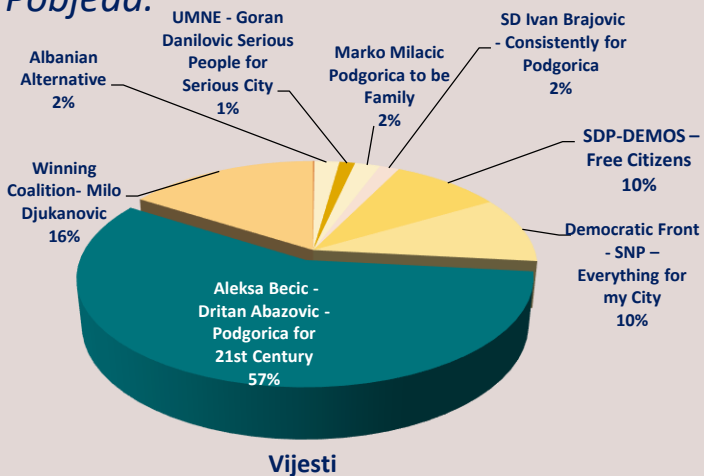
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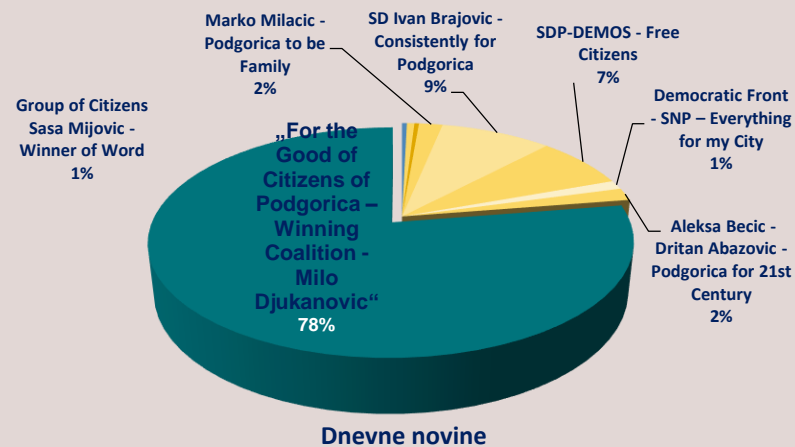


Election lists - Podgorica 2018: media and area

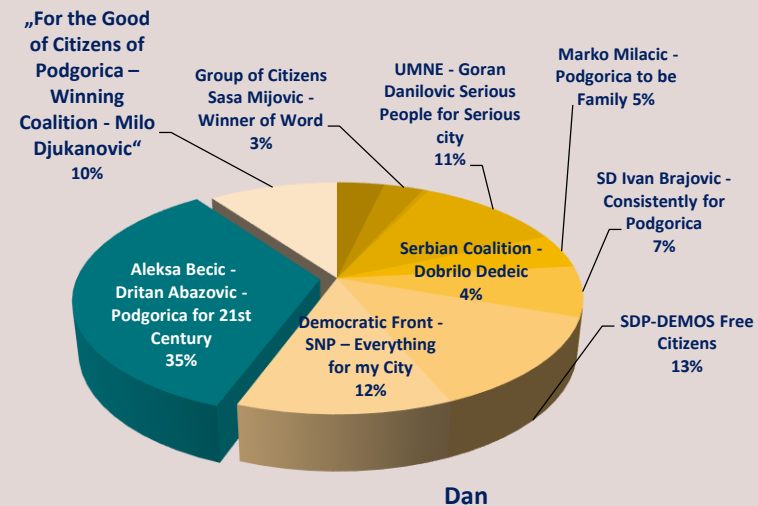
The least number of planned appearances in the printed media had the election lists "Serbian Coalition - Dobrilo Dedeic", „Group of Citizens - Sasa Mijovic" and "Albanian Alternative". The election list „Marko Milacic – Podgorica to be Family“ did not have planned appearances in *Pobjeda*.



