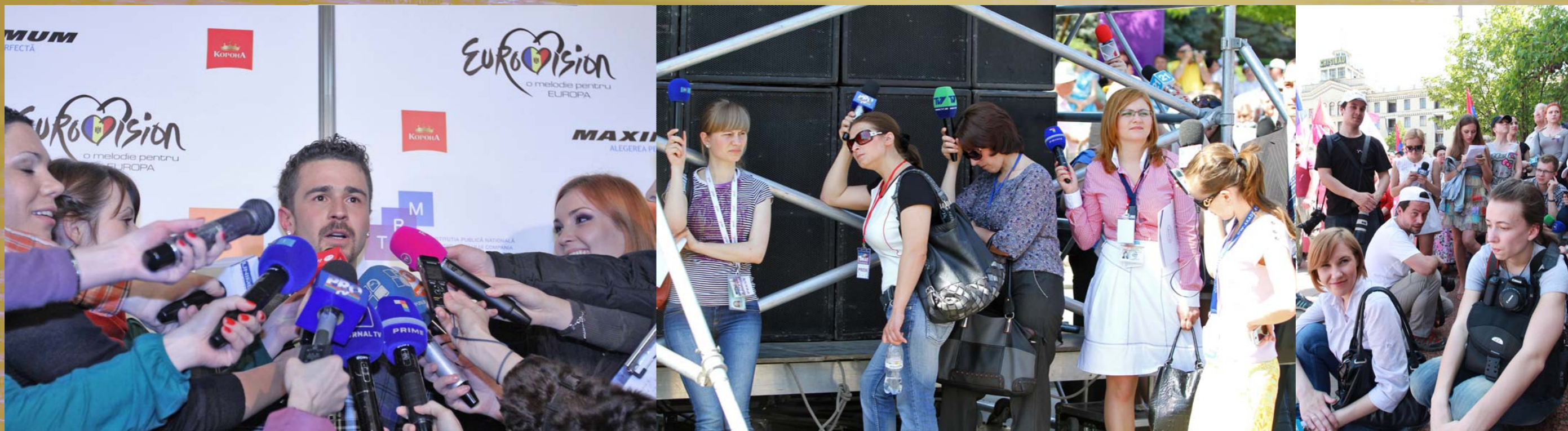


# mass - media

June 2012



in Moldova

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## The Independent Journalism Center

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# Laziness and Ignorance are the Causes of Plagiarism in Local Mass Media

Plagiarism is “one of the biggest and most serious violations of professional ethics.”<sup>1</sup> In legal terms, it is also a significant offense. Adopting laws on copyrights has not eliminated the phenomenon in media or in any other domain, be it literature, music or cinema. This raises multiple concerns because of plagiarism’s negative effect on creativity and competition among authors who see their basis for recognition and material reward distorted.

The Romanian sociologist Cosima Rughinis said in a recent work that, “With all the damage that it causes, plagiarism is a combination of theft and deception—because the public is given a false impression of the author of a given work,” while “With the damage it causes the real author, plagiarism implies simultaneously a theft of intellectual work, a theft of intellectual identity and a form of emotional abuse.”<sup>2</sup> In American law, plagiarism is defined as the repeated use of more than eight words without properly specifying the original source. This is regarded as presenting a plagiarized work as an original one and as such is subject to punishment and to redress.

It is worth mentioning that plagiarism in local media has never been thoroughly studied before which is why we currently have a shortage of statistical data on it both nationally and locally/regionally. At the beginning of this year on the initiative of the Association of Independent Press, the first attempt was made to research plagiarism in mass media in Moldova to determine its scale, forms and causes. Experts attempted to establish the degree of perception of plagiarism among journalists, to ascertain their attitude towards plagiarism, to assess the degree of proliferation of plagiarism and to identify means of stopping it.

Respondents were surveyed, most often face to face, using a questionnaire with 21 multiple-choice questions grouped in three sections. The first section (eight questions) sought the degree of understanding of plagiarism as the researchers assumed that it could be assessed only if known and understood. The second section (three questions) solicited the attitude of respondents towards plagiarism and the third section (ten questions) queried the degree of plagiarism in mass media and the best ways to eliminate it. The survey was done on a representative sample of 49 respondents: 24 managers (out of a total of 550) and 25 journalists from various media from all over the country (national, regional and local print press; broadcast media; press

agencies; news websites). Some media professionals avoided answering all the questions which made some of the data less robust.

The result was a general evaluation of plagiarism instead of a detailed one. The number of respondents was small compared with the overall number of media professionals (Table 1 and Table 2), and some data have a certain degree of subjectivity because not all respondents were completely objective when answering. Still, the survey highlights trends in plagiarism nationally and locally.

**Table 1: Responding Managers**

No.	Types of mass media	Number of respondents	Media institutions represented
1.	Print press	11	<i>Adevărul, Jurnal de Chișinău, Panorama, Moldavskie Vedomosti, Aquarelle, Cuvântul, SP, Observatorul de Nord, Unghiul</i>
2.	Television stations	6	TV Moldova 1, Prime TV, TV Găgăuzia, Impuls TV, TV Studio L, TV Drochia
3.	Radio stations	3	Radio Chișinău, Radio Media, Radio Ploaia de Argint
4.	Press agencies	2	Moldpress, Info-Prim Neo
5.	Websites/portals	2	Unimedia.md; Hotnews.md

**Table 2: Responding Journalists**

No.	Types of mass media	Number of respondents	Media institutions represented
1.	Print press	12	<i>Adevărul, Jurnal de Chișinău, Moldavskie Vedomosti, Aquarelle, Cuvântul, SP, Gazeta de Sud, Unghiul</i>
2.	Television stations	4	Prime TV, TV Studio L, TV Drochia
3.	Radio stations	3	Radio Moldova, Radio Chișinău, Radio Noroc
4.	Press agencies	6	Moldpress, Infotag, Info-Prim Neo

The answers in the first section indicate there is insufficient knowledge of plagiarism among media professionals. Please note that the “insufficient” rating is applied when even a single

