



Organization of American States

METHODOLOGY FOR MEDIA OBSERVATION DURING ELECTIONS: A MANUAL FOR OAS ELECTORAL OBSERVATION MISSIONS



General Secretariat of the Organization of American States (GS/OAS)
Secretariat for Political Affairs (SPA)
Department of Electoral Cooperation and Observation (DECO)

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**METHODOLOGY FOR MEDIA
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A MANUAL FOR OAS
ELECTORAL OBSERVATION MISSIONS**

General Secretariat of the Organization of American States

José Miguel Insulza
Secretary General

Albert R. Ramdin
Assistant Secretary General

Víctor Rico Frontaura
Secretary for Political Affairs

Pablo Gutiérrez
Director
Department of Electoral Cooperation and Observation

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SG/OAS
17th St. & Constitution Ave., N.W.
Washington, D.C. 20006
USA

Prepared by: Nicole David Palau, Consultant, Department of Electoral Cooperation and Observation (DECO)
Project Coordination: Betilde Muñoz-Pogossian, Chief, Electoral Studies and Projects Section, Department of Electoral Cooperation and Observation (DECO)
Editing: Brenda Santamaría, Specialist, Department of Electoral Cooperation and Observation (DECO)

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Glossary



Section 1: Theoretical framework

1.1. INTRODUCTION

The Americas are in the midst of their longest period of democracy. Never, since the independence era, have so many countries had such a long, non interrupted period of democracy.¹ This process enjoys an unprecedented consensus reflected, among other aspects, in the advances in electoral democracy, that is, considering the electoral process as the only legitimate way for the succession of State power. In this sense, this evolution has compelled the Organization of American States (OAS) to improve its tools for the promotion and consolidation of democracy, the rules of which were consecrated in the Inter-American Democratic Charter (IDC), approved on September 11, 2001. It is within the IDC that the role of the Organization was strengthened as the main hemispheric actor on international electoral observation.² To achieve this, the OAS has developed a number of tools that allows it to respond in a more comprehensive manner to the new challenges presented by electoral processes.

From this point of view, the starting point for OAS Electoral Observations is the concept of democratic elections, based on legal instruments of the Inter American System³. According to the framework of the OAS Methodology for Electoral Observation Missions (EOMs), elections are democratic when four fundamental criteria are met. “First, elections must be inclusive, that is, all citizens must be effectively enabled to exercise their right to vote in the electoral process. Second, elections must be clean; in other words, voters’ preferences must be respected and faithfully registered. Third, elections must be competitive, that is, they must offer the electorate an unbiased choice among alternatives. Finally, the main public offices must be accessed through periodic elections, and the results expressed through the citizens’ votes must not be reversed.”⁴

¹ Programa de Naciones Unidas para el Desarrollo, Secretaría General de la Organización de los Estados Americanos (2010), *Nuestra democracia*, México DF: FCE, p. 29.

² General Secretariat of the Organization of American States (2008), *Manual for OAS Electoral Observation Missions*, Washington, DC: SG/OEA, p. 10.

³ The OAS Charter (1948), the American Declaration of the Rights and Duties of Man (1948), the American Convention on Human Rights or Pact of San José, Costa Rica (1969), and the Inter-American Democratic Charter (2001), among other resolutions of the General Assembly.

⁴ General Secretariat of the Organization of American States (2007), *Methods for Election Observation: A Manual for OAS Electoral Observation Missions*, Washington, DC: SG/OEA, p. 7.



Through OAS/EOMs, the General Secretariat of the OAS has contributed to the improvement of electoral systems in the region by making recommendations to the Electoral Management Bodies of the host countries, which are the main product of the implementation of these methodologies. This way, the OAS/GS has implemented technical cooperation projects that include, among others, electoral registries and the use of technologies for electoral processes.⁵ Although the contribution of the OAS to electoral administration has been successful, the General Secretariat understands that in the process of improving electoral democracies, there are still important challenges beyond electoral administration and organization, understanding that elections are not only a procedure but a process comprised of many different elements. In this context, it is important to note that one of these aspects is guaranteeing equity in electoral competition.

Taking the aforementioned into consideration, and in the context of a process to professionalize and standardize Electoral Observation Missions, the General Secretariat developed this methodology to observe the role of the media during electoral processes. The central objective of this tool is to analyze the existence or not of conditions of equity to compete in an election, observing, for example, access to media outlets by political actors during an electoral process.

By implementing this methodology, OAS Electoral Observation Missions will have a more comprehensive assessment of the electoral processes observed. The data gathered will allow the OAS/EOMs to have empirical information on the media and their influence in elections, especially given the undeniable fact that the media now has an influential role in the political arena. There is consensus on the key role that the media has in political campaigns, as it is used by the candidates and other political subjects to share their proposals with the citizenry. For voters to be able to make an informed decision, it is essential for the electoral campaign to take place in a context where freedom of the press exists and where the mass media system allows for the fair and plural representation of ideas.

In this sense, the region has taken steps forward and backwards since “there are old structural and practical anchored problems that elevate the power of the State and that of large entrepreneurial groups, but at the same time there have been promissory advances in the participation of social actors and the expansion of social issues that were unthinkable decades ago, when dictatorships were predominant in the region”.⁶ In many countries the ownership of media outlets is very concentrated. National and international conglomerates control three fourths of the audiovisual supply in the region⁷. There are also cases of State discretion in the allocation of radio electric frequencies, in the distribution of state publicity as a prize or penalty

⁵ For detailed information, please see OAS/EOMs final reports.

⁶ Silvio Waisbord, “Media and Quality of Democracy in Latin America” (Medios y calidad democrática en América Latina) in United Nations Development Fund, General Secretariat of the Organization of American States (2010), *Our Democracy (Nuestra democracia)*, México DF: FCE, p. 124..

⁷ United Nations Development Fund, General Secretariat of the Organization of American States (2010), *Our Democracy (Nuestra democracia)*, México DF: FCE, p. 87.



according to the editorial line of a media outlet, in legislation for multimedia development, and other key issues of the media system, as well as discrimination in access to official resources and the coverage of campaign events.⁸

In sum, despite the progress observed in the organization of electoral processes in the region, it is crucial to keep in mind that the conditions of access to the media have a great influence on the *conditions to compete* in a level-playing field for electoral office. The freedom of the press and a pluralistic mass media system are key elements in order to guarantee free and fair electoral processes. It is precisely this that the OAS/EOMs aim to rigorously observe with the implementation of this methodology.

⁸ For more information, see the Annual Reports of the OAS Special Rapporteur for Freedom of Expression.



1.2. MEDIA OBSERVATION DURING AN OAS/EOM

Since 2006, the General Secretariat of the OAS (GS/OAS) has worked on the professionalization and improvement of Electoral Observation Missions, providing them with technical tools that allow for a comprehensive analysis of electoral processes, with the final objective of presenting recommendations that can contribute to strengthening the electoral democracies of its Member States. Under this premise, the Department of Electoral Cooperation and Observation (DECO) has standardized the Organization's criteria and methodology for electoral observation. Two recent publications include "Criteria for Electoral Observation: a Manual for OAS Electoral Observation Missions" (2006) and the "Manual for Electoral Observation Missions of the Organization of American States."⁹

As part of this commitment, and with funding from the United Nations Democracy Fund (UNDEF), the OAS has designed a methodology that allows, under the framework of an OAS/EOM, to observe media outlets during electoral processes. Although every election presents distinct circumstances, the application of this standardized methodology, which describes the steps to implement media observation and defines the scope of its indicators, will make the assessment on the conditions for electoral equity easier. The methodology will focus mainly on the candidates' access to media outlets, the balance in news coverage, the respect for electoral law and regulations regarding media (if these exist) and the coverage related to voter's education. This methodology will be implemented in the context of OAS/EOMs deployed to observe presidential elections. In the case of a presidential electoral process taking place at the same time as legislative elections, the methodology will observe both electoral races.

Part 3 of this section presents the conceptual framework. Part 4 presents the methodological framework and Part 5 the methodology's objectives. Section 2 of this manual details the steps that need to be taken for media observation under the framework of an OAS/EOM and the stages for the observation: induction and

⁹ DECO is currently working on the design of a methodology to assess the participation of women and men in elections, as well as one to assess political-electoral financing models.



definition of scope (types of media, media pieces, type of information observed, themes, timeline and subjects). Section 3 describes the human resources needed for media observation, the team structure and training protocol. Section 4 explains the quantitative and qualitative indicators. Section 5 establishes the model for presenting the final report based on the information gathered during the observation period.



1.3. CONCEPTUAL FRAMEWORK

Electoral Equity. For the purposes of this methodology, electoral equity is defined as “the existence of conditions of impartiality and liberty in the pre-electoral period, Election Day and the post-electoral period, allowing candidates to participate under relatively equal conditions for public office. Within the framework of this manual, electoral equity is defined as balanced coverage that allows candidates to present their political platforms, defend their visions and present their electoral campaigns, with news pieces that do not contain bias in the description of the information”¹⁰, at all times in full respect of freedom of expression for all.

Based on this definition, the following are some of the parameters taken into consideration to assess electoral equity with regards to the media:

- **Role of the electoral authority**¹¹
 - Instruments to monitor the use of the media and the amount of electoral expenses incurred by political parties.
 - Capacity to enforce sanctions to those who act outside the law.
- **Conditions for electoral competition**
 - Framework for political parties’ access to the media.
 - Existence or lack thereof of regulations for public and private financing for political parties and their relation to access to the media.
 - Existence or lack thereof of regulations on the use of public/state media for electoral purposes.

¹⁰ “Balanced coverage” here refers to coverage in which candidates received relatively equal amounts of time (measured in cm2 and seconds) and with relatively similar positions towards the various candidates (positive, neutral and negative).

¹¹ The independence of the electoral management body and its ability to supervise the performance of the media is a very important resource to determine the existence or lack of conditions of equity and to foster a solution to problems in this area. Nonetheless, it is not a prerequisite for equity in media coverage. There may be media that show more equitable coverage even without the supervision of an electoral management body.



- **Spending**

- Existence or lack thereof of regulations on expenditure caps or limits for media advertising and propaganda.

- **Role of the media**

- Presence in the media of all political parties participating in the election.

Freedom of the media. The freedom to communicate information through the media is vital to the development of an equitable and democratic electoral race. For this reason, it is the responsibility of the national authorities to provide the basic conditions for the media to be free to investigate, publish and inform the population of the events that transpire during an electoral process, and to do so without fear of censure or retaliation.



1.4. METHODOLOGICAL FRAMEWORK

To carry out an assessment that is standardized and easy to replicate, the OAS methodology for media observation in EOMs— and the results in each one of the applications— shall be based on the following general principles:

1) Clarity. The methodology and its results should be easily understood by the public at large. The language employed should be clear and straightforward. Using everyday language to report the results fosters a perception of transparency when analyzing and communicating results. Results should be presented in a simple manner, with a clear link between text and graphs, where applicable.

2) Verifiability. It is imperative that the results from the application of this methodology be demonstrable and verifiable over time. It is necessary to store copies of the news pieces observed¹² that will be the basis for the final report, for future analysis and consultation.

3) Public availability. The methodology and guidelines established for media observation in OAS/EOMs should be made accessible to the public; whoever wishes can consult the document and indicators used.

4) Comparability. The indicators used for this methodology and the results obtained must be comparable across time to other results that may arise from the application of this methodology in other electoral processes, in the same country. This comparison shall be possible taking into consideration the variables and limitations established, standardizing the criteria presented.

5) Impartiality. The media observation team shall strictly abide by the principle of impartiality when analyzing

¹² Pieces of information that include digital press, radio and television, stored at the OAS headquarters, as described in this methodology.



the variables registered.¹³ Although there is always a risk of subjectivity in the observation of the media and assessment of indicators, the risk must be kept to a minimum. Any mistakes arising in this regard should be the result of unintentional acts. Similarly, this risk may be identified and corrected through the procedures for verification established by this methodology.

6) Defined scope. The methodology takes into consideration restrictions on space, timeframe, human resources, technology and other factors that define the conditions for its implementation within an OAS/EOM.

7) Inclusiveness. The analysis shall include the most representative media outlets in the host country. The selection of media channels arises from an extensive prior analysis and takes into account several variables, explained in detail below. Producing a comprehensive media map is imperative for selecting the best sample for observation and analysis.

¹³ Pursuant to the Code of Conduct for International Electoral Observers in specific areas such as: maintaining strict political impartiality at all times and precision in observations, exhibiting professionalism upon drawing conclusions, and more.



1.5. OBJECTIVES

The main objective of this manual is to provide practical tools, establish guidelines and outline the scope of media observation in the context of OAS/ EOMs in order to observe, among other things, the conditions for equal access to the media during the electoral process under observation. The methodology presented herein seeks to:

- a.** Observe whether there is equal coverage of candidates and parties.
- b.** Assess the role of the electoral management body during the electoral process.
- c.** Verify the observance of national legislation and international agreements regarding access to media.



Section 2: Stages of Media Observation

2.1. PREPARATORY RESEARCH

Although the manual establishes the basic steps for media observation in OAS Electoral Observation Missions (Annex 1), it is important to underscore that each country and each election bears its own *sui generis* conditions. This implies that although the methodology proposed in this manual can be implemented in various countries, before embarking on the media observation process the Specialist in Media Analysis and the team of Analysts¹⁴ should inform themselves of the following aspects of the electoral process observed and its context:

2.1.1. Political: it is important to understand the political system of the host country and the main political forces and parties, the most important subjects in the electoral race. Additionally, the team must have information about the background, current economic scenario and the context in which the election is taking place. This will allow for a deeper analysis and better understanding of the election.

2.1.2. Media: a thorough overall understanding of the media that operate in the host country is important in order to select those that exert the greatest influence on the population. In order to accomplish this, it is important to understand the number of media operating, ratings, geographic coverage, target audience, main opinion leaders, ownership (private or State-owned), degree of influence, audience preferences (through what medium do the voters prefer to receive information), trends, etc. The more relevant the information compiled regarding the media, the more representative the sample will be. This information can be compiled through official sources, universities, local organizations, interviews and/or opinion polls. This information shall be prepared in coordination with the Press Specialist of the OAS/EOM.

2.1.3. Legal: it will be necessary to become familiar with the conditions of the electoral race and the rules regarding the media that are applicable to the election. Therefore the Specialist in Media Analysis and the analysts, in coordination with the Legal Specialist, must become knowledgeable on: the Constitution, legisla-

¹⁴ To learn more on the characteristics and basic responsibilities of the Specialist in Media Analysis, the Coordinators and the Analysts, please see page 24.



tion on media and media access, regulations for media participation in elections, identification of the agency or body that monitors compliance of electoral regulations, duration of campaigns, etc.



2.2. PLANNING

2.2.1. Type of media

This manual foresees the observation of three specific types of media: press, radio and television. Within these three categories, observation will be conducted of those that are reference media outlets.¹⁵ Specific characteristics by type of media are described below:

2.2.1.1. Press: only newspapers are to be included. Magazines, brochures, etc. will not be included in the observation.¹⁶ Those with a great penetration and high printing numbers should be considered.

2.2.1.2. Radio and television: time slots with the greatest number of listeners or viewers, broadest scope and most influence on the population will be observed; this may be any kind of program. It is recommended that time slots featuring information programs and newscasts be included. A sample that includes a variety of (political) tendencies in coverage should be considered.

Ensuring diversity in the type of media to be observed is important. However, if most of the people in the country observed use the radio as their primary source of information, more radio stations than newspapers should be included in the sample. The statistics of each country (economy, geography, social aspects, etc.) will help determine the most representative types of media and the manner in which the electorate becomes informed. It is equally important to be on the alert about the use of spaces in non news-related programs (entertainment, talk shows) for electoral purposes and include this information in the qualitative reports produced through this methodology to enrich the final analysis.

¹⁵ These are specifically defined under the Media Sample. High printing numbers and ratings should be considered.

¹⁶ If time and the budget allow, and if there is a magazine or other printed media with great reach (considered also as reference media), then its inclusion could be considered. This would only be done in exceptional cases.



Although the Internet is increasingly a source of information for the population, this methodology intends to observe only printed press and live radio and TV broadcasts. Internet publications will not be considered, except for the identical transmission of the original printed version or full broadcasting of television and radio programs on the Internet. Each one of these pieces of information will be marked as target pieces.