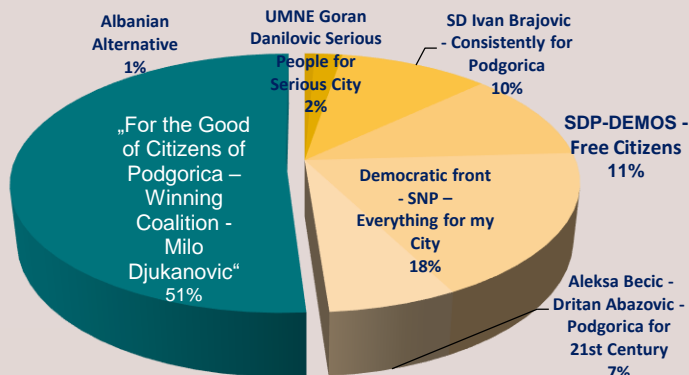
Vijesti



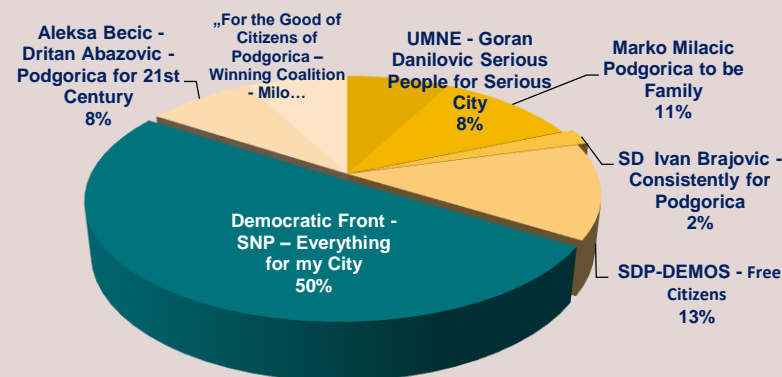
Dnevne novine



Dan



Pobjeda



Sloboda

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Local elections – Podgorica 2018: prime time shows

Debates

TV VIJESTI

TV Vijesti: Načisto
Date: 17 may 2018.
Duration: 6227 sec.



TV Vijesti: Načisto
Date: 24 may 2018.
Duration: 6665 sec.



RTCG

RTCG : Debate
Date: 21 may 2018.
Duration: 6060 sec.



Representation

A1 : Klub A

Date 2-27. may 2018

Guests in studio

Ivan Vujović – Socialdemocratic Party

Vladislav Dajković – Real Montenegro

Slaven Radunović – Democratic Front

Time (in seconds)

1774 sec

2075 sec

2059 sec



TV Prva : Živa istina

Date: 23 may 2018.

Duration: 6192 sec

Guest in studio

Ivan Vuković - „For the Good of Citizens of Podgorica – Winning Coalition Milo Djukanović“