1 Broadcaster’s code of conduct, Article 33.

2 [http://redactare.sas.unibuc.ro/wp-content/uploads/2010/11/Rughinis\\_Ce-este-plagiutul.pdf](http://redactare.sas.unibuc.ro/wp-content/uploads/2010/11/Rughinis_Ce-este-plagiutul.pdf)

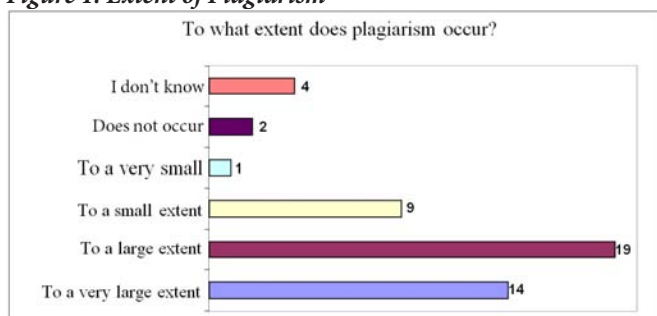
respondent does not understand it. To the question “What do you know about plagiarism?” 71 percent of respondents answered “enough,” 27 percent had “some knowledge” and one respondent admitted not knowing anything about plagiarism. At the same time, out of 24 managers, 17 had sufficient knowledge about plagiarism while 7 had little knowledge.

The question “What is plagiarism?” was answered equivocally: 22 considered plagiarism to be “a violation of legal and ethical norms,” 16 qualified it as “a violation of professional norms” while 7 considered it “an offense.” **One of the journalists** responded that it is “business as usual.”

Almost two thirds of respondents (63 percent—11 managers and 9 journalists) were certain that plagiarism is practiced in Moldovan media, 4 percent said it was not and 33 percent (16 respondents—12 managers and 4 journalists) found the question difficult to answer.

According to 33 of the 49 respondents, plagiarism is present in Moldovan media on a large or very large scale while 10 thought it was present on a small or very small scale (Figure 1). In both cases the number of managers and journalists was the same.

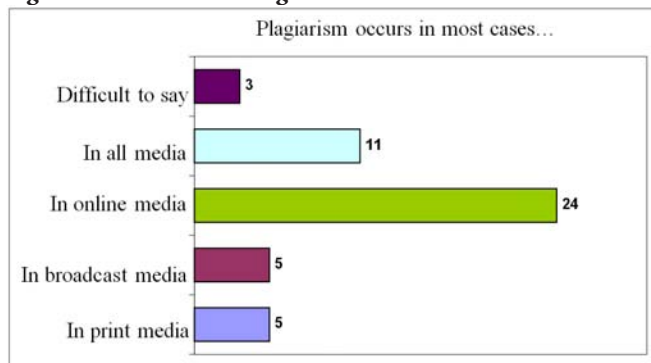
Figure 1: Extent of Plagiarism



According to the survey, 55 percent of respondents (27) knew of journalists who plagiarize and almost one third (16) did not. Of those who answered positively, 11 were managers and 16 were journalists. Half of those who declared they did not know or declined to answer were managers. **One third of the respondents** (16), half of whom were managers, confirmed they knew many or very many fellow journalists who plagiarize while 11 said they knew few or very few who did and eight avoided giving a straight answer which was not interpreted as a negative. Seven managers and seven journalists couldn't recall any colleague who had plagiarized.

As to where plagiarism is most likely to occur, 11 respondents said that it is practiced in all types of media while half were sure that it affects online media most of all. Five thought it was more frequent in print press and 5 said on radio and TV (Figure 2).

Figure 2: Where Does Plagiarism Occur?



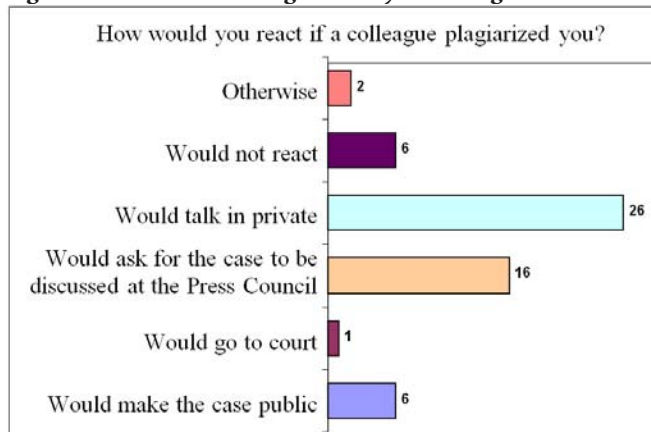
As to the causes of plagiarism, the respondents listed in descending order laziness, ignorance and lack of honesty, ignorance of professional ethics, deficiencies in education and lack of time.

The answers to the second part showed a diversity of attitudes toward plagiarism. Almost two thirds (32 respondents) had a negative attitude, 11 believed it was a “necessary evil” (6 managers) and 7 either avoided giving a clear opinion or were uninterested in the subject. It is noteworthy that all those uninterested were managers.

In answering the question “What would your attitude be hypothetically speaking if one of your colleagues plagiarized?” 27 said reproachful, 9 said they would react “with pity” and 8 would be “utterly hostile.” **Although the majority of respondents** disapproved, one wouldn't change his/her opinion of a colleague caught plagiarizing while two others would identify with him/her as an accomplice.

The survey also showed that only one respondent would go to court if he/she were plagiarized by a fellow journalist. Most (26) would speak privately with the plagiarist and 16 would ask for the Press Council or the Ethical Council to intervene (Figure 3). Of the six respondents who wouldn't react, three were managers.