Regarding the logistical requirements to observe each type of media, the following information should be taken into consideration:

- **Press:** this is the media which requires the most in-depth analysis.
- **Radio:** this media is the most complex to monitor, given that radio programming tends to be lengthy and demands great concentration and ample time.
- **Television:** this media is time-consuming, but programs tend to offer less information than radio. However, analysts should be attentive that various news pieces can appear on the screen simultaneously.

2.2.2. Target Piece

Analysts are responsible for observing what is known as target pieces, namely:

- For newspapers, one newspaper including all sections.
- For radio, a radio program.
- For television, one television program.

For example:

Range of hours observed: 6:00 AM – 9:00 AM and 12 PM to 2 PM

News shows 6 - 9 AM	Entertainment programming 9 - 11:00 AM	Cooking Show 11 AM-12 PM	Afternoon News 12 - 2 PM
Piece 1			Piece 2

The above table provides an example of the scheduling of different TV shows and programs on a same channel. The target pieces for this particular case are shown in red and dark blue. The target pieces must be observed in their entirety even though their content may not all be news-related.

2.2.3. Type of information to be observed

The following seven types of spaces will be observed during the media observation process:

- **News piece:** news information provided by a media outlet.
- **Polls:** the publication or presentation of opinion polls, either produced by the media, parties, civil society or other polling agencies, among others.



- **Debates:** space in which the candidates, opinion leaders or other stakeholders interact and discuss their ideas on specific issues.
- **Paid advertising:** propaganda –paid by the party, candidate, civil society, individual, private sector, etc.
- **Electoral advertising:** information provided by the electoral management body.
- **Governmental advertising:** it is important to register the government’s advertising spaces during the electoral period. Observation should include the promotion of government programs, events and activities that might be viewed as proselytism.
- **Spaces free of charge:** if established by law, these are granted by the government and/or electoral authority.

Each of these seven types of spaces are described below. Examples for each are presented¹⁷.

2.2.3.1. News piece. A news piece contains facts. It is usually presented through newscasts and programs. The following examples should be classified under **news piece**:

News information

Álvarez declares himself to be the winner
Esteban Galvan / Correspondent / El Diario
July 8, 2008

In the wake of a much questioned and unofficial “triumph”, Juan Carlos Álvarez, candidate to the Senate, presented the election certificates to the Electoral Authority for endorsement; according to the exit polls, he beat his closest contender, Lucy Peña, by 1.8 electoral points.

At a press conference held at his campaign headquarters, Álvarez declared that his triumph was resounding, since it was according to the legislation: he won one more vote than his contender.

In light of this scenario, Peña asked for people to stay calm, and that there would be a winner once the tribunal made the official announcement. She pointed out that, pursuant to the law, there is a process in place and an electoral victory cannot be declared until 15 days have elapsed.

The Electoral Tribunal has not yet made a pronouncement in this regard.

¹⁷ All the examples used in this manual are illustrative and created for didactic purposes.



Reports and special reports

Tuesday, March 4, 2002 – 5:32 PM GMT

Journalist Hortensia Benítez, who has been traveling around the country for two months, has interviewed more than 300 people in an attempt to assess public opinion regarding the upcoming presidential elections. Some of the questions are in reference to how citizens receive voting information, if they know where and how to vote, if they have chosen their candidate and the reasons for their choice. She has visited 17 states of the country, covering the five cities with the highest population and the five cities with the lowest development index.

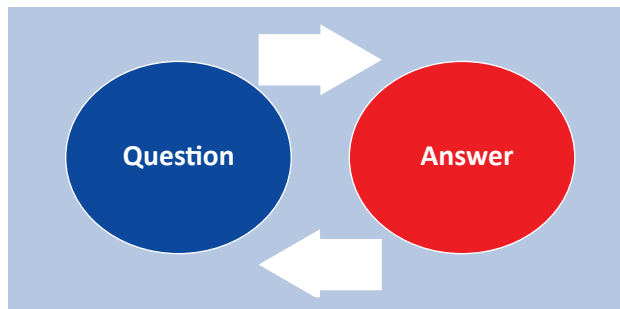
The interviews elicit special feelings; these one on one interviews provide a glimpse of the array of “countries” that exist within the same national territory.

Upon visiting one of the indigenous communities in the center of the country, one person interviewed said that “we have always wanted to participate, but so far no candidate has ever come to talk to us. Nor do we know exactly where we have to go to vote or what document we should have with us.” Hortensia states in her stories that it is “incredible that politicians continue to forget these people –people who want to participate but are simply not taken into account.”

By contrast, Benítez interviewed a business leader in the capital city who stated that “the candidates have to invest in advertising because we, as citizens, need to hear their proposals and vote for those promising the best projects for the country. I have already decided who I will vote for, but, remember, casting your vote is a free and secret process.”

There are many such examples. Our reporter shows us the marked contrasts in the country through a long journalistic undertaking. We will report on her interviews over the coming days. Tomorrow we will hear from the women of the Tiltepec Sierra.

Interview



Example of an interview format:

Interviewer (I): - What is your assessment of the electoral process and yesterday’s elections, June 1st, in which you were declared the winner?

Candidate A (CA): – First of all, let me thank all those who went out and voted, and particularly those who believe in me, and those who voted for me yesterday in this historic process. This was a democratic process, one in which the citizens of this country have been able to freely express their will, in a free, safe atmosphere that promotes democratic principles, making this country a leader for the entire continent.

E: According to preliminary data, Congress will not be led by your party. What will your strategy entail?

CA- The responsibility that the citizens today have conferred upon me entails a process of negotiation with the other parties if we are to secure the best interests of the country. Let us remember that we, the parties, are mere representatives of the people, and as such I will undertake all necessary agreements to ensure the greater good of the country.



Profile

Academic Profile of Candidates

Ángela Hernández: holds a Master’s Degree in Journalism and a PhD in Political Science. She has taught at the National University since 2002 and has done postgraduate studies in anthropology.

Alan Germinal: born in the capital city, he holds a PhD in Philosophy from the National University. A lawyer by profession, he taught at the University of New York from 2005 through 2009.

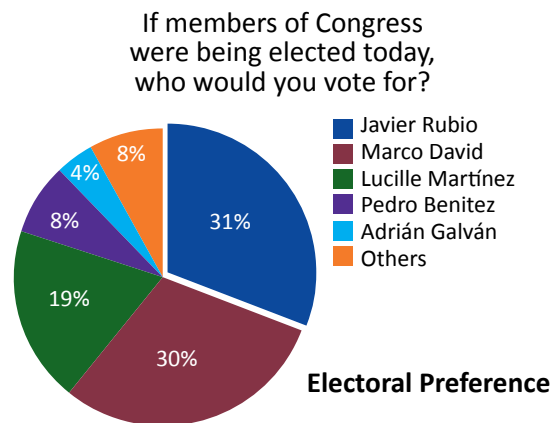
Marco Gutiérrez: he holds a degree in Engineering from the National Autonomous University. He has done postgraduate studies at the University of Santa Catarina. He specializes in urban planning, and graduated with honors.

Commentary

Example: “Today is the deadline for candidates wishing to join the electoral race to present their candidacies to the electoral authority.”

2.2.3.2. Polls. The publication or presentation of opinion studies, either produced by the media, parties, civil society or other polling agencies, among others.

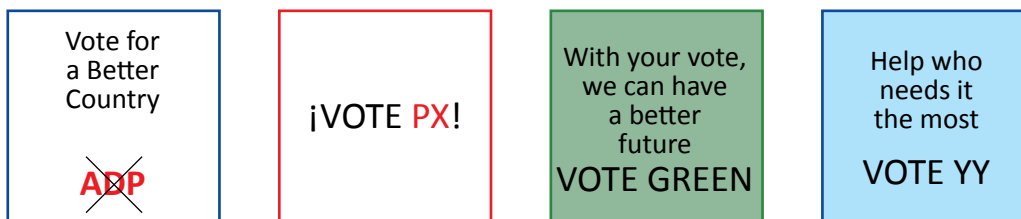
Example:



2.2.3.3. Debate. This is a space in which the candidates, opinion leaders or other stakeholders interact and discuss their ideas on specific issues. These are usually carried out on radio and television, and later reproduced in print media.

2.2.3.4. Paid advertising. This is propaganda paid for by the party, candidate, civil society, individual, private sector, etc in favor of a specific candidate. This advertising is registered in order to assess the access that parties have to buying space in the mass media.

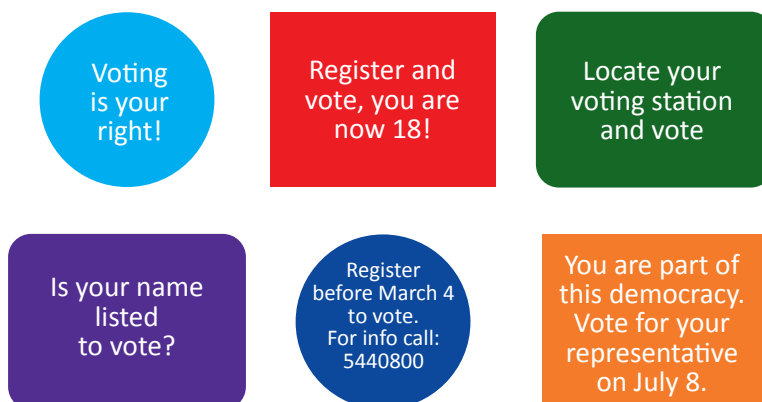
Under the framework of this methodology, paid advertising that is to be registered includes spots and paid inserts within a piece of information. Regarding electronic media, paid advertising that airs before or after the range of hours observed will not be recorded. Some examples include:



2.2.3.5. Electoral advertising This refers to information disseminated by the government or electoral management body to keep citizens informed about their rights and responsibilities as voters, as well as the time and place where voting will take place, campaigns for voter registration and updating information. To observe the role of the electoral authority in promoting this type of information, the analyst should register publications or mentions that take place in established programs and media presenting electoral advertising on the following themes:

- Inviting the electorate to vote
- Information on voting the day of the election (location of voting booth¹⁸, required documents, etc.)
- Issues regarding the secrecy of the vote
- Where to file electoral complaints

Example:



2.2.3.6. Government advertising. These are advertising spaces that the government uses to promote government programs and activities. It will be noted if legislation on electoral silence exists for the promotion of governmental activities during the electoral/political campaign. News pieces to promote government activities such as the inauguration of hospitals and schools will be registered during this period, etc.

2.2.3.7. Spaces free of charge. If legislation so allows, the analysts should observe these spaces that are assigned to political parties and independent candidates free of charge by the government or electoral authority.



Time Slots and Spaces Free of Charge for Electoral Purposes - Chile (Example)
ORGANIC CONSTITUTIONAL LAW ON THE POPULAR VOTE AND BALLOT
COUNT ARTICLE 31

(Extract) Open television channels shall devote thirty minutes free of charge each day for transmission of electoral propaganda for Presidential elections, Congressional and Senate elections, for congressmen, or national plebiscites.

When elections are held simultaneously for President of the Nation and members of the Senate and Congress, open television channels shall allocate forty minutes free of charge each day for electoral propaganda, to be distributed as follows: twenty minutes for the election of President of the Nation and twenty minutes for the election of Senate and Congress members.

For Presidential elections, the thirty or twenty minutes mentioned above shall be divided into equal segments among the candidates. For the case provided for in subparagraph two of Article 26 of the Political Constitution, the time shall amount to ten minutes, also distributed in equal parts.

For members of congress and senators, each party shall be allocated a length of time in proportion to the votes obtained in the last election, or, in such case as there was no prior participation, said party shall be granted the time allocated to the party with the least number of votes.

Note regarding editorials and opinion columns and tickers. It is important to consider the institutional editorials¹⁹ in the press. Where they exist, it is important to take them into consideration during the preparatory stage as well as considering their content in the general analysis, since this allows for a better understanding of the media and of their tendencies. Opinion columns, opinion articles (in press) and editorials will not be observed by the OAS with this methodology, since these are spaces where media companies or journalists express their particular opinions and viewpoints.

The ticker (specifically referring to television) is information that is displayed somewhere on the screen (usually across the top or bottom), and it shows information that is not always related to the main note being shown in the program. It is not a subtitle of the news on screen. It is either a headline or a news summary shown in a loop, repeated several times. These will only be part of the analysis in countries where they carry a specific weight.

¹⁸ Other names to refer to voting booths are polling stations, voting tables, and the like.

¹⁹ Institutional editorials are not always part of the media, but some newspapers use them to present their editorial line.



The following is an example of an opinion column:

Four more years await us
2011 Elections
Esteban Galván / El Periódico de Todos / January 30, 2010

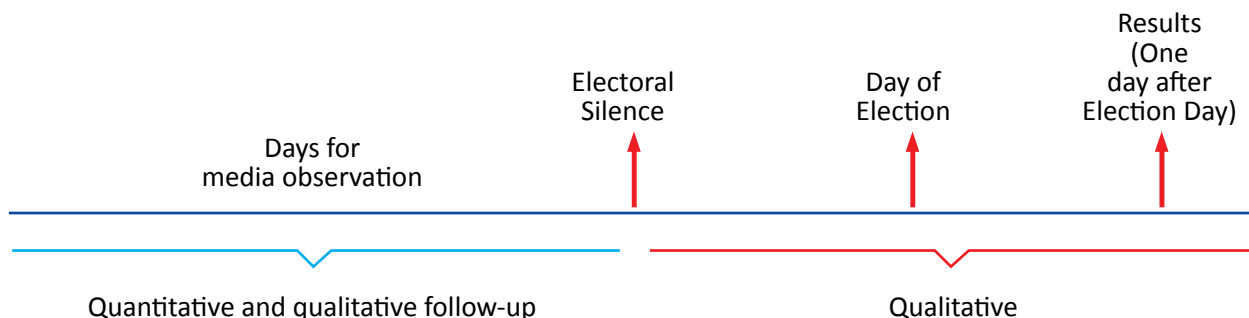
The President lost. Not only did he lose the majority in the Senate, he also lost the relative majority in the Lower Chamber and his leadership amongst all of us. While he continues to be the President, the fact is that he lost. This is a reality that –for better or for worse– we will have to deal with during the last two years of the President’s administration as the head of this country. Could this be lack of leadership on the part of the President, or is it that Party X –now in charge of the two Chambers– has forged strong candidates who aim to run for President in 2014? Today the new Chambers pose a brand new challenge for all stakeholders involved. With so many bills that were put on hold in the previous administration, in the coming years we will witness significant progress that will shape the new Congress and the Executive Branch. The latter will have his hands tied while he stands back and watches his last two years transpire in the hands of another party. We wait expectantly to see if our new representatives are up to the challenge of meeting the responsibilities we have entrusted them with as the makers of legislation. We can only wait and see.

2.2.4. Time Frame

OAS/EOMs may begin the media observation process only after the GS/OAS has formally accepted the invitation to observe the member State in question, as stipulated in the Inter-American Democratic Charter.²⁰ This time frame for media observation is bound by the invitation issued by the member State, the signing of the Agreements stipulating the Procedures for Observation, and the availability of funds.²¹

In light of the above, the duration of media observation may vary, contingent upon: the type of election, the time frame established for the campaign, the media map, and previous experiences. Taking these variables into consideration, the OAS Director of the Department for Electoral Cooperation and Observation (DECO), the Chief of Mission, and the Specialist in Media Analysis together will decide on the exact dates on which the observation exercise will be carried out.

This methodology envisions beginning media observation at least two weeks prior to the last day allowed for campaigning before Election Day, Election Day, and one day after Election Day.



²⁰ Chapter V, Inter-American Democratic Charter

²¹ *Idem.*



Example:

Beginning of observation period: March 30

Quantitative observation period concludes: April 13

Period of electoral silence: April 14 (period of time established by law in which no campaign propaganda/ advertising can be carried out)

Qualitative observation: April 14 through 16

Media observation concludes: April 16

March-April

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					30	31
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15 Election Day ²²	16					

- Qualitative and quantitative analysis
- Only qualitative analysis

If it is not possible to comply with this time frame, the DECO Director –together with the Deputy Chief of Mission, and the Specialist in Media Analysis– will assess the number of media channels and the period in which the media observation will be undertaken.²³

General considerations

- Legislation in force must always be considered during the media observation. This is key in observing the period in which all candidates and parties, by law, have access to the media (if provided by legislation). At the same time, if media observation is done in the period in which media access is restricted²⁵, it is important that this restriction be mentioned in the final analysis.

²² For the days of electoral silence, Election Day, and the ensuing days, the media team will observe full days, namely the hours established for observation in previous days will no longer apply, unless the Media Analysis Specialist or the DECO Director decide otherwise.