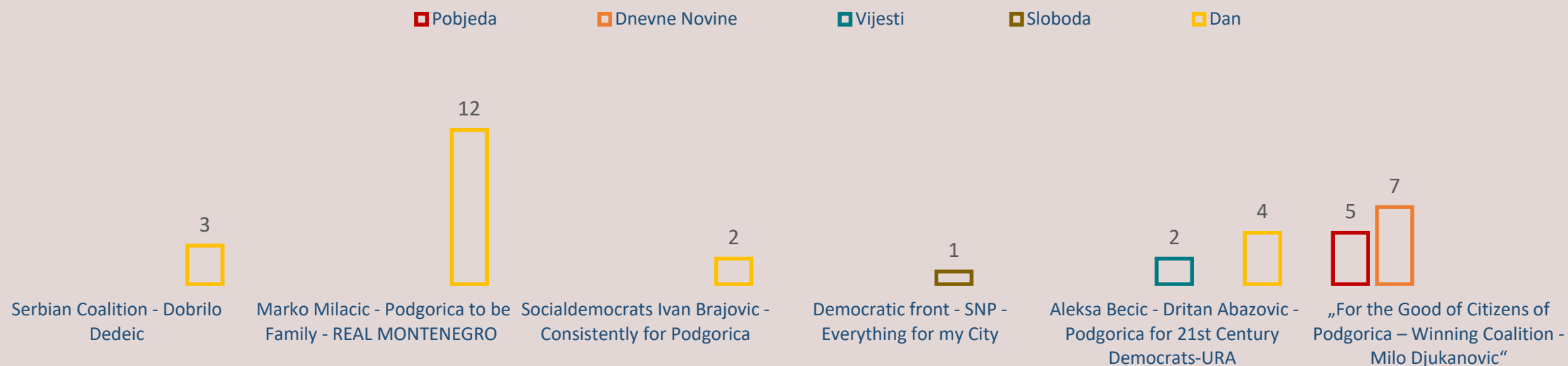




Local elections 2018: political marketing in printed media

The advertising space in the printed media was used by six political entities.

The election list "Marko Milacic - Podgorica to be Family" had the highest number of advertisements in the daily newspaper Dan. In this newspaper the "Coalition for 21st Century - DEMOCRATS - URA", "Serbian Coalition - Dobrilo Dedeic" and "Social Democrats Ivan Brajovic - Consistently for Podgorica,, were also advertised. "Winning Coalition Milo Djukanovic" advertised in *Dnevne novine and Pobjeda*, and the coalition "DF-SNP – Everything for my City" in *Sloboda*.



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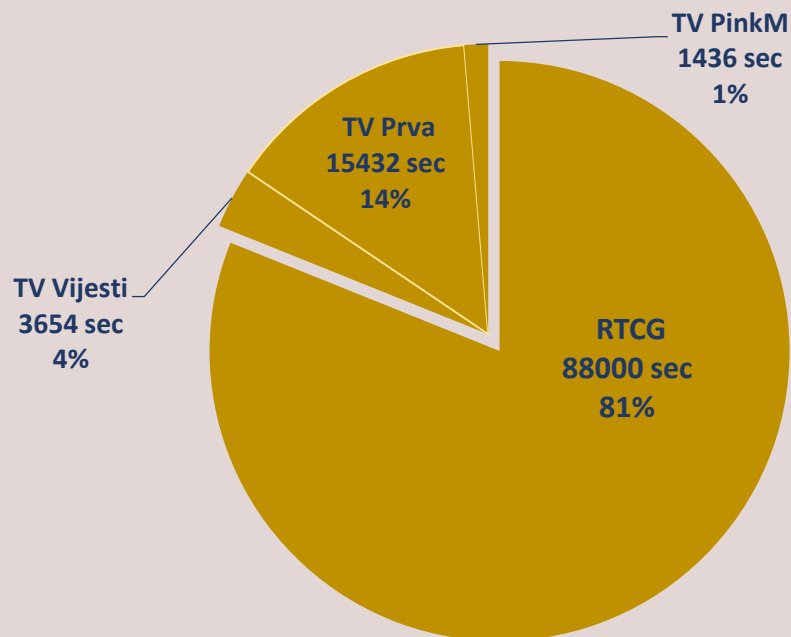
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Local elections 2018: political marketing on TV

