

**Report on the activities conducted during the Electoral Campaign for the
Parliamentary Elections, 11th of July, 2021,
for the period between May 1st – June 21st**

CHAPTER 1: Propaganda activities

Propaganda activities are conducted with the support of the mobile groups, of tents, of the call center, but also with the help of agitators, who conduct meetings. These activities are organized and managed by the district organizations of the party. The municipalities of Chişinău and Bălţi, as well as Gagauzia, are organized as a separate part of the propaganda activities.

1.1 The districts are organized as follows:

Mobile groups: 2 for each, made of 5 agitators, each with its own car and driver;

Propaganda tents: 3-5 posters each, for each tent 2 agitators will be assigned, 1-2 car, with drivers;

Call-Centers: 3-5 operators, who conduct polls, by phone;

Agitators who conduct meetings: on average – 10 persons per district.

Payment: mobile groups / tent agitators, drivers, call-center operators – 200 Moldovan Leu / day; car rental for the mobile groups – 500 Moldovan Leu / day; car rental for the tents – 300 Moldovan Leu / day; agitators who conduct meetings – 500 Moldovan Leu / week.

Northern Area – 11 districts and Bălţi municipality, that is divided in 2 city districts, each being allotted equal resources to those allotted for districts, so that, in total, the area is made of 13 units.

Central Area – 13 districts.

Southern Area – 8 districts, except Gagauzia.

Total for the country: $13+13+8=34$ subunits, each allotted the resources described above.

Besides these, there are 3 additional mobile groups made of 24 agitators from Chişinău, which contribute to the consolidation of the Central Area districts.

The activities have begun on the 25th of May, and lasted until the 20th of June 2021, the working period was 27 days.

Payments made between May 25th – June 20th:

- Mobile groups agitators: 10 people x 34 subunits x 200 Moldovan Leu x 27 days = 1 836 000 Moldovan Leu;

- Cars for the mobile groups : 2 cars x 34 subunits x (500+200) Moldovan Leu x 27 days = 1 285 200 Moldovan Leu;

- Tent agitators: 6 people x 34 subunits x 200 Moldovan Leu x 27 days = 1 011 600 Moldovan Leu.

CHAPTER 2: Advertising activities

2.1 Outdoor advertising

Consists of advertising banners, the total number of units contracted – approximately 100 units for the entire country. Average monthly amount paid for a 6x3 piece, including printing and mounting – approximately 600 Euro/piece. There are larger banners as well. Monthly amount for all units – 80 000 Euro/month. Besides the banners, there are also 20 LED screens available, with the price varying depending on the frequency of the airing, with an average of 20 000 Euro/month.

In total, for the period between May 1st and June 21st, for outdoor advertising, an amount of 140 000 Euro has been spent.

2.2 Billboards, posters

These are meant for public, specially designed spaces, and for the buildings that belong to our supporters; they are often destroyed, that is why they are less efficient than banners.

Number of billboards – approximately 10 000, posters – 50 000.

Total value – 50 000 Euro.

2.3 Electoral tents, stands

An efficient resource, especially in the cities, but also in the villages, they allow for the propaganda activities / distribution of electoral materials to be carried out in an efficient manner. Information regarding the quantities and the distribution of electoral materials are described in section 1, but, given that they are frequently tore, the numbers are renewed regularly. At this point 250 pieces have been bought.

Total amount, with stands – 150 pieces x 250 Euro = 37 500 Euro

2.4 Propaganda / promotion accessories

Consists of garment for the mobile groups (t-shirts, hats, bandanas, backpacks, masks, office supplies). These have electoral symbols and messages supporting the traditional family.

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No.	Type	Quantity	Price	Amount
1.	t-shirts	11 800	46,30	546 340,00
2.	hats	9000	22,40	201 600,00
3.	bags	5400	185,00	999 000,00
4.	bandanas	4000	60,00	240 000,00
5.	pens	10 000	4,80	480 000,00

Total amount - 2 034 940,00/95 537 Euro

2.5 Propaganda materials

They consist of printed materials: newspapers and leaflets. Until now two versions of leaflets and a newspaper (social-economic platform) were printed.

Leaflets in the amount of 3 million x 0,52 Moldovan Leu = 1 560 000 Moldovan Leu/72 558 Euro

Newspapers in the amount of 1,5 million x 1,23 Moldovan Leu =1 845 000 Moldovan Leu/85 814 Euro

Total expenses for chapter 2: 481 409 Euro

CHAPTER 3

3.1. Audio-video materials

They consist of short videos/ recordings which are intended for dissemination via TV and online channels. They haven't been released yet on TV channels because of the high costs of using the broadcasting time and because of the low efficiency (the cost of a minute of broadcasting time varies between 500-1500 Euro). If there are enough funds, we are planning to broadcast the materials between 01-09 July 2021.

The main way of dissemination at this point is via Internet.

More than 10 videos have been made and 23 000 Euro have been paid so far.

Audio spots released on radio channels are highly efficient. From the beginning of the campaign, materials have been disseminated on more than 20 radio channels, the cost for broadcasting being 40 000 Euro until the 20th June.

3.2. Internet and social media

This is an efficient media resource which allows the dissemination of videos, graphics, banners etc.

Through this resource we release the materials, we assure the spread of the news and the presence on social media.

The resource provides significant possibilities for spreading information and for targeting. At the moment, we conduct a 25-30 000 Euro campaign/week, even if this represents only 20% of the possibilities. Compared to us, the competitors spend ten time more. Until now, it hasn't been identified a solution for publishing on Odnoklasniki and mail.ru.

Expenses made until the 20th June – 120 000 Euro

Total expenses for chapter 3: 183 000 Euro

CHAPTER 4: Other electoral activities

Between May 1st – June 21st, the following activities, not mentioned above, were carried out:

- 4.1. The rally and the actions dedicated to Victory Day (9 May) – 40 000 Euro;
- 4.2. Actions dedicated to the traditional family – 30 000 Euro;

4.3. Polls and focus-groups (until June 21st, 6 polls and 2 focus-groups were carried out; at the moment there is another poll ongoing whose estimated cost is 15 000 Euro). – 100 000 Euro;

4.4. Urban festivals (in the mentioned period of time, 25 concerts were carried out in Taraclia, Ceadr-Lunga, Cupcini, Congaz, but also in rural areas) – 153 700.

CHAPTER 5: Monthly regular expenses

They mainly consist of:

- Financing official activity of political parties (including Garda Tînără, Veterans' Organizations etc.): rent office and services payment, salaries: **200 000 Euro**

- Supporting the activity of parliamentary fractions, consultants as well as town fractions: **170 000 Euro**;

- Financing neutral mass-media (TV channels, newspapers, sites, news platforms etc.) **00 000¹ Euro**

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CONTROLLED MEDIA OUTLETS - 130 000 Euro;

TOTAL EXPENSES SPLIT FOR EACH PERIOD 5: 600 000Euro/month x 2 months (May-June) = 1 200 000 Euro

TOTAL EXPENSES FOR EACH PERIOD, million Euro: 2,67

ALREADY PAID FOR: 2,20

RECEIVED 4,0

UNSPENT – 1,8

¹ Illegible.