²³ Pursuant to the funding and time required, an abbreviated form of media analysis can be carried out.



- Beginning with the period of electoral silence, Election Day and ensuing days, a continuous recording will be made of channels and stations used by electronic media, facilitating the qualitative analysis of these. Some aspects to analyze include:
 - Respect for electoral silence on Election Day, where this is part of local legislation.
 - Coverage on voting and vote counting.
 - Coverage on acts of violence on Election Day.

2.2.5. Financing

The necessary budget to establish the media observation team should be considered as part of the budget of the EOM where it would take place. The list of expense items to consider is found in Annex 2 of this manual entitled “Logistical Considerations for the OAS/EOM Media team”.



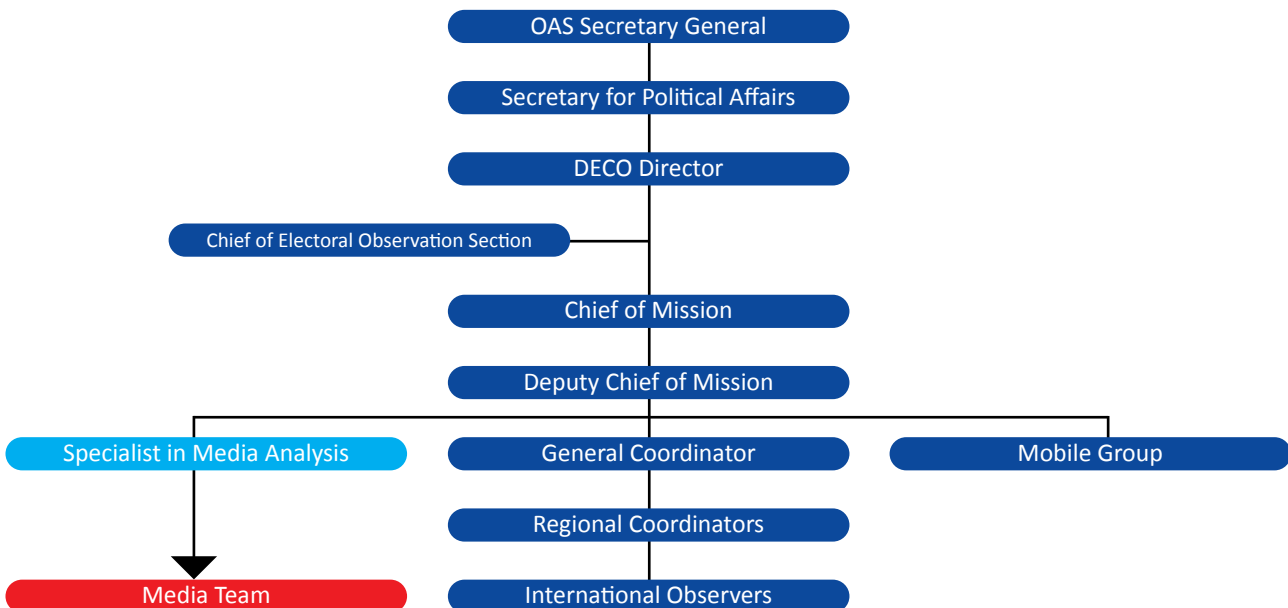
Section 3: Development

3.1. REQUIREMENTS

3.1.1. Media Observation Team

To implement this methodology, the OAS/EOM should have a group of analysts devoted exclusively to media observation during an OAS/EOM. As explained earlier, this team is part of the Core Group of the OAS/EOM and will be led by the Specialist in Media Analysis.²⁴

OAS/EOM Structure



²⁴ Consisting of a group of specialists on various key themes for the OAS/EOMs. These specialists work in an ongoing and systematic manner on in-depth topics that allow the OAS/EOM to observe the quality of the electoral process from a comprehensive perspective. These topics include electoral organization and legislation, complaints filed, political campaigns, parties, civil society, electoral technology, finances, logistics, and security. To guarantee the application of the GS/OAS standards and procedures, the positions of the Core Group shall preferably be held by GS/OAS officers. Source: Organization of American States. OAS Manual for Electoral Observation Missions. Chapter II. Structure of OAS/EOMs and the functions of their team members.



The Media Observation Team will be composed of:

Specialist in Media Analysis

The Specialist in Media Analysis is in charge of coordinating the media observation team and is one of the specialists of the Core Group. For this reason, it is imperative that the person performing the duties of Specialist in Media Analysis:

- Have prior experience in media observation and analysis.
- Be highly knowledgeable regarding the election in question, the key subjects, the legal framework and above all, that he or she be wholly impartial regarding the foregoing.
- Should possess in-depth knowledge regarding the OAS methodology for media observation.
- Meet all selection criteria for international observers, pursuant to the OAS/EOM Manual (Page 22, Section II, Chapter I).
- Have proven practice managing groups.

The Specialist in Media Analysis will work in coordination with the other OAS/EOM Specialists. This person is also responsible for training and advising the analysts who will be doing the media observation. The Specialist in Media Analysis has fundamental responsibilities that include but are not limited to the following:

- Prepare a work plan and present it to the Deputy Chief of Mission and the DECO Director.
- Define the media sample and the programs to be observed during the election.
- Interview the group of potential analysts.
- Propose the list of candidates that could be part of the media observation exercise to the Director for DECO.
- Supervise the team of analysts.
- Keep an open line of communication with analysts and other members of the Core Group.
- Crossmatch data and analyze the information registered in the follow-up tables.
- Prepare a document containing the keycodes for the variables to be registered by analysts when filling out the tables. That is, the keycodes used to designate the parties, candidates, themes, etc. involved in the election under observation (Annex 3).
- For the days when the qualitative analysis is carried out, prepare and send the most important notes via email to the Mission Chief, Deputy Chief of Mission, and the Press Specialist.
- Present a preliminary and a final report including the information compiled and some preliminary recommendations.
- Keep all information at the OAS headquarters in Washington, D.C.
- Accompany the Chief and Deputy Chief of Mission to meetings as requested.
- Take part in any other duties that result from media observation before, during and after the OAS/EOM.
- Sign and fully comply with the Code of Conduct for International Election Observers (Annex 4).
- Other duties as assigned by the DECO Director.



Supporting Analyst

When the mission's budget allows, a supporting analyst shall work with the Specialist in Media Analysis. This Supporting Analyst shall be trained to fulfill the duties of the Specialist in Media Analysis, in case the latter may be unable to do so at any point in time. He or she must have prior experience in media analysis and observation, as well as proven practice in group management. This person should possess deep knowledge of the election, its stakeholders, the legal framework, and above all he or she should be impartial regarding these issues. The Supporting Analyst must also be fully familiar with the OAS methodology for media observation. He or she should meet the criteria for the selection of international observers as established in the OAS Manual for Electoral Observation Missions (Page 22, Section II, Chapter I), and will work in close coordination with the Specialist in Media Analysis and the team, in general.

He or she shares the responsibility to train and advise in an ongoing manner the other members of the media observation team. His or her fundamental responsibilities include, though are not limited to:

- Be fully familiar with the methodology.
- Supervise the analysts and team in general.
- Keep an open line of communication with the Specialist in Media Analysis and other analysts.
- Supervise the work of the analysts.
- If necessary, assist in crossmatching and analyzing the information registered in the follow-up tables.
- Accompany the Specialist in Media Analysis to meetings as required.
- Take part in the other duties that result from media observation before, during and after the EOM.
- Other duties assigned by the Specialist in Media Analysis, or by the DECO Director.
- Sign and fully comply with the Code of Conduct for International Election Observers (Annex 4).

Analysts

Analysts are the persons in charge of observing the target pieces assigned to them by the Specialist in Media Analysis. Analysts will be responsible for one media outlet daily and will be rotated throughout the different media outlets observed. Analysts may be nationals of the host country or residents.²⁵

The selection of national analysts takes place after identifying people in the host country with the following characteristics:

- Preferably have studied or currently studying a discipline related to Humanities, such as: Political

²⁵ In case it is necessary or funding is available, the DECO Director may invite internationals to be media analysts.



Science, Law, Sociology, Communications, etc.²⁶ To have specialized in a different field is not reason enough for not being considered as an analyst. Individuals with other specializations may also be considered and accepted.

- An advanced ability in using the software employed during the project (Microsoft Office Suite) is required.
- Have an open schedule to work and participate in the media observation team.
- Be familiar with the work of the Organization of American States (OAS), specifically concerning elections.
- Not be related to any candidate in the election under observation.
- Not be active in a given political party or work with a candidate in the election under observation.
- Not be a practicing journalist or work with any media channel.
- Have good analytical skills.
- Gender balance will be sought in composing the group of analysts.

In such cases where the individual does not meet the aforementioned requirements to be a national analyst, his or her profile will be analyzed by the DECO Director, who in turn can accept this person as an exception, contingent on background, personal and professional skills and potential to contribute to the objectives of the media observation²⁷.

Analysts shall be responsible primarily for reading, listening to and watching the pieces selected for observation²⁸ and saving the information being observed. Data should be registered using the following two tools:

- Media follow-up form (Annexes 5,6,7)
- Follow-up tables (digital-databases) (Annexes 5.1, 6.1, 7.1)

The responsibilities of the analysts include, but are not limited to:

- Be fully familiar with the methodology.
- Observe the media channels they have been assigned to.
- Fill out the follow-up tables with the information collected.
- Clarify any questions concerning the collection and filling out of information with the support of the Specialist in Media Analysis.
- Safeguard the information pursuant to the guidelines for safeguarding follow-up pieces of information as indicated in this methodology.

²⁶ These students should preferably be studying at or have graduated from universities (a) whose course of studies and degrees are recognized by the Ministry of Education of that country; (b) who have good communications skills, and (c) that are included in the top 10% of universities with the largest enrollment.

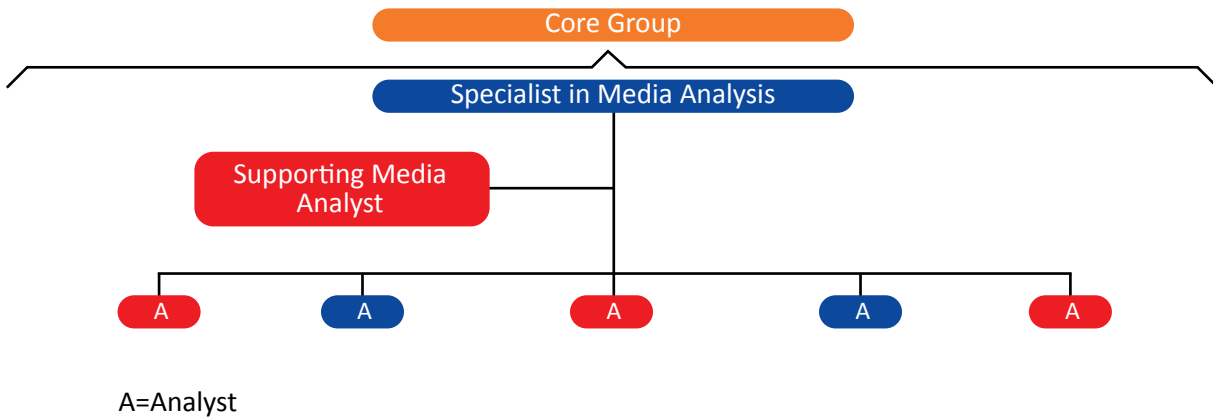
²⁷ If the budget allows it, international analysts could be part of the media team. These international observers must meet the requirements established in the Manual for OAS Electoral Observation Missions, Section II, Chapter I, which defines the requirements of eligibility, code of conduct and prohibitions for said observers.

²⁸ A target piece is understood as being: a newspaper (including all sections); a radio program; a television program.



- Assess the materials needed to conduct daily work and report to the Specialist in Media Analysis if there are any deficits.
- Take proper care of the material that has been assigned to him or her.
- Sign and fully comply with the Code of Conduct for International Election Observers (Annex 4).

Team Structure



Determining the number of analysts needed

The number of analysts needed for media observation is based on the following criteria:

- 1) Number of media outlets to be observed
- 2) Type of media
- 3) Programming schedule

3.1.2. Office Setup (Annex 8)

The Specialist in Media Analysis, together with the Chief of Mission and any other team member that the OAS/EOM considers, will define the tools needed for the proper functioning of the media observation office throughout the election. The following must be taken into consideration:

- Office: the office must have the resources and the technical requirements needed to conduct the work and must be located within the area in which the OAS /EOM offices are located.
- Office supplies: including paper, pens, pencils, erasers, rulers, scratch paper, headsets, etc. (Annex 9)



- Equipment: computers (with sufficient memory for storage), Internet service, radios, televisions, direct phone line, printer, copier, scanner, fax, external hard drives, etc.
- Setup: desks, chairs, electrical outlets, lighting, etc.

3.1.3. Software for observation

The software used for data entry will be Excel spreadsheets²⁹, including the PivotTable function³⁰. “Pivot tables allow you to quickly summarize and analyze large amounts of data without having to write formulas. The most notable feature of pivot tables is that you can cross match as many variables as necessary dynamically”.³¹

When using Pivot Tables, the Specialist in Media Analysis can cross match as many variables as deemed necessary to obtain a comprehensive and precise analysis of the information entered, and do so in a easy and simple manner. These tables will be configured so that the values are predetermined.

Example of a Data Sheet:

Date	Name of Media	Genre of Journalism	Location	Theme	Subject	Institution or Party	Gender	Space	Summary	Annex

Example of a Pivot Table:



²⁹ Microsoft Office Excel (original name and a registered trademark of Microsoft Corporation) is a spreadsheet application for databases, designed and distributed by Microsoft.

³⁰ PivotTable is a registered Microsoft Corporation trademark.

³¹ Webpage <http://oreilly.com/windows/archive/whatisapivottable.html>



Software for recording:

- Program for recording and digitizing radio and TV signals. The program used should be able to capture live radio and TV signals through the computer and record them in formats that are easy to reproduce (i.e. MP3)³².
- Large capacity hard drives. The hard drives to be used should have one terabyte³³ capacity, sufficient to store the information in situ.

³² Some examples of softwares that can be used for this purpose are Hyper Media Center, ARWizard and i-Sound.

³³ A terabyte (TB) is a measure of computer storage capacity that is 2 to the 40th power or approximately a trillion bytes (that is, a thousand gigabytes). Equivalent to 10¹² (1000000000000) bytes or 1000 gigabytes [SearchStorage.com Definitions](#)



3.2. DOCUMENTS

To carry out media observation, the Specialist in Media Analysis should develop the following documents:

3.2.1. Timeline (Annex 10)

Based on the date of the election, the analyst should develop the calendar of the various stages of the implementation of this methodology. In addition to the observation in situ, all pre and post observation activities should be scheduled. To do this, it is important to program the various tasks in an Excel table in order to conduct a successful media observation. The following calendar can serve as a model:

	March							April							May														
	W	T	F	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T
Determine media sample																													
Identify national analysts																													
Identify international observers																													
Approval of media team members																													
Presentation of documents																													
Send Methodology to Media observation team																													
Send Excel tables for practice in data entry																													
Actions undertaken by team remotely																													
Read newspapers online																													
Study local legislation																													
Identify candidates, parties, opinion leaders, etc																													
Practice using Excel sheets																													
Actions																													
Last day for international team to travel to Dominican Republic																													
Set up central office																													
Arrival of international media team																													
Training																													
In situ exercise with local and international analysts																													
In situ observation																													
Media observation																													
Electoral silence																													
Production of preliminary reports																													
Election day																													
Meeting with Chief of Mission, Deputy Chief of Mission Director of DECO																													



3.2.2. Media mapping

Media Mapping is a tool that seeks to identify the main media outlets within the host country, at a specific time and place and for a previously determined objective. The map indicates the specific features of each media, its tendencies and spokespersons, the relations between and with other media outlets in the sector. At the same time, the map may arrange the media outlets in hierarchical order.

This information allows us to identify and put into hierarchical order all those media channels that operate in the host country and to have a complete spectrum of the media in the country. National and international specialists can support the Specialist in Media Analysis in identifying the media outlets operating in the country and in designing the media map. The media map will be done in collaboration with the Press Specialist of the OAS/EOM.

3.2.3. Media sample

The Specialist in Media Analysis, together with the Director of the Department of Electoral Cooperation and Observation (DECO) of the OAS, the Chief and Deputy Chief of Mission will determine which media outlets will be observed during the election.