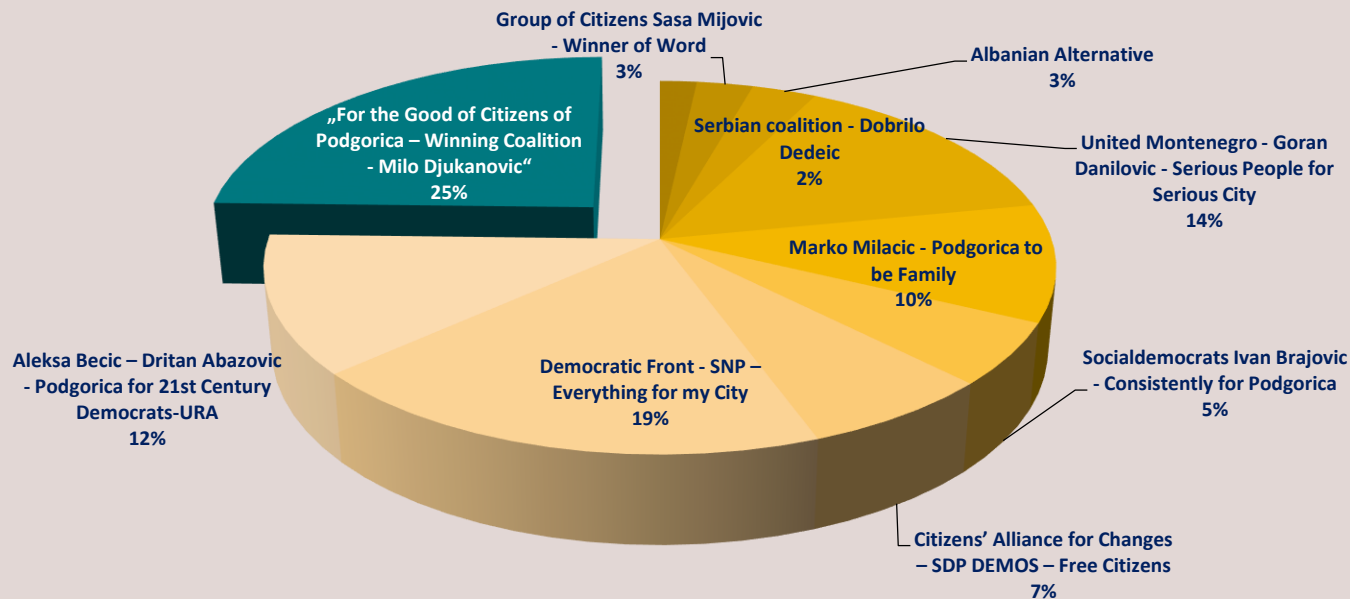
Citizens could see **30,14h** of presentation of election lists on public broadcaster RTCG and three commercial TVs (TV Vijesti, Prva TV and Pink M) for 26 observed pre-election days via political-propaganda TV clips, as well as reports/broadcasts from promotional events. Political entities have mostly used their right to free presentation on RTCG, where 81% of clips/reports (i.e. 88 000 seconds) had been broadcasted.





Local elections 2018: political marketing

PUBLIC BROADCASTER RTCG: of the total of **24,44** free-of-charge hours for political marketing, the coalition ‘For the Good of Citizens of Podgorica – the Winning Coalition – Milo Djukanovic’ used free advertisement the most (as much as quarter of total seconds) opting for one universal advertisement by which it was sending message to voters in Podgorica and in remaining 11 municipalities. The list ‘UMNE – Goran Danilovic – Serious People for Serious City’ has utilized the same strategy, and addressed the voters of four municipalities (Bijelo Polje, Kolasin, Podgorica and Golubovci). „Serbian Coalition – Dobrilo Dedeic“ has used the least the opportunity of free advertising with only 2%.



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Local elections 2018: political marketing on TV

„Article 53a - Television of Montenegro and Radio of Montenegro shall ensure to validated candidate list submitting entities free of charge broadcasting time in an equal and daily manner, within the appropriate commercial marketing blocks on the TV channel or radio channel whose audibility and visibility are ensured in the entire territory of Montenegro, for:

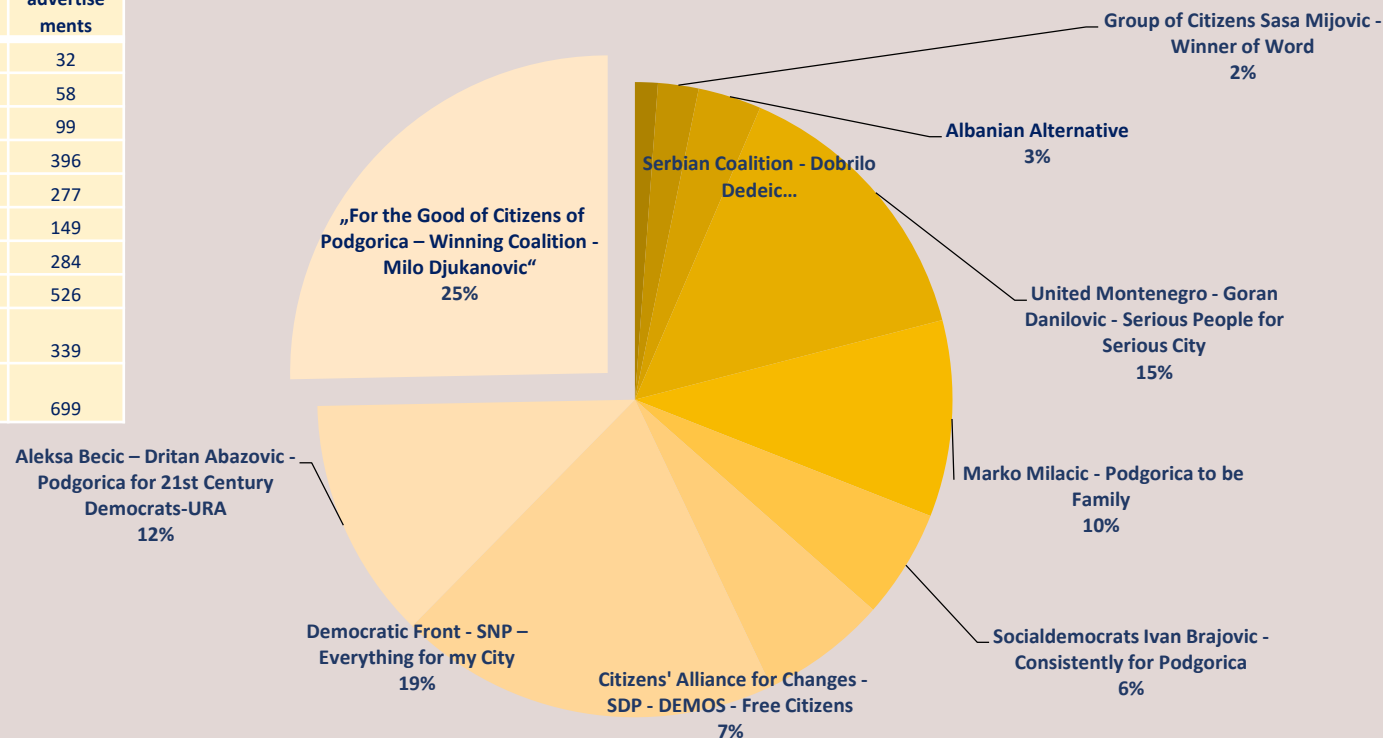
- political advertising TV and audio video clips in all political marketing blocks, to the extent not less than 200 seconds per day, depending on the planned number of political marketing advertising blocks;

- 3 minute reports from promotional rallies twice a day, in timeslots following the central evening news on TV and radio channels.

Production of contents referred to in para.1 indent 1 of this Article shall be an obligation of the candidate list submitting entity which is being promoted“.

| | Seconds | Number of advertisements |
|---|---------|--------------------------|
| Serbian Coalition - Dobrilo Dedic | 960 | 32 |
| Group of Citizens Sasa Mijovic - Winner of Word | 1710 | 58 |
| Albanian Alternative | 2673 | 99 |
| UMNE - Goran Danilovic - Serious People for Serious City | 12025 | 396 |
| Marko Milacic - Podgorica to be Family - Real Montenegro | 8280 | 277 |
| Socialdemocrats Ivan Brajovic - Consistently for Podgorica | 4585 | 149 |
| Citizens' Alliance for Changes - SDP - DEMOS – Free Citizens | 5337 | 284 |
| Democratic Front- SNP Everything for my City | 16086 | 526 |
| Aleksa Becic - Dritan Abazovic - Podgorica for 21st Century Democrats-URA | 10200 | 339 |
| „For the Good of Citizens of Podgorica – Winning Coalition - Milo Djukanovic“ | 20970 | 699 |