Figure 3: Reactions to Plagiarism by a Colleague

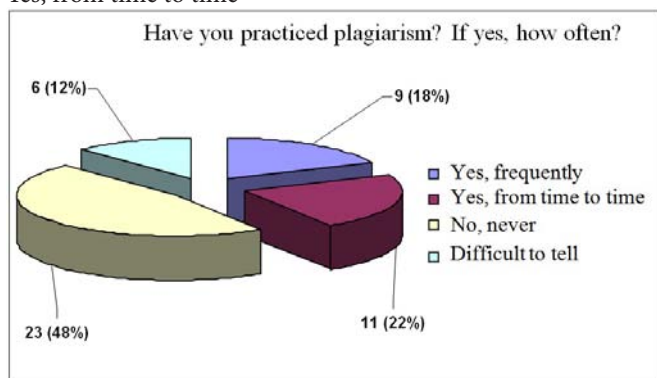




The answers to the third group of questions were disheartening as 20 of the 49 respondents admitted that they plagiarized either frequently or from time to time (Figure 4). Almost half (48 percent) denied ever plagiarizing and 6 could not give an exact answer (Figure 4). It is worth mentioning that 8 of the 9 who answered “yes, frequently” and 7 of the 11 who answered “yes, from time to time” were managers.

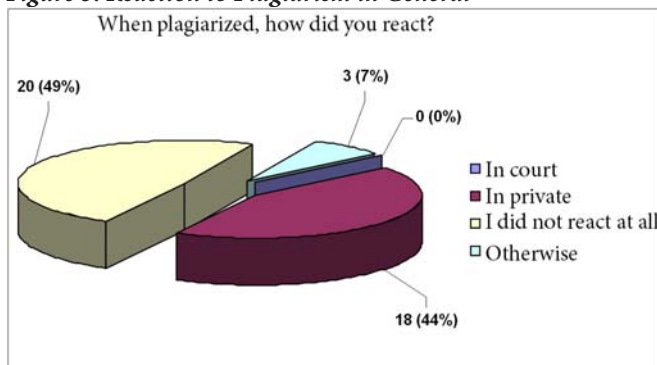
Figure 4: Do You Plagiarize?

Yes, from time to time



The survey indicated that two thirds of the respondents (34) had been plagiarized by fellow journalists frequently, rarely or once. Only 3 were sure that they had never been plagiarized, while 12 said that they were not tracking it. Half of those who had been plagiarized (49 percent) did not react in any way. The others solved the problem “in private” or “by other means.” None of the cases of plagiarism was taken to court (Figure 5). It is noteworthy that of the 49 percent who did not react, 12 were managers.

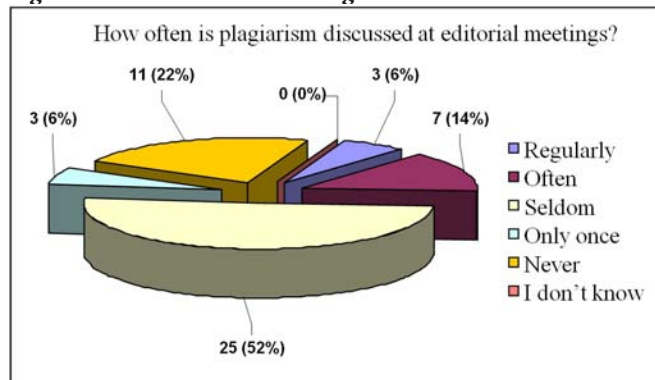
Figure 5: Reaction to Plagiarism in General



Plagiarism is most often discovered by media employees or by authors who were plagiarized and seldom by managers of media institutions or by people outside. Instances of plagiarism are most frequently reported during editorial meetings or by individuals. In 4 percent of the cases, plagiarism was not reported at all by managers.

According to the questionnaires, plagiarism is seldom discussed at editorial meetings (52 percent) though about 20 percent said the subject was debated regularly and often. Over 22 percent said that plagiarism was never discussed at editorial meetings and 6 percent acknowledged that this topic had been addressed only once (Figure 6).

Figure 6: Discussions about Plagiarism at Work



The survey also indicated that most respondents (19) thought that plagiarism was mostly practiced by beginning journalists, while 7 attributed the phenomenon to all age categories.

When the 20 respondents who admitted to practicing plagiarism “frequently” and “from time to time” were asked “What happened when you plagiarized?” 5 answered that they were sanctioned (all managers) and 8 said that nothing happened (4 managers). Two managers and two journalists declared that the plagiarism was not discovered; we can assume that they are still doing it.

When answering the question “How is plagiarism punished in your institution?” 2 respondents said that it was not punished at all although it occurred, 9 affirmed that it was definitely punished and thus was practiced less frequently and 12 said that serious punishments had eradicated the phenomenon.

As for ending the practice, 24 respondents believed that communicating the “slip” to fellow journalists would be a solution while 8 respondents would choose to make cases public. Three respondents opted for legal proceedings against plagiarists; the majority (13) said that cases should be tried by self-regulatory institutions, and four respondents believed plagiarists should be banned from journalism. It is noteworthy that journalists prevailed (6 vs 3) among those opting for public disclosure while managers prevailed (15 vs 9) among those opting for spreading the word among fellow journalists.

The survey results are rather alarming as there are gaps in knowledge of plagiarism among local media professionals, and one of the main causes of plagiarism is ignorance. Most media pro-

professionals don't really condemn plagiarism, and their attitude towards plagiarists is a rather indulgent one. Also, plagiarism is often not discovered, and even when it is, many plagiarists are not penalized. Frequently those who are plagiarized do not take steps to protect their legitimate rights. Although it appears to be quite common, plagiarism is rarely the subject of editorial meetings and sometimes can even be completely ignored. The ambiguous attitude of some professionals, including managers, creates comfortable conditions for plagiarists and does not contribute to eliminating it. Media representatives are more inclined to solve cases within their circle of professionals rather than under public scrutiny.

Plagiarism is a serious form of intellectual fraud and, "The solution, in most cases, is very simple and consists in admitting the paternity of the original works that constituted the basis for documentation, specifying the exact source and thus honestly

recognizing the value of the authors whose works were studied."<sup>3</sup> On the one hand, the Internet era has expanded plagiarism significantly, but on the other hand, it has also offered efficient ways to quickly discover it. With the aid of a computer program, American researchers Mounir Errami and Harold Garner from the University of Texas studied the similarities between various texts on the Medline database comprising summaries of 17 million published articles. Their results reported similarities in about 200,000 cases, or almost 3 percent of the total number of articles.