The selection of these media, and times to be observed, will include newspapers, radio and television newscasts that are determined to be important reference media, complying with the following characteristics:³⁴

- 1) They must be essential sources of information for other communications channels –both printed and audiovisual.
- 2) They must be a privileged platform for the presence and expression of the main political leaders and their platforms, major social institutions, national associations, etc. when addressing the country's key sectors;
- 3) Serve foreign ministries in assessing the reality and problems of the observed country.
- 4) They must exert a significant political influence.

Process to determine the media sample

The Specialist in Media Analysis will propose a Media Sample, to be presented to the Director of DECO and the Chief of Mission, who, in turn, will approve the final sample to be observed. Once the media outlets have been identified, the target pieces will be chosen, namely, the programs, sections, scheduling, etc. for the media sample.

To determine the media sample, the Specialist in Media Analysis should consider the following:

³⁴ José Vidal Beneyto, "The public space of dominating reference (El espacio público de referencia dominante)", in Gérard Imbert and José Vidal Beneyto, coordinators, "The Country of the Dominating Reference (El País o la referencia dominante)". Editorial Mitre, Barcelona, 1986, pp. 19-20.



- Number of media
- Types of media
- Ratings
- Geographic coverage
- Target audience
- Main opinion leaders
- Owner (private or State-owned)
- Degree of influence
- Tendencies

Once the Media Sample has been drawn up, the financial and human resources necessary will be determined, followed by the recruitment of analysts (Annex 11).

For the final selection, it is imperative that the entire media observation team be familiar with the media and programs which they will be observing, hence the Specialist in Media Analysis must give them the following form specifying their assignments (Annex 12).

Example of how to fill out the table:

Type of media	Media Outlet	Follow-up Piece	Time Slots (for electronic media)	Observations
Print	Newspaper A	Entire Newspaper	NA	
Print	Newspaper B	Entire Newspaper	NA	
Print	Newspaper C	Entire Newspaper	NA	
Radio	Station 1	Morning Program 96.5 FM	6:00 to 8:00 am 2:00 to 3:00 pm	This station can also be tuned in on AM 707
Radio	Station 2	Informative Program 100.9 FM	6:00 to 8:00 am 2:00 to 3:00 pm	
Radio	Station 3	Newscast 13.6 FM	6:00 to 8:00 am 2:00 to 3:00 pm	
TV	Channel 8	“We are awake” program	6:00 to 8:00 am 8:00 to 10:00 pm	
TV	Channel 10	“Stay informed with us” program	6:00 to 8:00 am 8:00 to 10:00 pm	

Note: it is important to identify other media outlets that could be observed instead of those selected as part of the media sample in case logistic or technological reasons prevent the media team from observing those. For example, in case the radio transmission is defective or the OAS/EOM does not receive the newspaper delivery as indicated.



Once the media sample and target pieces have been determined, the Specialist in Media Analysis will distribute the pieces amongst the members of the team.

3.2.4. Key code table³⁵

The Specialist in Media Analysis must develop a guide with the key codes that the group of analysts will use to capture data. An example of this guide is found in Annex 3.

PRESS
Section

Press location	Code
Front Page Headline	HED
Front page	FP
Other pages	OTH

3.2.5. Report on Media Observation



Organization of American States

- a) Executive summary: most important issues and results related to the election.
- b) Legal framework
 - a. Media Access
 - b. Control/oversight systems
 - c. Sanctions
- c) Media outlets: general characteristics
 - a. Media outlets in the country
 - b. Media ownership, including the gender of the directors of the media outlets in the sample
 - c. General reach: ratings and penetration
- d) Media Sample
 - a. Media observed
 - b. Schedules
 - c. Gender of the directors of the media outlets in the sample

³⁵ Keycode comprises acronyms for the themes, stakeholders, media members, etc. with the purpose of simplifying registration and data entry.



- e) Results: all results must be presented disaggregated by media outlet.
 - a. Equity in the political race.
 - i. Cm2 and seconds by party/subject.
 - ii. Cm2 and seconds of spaces free of charge by party/subject.
 - iii. Cm2 and seconds of paid advertising by party/candidate (press, radio and TV).
 - iv. Direct time for candidates measured in Cm2 and seconds, in reference to total time.
 - v. Tone of news pieces by candidate/party.
 - vi. Tone presented for male vs. female candidates.
 - vii. Male vs. female candidates in spaces free of charge.
 - viii. Paid advertising for male vs. female candidates
 - b. Compliance with the law
 - i. Compliance with legislation regarding the media and propaganda
 - 1. Compliance with laws established regarding opinion polls
 - 2. Respect for norms regarding use of spaces free of charge
 - 3. Respect of the electoral silence period, if established by law.
 - ii. Sanctions
 - c. Electoral Management Bodies
 - i. Electoral advertising shown in Cm2 and seconds.
 - ii. Spaces free of charge, if established by law
 - iii. Public pronouncements by the electoral management bodies related to compliance with standards directed towards promoting gender equality, either through the campaign or by putting the lists together (quotas/parity), and in gender-sensitive campaigns (such as promoting women's electoral participation or teaching them to vote).
 - iv. Qualitative issues

Final recommendations

- 1.
- 2.
- 3.



3.3. TRAINING WORKSHOP

Once the number of analysts required for media observation in the host country has been determined and identified, a training workshop will be held in the host country so that the analysts can learn the methodology in detail and so as to ensure professional observation of the media during the OAS/EOM. This will be a two-day theoretical and practical workshop that will be given by the Specialist in Media Analysis.

The training workshop is divided in two parts (Annex 13):

Theoretical training: all analysts should be completely familiarized with this methodology. Upon selection it is very important to go over the objectives, procedures, and general guidelines with the team of analysts to minimize the margin of error once the observation is underway. This is done by teaching them the theoretical aspects of the methodology at least two days before the media observation activities are due to begin. The methodology presented in this Manual is reviewed and the Specialist in Media Analysis answers the questions that the group of analysts may have.

Practical training: It is necessary for media analysts to do practical exercises so they can familiarize themselves with the tools available for media observation (using actual videos, recordings, newspapers, rulers, databases, etc). This practical component must take place after the theoretical workshop and before the start of formal media observation.



Section 4: Observation in-situ

4.1. DEFINITION OF INDICATORS

This methodology proposes a series of indicators (quantitative and qualitative) to be used to observe three types of media: press, radio and television. It is important to point out that the indicators alone do not provide a complete assessment of electoral equity in the election. These indicators should be put into context to more precisely assess the conditions regarding equity and access to the media during an election.

The indicators to be observed are as follows:

- Date
- Name of media outlet
- Type of space
- Location or section
- Theme
- Subject
- Gender of subject
- Institution or party
- Tone
- Space (press) / Time (radio and TV)
- Direct time

To capture all the data, the team of analysts will also fill out two different forms:

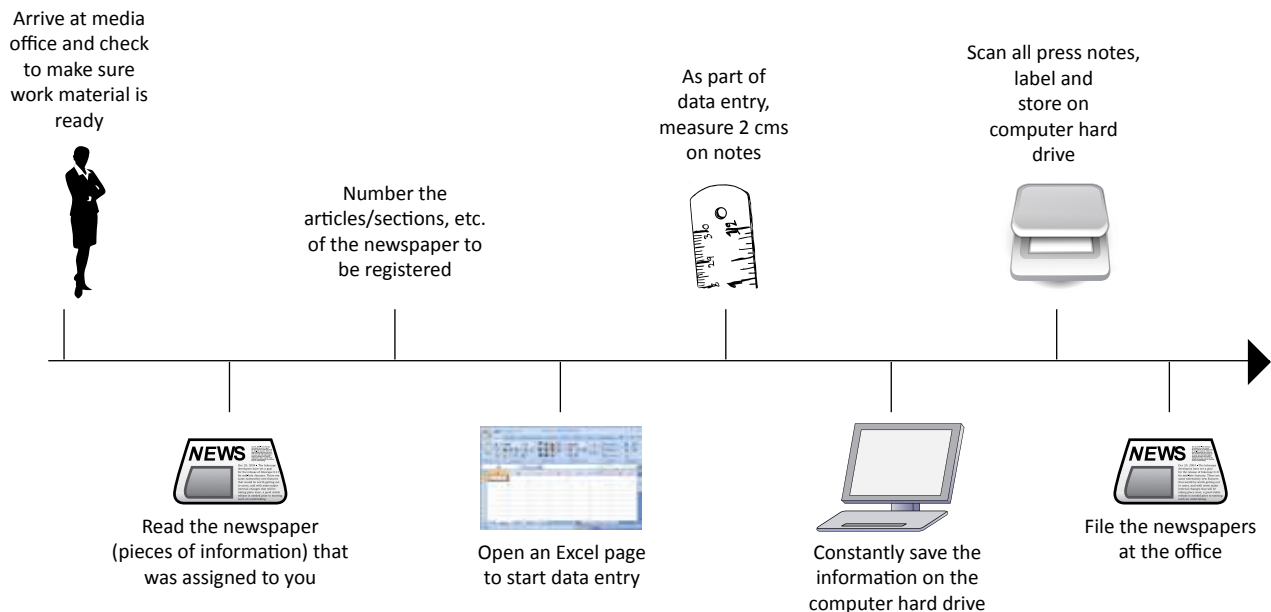
- Template for recording information published in the Media: this form should be filled out with information from pieces from newspaper, radio and television programs, in Word format (Annexes 5, 6 and 7).
- Data entry tables: forms, in Excel format, to enter information published in the Media that organize the information in a systematic form. (in Excel format) (Annexes 5.1, 6.1 and 7.1.)



4.1.1. Press

This section specifies the steps that the analysts must follow in carrying out their work as well as the fields needed to fill out the respective tables and forms (Annex 5 and 5.1).

Activities performed by the media analyst:



Fields:

- **Date:** report the date of publication of the note in the following format: dd/mm/year (e.g. 07/08/2008).
- **Name of media outlet:** indicate the code of the media outlet in which the note is published. For example: DIA, REG, COY, etc, established in the Key Code Table (Annex 3).
- **Type of information to be observed:** information will be classified under the categories mentioned below. Those that cannot be classified under these categories will not be part of the media observation.
 - NWS: News
 - SUR: Survey (polls)
 - DEB: Debate
 - PP: Paid publicity (advertising)
 - EA: Electoral advertising
 - GP: Government publicity



- FS: Free of charge spaces (where they exist)
- **Location:** indicate the section where the news piece appears.
 - HED: Front Page Headline
 - FRP: Front Page
 - OTH: Other pages
- **Theme:** for each one of the themes for data entry a standardized table will be used. This table will specify a key code for each topic. Given that each election entails context specific issues, the table offers an example of the themes most frequently registered, but can be amended or modified by the Specialist in Media Analysis pursuant to the needs of the election being observed. If a piece covers two or more themes or subjects involved, it must be registered as two or more different entries.³⁶

Sample of a keycode regarding themes (Annex 3):

Theme	Key Code
Accusations and confrontations	ACU
Party alliances	ALI
Citizen behavior	CIU
Private behavior of the candidate	PRI
Electoral race	CON

- **Subject:** specify who the main subject in the piece is. Register the key code corresponding to the subject. If the subject is not a person (an agency or institution), register it under the keycode assigned to the agency or institution. If the piece has two subjects, register it as two different entries, dividing the space proportionally between the subjects³⁷ (Annex 14).
- **Gender:** indicate the subject's gender.
- **Institution or party:** Specify the institution or party that the subject belongs to (if a person) and if the subject is an agency or institution, do the same as in the preceding step and use key codes.

³⁶ Take into consideration that there are notes that cover more than one theme; therefore, the total number of mentions registered may be higher than the total number of notes followed.

³⁷ Take into consideration that some news refer to more than one subject (candidate, civil servant, legislator, etc.) therefore the total number of mentions may be higher than the number of notes followed.



- **Tone:**³⁸ the classification of tone will only be applicable to news. Paid advertising, electoral advertising, government advertising, polls, debates and spaces that are free of charge will not be classified under any specific tone. These will only be registered to analyze candidates' access to media.

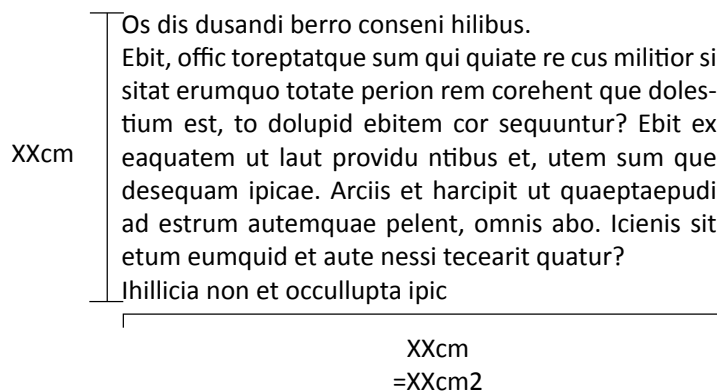
To classify the news pieces it is extremely important to focus on the adjectives used to describe the subjects. After doing so, the news pieces should be classified as follows:

- **Category 5:** the subject was presented in a **very positive** manner. That is, the subject was praised and there is a predominant use of positive adjectives. The person that presents the news piece clearly wants the subject to “look good”. The news presents positive feelings and emotions.
- **Category 4:** the subject was presented in a **positive** manner. That is, the subject was praised and positive adjectives are used. The news presents positive emotions and feelings.
- **Category 3:** the subject was presented in a **neutral** manner that is providing only information without the use of adjectives to describe the subject. The news presents no emotional bias.
- **Category 2:** the subject is presented in a **negative** manner. The subject is criticized and the use of negative adjectives is clear. The description of the subject presents negative adjectives, such as accusations and critiques.
- **Category 1:** the subject is presented in a **very negative** manner. The subject is described with negative emotions and adjectives, such as accusations and critiques. The person that presents the news piece clearly wants the subject to “look bad”. The news presents negative bias.

These categories are defined so that analysts have various options to classify each news piece. The final analysis will only include positive, neutral and negative indicators.

- **Space (cm2):** the space taken up by a piece (width and length) must be measured in square centimeters. If the note includes a photograph, this shall be included as part of the piece.

Example:



³⁸ The grading system used is based on the one created by Professor Thomas R Lansner of Columbia University School of International Affairs, on assignment as a consultant for the National Democratic Institute, which introduced a basic method of media monitoring to the Slovak NGO MEMO98 shortly before elections in Slovakia in 1998.



- **Summary:** write a brief summary of the piece. It is important to read the entire piece to determine the main points.
- **Annex:** scanned material shall be stored, with reference to location in the following format: media keycode/date. Example: COL0303-1

Example of data entry of a news piece

Using the aforementioned variables, an example of how to fill out a press database follows,

The candidate slips

In an interview by Radio Station ZYX, Marco David was questioned concerning his opinion of the President of his country, Javier Pérez Rubio. The candidate answered that he was not an admirer, but shortly after that went on to clarify that it was important to note that he was elected democratically.

PHOTO

Source: El Periódico de La Gente 03/Feb/2010

20 cm

25 cm

Date	Name of media outlet	Genre of Journalism	Location	Theme	Subject	Gender	Institution or party	Tone	Space in cm2	Summary	Annex
03/02/10	GTE	NOT	INT	PRO	MD	MAS	PRT	3	500*	MD gives his opinion about Javier Perez Rubio	GTE030210 ■ Medium ■ Date

* Multiply 25 cm (length) by 20 cm (width). Include photo as part of note.