Political propaganda clips RTCG
Number and duration (sec)



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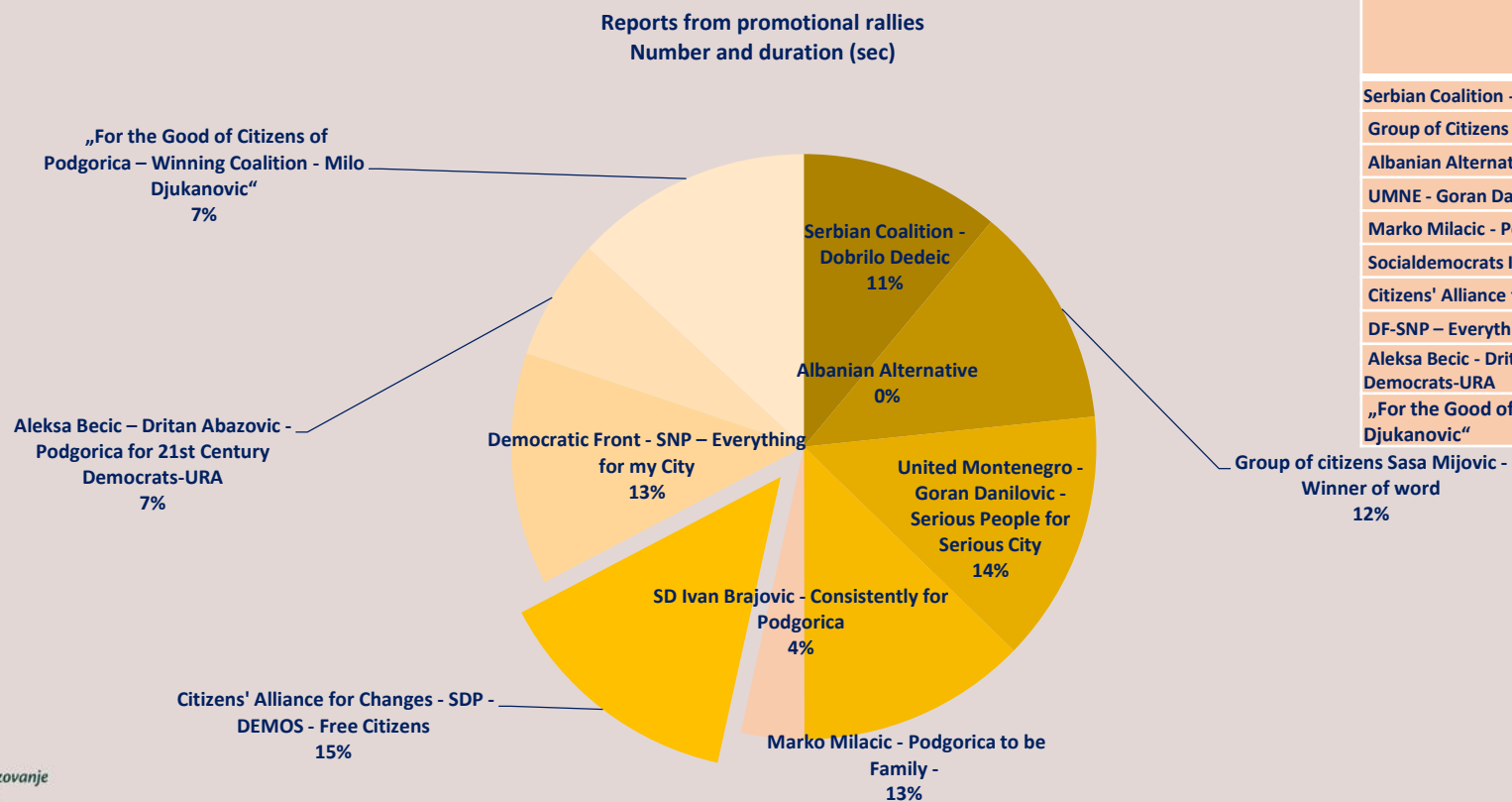
Local elections 2018: political marketing on TV