For the local press, a strategy to prevent and fight plagiarism is needed in order to provide more solutions for eliminating this phenomenon, including those mentioned above.

<sup>3</sup> <http://www.umfcv.ro/files/d/e/Despre%20plagiat.pdf>

**Ion BUNDUCHI**

# Repealing the Press Law: Advantages and Dangers

## 1. On the Press Law and the need to repeal it

**People who regularly read Moldovan laws have probably noticed that they are structured in a certain way and are written in a certain style with standard formulas and somewhat typical language.**

Press Law No. 243-XIII adopted on 26.10.1994 differs from recent laws in terms of language, and, some provisions seem rather curious and worrying. The law is also outdated in terms of style and content. For instance, according to Article 20 entitled “Rights and Obligations of Journalists,” media professionals are entitled to *j) benefit from facilities and properties [when using] transportation, telecommunications, hotels*. It is as amusing as it is ridiculous because as a matter of fact, journalists do not benefit from such amenities nor do they pretend to them.

The Press Law has been intensely criticized; in fact, in the early 2000s, a local expert group campaigned for its immediate annulment. The main argument held that full-scale freedom of the press is possible only without such laws as is true in many countries, including Romania. At the time, however, we didn't think it appropriate to repeal the Press Law given that its provisions were not harmful: Why repeal a law that on the one hand cites important values for the press, although in a quite clumsy manner, while on the other hand does not impede its functioning. Furthermore, the law contained a number of provisions that could not simply be deleted based on the idea that whatever is not prohibited is allowed as there are certain economic and organizational issues that have to be stipulated in some way. For this reason, I thought then that the law should be replaced with a better one.

In 2006, when we started to draft the Law on Freedom of Speech at the Independent Journalism Center, I stated that its adoption would create an opportunity for repealing the Press Law. The law on free speech was adopted and entered into force in 2010. Until then, the Press Law to a certain extent had played a symbolic role—largely positive—promoting such notions as press freedom, confidentiality of sources, rights of journalists and so on. Since these and other similar principles were delineated in the new law based on European standards, the Press Law became redundant. With its obsolete and sometimes inadequate provisions, its very text became superfluous because the most important elements could now be found in the Law on Freedom of Speech.

In Western democracies it is normal for only broadcasting to be regulated by special laws. General provisions suffice for all the other types of media: rights and obligations are stipulated in constitutions while economic aspects are comprised in civil codes and other laws equally applicable to all commercial entities. Moreover, if we follow the general direction of policies recently drafted by politicians, the Press Law is actually annoying and damages our image. This is because the law limits foreign investment in print press in Article 5 (3): *Foreign natural and legal persons have the right to participate in the founding of periodicals and press agencies only as co-founders and cannot own more than 49% of the share capital*. Certainly there is no special reason for this provision other than a negligent attitude. The Press Law remained outside the attention of those who could have made the necessary amendments while those who were blocked and concerned by this provision simply failed to make it public. One could reply that no foreign investor was ever interested in the Moldovan print press; however, it would be a speculative statement since the legal framework never permitted alternatives that would have led us to other patterns of development. I think it useless to stick by those provisions of the Press Law that are “dead” or of strange content and that we should focus on principal problems.

Perhaps the most disconcerting provisions for lawyers are contained in articles 5–11, which can lead to serious confusion compared with what they learned in law school. The fact is that the Civil Code specifies the legal, commercial and non-commercial forms of organizations that can be registered in Moldova in order to obtain the status of legal persons. For instance, according to Article 180 of the code, there are only three types of non-commercial organizations: *the association, the foundation and the institution*. It doesn't mean that potentially new forms of legal organizations could not be legalized if society needed them, but the Press Law doesn't fit in the current norms and logic. Thus, it stipulates another form of organization—*periodical*—without any justification for it to be added to the traditional forms of organization provided for in the Civil Code (adopted in 2002).

In short, the Press Law was written before the current Civil Code, so the provisions therein could have been taken into account had they been relevant. This is, however, only one side of the problem, the other being that the Press Law contains only brief provisions for the form of organization stipulated therein, while the rest is left to the discretion of the Ministry of Justice (which is not a regulatory institution but finds itself sometimes



in a position to act as one in order to clarify the statute on *periodicals*!). Such situations have long been deemed unacceptable in Moldova, and the norms regulating the registration of a legal person must specify expressly and completely all the documents, steps and procedures necessary as well as the causes for which registration might be denied. In the Press Law everything is the other way round: what must be specified is missing; what is unnecessary is present! The general provisions concerning legal persons comprised in the Civil Code do provide a certain relief, but it is not sufficient. Surprisingly, the Ministry of Justice which directly implements the above-stated provisions—and is the institution that theoretically has the intellectual potential and the practical capacity to change such things—tolerates the situation.

## 2. What is being (can be) done?

At the end of 2011, I was elected to a working group in the Ministry of Justice. While examining various items (concerning other laws also), we had a mandate to propose amendments to the Press Law. I presented my position (the reasons why the Press Law should be repealed) to the group, but the issue was postponed for discussion in another form as the other members had little experience in the media domain. Afterwards, I made several proposals for creating a new working group to discuss and find solutions for the Press Law. The members of the new group all had experience in mass media and were formally confirmed by an order of the Minister of Justice in December 2011, but they haven't met yet.<sup>1</sup> Although the change that I caused was small, I had anticipated that things would have started moving and that progress would already have been made. At the moment, the ball is in the court of the Department for Non-commercial Organizations in the Ministry of Justice which can change the situation but needs solutions to do so.

In my opinion, repealing the Press Law will not make things more complicated. All aspects concerning the right to free speech and the limits on it are already covered by other laws. Indeed, general laws are less specific about accreditation (stipulated in a couple of provisions in articles 21–25 of the Press Law); however, since accreditation is a restriction pertaining to the functioning of certain public institutions, it must be stipulated in laws regulating the activity of those institutions. If generally applicable norms become necessary, they may be included in the Law on Freedom of Speech in a supplementary article. Either way, the accreditation issue cannot be stipulated exclusively in the Press Law which concerns the single mass media category of print press and news agencies and not the online and broadcasting media.