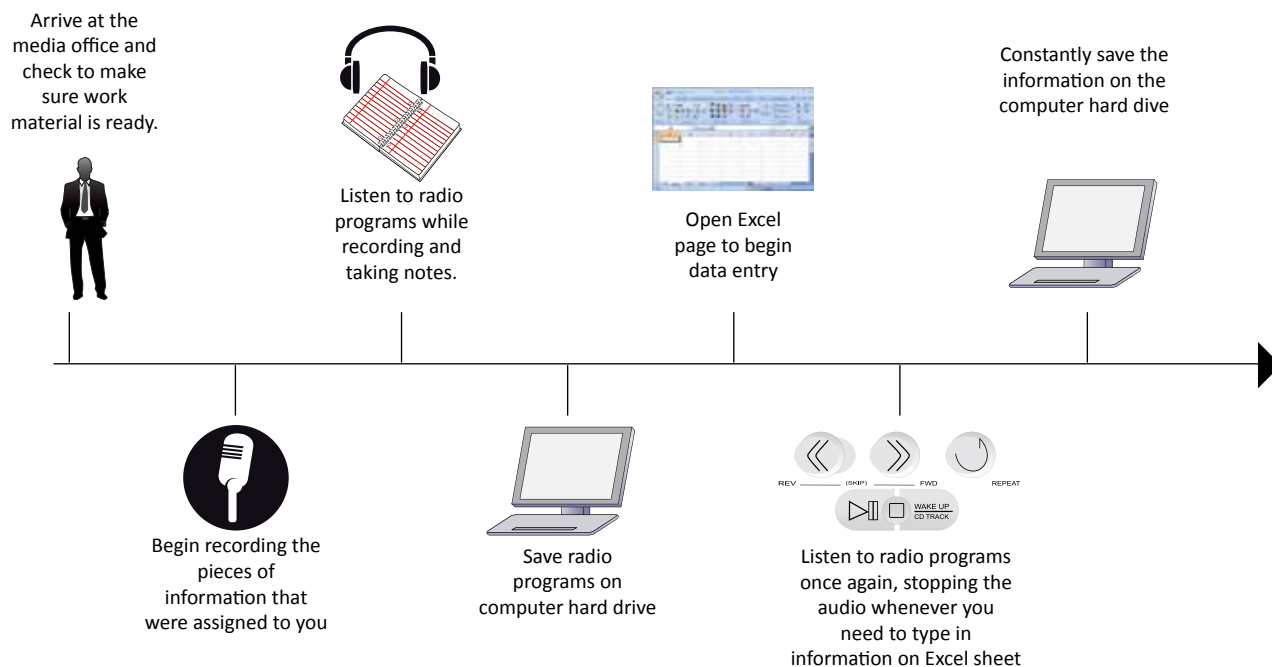
** The keycodes used in the above table are established in a Key Code Table (Annex 3), prepared by the Media Analysis Specialist.



4.1.2. Radio

This section presents the steps the radio analyst will have to follow in carrying out his/her work (Annex 6, 6.1).

Activities of the radio analyst:



Fields

- **Date:** report the date on which the note was aired in the following format: dd/mm/year (07/08/2008).
- **Name of media outlet:** indicate the keycode that identifies the radio station on which the note was broadcast. For example: STE, RAD, ANA, etc.
- **Name of program:** state the name of the newscast or program airing the piece according to the Key Code Table (Annex 3).
- **Type of information to be observed:** the information will be classified under the following categories. News pieces that cannot be classified in any of these categories will not be a part of the media observation process.
 - NWS= News
 - SUR= Survey (polls)
 - DEB= Debate



- PP: Paid publicity (advertising)
 - EA: Electoral advertising
 - GP: Government publicity
 - FS: Free of charge spaces (where they exist)
- **Location:** indicate if the mention was in:
 - HDL: Headlines
 - DEV: Development (within) program
 - **Theme:** use the theme table prepared for the observation (Annex 3). If the piece covers two or more themes or subjects, it must be registered in two separate entries.³⁹
 - **Subject:** specify who the main subject in the piece is. Register the key code corresponding to the subject. If the subject is not a person (an agency or institution), register it under the keycode assigned to the agency or institution. If the note is about two subjects, it must be registered as two separate entries⁴⁰ (Annex 14).
 - **Gender:** indicate the subject's gender.
 - **Institution or party:** specify the institution or party that the subject belongs to (if a person) and if the subject is an agency or institution, do the same as in the preceding step. Use key codes.
 - **Tone:** the classification of tone will only be applicable to **news**. Paid advertising, electoral advertising, government advertising, surveys or polls, debates and spaces free of charge will not be classified under any specific tone. These will only be registered to analyze candidates' access to media.

To classify the news pieces it is extremely important to focus on the adjectives used to describe the subjects. After doing so, the news pieces should be classified as follows:

- **Category 5:** the subject was presented in a **very positive** manner. That is, the subject was praised and there is a predominant use of positive adjectives. The person that presents

³⁹ It is important to recognize that there are pieces that cover more than one theme; therefore, the total number of mentions registered may be higher than the total number of pieces followed.

⁴⁰ Similarly, some news pieces refer to more than one subject (candidate, civil servant, legislator, etc.) therefore the total number of mentions registered may be higher than the number of pieces followed.



the news piece clearly wants the subject to “look good”. The news presents positive feelings and emotions.

- **Category 4:** the subject was presented in a **positive** manner. That is, the subject was praised and there is an upfront use of positive adjectives. The news presents positive emotions and feelings.
- **Category 3:** the subject was presented in a **neutral** manner that is providing only information without the use of adjectives to describe the subject. The news presents no emotional bias.
- **Category 2:** the subject is presented in a **negative** manner. The subject is criticized and the use of negative adjectives is clear. The description of the subject presents negative adjectives, such as accusations and critiques.
- **Category 1:** the subject is presented in a **very negative** manner. The subject is described with negative emotions and adjectives, such as accusations and critiques. The person that presents the news piece clearly wants the subject to “look bad”. The news presents negative bias.

These categories are defined so that analysts have various options to classify each news piece. The final analysis will only include positive, neutral and negative indicators.

- **Time:** the amount of time that the radio host spends on a specific theme, candidate or party will be recorded, as will the airtime spent on the interview, comment, etc.
 - **Start:** register using this format: hour – minute – second (00:00:00) the time when the piece began being broadcasted. This will be the time that appears on the recording software.
 - **End:** register using this format: hour – minute – second (00:00:00) the time when the note ends. This will be the time that appears on the recording software.
 - **Total:** this chart will show in this format: hour – minute – second (00:00:00) the total amount of time dedicated to the candidate or party in question.

Calculating time

- Airtime will be calculated from the first through the last second of the range of time determined for the media sample. Advertisements or information not aired within this timeframe will not be included.⁴¹
- To calculate the time, media analysts will clock the time that a key subject or program host are speaking on a given theme, candidate or party.

⁴¹ As Election Day draws near, these informative programs tend to extend their airtime. In such cases, the Media Analysis Specialist, together with the Chief and Deputy Chief of Mission and the Director of DECO will evaluate the possibility of observing the entire transmission of special programs, insofar as these meet the characteristics of the main informative piece. For example, if a one-hour newscast extends transmission for an additional half hour then that too will be observed. If the newscast presents a discussion session as a special program outside the pre-determined schedule, that will not be observed.



- In the case of interviews, the entire length of the interview will be counted if the only participants are the key subject and the host.
 - If the host is speaking about or with two key subjects at the same time, the total time will be divided in two and recorded as separate entries. The same holds true for three or more: total time is to be divided by the number of key subjects.
 - In the case of a debate or interview, the time will be divided equally by the number of key subjects. If the time is evenly distributed throughout programming, it will be divided equally. If one noticeably takes up more time than the other, time used per subject must be calculated and so registered.
 - If during an interview a candidate speaks about another candidate, time will be allotted only to the key subject speaking and not to the candidate spoken of.
-
- **Direct time:** this is the time that the subject's voice is directly heard though the media outlet. The analyst should register the time the subject's voice is heard through the media analyzed following the same process as the step above.
 - **Summary:** prepare a brief summary of the piece. It is important to watch the entire program to identify the salient points.
 - **Annex:** a keycode for the previously stored material should be registered on the table. This comprises the keycode for the program and the date, i.e. COL0510-1.

Example of a radio program note registered:

It is important to distinguish between a comment or information on a given theme, party or candidate and the next news item on the program. For example:

(Example of a possible audio text at the beginning of a radio program)

Host: Alan Galán/ Panorama Nacional / 103.3 / 2:00 – 3:00 PM / 01.May.2010

Today NDP leader, Ricardo Hernández Flores, declared his party's commitment to workers, and added that the main obstacle they face is an administration that has led the country into unsustainable public debt. Rodolfo Maldonado, PND leader, criticized the administration's economic policy, stating that the commitments shouldered demonstrate the government's lack of leadership in the country. On the other hand, local municipal police in Vallarta apprehended 2 criminals, guilty of robbing a department store and leaving with 10 million pesos.



The text should be divided as follows:

1. The NDP stated through leader Ricardo Hernández Flores that it is committed to the workers, and declared that the main obstacle they face is an administration that has led the country into unsustainable public debt.
2. PND leader Rodolfo Maldonado criticized the administration’s economic policy, stating that the commitments shouldered demonstrate the government’s lack of leadership in the country.
3. Local municipal police in Vallarta apprehended 2 criminals, guilty of robbing a department store and leaving with 10 million pesos.

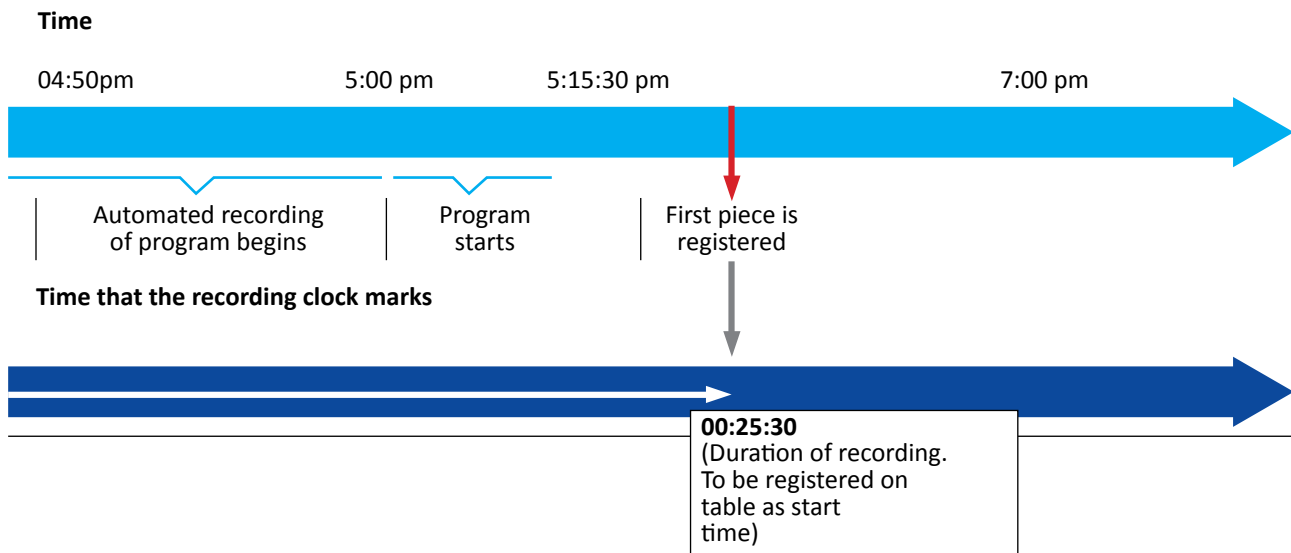
Registered on the data table as follows:

Date	Name of media	Name of program or broadcast	Type of space	Location	Theme	Subject	Institution or party	Gender	Start time	End time	Total seconds	Start time	End time	Total seconds	Summary	Annex
01/05	103.3	PAN	NOT	INT	PRO	RHF	NDP	MAS	00:25:30	00:26:30	60	00:00:00	00:00:00	0	NDP committed to the working class	PAN0105-1
01/05	103.3	PAN	NOT	INT	PRO	ROM	PND	MAS	00:26:30	00:27:30	60	00:00:00	00:00:00	0	ROM criticizes administration's economic policy	PAN0105-2

The third piece is not registered in the database given that is unrelated to the election. No direct time existed.

Important: The start and end times shall be registered using the minute and second that the recording indicates.

For example:

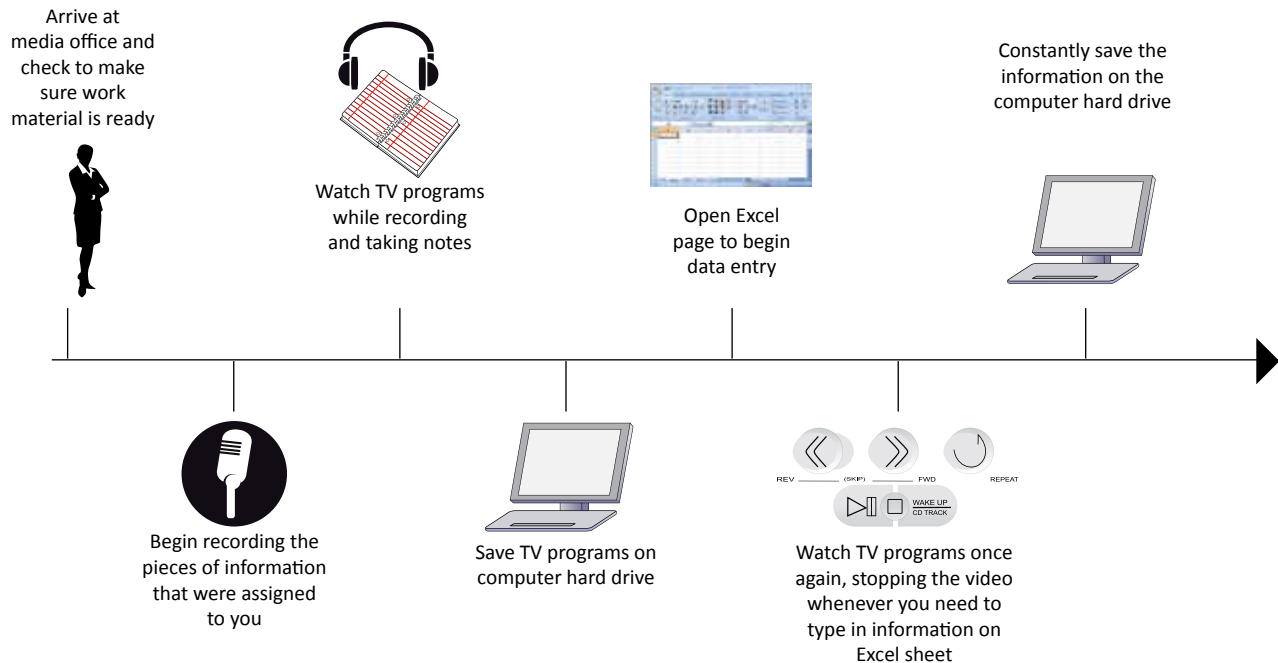




4.1.3. Television

This section describes the steps that the TV analyst will have to follow in carrying out his/her work (Annexes 7 and 7.1).

Activities for TV analyst:



Fields

- **Date:** report the date on which the piece was aired in the following format: dd/mm/year (07/08/2008).
- **Name of medium:** indicate the keycode that identifies the channel on which the note was aired. For example: CA2, C30, C6, etc., as established in the Key Code Tables (Annex 3).
- **Name of program:** state the keycode of the newscast or program airing the note, as established in the Key Code Tables (Annex 3).
- **Type of information to be observed:** pieces will be classified under the following categories. Information that cannot be classified in any of these categories will not be a part of the media follow-up process.
 - NWS: News
 - SUR: Survey (polls)



- DEB: Debate
 - PP: Paid publicity (advertising)
 - EA: Electoral advertising
 - GP: Government publicity
 - FS: Free of charge spaces (where they exist)
- **Location:** indicate if the mention was in:
 - HDL: Headlines
 - DEV: Development (within) program
 - **Theme:** use the theme table that was determined for the observation (Annex 3). If the piece covers two or more themes or subjects, it must be registered as two separate entries.⁴²
 - **Subject:** specify who the main subject in the piece is. Register the key code for said subject. If the subject is not a person (as in an agency or institution), register it under the assigned keycode. If the piece is about two subjects, it must be registered as two separate entries⁴³ (Annex 14).
 - **Gender:** indicate the subject's gender.
 - **Institution or party:** take note of which institution or party the subject belongs to (if a person); if the subject is an agency or institution, do the same as in the preceding step. Use keycodes.
 - **Tone:** the classification of tone will only be applicable to **news**. Paid advertising, electoral advertising, government advertising, surveys (opinion polls), debates and spaces free of charge will not be classified under any specific tone. These will only be registered to analyze candidates' access to media.

To classify news pieces it is extremely important to focus on the adjectives used to describe the subjects. After doing so, the news pieces should be classified as follows:

- **Category 5:** the subject was presented in a **very positive** manner. That is, the subject was praised and there is a predominant use of positive adjectives. The person that presents the news piece clearly wants the subject to "look good". The news presents positive bias.

⁴² Take into consideration that there are notes that cover more than one theme; therefore, the total number of mentions registered may be higher than the total number of notes followed.