„Article 53a - Television of Montenegro and Radio of Montenegro shall ensure to validated candidate list submitting entities free of charge broadcasting time in an equal and daily manner, within the appropriate commercial marketing blocks on the TV channel or radio channel whose audibility and visibility are ensured in the entire territory of Montenegro, for:

- political advertising TV and audio video clips in all political marketing blocks, to the extent not less than 200 seconds per day, depending on the planned number of political marketing advertising blocks;

- 3 minute reports from promotional rallies twice a day, in timeslots following the central evening news on TV and radio channels.

Production of contents referred to in para.1 indent 1 of this Article shall be an obligation of the candidate list submitting entity which is being promoted“.

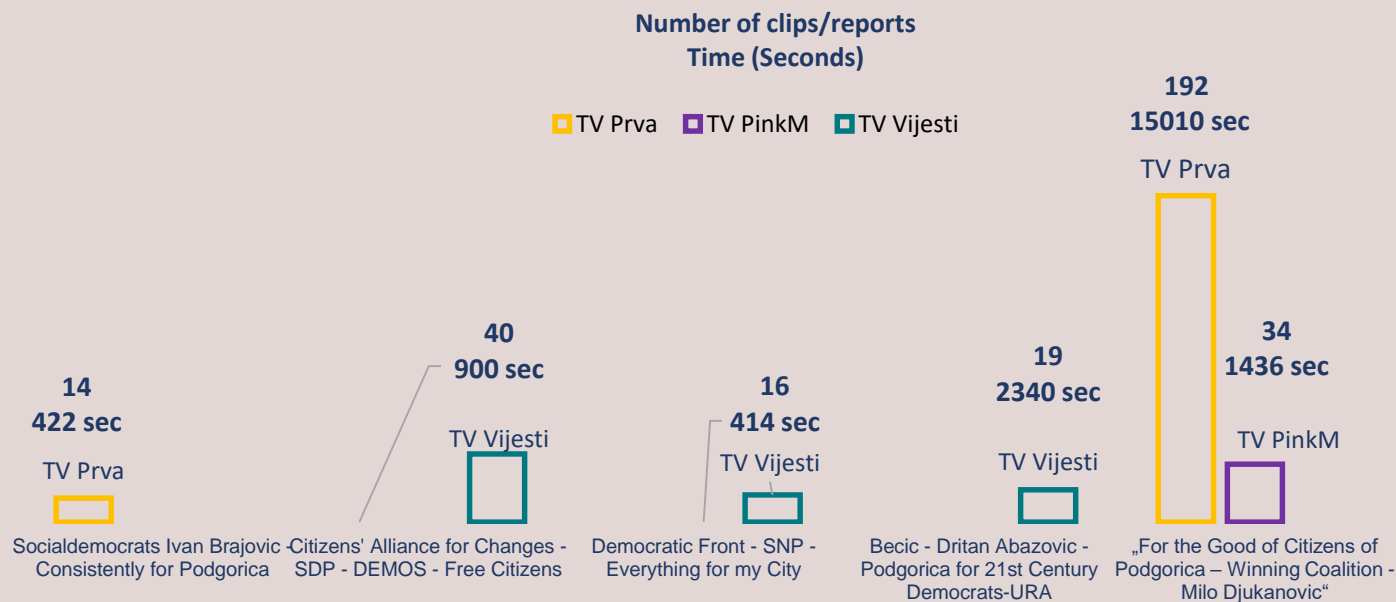


| | Seconds | Number of reports |
|---|---------|-------------------|
| Serbian Coalition - Dobrilo Dedeic | 572 | 4 |
| Group of Citizens Sasa Mijovic - Winner of Word | 636 | 4 |
| Albanian Alternative | 0 | 0 |
| UMNE - Goran Danilovic - Serious People for Serious City | 720 | 4 |
| Marko Milacic - Podgorica to be Family - Real Montenegro | 658 | 4 |
| Socialdemocrats Ivan Brajovic - Consistently for Podgorica | 180 | 2 |
| Citizens' Alliance for Changes - SDP - DEMOS - Free Citizens | 718 | 4 |
| DF-SNP – Everything for my City | 664 | 4 |
| Aleksa Becic - Dritan Abazovic - Podgorica for 21st Century Democrats-URA | 346 | 2 |
| „For the Good of citizens of Podgorica – Winning Coalition - Milo Djukanovic“ | 680 | 4 |



Local elections 2018: political marketing on TV

'Only five political entities have advertised on commercial televisions. The election list „For the Good of Citizens of Podgorica – the Winning Coalition – Milo Djukanovic’ had used the most time, and advertised almost three times more in relation to other candidates together, and on TV Prva and TV PinkM in the total duration of 16446 seconds (almost 5 hours). Election list „Socialdemocrats Ivan Brajovic – Consistently for Podgorica’ has advertised only on TV Prva, while coalitions ‘Citizens’ Alliance for Changes – SDP – DEMOS’, „Coalition for 21st Century – Democrats – URA“ and ‘DF –SNP – Everything for my City“ advertised only on *TV Vijesti*.