A lot of aspects in this special law—especially the form of an

<sup>1</sup> This article was written on 29 April and refers to the aspects that are certainly valid until that date.

organization—are in fact useless. Normally, the form of an organization should be chosen by the founders according to its purpose and the particularities of the publication (commercial or non-commercial). Moreover, it is inappropriate to create a distinct legal person specifically for the media as the Press Law absurdly provides in Article 2. What is truly important is that in every publication, the person responsible for the content must be clearly identifiable without making the editorial board act as a separate legal person. The law implies that a non-government organization (NGO) or a school wishing to edit a newspaper must register it as a distinct legal person (with management board, separate accounts, monthly reports and all the rest), which is totally unnecessary and, in fact, was never really complied with. There are no such problems in broadcasting as it is duly regulated by national legislation.

The really serious problem that will arise with the abrogation of the Press Law concerns the legal persons already registered under it as *periodicals*. At first glance, such legal persons are a minority. Most print media outlets have registered as limited liability (SRL) or not-for-profit organizations. There are about 250 publications in the Registry of Periodical Publications held by the Ministry of Justice since 1996, but only a few are actually functioning. So even this issue is not as complicated as it seems since there is probably enough experience with other more or less similar cases.

First, after repealing the Press Law, *periodicals* will have to re-register in a relevant form (commercial or non-commercial) within a given period of time (e.g., nine months). Secondly, a form of organization to which *periodicals* will be assimilated by default after the expiration of this period should be stipulated. This will help clarify applicable norms from then on. Presently, it seems that the form most closely related to a *periodical*, and which could assimilate it, is the *private institution*. Also, it has to be decided if this could go on indefinitely or if there will be certain deadlines. We should anticipate a scenario similar to that when people did not exchange their Soviet passports for new identity cards although there were multiple deadlines. We must avoid liquidating functional publications and distinguish them from those that have existed for a long time only on paper and whose liquidation would even be beneficial. The existence of various types of organizations solely from a legal point of view is a very frequent phenomenon in Moldova because liquidations are very difficult under the current legal conditions. If for a natural person, death permanently “settles” all statistical aspects, for a legal person the absence of liquidation or suspension does not necessarily signify that this organization still functions. And while in the case of natural persons the process is regulated naturally, in the case of legal persons it must be regulated by the authorities in order to avoid having millions of organizations that are not active and never intend to be. Presently, there are many unsolved problems in this field in Moldova.



### 3. What is really important?

In Moldova, everybody focuses on laws—either criticizing them or creating new ones— while in reality we have a great shortage of solutions for existing problems. In the media domain, we have been working on legislation for more than ten years repairing it here, patching it there. Though everybody keeps saying that everything is better in terms of press freedom, there are serious reasons to insist on media liberalization. For instance, now that we have managed to create the premises for the emergence of a free, quality press, a question still stands: How do we help this press become independent and sustainable? I think media

institutions and NGOs must overcome the old habit of uniting only to protest against abuses of press freedom and start looking together for a key to the great challenges of the present. Thus, we must not let those media outlets disappear that are a value for our society—those that are able to speak up<sup>2</sup> and deliver quality media products. They need financial support in order to fully exploit their freedom.

<sup>2</sup> Note: There is no press freedom for defamation, misinformation, breach of copyright and other rights, and for TV, for lack of pluralism...

**Olivia PIRTAC**



Press Freedom Days in Moldova.  
Chisinau, 3 May 2012.

# Digital Mass Media in Moldova: Evolution and Perspectives

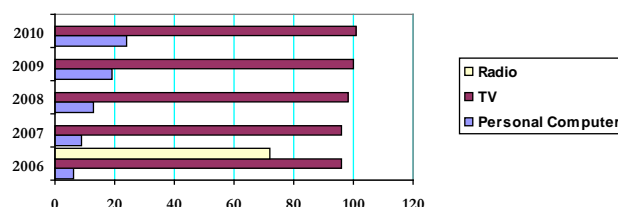
Although in less than four years Moldova will be switching over to digital broadcasting (in the summer of 2015), the country hasn't yet drafted a clear strategy to implement this project. The legal framework is still at the concept stage, and the government has not explained how they plan to attain this objective while at the same time ensuring general access to digital television. This study reports on the processes related to this segment of the media and offers some solutions.

Starting in 2006, the political scene changed dramatically in Moldova. Communist rule ended, and as a result, press freedom increased as confirmed by numerous reliable national and international reports. According to the recommendations of the 2006 Regional Radiocommunication Conference in Geneva, by June 2015 Moldova has to stop broadcasting in analogue format and make the final switchover to digital signals; currently, however, Moldova does not have the necessary legal framework to implement the switch.

The Communist government that was in power for eight years deliberately postponed adopting a legal framework for digitalization, and even the positive changes in recent years have failed to bring about major improvements. The new government has adopted only a draft strategy for implementing digital television; the mechanisms and technical details are yet to be worked out. Thus, legal provisions on the access requirements that must be met before the switchover are lacking, and no campaigns have been carried out to inform people about the implications of digitalization. As a consequence, media consumer awareness of the process is barely noticeable.

In spite of political, economic, technical and other hurdles, the local digital market has experienced a certain degree of progress unrelated to objective and subjective factors due to the development of the Internet and online media. The changes were caused by a boost in the number of personal computers which increased almost fivefold from 2005 to 2010; according to the latest surveys, 24 percent of households are equipped with them (Figure 1). Concurrently, the Internet penetration rate and connection speed also increased. Presently, almost all Internet connections are broadband (94 percent). One third of the country's population uses Internet regularly, while 24.2 percent rely on it as a first source of information.

Figure 1: Media Equipment in Households(%)



Source: National Bureau of Statistics (NBS)

Note: Data on the number of TV sets and computers are provided by the NBS and those for radio sets by the International Telecommunication Union. No official data are available for the number of radio sets in households from 2007 to 2010.