⁴³ Take into consideration that some news refer to more than one subject (candidate, civil servant, legislator, etc.) therefore the total number of mentions may be higher than the number of notes observed.



- **Category 4:** the subject was presented in a **positive** manner. That is, the subject was praised and there is use of positive adjectives. The news presents positive emotions and feelings.
- **Category 3:** the subject was presented in a **neutral** manner that is providing only information without the use of adjectives to describe the subject. The news presents no emotional bias.
- **Category 2:** the subject is presented in a **negative** manner. The subject is criticized and the use of negative adjectives is clear. The description of the subject presents negative adjectives, such as accusations and critiques.
- **Category 1:** the subject is presented in a very **negative** manner. The subject is described with negative emotions and adjectives, such as accusations and critiques. The person that presents the news piece clearly wants the subject to “look bad”. The news presents negative bias.

These categories are defined so that analysts have more options to classify each news piece. The final analysis will only include positive, neutral and negative indicators.

- **Time:** the amount of time that the host spends on a specific theme, candidate or party will be recorded, as will the airtime spent on the interview, comment, etc.
 - **Start:** register the start on this chart using this format: hour – minute – second (00:00:00) the time when broadcast of the note begins. This will be the time that appears on the recording program.
 - **End:** register the end on this chart using this format: hour – minute – second (00:00:00) the time when broadcast of the note ends. This will be the time that appears on the recording program.
 - **Total:** this chart will display the total amount of time dedicated to the candidate or party in question in this format: hour – minute – second (00:00:00)

Calculating time

- Airtime will be calculated as of the first through the last second per the time bar of the program. Advertisements or information not aired within this timeframe will not be included.⁴⁴

⁴⁴ As Election Day draws near, these informative programs tend to extend their airtime. In such cases, the Specialist in Media Analysis together with the Chief and Deputy Chief of Mission and the Director of DECO, will evaluate the possibility of observing the entire transmission of special programs, insofar as these meet the characteristics of the main informative piece. For example, if a one-hour newscast extends transmission for an additional half hour then that too will be observed. If the newscast presents a discussion session as a special program outside the predetermined schedule, that will not be observed.



- To calculate the time, media analysts will clock the time that a key subject or program host is speaking on a given theme, candidate or party.
 - In the case of interviews, the entire length of the interview will be counted if the only participants are the key subject and the host.
 - In the case of a debate or interview, the time will be divided equally by the number of key subjects.
 - If the host is speaking about or with two key subjects at the same time, the total time will be divided in two and recorded as separate entries. The same holds true for three or more: total time is to be divided by the number of key subjects.
 - If during an interview a candidate speaks about another candidate, time will be allotted only to the key subject speaking and not to the candidate spoken of.
-
- **Direct time:** this is the time that the subject's voice is directly heard through the media outlet. The analyst should register the time the subject's voice is heard through the media analyzed, following the same process as the step above.
 - **Summary:** prepare a brief summary of the piece. It is important to watch the entire program to identify the salient points.
 - **Annex:** a keycode for the previously stored material shall be registered on the table. This comprises the keycode for the program and the date, i.e. COL0510-1.

Note: given that data entry for television pieces is similar to that for radio, please refer to page 45.



4.2. STORING INFORMATION

All pieces of information must be safeguarded for future analysis and queries, in conformity with the following parameters:

Press

All newspapers must be saved in their original format during the observation period. A digital copy must be made of all news articles or pieces, which must be stored on a hard drive under a general file entitled press and marked with the date for future reference. It is important to keep a digital file for each day of the media observation. The file must contain:

- A scanned copy of each piece of information.
- Tables for recording information published in the press (Excel database files).

Audio and video

The information must be stored in a digital format to facilitate future access; there will thus be a need to have the equipment needed to record each news piece. It is important to keep a digital file for each media observation day. The file must contain:

- A digital audio/visual copy of each piece of information.
- Tables for recording information published on radio and TV (Excel database files).

It is important to note that all of the information, both print, and radio and TV pieces must be stored not only on the computer hard drives, but also on external drives or through an online storage feature created to save a copy of those files. The methodology foresees the use of hard drives with one terabyte capacity to safeguard the information on site and for its future transfer to the OAS headquarters.

Follow-up format: each analyst will be responsible for uploading the information he/she receives from the media, in data entry formats (Annexes 5, 6 and 7).



The Specialist in Media Analysis is responsible for storing all the information (databases, images and audio files) in large hard drives throughout the entire observation period. Once the observation period is over, the Specialist must store the information at the OAS headquarters.



4.3. VERIFICATION MECHANISMS

The Specialist in Media Analysis responsible for media observation must perform systematic and random reviews to confirm the accuracy of the information contained in the tables. The Specialist in Media Analysis must constantly review the information by cross checking the data contained in the formats with the information contained in the tables and in the recorded or scanned information pieces. All erroneous information must be immediately corrected. The Specialist in Media Analysis must go over inconsistencies or concerns related to the uploaded data with the analysts, on a case-by-case basis, to ensure the accuracy of the uploaded data.

Every day the Media Analysis Specialist must hold one-on-one meetings with the analysts to resolve questions and double check the database. Similarly, periodic follow-up meetings will be held to discuss news pieces in which the classification has been difficult or problematic. This will allow for the presentation of specific examples of cases that emerge throughout the observation process. Using these examples, the team will be able to clarify some of the issues to be taken into consideration regarding the classification of other news pieces.

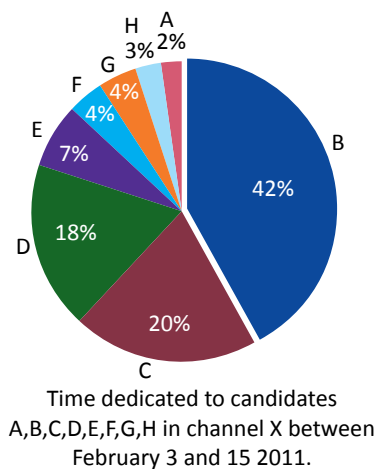


Section 5: Results

5.1. INFORMATION ANALYSIS

Once the Media Analyst has all the information captured in the tables, he or she must cross the variables and develop graphs that will show, for example, the amount of time dedicated to candidate A versus candidate B, or identify the tone used by a specific media outlet to refer to a party during the observation period, among others. For the production of graphics, the OAS Methodology for Media Observation uses Excel databases and dynamic tables. Every table or graphic must have a footnote indicating what information is being presented (Annex 16).

Example of graph:



Although different tables can be used for the analysis, the most frequently used include:

- Circular graphs: commonly used to show percentages.
- Bar graphs: commonly used to compare values.
- Line graphs: frequently used to show trends.



The qualitative analysis of the sample data must be contextualized and presented to the DECO Director and to the Chief and Deputy Chief of Mission two days after the media observation has ended. This preliminary report is also shared with the Core Group for analysis and input. If they so choose, the Chief of Mission and the DECO Director may include some of the quantitative results of the methodology in the press release that is published after Election Day. In that case, the Specialist in Media Analysis should share the information with the Press Specialist.

During the days of electoral silence (in most cases, one day before and after the elections) and the day in which results are announced, media analysts will observe selected media in order to analyze, in a qualitative fashion, the information being presented. This requires the continual recording of the stations and channels established in the sample. The schedule shall be determined by the Specialist in Media Analysis, in coordination with the DECO Director and the Chief and Deputy Chief of Mission. There will be no quantitative analyses on these days, which means that the databases will not be filled out once the electoral silence starts. The same rule applies to the graphic media. Quantitative data must be observed, but not recorded.

- The general context of the election should be qualitatively analyzed in order to differentiate the necessary coverage of a news story (for example, a candidate's serious illness) that would increase the exposure of that particular candidate versus unequal coverage.
- It is important to analyze the following aspects during the qualitative period:
 - Compliance with electoral silence.
 - Special information about the Election Day.
 - The role of the electoral authority.
 - Acts of violence.
 - Important press coverage that must be passed on to the OAS/EOM.

Note: If for any reason a piece of information is missing, it is necessary that this piece of information be integrated into the final database before analyzing the information. No piece of information from the media sample should be excluded. To obtain these pieces of information, the media analyst should take the following actions, among others:

- Contact the media outlet directly and obtain the printed sheet, audio or video that was not recorded.
- Contact media monitoring companies which follow news that might have a copy of the information.



5.2. PRESENTATION OF FINAL RESULTS

A month after the OAS/EOM has been completed, the Specialist in Media Analysis must prepare a narrative report that contains the following elements: the legal framework relating to the role of the media in the observed electoral process as well as its compliance, the general characteristics of the media in the host country, the sample used, the graphs with quantitative data and specific recommendations to improve the conditions of fairness in the election (Annex 15). A summary of this report and the recommendations that emerge will be part of the final report of the OAS/EOM.



Annexes

Annex 1 Media observation stages during an OAS/EOM

Research	Observation (on site)	Post-observation
Research - Legislative - Media - Political	Observation - General guidelines - Indicators <ul style="list-style-type: none"> • Press • Radio • TV - Storing the information	Information analysis - Verify the data - Analyze notes with a gender perspective ⁴⁵ - Prepare the report - Develop the analyses and the conclusions
Planning - Types of media - Type of press release - Type of space - Observation times - Financing	Verification mechanisms - Random checks of the data to assess and verify accuracy of information - Periodic revisions with analysts	Presentation - Prepare the executive summary for the DECO Director.
Prepare - Timeline - Media maps - Media samples - Key code tables	Preliminary analysis - Preliminary analysis of data - Prepare preliminary report - Informational meeting: Schedule a meeting with the Chief and Deputy Chief of Mission and with the DECO Director to go over preliminary data.	Safeguarding the information - Back up the databases and the digital files in the databases at OAS headquarters.
Onsite training - Theoretical training - Practical training		

⁴⁵ In cooperation with the Gender Specialist.



Annex 2
Logistical considerations for the OAS/EOM Media Team

The requirements for the Media Observation team in OAS/EOMs are as follows. These requirements are based on observers being there two full weeks before the electoral silence starts (if it begins two days before Election Day) and staying two days after Election Day.

Office requirements		
Quantity	Item	Observations
8	PCs	21 days
2	Scanners	21 days
1	Laser printer	21 days
1	Coffee break	21 days
1	Projector	2 days rental
1	Room for 10 people	It has to be furnished with tables, chairs and all technological equipment. 21 day rental.
2	TV Sets	Only used two days prior to Election Day, on Election Day and a day after Election Day. 4 day rental.
Papelería		
Quantity	Item	Observations
2	500 MB Hard Drives	n/a
1	500 Bond Sheets	n/a
1	50 pens	n/a
1	50 pencils	n/a
10	Sets of earphones	n/a
5	Rulers	n/a
8	Calculators	Basic functions
	Toner	For the printer
	Newspapers	The media team should receive the newspaper every day during the media observation period.
Personal		
Quantity	Item	Observations
2	Round trip plane tickets for international observers	If they are not from the OAS, an additional professional fee for each should be considered.
23	Days of per diem	For each international analyst
20	Days of local pay	For each local analyst (approximately 8)
<p>Note: The quantity of computers and requirements in general may be modified depending on the media sample</p>		



Annex 3
Key code tables
The Specialist in Media Analysis should develop a sheet with the various key codes.
The following information should be included:

Date (day/month)

Date
00/00

Parties / institution / agency

Party	Code

Candidates

Party	Code

Other main subject

Party	Code

Media

Type

Type	Code
Television	TV
Radio	RA
Press	PR

Name of Media Outlet

TV or radio channel	Code
Newspaper	

Type of Information

Type	Code
News	NWS
Survey (opinion polls)	SUR
Debate	DEB
Paid advertising*	PP
Electoral advertising*	PE
Governmental advertising*	PG
Spaces free of charge*	FS

* The subject remains the same as the journalistic genre, for these three genres.

Subject	Code
Accusations and confrontations	ACC
Party alliances	ALL
Citizens conduct	CIT
Candidate's private behavior	PRI
Electoral competition	ELE
Debates and forums	DEB
Lawsuits and legal proceedings	LWS
Electoral crimes	CRI
Discrimination	DIS
Surveys	SUR
Armed forces / police	POL
Gender	GEN
Electoral proselytism	PRO
Electoral observation	OBS
Electoral results	RES
Civil society / social behavior	SOC
Technical-electoral	TEC
Use of public resources for the campaign	UPR
Violence	VIO
Other	OTHER

Name

The main subject's gender	Code
Female	FEM
Male	MAS

PRESS

Section

Press location	Code
Front Page Headline	HED
Front page	FP
Other pages	OTH

RADIO and TV

Radio and TV sections	Code
Headlines	TIT
Development	DEV



Annex 4

Code of Conduct for International Election Observers⁴⁶

International election observation is widely accepted around the world. It is conducted by intergovernmental and international nongovernmental organizations and associations in order to provide an impartial and accurate assessment of the nature of election processes for the benefit of the population of the country where the election is held and for the benefit of the international community. Much therefore depends on ensuring the integrity of international election observation, and all who are part of this international election observation mission, including long-term and short-term observers, members of assessment delegations, specialized observation teams and leaders of the mission, must subscribe to and follow this Code of Conduct.

Respect Sovereignty and International Human Rights

Elections are an expression of sovereignty, which belongs to the people of a country, the free expression of whose will provides the basis for the authority and legitimacy of government. The rights of citizens to vote and to be elected at periodic, genuine elections are internationally recognized human rights, and they require the exercise of a number of fundamental rights and freedoms. Election observers must respect the sovereignty of the host country, as well as the human rights and fundamental freedoms of its people.

Respect the Laws of the Country and the Authority of Electoral Bodies

Observers must respect the laws of the host country and the authority of the bodies charged with administering the electoral process. Observers must follow any lawful instruction from the country's governmental, security and electoral authorities. Observers also must maintain a respectful attitude toward electoral officials and other national authorities. Observers must note if laws, regulations or the actions of state and/or electoral officials unduly burden or obstruct the exercise of election-related rights guaranteed by law, constitution or applicable international instruments.

Respect the Integrity of the International Election Observation Mission

Observers must respect and protect the integrity of the international election observation mission. This includes following this Code of Conduct, any written instructions (such as a terms of reference, directives and guidelines) and any verbal instructions from the observation mission's leadership. Observers must: attend all

⁴⁶ The organizations that signed both the Declaration of Principles for International Election Observation and the Code of Conduct for international election observers, commemorated at the United Nations, New York on October 27, 2005 include: the African Union, Asian Network for Free Elections (ANFREL), The Carter Center, Center for Electoral Promotion and Assistance (CAPEL), Commonwealth Secretariat, Council of Europe European Commission for Democracy through Law (Venice Commission), Council of Europe – Parliamentary Assembly, Electoral Institute of Southern Africa (EISA), European Commission, European Network of Election Monitoring Organizations (ENEMO), Electoral Reform International Services (ERIS), IFES, International Institute for Democracy and Electoral Assistance (IDEA), Inter-Parliamentary Union (IPU), International Republican Institute (IRI), National Democratic Institute for International Affairs (NDI), Organization of American States (OAS), Organization for Security and Cooperation in Europe, Office of Democratic Institutions and Human Rights (OSCE/ODIHR), Pacific Islands, Australia and New Zealand Electoral Administrators' Association (PIANZEA), Pacific Island Forum, and the United Nations Secretariat.



of the observation mission's required briefings, trainings and debriefings; become familiar with the election law, regulations and other relevant laws as directed by the observation mission; and carefully adhere to the methodologies employed by the observation mission. Observers also must report to the leadership of the observation mission any conflicts of interest they may have and any improper behavior they see conducted by other observers that are part of the mission.

Maintain Strict Political Impartiality at All Times

Observers must maintain strict political impartiality at all times, including leisure time in the host country. They must not express or exhibit any bias or preference in relation to national authorities, political parties, candidates, referenda issues or in relation to any contentious issues in the election process. Observers also must not conduct any activity that could be reasonably perceived as favoring or providing partisan gain for any political competitor in the host country, such as wearing or displaying any partisan symbols, colors, banners or accepting anything of value from political competitors.

Do Not Obstruct Election Processes

Observers must not obstruct any element of the election process, including pre-election processes, voting, counting and tabulation of results and processes transpiring after election day. Observers may bring irregularities, fraud or significant problems to the attention of election officials on the spot, unless this is prohibited by law, and must do so in a non-obstructive manner. Observers may ask questions of election officials, political party representatives and other observers inside polling stations and may answer questions about their own activities, as long as observers do not obstruct the election process. In answering questions observers should not seek to direct the election process. Observers may ask and answer questions of voters but may not ask them to tell for whom or what party or referendum position they voted.