TV Prva broadcasted final convention „For the Good of Citizens of Podgorica – Winning Coalition Milo Djukanovic“ in total duration of 6076 seconds.

SPINoFACT 3

political advertising

between spin and facts

Local elections 2018: political marketing on TV: pre-election silence



According to the Article 6 of the Law on the Election of Councilors and Representatives, election campaign via the media and public gatherings shall cease 24 hours prior to the election day.

During the pre-election silence the broadcasting of the following is not allowed:

- political-propaganda spots/clips
- advertisements of holders of election lists
- programme content dedicated to the presentation or confrontation of the submitters of election lists
- publishing of the results of the public opinion polls, other research and analysis related to the voters' commitment to the election results assessment

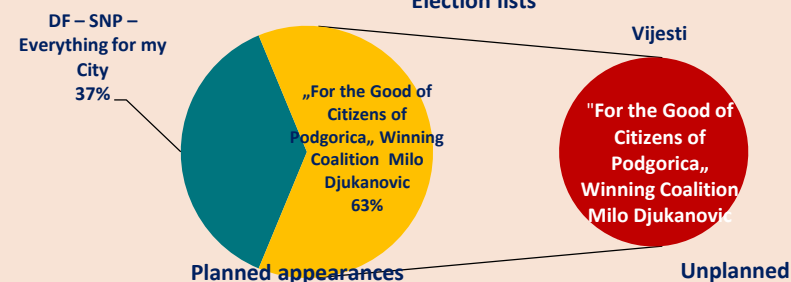
During the election silence, media had published 83 releases. "In the television content there were 19 advertisements, in printed media 15, and in portals 49 advertisements, of which 22 were related to mutual accusations and attacks during the election day.

Printed
media
Cover pages

- Between May 21-27 the topic: Local elections 2018 in Podgorica was found on only eight cover pages (29%).



- Planned appearances were recorded on 5 cover pages (18%). Election List "For the Good of Citizens of Podgorica - Winning Coalition Milo Djukanovic" had three planned appearances (in Pobjeda and Dnevne novine), while the election list "DF-SNP – Everything for my City" had its two planned appearances in Sloboda.



- Unplanned appearances have only been noted in Vijesti and narrative on the cover pages is negative in relation to the DPS or in relation to the Election List "For the Good of Citizens of Podgorica - Winning Coalition Milo Djukanovic". That is in relation to the cover pages from May 24 and 25, and titles that have been released - „They are preparing mobile teams for DPS staffs" and "Less red ribbons due to Milo's Victory".

- There was no violation of the pre-election silence on cover pages.

SPINoFACT 3

political advertising

between spin and facts

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