Currently, the Internet is the most frequently source of information in urban areas where services are more accessible. While in 2005 the Internet did not even feature among the top sources of information, according to the *Barometer of Public Opinion*, in 2012 it is the first source of information for 28 percent of respondents.<sup>1</sup> In contrast, the rural population is generally the target audience for television (about 60 percent); however, this discrepancy has diminished lately as the Internet penetration rate increased in rural areas from 2 percent in 2005 to 10 percent in 2011.

Overall, however, from 2005 to 2010, the role of television as a first source of information increased by almost 8 percent. Thus, television is still the leading source of information for about 83.6 percent of the population (Figure 2). This is due to reforms at the national public broadcaster Teleradio Moldova (TRM) carried out since 2009 as much as to the emergence of new stations. TRM has become editorially independent and has ceased to act as an institution serving the authorities. Its coverage of public events is more balanced which has led to a steady increase in the public trust. Nevertheless, its funding is still based on budget allocations which allows for possible interference from political entities and politicians. In addition, digitalization is slow and difficult both at TV Moldova 1 and Radio Moldova.<sup>2</sup> The growing popularity of television and Internet convinced broadcasting companies and online institutions to diversify their services and offer users newer, better quality products and content. Hence

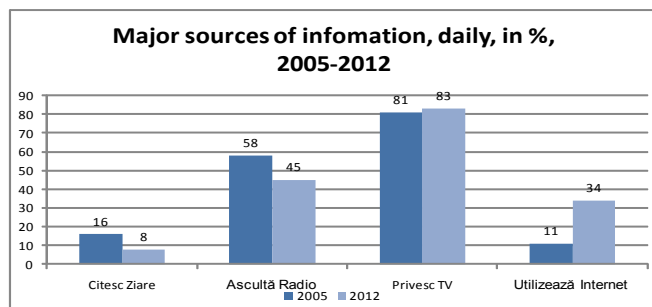
1 Institute of Public Policies (Institutul de Politici Publice, IPP), *Barometer of Public Opinion* April 2012, available at <http://www.ipp.md/libview.php?l=ro&idc=156&id=610&parent=0>

2 Their biggest issues are the outdated equipment and a lack of financial resources. Thus, up to this moment, no initiatives have been undertaken to create separate websites for radio and television.



the new television stations Publika TV and Jurnal TV appeared. At the beginning, Jurnal TV was available only online, but as of 2010 it started broadcasting via satellite and cable.

**Figure 2: Primary Sources of Information from 2005 to 2012**



Source: Institute of Public Policies (Institutul de Politici Publice, IPP), *Barometer of Public Opinion* April 2012

The most significant changes in news and media products has been on Internet platforms. During the last five years, news websites have diversified their content and have changed from posting only text to live broadcasting, online streaming at various public events and other new features. “iReporting” has become increasingly popular, enabling people to make audio and video records of events, upload them to the Internet and make them a possible starting point for TV, radio or print news. Concomitantly, “blogging” has developed as a news production and dissemination service.

The Internet has offered new capacity for diversification and dissemination of print, radio and TV content. Online platforms have also contributed to enhancing the production speed for news and information. The evolution of digital technology brought new, dynamic participants into the Moldovan media market (e.g., online platforms such as Unimedia.md and Protv.md) that in turn brought fresh ways to access news and information. Even though progress in digitalization is uneven especially when comparing rural and urban areas, the impact of digital media on news availability and news quality is positive. There is a greater volume and variety of news, more speed for delivering it, as well as new ways of disseminating it as it can be updated every hour or so.

But competition in media has negative effects too. On the one hand, digitalization has facilitated the work of journalists especially on topics needing analysis and research (a huge advantage for investigative journalists) and has made some sources more accessible and has simplified fact checking. On the other hand, digitalization has led to less diversity of opinion (especially because of the rush to be the first to post news), to more superficial coverage and to breaches of ethics. It has also introduced “news theft” where one media institution publishes a news item from

another outlet without properly citing it. Digital technology is also to blame for the “death” of field journalism, as it will be less and less common once the new regulation is adopted and second-hand, “google journalism” will start replacing it.

Digital media also implies a certain level of media literacy which presently most Moldovans are lacking. Although the rate of media literacy has improved over the years, it still remains one of the lowest in Europe. On the one hand, the situation is again determined by Moldova’s predominantly rural population (about 65 percent) as digital resources are largely concentrated in urban areas. On the other hand, we cannot disregard the massive out migration of youth<sup>3</sup> which has led to a rapid ageing of the country’s population as elderly people are known to be less open to accepting and using new technologies.<sup>4</sup> According to the International Organization for Migration, in 2010 about 400,000 Moldovans resided or worked abroad.<sup>5</sup>

One of the most important benefits of digitalization is the advance of social activism. During Communist rule when traditional media was under government control, digital platforms provided an opportunity for free speech. Mass protests following the April 2009 election fraud started on the social networks Facebook and Twitter and then spread out on the streets of Chisinau bringing together more than 200,000 people. The protests then led to parliamentary elections on 29 July 2009.

Social networks have become a force in social and digital activism. Their large numbers of users (Odnoklassniki has about 1 million and Facebook about 240,000) have enabled them to become a powerful instrument for mobilization. Local experts believe the record turnout for the November 2010 parliamentary elections was due to online campaigns that encouraged Moldovans to participate in the voting. The high turnout was explained by an increase in the number of young voters and of

3 The most frequent countries for migration of Moldovans are Russia, Italy, Ukraine, Portugal, Turkey, Greece, France and Spain. International Organization for Migration, *The Socio-Economic Impact of the Economic Crisis on Migration and Remittances in the Republic of Moldova. Early Findings - Spring 2009*, available on-line: [http://iom.md/attachments/110\\_2009\\_06\\_02\\_socio\\_economic\\_impact\\_eng.pdf](http://iom.md/attachments/110_2009_06_02_socio_economic_impact_eng.pdf); and OIM *Patterns and Trends of Migration and Remittances in Moldova*, June 2007, available on-line: [http://iom.md/materials/5\\_patterns\\_eng.pdf](http://iom.md/materials/5_patterns_eng.pdf)

4 For various reasons, among them the lack of education and the high rate of illiteracy in this age category (about 85 percent of the total number of illiterate people in the country are aged 50–80 years. Source: NBS, 2004 National Census, available on-line: <http://www.statistica.md/pageview.php?l=en&idc=295&id=2234>), lack of knowledge for using new equipment (PCs, audio systems, TV sets) and so forth.