Provide Appropriate Identification

Observers must display identification provided by the election observation mission, as well as identification required by national authorities, and must present it to electoral officials and other interested national authorities when requested.

Maintain Accuracy of Observations and Professionalism in Drawing Conclusions

Observers must ensure that all of their observations are accurate. Observations must be comprehensive, noting positive as well as negative factors, distinguishing between significant and insignificant factors and identifying patterns that could have an important impact on the integrity of the election process. Observers' judgments must be based on the highest standards for accuracy of information and impartiality of analysis, distinguishing subjective factors from objective evidence. Observers must base all conclusions on factual and verifiable evidence and not draw conclusions prematurely. Observers also must keep a well documented record of where they observed, the observations made and other relevant information as required by the election observation mission and must turn in such documentation to the mission.



Refrain from Making Comments to the Public or the Media before the Mission Speaks

Observers must refrain from making any personal comments about their observations or conclusions to the news media or members of the public before the election observation mission makes a statement, unless specifically instructed otherwise by the observation mission's leadership. Observers may explain the nature of the observation mission, its activities and other matters deemed appropriate by the observation mission and should refer the media or other interested persons to the those individuals designated by the observation mission.

Cooperate with Other Election Observers

Observers must be aware of other election observation missions, both international and domestic, and cooperate with them as instructed by the leadership of the election observation mission.

Maintain Proper Personal Behavior

Observers must maintain proper personal behavior and respect others, including exhibiting sensitivity for host-country cultures and customs, exercise sound judgment in personal interactions and observe the highest level of professional conduct at all times, including leisure time.

Violations of This Code of Conduct

In a case of concern about the violation of this Code of Conduct, the election observation mission shall conduct an inquiry into the matter. If a serious violation is found to have occurred, the observer concerned may have their observer accreditation withdrawn or be dismissed from the election observation mission. The authority for such determinations rests solely with the leadership of the election observation mission.

Pledge to Follow This Code of Conduct

Every person who participates in this election observation mission must read and understand this Code of Conduct and must sign a pledge to follow it.

PLEDGE TO ACCOMPANY THE CODE OF CONDUCT FOR INTERNATIONAL ELECTION OBSERVER

I have read and understand the Code of Conduct for International Election Observers that was provided to me by the international election observation mission. I hereby pledge that I will follow the Code of Conduct and that all of my activities as an election observer will be conducted completely in accordance with it. I have no conflicts of interest, political, economic nor other, that will interfere with my ability to be an impartial election observer and to follow the Code of Conduct.

I will maintain strict political impartiality at all times. I will make my judgments based on the highest standards for accuracy of information and impartiality of analysis, distinguishing subjective factors from objective evidence, and I will base all of my conclusions on factual and verifiable evidence.



I wil not obstruct the election process. I wil respect national laws and the authority of election officials and will maintain a respectful attitude toward electoral and other national authorities. I will respect and promote the human rights and fundamental freedoms of the people of the country. I will maintain proper personal behavior and respect others, including exhibiting sensitivity for host-country cultures and customs, exercise sound judgment in personal interactions and observe the highest level of professional conduct at all times, including leisure time.

I wil protect the integrity of the international election observation mission and will follow the instructions of the observation mission. I will attend all briefings, trainings and debriefings required by the election observation mission and will cooperate in the production of its statements and reports as requested. I will refrain from making personal comments, observations or conclusions to the news media or the public before the election observation mission makes a statement, unless specifically instructed otherwise by the observation mission's leadership.

Signed

Print Name

Date



Annex 5 Template for recording information from newspapers

Date _____/_____/_____ Name of newspaper: _____

Proprietor or property of: _____

Front Page Headline

Notes

Type of space	Location	Theme	Subject	Subject's gender	Institution or party	Tone	Space cm2	Summary	Annex
NOT	NP	PROS	PDB	MAS	JCP	3	85	PDB campaign closing	DIA0807-1
NOT	PP	PROS	PDB	MAS	JCP	4	124	PDB leading the polls	PRE0807-1

Observations: _____

Analyst responsible _____

Name Signature

ANNEX 5.1 Example of tables for data entry for newspapers

Date	Media outlet	Type of space	Location	Theme	Subject	Subject's gender	Institution or party	Tone	Space cm2	Summary	Annex
08/07/2010	PRE	NWS	NP	PROS	PDB	MAS	JCP	3	85	PDB campaign closing in capital	PRE/08/07
08/07/2010	TOD	NWS	PP	PROS	PDB	MAS	JCP	4	124	PDB leading the polls in capital	TOD/08/07
08/07/2010	PRE	SUR	INT	N/A	LPM	FEM	MDG	N/A	150	Publication of polls	PRE/08/07
08/07/2010	TOD	ADV	NP	N/A	ADP	MAS	AGT	N/A	220	Publicity for PP party	TOD/08/07
08/07/2010	TOD	ELE	INT	N/A	LPM	FEM	MDG	N/A	96	Publicity for PE party	TOD/08/07



ANNEX 6 Template for recording information from radio

Date ___/___/___ Name of station _____ / Program / Broadcast: _____
Page _____ of _____.

<p>1 Time / Total seconds <input type="text"/></p> <p>Direct time / Total DT Seconds <input type="text"/></p> <p>Tone: <input type="text"/></p> <p>1 2 3 4 5</p> <p>Topic: Subject:</p>	<p>2 Time / Total seconds <input type="text"/></p> <p>Direct time / Total DT Seconds <input type="text"/></p> <p>Tone: <input type="text"/></p> <p>1 2 3 4 5</p> <p>Topic: Subject:</p>
<p>3 Time / Total seconds <input type="text"/></p> <p>Direct time / Total DT Seconds <input type="text"/></p> <p>Tone: <input type="text"/></p> <p>1 2 3 4 5</p> <p>Topic: Subject:</p>	<p>4 Time / Total seconds <input type="text"/></p> <p>Direct time / Total DT Seconds <input type="text"/></p> <p>Tone: <input type="text"/></p> <p>1 2 3 4 5</p> <p>Topic: Subject:</p>
<p>5 Time / Total seconds <input type="text"/></p> <p>Direct time / Total DT Seconds <input type="text"/></p> <p>Tone: <input type="text"/></p> <p>1 2 3 4 5</p> <p>Topic: Subject:</p>	<p>6 Time / Total seconds <input type="text"/></p> <p>Direct time / Total DT Seconds <input type="text"/></p> <p>Tone: <input type="text"/></p> <p>1 2 3 4 5</p> <p>Topic: Subject:</p>
<p>7 Time / Total seconds <input type="text"/></p> <p>Direct time / Total DT Seconds <input type="text"/></p> <p>Tone: <input type="text"/></p> <p>1 2 3 4 5</p> <p>Topic: Subject:</p>	<p>8 Time / Total seconds <input type="text"/></p> <p>Direct time / Total DT Seconds <input type="text"/></p> <p>Tone: <input type="text"/></p> <p>1 2 3 4 5</p> <p>Topic: Subject:</p>

General Observations: _____

Analyst responsible _____
Name Signature



ANNEX 6.1 Example of tables for data entry for radio information

Date	Media outlet	Program	Type of space	Location	Theme	Subject	Subject's gender	Institution or party	Tone	Start time	End Time	Total seconds	Start direct time	End direct time	Total direct time seconds	Summary	Annex
01/02/2011	PRE	EDG	NWS	I	PROS	PDB	MAS	JCP	3	00:02:23	00:05:37	194	00:03:00	00:05:00	120	PBD campaign closing in the capital city	PRE/01/02
01/02/2011	TOD	M/AP	NWS	D	PROS	PDB	MAS	JCP	4	00:03:23	00:05:50	147	N/A	N/A	N/A	PBD ahead of polls	TOD/01/02
01/02/2011	PRE	EDG	SUR	D	N/A	LPM	FEM	MDG	N/A	00:03:23	00:04:12	49	00:03:25	00:04:00	35	Publication of polls	PRE/01/02
01/02/2011	TOD	M/AP	ADV	D	N/A	ADP	MAS	AGT	N/A	00:22:33	00:25:37	184	N/A	N/A	N/A	Publicity for ADP	TOD/01/02
01/02/2011	TOD	M/AP	ELE	I	N/A	LPM	FEM	MDG	N/A	00:45:23	00:49:31	248	N/A	N/A	N/A	Publicity for LPM	TOD/01/02



ANNEX 7
Template for recording information from television

Date ____/____/____ Channel _____ / Program: _____
Page _____ of _____.

<p>1 Time / Total seconds <input type="text"/></p> <p>Direct time / Total DT Seconds <input type="text"/></p> <p>Tone: <input type="text"/></p> <p>1 2 3 4 5</p> <p>Topic: Subject:</p>	<p>2 Time / Total seconds <input type="text"/></p> <p>Direct time / Total DT Seconds <input type="text"/></p> <p>Tone: <input type="text"/></p> <p>1 2 3 4 5</p> <p>Topic: Subject:</p>
<p>3 Time / Total seconds <input type="text"/></p> <p>Direct time / Total DT Seconds <input type="text"/></p> <p>Tone: <input type="text"/></p> <p>1 2 3 4 5</p> <p>Topic: Subject:</p>	<p>4 Time / Total seconds <input type="text"/></p> <p>Direct time / Total DT Seconds <input type="text"/></p> <p>Tone: <input type="text"/></p> <p>1 2 3 4 5</p> <p>Topic: Subject:</p>
<p>5 Time / Total seconds <input type="text"/></p> <p>Direct time / Total DT Seconds <input type="text"/></p> <p>Tone: <input type="text"/></p> <p>1 2 3 4 5</p> <p>Topic: Subject:</p>	<p>6 Time / Total seconds <input type="text"/></p> <p>Direct time / Total DT Seconds <input type="text"/></p> <p>Tone: <input type="text"/></p> <p>1 2 3 4 5</p> <p>Topic: Subject:</p>
<p>7 Time / Total seconds <input type="text"/></p> <p>Direct time / Total DT Seconds <input type="text"/></p> <p>Tone: <input type="text"/></p> <p>1 2 3 4 5</p> <p>Topic: Subject:</p>	<p>8 Time / Total seconds <input type="text"/></p> <p>Direct time / Total DT Seconds <input type="text"/></p> <p>Tone: <input type="text"/></p> <p>1 2 3 4 5</p> <p>Topic: Subject:</p>

General Observations: _____

Analyst responsible _____
Name Signature

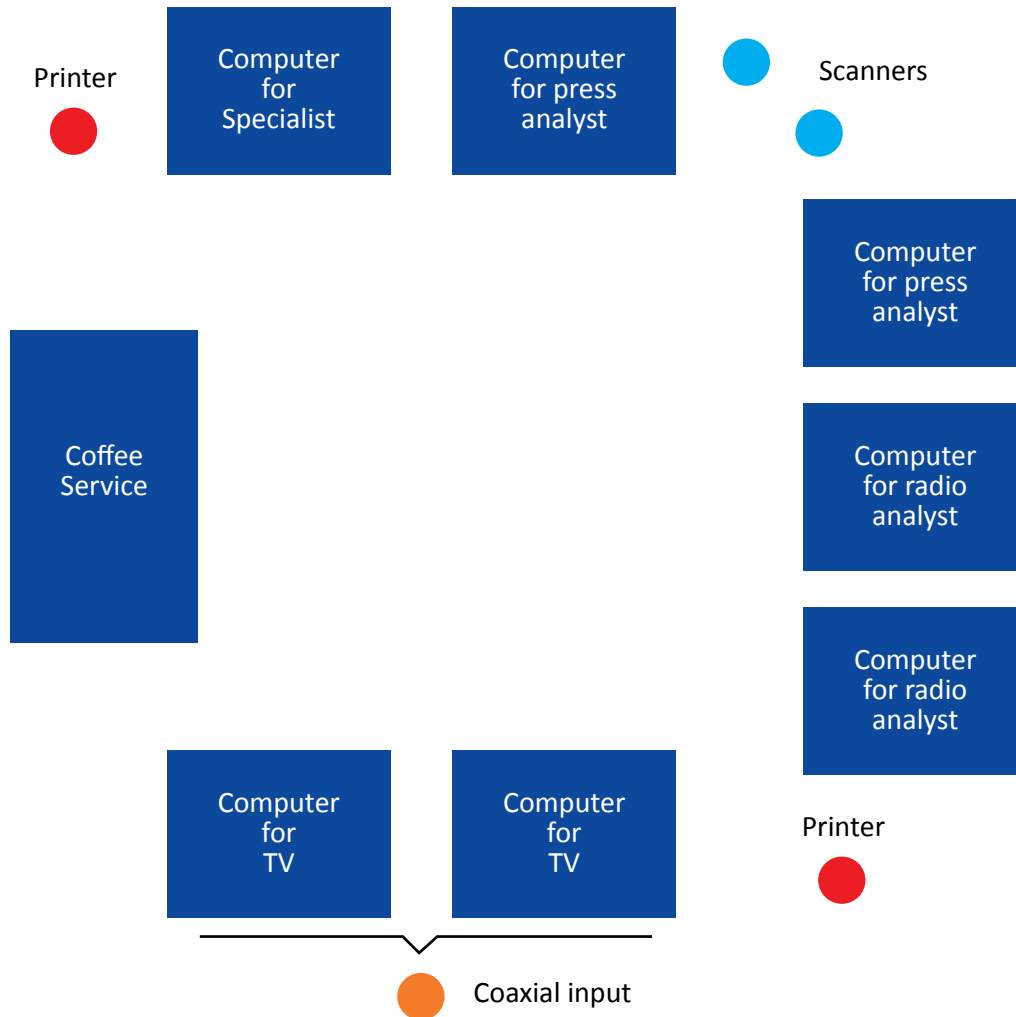


Annex 7.1 Example of table for data entry for TV information

Date	Media outlet	Program	Type of space	Location	Theme	Subject	Subject's gender	Institution or party	Tone	Start time	End Time	Total seconds	Start direct time	End direct time	Total direct time seconds	Summary	Annex
01/02/2011	PRE	EDG	NWS	I	PROS	PDB	MAS	JCP	3	00:02:23	00:05:37	194	00:03:00	00:05:00	120	PdD campaign closing in the capital city	PRE/01/02
01/02/2011	TOD	MAP	NWS	D	PROS	PDB	MAS	JCP	4	00:03:23	00:05:50	147	N/A	N/A	N/A	PBD ahead of polls	TOD/01/02
01/02/2011	PRE	EDG	SUR	D	N/A	LPM	FEM	MDG	N/A	00:03:23	00:04:12	49	00:03:25	00:04:00	35	Publication of polls	PRE/01/02
01/02/2011	TOD	MAP	ADV	D	N/A	ADP	MAS	AGT	N/A	00:22:33	00:25:37	184	N/A	N/A	N/A	Publicity for ADP	TOD/01/02
01/02/2011	TOD	MAP	ELE	I	N/A	LPM	FEM	MDG	N/A	00:45:23	00:49:31	248	N/A	N/A	N/A	Publicity for LPM	TOD/01/02



Annex 8 Sample set up of the media office





Annex 9

List of articles for the media observation team office

Basic technical requirements

- Computers with video cards for TV and coaxial input
- Program for recording audio and video (i.e. Hyper Media Center)
- Printer
- Scanner
- External hard drives

Office Supplies

Pens
Pencils
Markers
Permanent markers (black, blue and red)
Markers for whiteboard
Eraser for whiteboard

Scissors
Whiteboard
Calculators
Recordable CDs / DVDs
Printer cartridges
Batteries for recorders
Extension cords

Paper products

Newspaper (delivery)
Letter sized paper
Post-its
Notebooks
Paper for printer

Equipment

Equipment for recording video
Equipment for recording radio
DVDs or VHS tapes for storing video
CDs or cassette tapes for storing audio
Computers (with necessary software)
Headphones
Printer
Copier
Scanner
Television
Radio (or Internet with radio if programs are transmitted via Internet)
High speed Internet
High capacity hard drives
Subscriptions to media to be observed (printed and electronic)
Program to produce and store audio and video
Others

Other

Paper clips, various sizes
Stapler
Staples
Masking tape
Rubber bands
Timer
Coffee break



Annex 10 Activity Calendar (Timeline)

	March							April							May													
	W	T	F	S	M	T	W	W	T	F	S	M	T	W	W	T	F	S	M	T	W							
	24	25	26	27	28	29	30	31	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20
Determine media sample																												
Identify national analysts																												
Identify international observers																												
Approval of media team members																												
Presentation of documents																												
Send methodology to media observation team																												
Send Excel tables for practice in data entry																												
Actions undertaken by team remotely																												
Read newspapers online																												
Study local legislation																												
Identify candidates, parties, opinion leaders, etc																												
Practice using Excel sheets																												
Actions																												
Last day for international team to travel to host country																												
Set up central office																												
Arrival of international media team																												
Training																												
In situ exercise with local and international analysts																												
In situ observation																												
Media observation																												
Electoral silence																												
Production of preliminary reports																												
Election day																												
Meeting with Chief of Mission, Deputy Chief of Mission Director of DECO																												



Annex 11 Process to determine media sample

Specialist in Media Analysis



Submission of proposal for selection to
Director of DECO and
Chief of Mission



Approval of final list of media to be observed



Definition of pieces that will be observed (programs, sections, schedules, etc.)