5 These are the official figures provided by the employment agency based on the surveys carried out by CBS AXA Survey Company, although unofficial figures are much higher at 600,000–700,000 migrants.

voters living or working abroad.

The rapid penetration of mobile telephony in the last five years has favored digital communication. By the end of 2011, mobile telephony services were used by 83 percent of the population—2.9 million people. The advantages of mobile telephony have not yet been explored to the maximum level, so this domain is fertile ground.

### Problems, dangers and solutions

A major drawback for the digital switchover is, as I mentioned above, the lack of a regulatory framework. There are no laws that specifically regulate activities on the Internet and online platforms. Currently, legal provisions written for all types of media are also applied to digital outlets; two of them are questioned by Moldovan civil society. First, the Regulation on the Management of Top Level Domain .md enables the domain administrator (MoldData) to wipe out any domain without the right of recovery if it is suspected of publishing illegal content. Second, the Law on Copyright and Related Rights is questioned because it allows authorities to suspend any website if it is suspected of committing certain violations. Critics and experts maintain that both laws are disproportionately harsh and allow for interference from political entities, and in fact such cases have been registered. In 2009, the news website Unimedia.md was intimidated by the authorities and threatened with foreclosure due to comments posted by visitors which the General Prosecutor's Office construed as a danger to the country's sovereignty. Only the protests and actions of civil society prevented the authorities from suspending the website.

Lately, Moldovan media have benefited from a flow of investments from foreign companies, among them the Romanian media trust Realitatea-Catavencu and the German company Rheinsteil Media Management. Nevertheless, identifying the real owners of media institutions is still an issue. The structure and the definition of property in mass media in Moldova lacks transparency; legal ambiguity is the cause. Specifically, the Moldovan regulatory framework refers to media property in terms of *founder* and *co-founder* instead of *owner*. Even though the Broadcasting Code and the Press Law have been repeatedly amended, none of these amendments concerned the structure of property or funding methods. Consequently, the actual owners of media institutions remain unknown to the public. This phenomenon plays a role in the emergence of very unclear situations concerning property concentration in mass media. The issue could be solved with the adoption of a new broadcasting code.

Another major issue for media in general that could potentially affect digital space is the lack of independence of the institutions in charge of digitalization, among them CCA, ANRCETI and Radiocomunicatii. In most cases, they are susceptible to po-

litical control or corruption which could compromise or damage their independence in making decisions.

This study shows that although only three years remain until the digital switchover, most Moldovan households are not equipped to access digital content due to the poverty that plagues a significant part of the Moldovan population. In short, many people still can't afford the technical equipment for digital broadcasting. Another drawback of the Internet is the fact that it is used mostly by people aged 14–35 while older people remain outside the digital world and all the opportunities that come with it.

In order to consolidate the positive changes listed above, four types of reforms are recommended. First of all, to comply with the deadline, the legal framework should be completed (several amendments are necessary and other laws are yet to be adopted). Provisions concerning public interest and accessibility should have priority, which implies the necessity for public consultations at the drafting stage. The appropriate legal framework will speed up the adoption of a new broadcasting code that will include requirements for ownership transparency and the means to protect against monopoly and media consolidation. Transparency in media ownership is the second area to reform. Third, public awareness as to the purpose and implications of the digital switchover should be raised through information campaigns and public debates. Finally, the fourth reform regards the consolidation and guarantee of the independence of two key institutions: TRM and the Broadcasting Coordinating Council. Both institutions need to be reformed, and new funding models should be adopted to provide clearer safeguards against government interference.

### Instead of a forecast

In a field where changes occur every day if not every hour, predictions are difficult to make. However, while allowing for contingencies, we can assume that in the coming years the media landscape in Moldova will evolve similarly to that in most European countries that in their turn have already made the necessary amendments to the legal framework for digital broadcasting.

Hence, the first step taken by Moldovan society will probably be to resolve legal issues (adopting laws regulating digitalization) and technical issues (creating multiplexes, upgrading technical equipment of television stations and so on). These two elements will constitute the basis for Moldovan media to completely enter the digital era. The main argument for such predictions is that the government has asserted its commitment to European integration which implies adjusting the national framework to European standards. Specifically, the most important point is related to adopting new media legislation. A new broadcasting code could clear up multiple legal aspects that presently



are a source of confusion such as ownership transparency, the funding of print outlets, the functioning of public broadcasters and the dismantling of monopoly state-owned enterprises on segments related to digitalization (such as Moldtelecom on the telecom market and Radiocomunicatii on the broadcasting segment). Another important factor concerns the adoption of specific provisions on digitalization. This process will continue to have a significant impact on Moldovan media in that it will “force” outlets to diversify their news offerings, to use a variety of platforms and to increase their interactivity. The increasing penetration of mobile communication will be beneficial for digitalization as it will enable users to access newspapers and TV channels directly on their mobile phones.

In the coming years the number of Internet users is expected to grow along with new means and ways of disseminating infor-

mation. Providers will be interested in shaping more competitive offerings and probably will cut prices for Internet services leading to greater penetration, especially in rural areas. We can also expect the Internet to evolve as a source of mass information. In spite of its current fourth position (behind television, radio and print press), the Internet could rise to second place in the next five years. Print press is likely to continue losing ground, a trend that is already visible in opinion polls. This could cause some periodicals to confine their presence to online versions. New business models as well as new modus operandi could result. The major change, however, provided that digitalization will succeed will be the switchover to the digital signal, although there is little chance that in 2015 a major segment of the population will enjoy digital broadcasting.