Determination of the logistic, financial and human resources needed

Example of a media sample

30
Newspapers

100
Radio stations

50
TV channels

Selection of those that are most representative and used by the population as sources of information:

5
Newspapers

10
Radio stations

5
TV channels

The media selection is based on the resources and personnel available.

2 newspapers, 3 radio stations and 3 TV channels



Annex 12
Sample form - media sample

Type of media outlet	Media Outlet	Piece for observation	Scheduled programming (for electronic media)	Observations



Annex 13

Model agenda for training workshop

Day 1: Theoretical component

1. Welcome

Time: 09:00 – 9:30

- The Specialist in Media Analysis welcomes the team of analysts for taking part in the Media Observation Group. Discusses the number of analysts and their roles and the overall work plan.
- Introductions: each analyst introduces his or herself.
- Presentation of the OAS and DECO structure.
- What is an OAS/EOM?

2. Manual for Media Observation

Time: 9:30 – 11:00

- Background on Manual
- Key stages
- General objectives of the manual
- Overview of the methodology

Coffee break

Time: 11:00-11:15

3. Presentation of context

Time: 11:15 – 12:00

- Introduction to the type of election to be observed
- Presentation by the Specialist in Media Analysis regarding the media context in which the media observation group will be immersed.
- Overview of the legal framework regarding the mass media in the context of the election to be observed.

4. Selected Media Sample

Time: 12:15 – 13:30

- Presentation of the media selected, including: media to be observed, recording hours, work schedule and responsibilities of media analysts.

Day 2: Practical component

5. Signing of the Code of Conduct

6. Practice:

- Radio recording and data entry
- TV recording and data entry
- Press data entry and scanning notes
- Safeguarding and storing information



Annex 14
Sample of key subjects in an electoral race

Actors in competition	State powers and organs (local and national)	Control and oversight bodies	Civil Society	International Community
<ul style="list-style-type: none">• Political party and leaders• Candidates• Candidate spokespersons• Campaign coordinator• Chief of Press• Media	<ul style="list-style-type: none">• Executive Power• Legislative Power• Judicial Power• Electoral Authority	<ul style="list-style-type: none">• Public security forces• Army• Other autonomous agencies	<ul style="list-style-type: none">• Social Movements (NGOs)• Church• Unions• Voters• Intellectuals, academics, consultants, analysts	<ul style="list-style-type: none">• Governments• Representatives (Ambassadors, Consuls, Attachés)• Multilateral agencies



Annex 15 Model for report on media observation



Organization of American States

- a) Executive summary: most important issues and results related to the election.
- b) Legal framework
 - a. Media access
 - b. Control/Oversight systems
 - c. Sanctions
- c) Media outlets: general characteristics
 - a. Media outlets in the country
 - b. Media ownership, including the gender of the directors of the media outlets in the sample
 - c. General reach: rating and penetration
- d) Media Sample
 - a. Media observed
 - b. Schedules
 - c. Gender of the directors of the media outlets in the sample
- e) Results: all results must be presented disaggregated by media outlet.
 - a. Equity in the political race.
 - i. Cm2 and seconds by party/subject.
 - ii. Cm2 and seconds of spaces free of charge by party/subject.
 - iii. Cm2 and seconds of paid advertising by party/candidate (press, radio and TV).
 - iv. Direct time for candidates measured in Cm2 and seconds, in reference to total time.
 - v. Tone of news pieces by candidate/party.
 - vi. Tone presented for male vs. female candidates.
 - vii. Male vs. female candidates in spaces free of charge.
 - viii. Paid advertising for male vs. female candidates



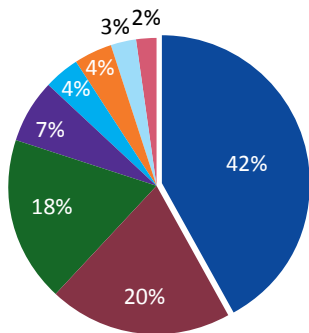
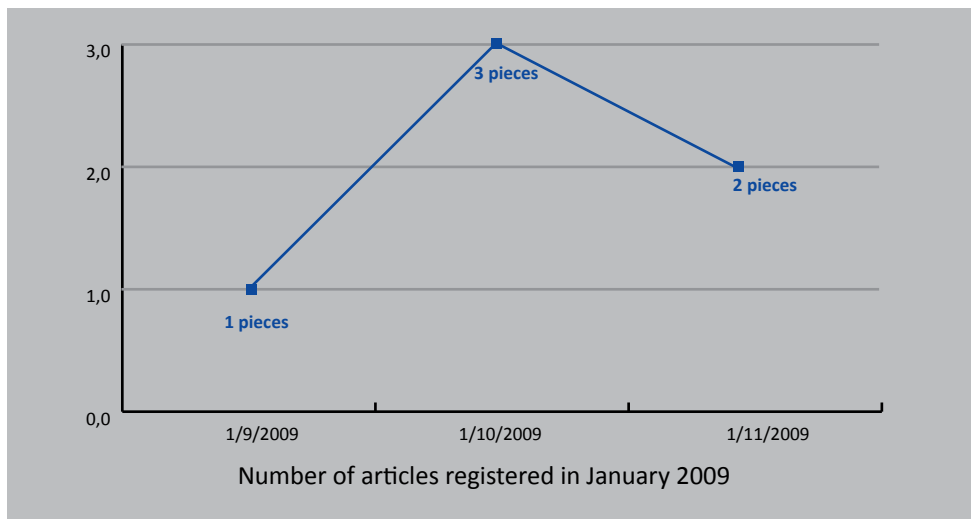
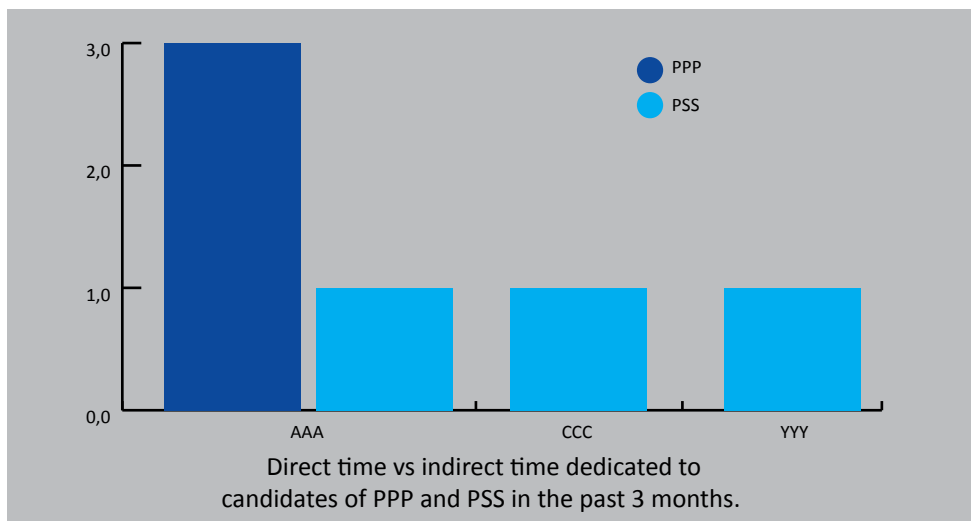
- b. Compliance with the law
 - i. Compliance with legislation regarding the media and propaganda
 - 1. Compliance with laws regarding opinion polls
 - 2. Respect for norms regarding use of spaces free of charge
 - 3. Respect for the period of electoral silence, if established by law.
 - ii. Sanctions
- c. Electoral Management Bodies
 - i. Electoral advertising shown in Cm2 and seconds.
 - ii. Spaces free of charge, if established by law
 - iii. Public pronouncements by the electoral management bodies related to compliance with standards directed towards promoting gender equality, either through the campaign or by putting the lists together (quotas/parity), and in gender-sensitive campaigns (such as promoting women's electoral participation or teaching them to vote).
 - iv. Qualitative issues

Final recommendations

- 1.
- 2.
- 3.



Annex 16 Examples of graphic presentations



Percentage of newspieces by
presidential candidates in February 2011



Glossary

C

- **Campaign:** activities carried out by political parties and candidates geared to encouraging potential voters to vote for their party or candidacy.
- **Candidate:** someone putting themselves up for election.
- **Comment:** in press, considered to be news that is highly condensed in time and space. For radio and TV, a comment can come from the host regarding a note, and does not have an average time or space.

D

- **Debate.** a space for interaction in which the candidates, opinion leaders and other persons interact and express their ideas on specific topics. Debates are often televised or broadcast on the radio, and are subsequently published in printed form.
- **DECO:** Department of Electoral Cooperation and Observation of the Organization of American States. Unit within the Secretariat for Political Affairs of the OAS responsible for supporting electoral systems and institutions in the Americas as well as promoting democratic elections in the region.
- **Direct time:** this is the time that the subject's voice is directly heard through the media outlet.
- **Dirty campaigning:** attacks, slander, and fear mongering as an electoral strategy

E

- **Electoral authority:** the authorities entrusted with the administration and judgment of the elections.
- **Election:** the process of choosing, through voting, a particular nominated candidate (or candidates) to occupy some official position (or positions).
- **Electoral advertising:** information for citizens provided by the government or electoral authority concerning citizens' rights and responsibilities as voters, as well as to provide places and dates for voting to



take place. Campaigns regarding access to voter cards and updating voter information that are carried out by the government or electoral authority are part of this category.

- **Elector:** a person who elects others, also known as voter.
- **Electoral Observation Mission (EOM):** a legal instrument with its own structure through which an international electoral observation is performed.
- **Electoral observers:** international or domestic, non-partisan people that observe and report on the election process in a country, also known as election monitors.
- **Electoral proselytism:** the active attempt or effort to convert one or more persons to vote in favor of a given candidate.
- **Electoral coverage:** all information concerning the campaign such as news pieces, propaganda, electoral information, etc.

F

- **Free advertising spaces:** spaces that are provided by the government or electoral authority free of charge for political parties and other contenders to use for electoral purposes.
- **Fraud:** An act carried out with the deliberate intent to alter the results of an election. Fraud may occur in isolated cases, affecting a single candidate or a particular geographical area, or it may be widespread, affecting the electoral process as a whole. Compare with irregularities.

G

- **Government advertising:** advertising spaces that the government uses during the electoral period. The promotion of government programs, events and activities that might be viewed as proselytism shall be a part of observation. Often during electoral periods the State presents programs (education, health, rural aspects, etc.) that can be confused with electoral campaigning. These shall also be registered given that they may have an influence on the final decision of voters.

I

- **Interview:** a question and answer format that is the result of a dialogue between a journalist and someone who has something to say about a given topic.
- **International Electoral Observation:** procedure through which an organized group of persons unrelated to the host country carries out a systematic set of complex actions and activities to determine in a



direct, comprehensive and precise manner how an electoral process is being carried out. The objective of the observation is to observe the process.

K

- **Key code tables:** specific format where the codes of the variables to be used in the database are established.

M

- **Media mapping:** a tool that seeks to identify the main media channels within a sphere of communications at a specific time and place and for a previously determined objective. The map indicates the specific features of each media, its tendencies, spokespersons, and relations among these and with other media in the sector. At the same time, the media channels can be put into different hierarchical orders based on the objective sought.
- **Media observation report:** document that the team of specialists responsible for media observation during an EOM will draw up. This document reports on the salient elements of media behavior during the established period.
- **Media sample:** media to be observed during the election. The selection will include newspapers and radio and television newscasts that are considered benchmarks and may include State-owned media channels.

N

- **News piece:** media information and coverage (newscasts and programs). An event that took place, is taking place or will take place. Its purpose is to inform the public regarding a fact or event, either through a live program or information narrative. This is the most common genre in newscasts and includes chronicles.

P

- **Paid advertising:** propaganda paid by the party, candidate, civil society, person, private sector, etc. This advertising is observed solely to assess the degree of access that parties have to buy time or space in mass media.
- **Plebiscite:** a direct vote in which an entire electorate is asked to either accept or reject a particular proposal. The term is frequently used interchangeably with referendum.
- **Poll or opinion poll:** a series of questions asking people's opinion on one or more issues.
- **Public financing:** financing, through State sources, for electoral activities for candidates and parties.



- **Private media:** media that belongs to a private entity.
- **Public media:** media that is State owned.
- **Political party:** an organization that, among other things, promotes the election of a candidate or candidates endorsed by it.
- **Profile:** a narrative that contains the key biographical information of a person, organization, element, etc.

R

- **Reference media:**
 - they must be authoritative sources of information for other communications channels – both printed and audiovisual– that will not produce their own opinions and judgments on a topic without knowledge of what the former are producing, whether through explicit or implied wording;
 - they must be a privileged platform for the presence and expression of the main political leaders, major social institutions, associations of a national order, etc. when the latter wish to address the country’s main governing bodies;
 - they serve foreign ministries in helping assess the reality and problems in their countries.
 - they must exert a significant political influence even if they do not have the largest audiences.
- **Referendum:** see plebiscite.
- **Report and special report:** journalism of an informative nature, written in the journalist’s own style and based on testimony and first-hand experiences, enabling the journalist to write with a degree of freedom. Special reports include in-depth investigations.
- **Report on preliminary results:** report drawn up by the Specialist in Media Analysis, presented to the Chief of Mission, Deputy Chief of Mission, DECO Director and other Core Group specialists offering preliminary data on the results of the observation. This is done prior to the preliminary statement of the EOM in the host country.

S

- **Specialist in Media Analysis:** Person responsible for implementing media observation during a given OAS/EOM. This person should comply with the provisions of “Specialist in Media Analysis” as described in this Manual.



- **Subject:** Person, institution or party that plays the main part in an event. Main character in a news piece, etc.
- **Suffrage:** the right of a person to vote in elections. Also known as franchise.
- **Survey:** the publication or presentation of opinion polls, either produced by the same medium or by polling firms.

T

- **Target piece:**
 - A newspaper, all sections.
 - A radio program.
 - A television program.
- **Ticker:** a ticker (specifically referring to television) is information that is displayed somewhere on the screen (usually across the top or bottom), and it shows information that is not always related to the main piece being shown.
- **Technical-electoral:** issues concerning the technical aspects of the electoral period such as: preliminary transmission of results, updating of electoral list, biometric voter lists, etc.
- **Tone:**⁴⁷ news pieces should be classified as follows:
 - **Category 5:** the subject was presented in a **very positive** manner. That is, the subject was praised and there is a predominant use of positive adjectives. The person that presents the news piece clearly wants the subject to “look good”. The news presents positive bias.
 - **Category 4:** the subject was presented in a **positive** manner. That is, the subject was praised and there is use of positive adjectives. The news presents positive emotions and feelings.
 - **Category 3:** the subject was presented in a **neutral manner** that is providing only information without the use of adjectives to describe the subject. The news presents no emotional bias.
 - **Category 2:** the subject is presented in a **negative** manner. The subject is criticized and the use of negative adjectives is clear. The description of the subject presents negative adjectives, such as accusations and critiques.
 - **Category 1:** the subject is presented in a **very negative** manner. The subject is described with negative emotions and adjectives, such as accusations and critiques. The person that presents the news piece clearly wants the subject to “look bad”. The news presents negative bias.

U

⁴⁷ The grading system used is based on the one created by Professor Thomas R Lansner of Columbia University School of International Affairs, on assignment as a consultant for the National Democratic Institute, which introduced a basic method of media monitoring to the Slovak NGO MEMO98 shortly before elections in Slovakia in 1998.



- **UNDEF:** United Nations Development Fund

V

- **Voter:** a person who elects others, also known as elector.
- **Vote:** the formal act of an elector in an election to choose the candidate of his/her preference.