**Victor GOTISAN**

# What Kind of Support Does an Independent Press Expect From the State?

## Media as an engine for democratization

Where support for an independent press is concerned, we should focus first and foremost on supporting the local press that covers predominantly public events in Moldova, not in Russia, Ukraine or Romania. This kind of media is most closely tied to genuine journalism and can be justly named the Fourth Estate. Since this form of journalism is sincere and independent, it exposes the problems of society; fights corruption and injustice; promotes transparency in decision making; closely follows the activities of authorities and criticizes government for wrongful decisions, hastiness or protectionism. Finally, it is precisely these local journalists who do whatever they have to do to be “the watchdogs” of society and to contribute to democratization. I do believe that we need this type of press and that it must be supported, not for the benefit of political entities or party leaders nor for one government or another, but rather for the sake of the entire society. In the absence of a free, strong and sustainable local press, the rule of law is difficult to establish as is a democratic society, a healthy judiciary and, of course, a well-developed market economy.

## On de-nationalization

The example of other Eastern European countries that made the transition from totalitarianism to democracy, only in a more decided and efficient way, proves that in most cases this was possible due to a free press that was supported in crucial moments by a government that had political will and indeed aimed at building a democracy. In Poland, de-nationalization of mass media took place in one day immediately after the respective law entered into force: newspapers were made proprietors of their headquarters, printing houses and all other equipment that had belonged to the state until that day. At the same time, any public financial support for the press was suspended immediately. In our case, according to the law, de-nationalization should take place on 1 January 2013 meaning that Moldova needed no fewer than 22 years to accomplish the same thing. Even so, we cannot be sure that the law will be observed and that resourceful local politicians and founders of state-owned outlets will not find ways to circumvent the legal framework. To avoid this, two measures in particular must be taken.

1. The Law on De-nationalization should clearly state the criteria that every official journal published by local councils or town halls must meet. Specifically, these periodicals should avoid publishing journalistic stories and should focus exclusive-

ly on official communications (decisions issued by the mayor or by the local council). To my knowledge, the authorities of the town of Comrat simply changed the title of the paper that they had previously published (*Gorod*), so that it became the *Official Journal Gorod* without changing the content. Thus, we have reached a point where formally requirements are met but essentially de-nationalization does not happen. Because of this, authorities should monitor the content of publications edited by local authorities, perhaps with some help from non-government organizations (NGOs) in mass media.

2. Tenders should be announced in all local newspapers in order to identify the founders of local official journals. In this way, we can avoid cases such as the one in Balti where the tender notice was published only in the *Official Procurement Bulletin* and not in all the other publications, even in the section dedicated to tenders and procurements on the website of the town hall. As a consequence, a local newspaper controlled by Communists won the tender. The actual owner is Communist MP Vladimir Vitiuc though formally the paper is owned by his nephew I. Vitiuc (with 90% of shares). The case is identical to that of the local TV station BTV, property of a member of the Communist Party who is concomitantly director of a municipal company.

## On foreign mass media

Our market is open to foreign press, and this affects both the local press and the state because of the “intrusive advertising” in foreign periodicals that does not contribute anything to the public budget. Even worse, important brands then refuse to place ads in the local press which is detrimental to central and local budgets as well as to the periodicals themselves. Foreign publications—especially magazines—have much larger print runs compared with those in Moldova, so their production costs are much lower which stimulates unfair competition. In addition, we must not disregard the fact that foreign papers and magazines introduce not only “intrusive advertising” but also “intrusive propaganda,” preponderantly of Russian origin which is highly disruptive for Moldovan society. Considering this, it is hardly surprising that Vladimir Putin is the most popular politician in Moldova. This is why I decided to come up with two ideas to help protect domestic periodicals.

1. To support domestic periodicals, new preferential fees should be applied by the state enterprise Posta Moldovei. Preferential fees should be also stipulated or recommended by law for subscriptions and sales services provided by SA Moldpresa to pe-



riodicals that qualify. Papers and magazines covering 80%–90% local events with reports on Moldovan life written by local journalists (including media outlets specialized in accounting, economy, advertising and so on) should be regarded as domestic periodicals. All other newspapers and magazines should be grouped as follows:

- a) classifieds and advertising newspapers including free ones;
- b) entertainment—tabloid newspapers; magazines for women or men; crosswords; publications on cooking, mysticism, health, various “how-to” papers and so on;
- c) foreign newspapers and magazines edited abroad and imported;
- d) foreign brands of newspapers and magazines edited in Moldova that publish 80%–89% local information;
- e) party press—papers edited by various political organizations and parties;
- f) government press—official journals edited by local and central authorities, public procurement bulletins, etc.

For each of these categories (or at least for categories a–e) I would propose higher distribution fees. Simultaneously, increased customs duties would be required for category c in order to make them much more expensive than domestic press. It is unnatural that in the sovereign Republic of Moldova, only one the top three most popular newspapers is a local brand and that is a classified ad paper. In addition, I would opt for cancelling the tax-free status of periodicals in categories a–e.

2. In newsstands, distributors should be required by law to display first local periodicals and secondly foreign ones.

#### Ownership transparency

If the current government is indeed interested in supporting independent and objective media and in de-nationalizing it, several amendments to the legal framework are needed.

1. The article in the Press Law on the masthead should be more specific. To date, the only information required by law is the print run, and most periodicals, while trying to comply formally, use various tricks to mislead potential readers or advertisers. Some of them specify a print run several times greater than the real one while others state their weekly or even monthly print runs. Thus, my opinion is that the law should be specific about the “genuine print run” and should impose fines for misleading data (which can be checked by selective auditing), because such fraud leads to violations of consumer rights as much as it does to unfair competition. Authorities can resort to the **Audit Bureau for Circulations and Internet (BATI)** to check circulation and other data.

In addition, the masthead should contain not only the name of the editing company but also specific names of founders in or-

der to help readers discover their political profiles, citizenship and other relevant information. This would reduce manipulation of the press.

2. Some amendments might be necessary to the Law on Public Procurement where mass media is concerned. As I have stated earlier, tenders must be announced in all local periodicals, and the winner should be selected depending on circulation (confirmed by an audit) and on audience indicators (confirmed by independent surveys) both of which should correspond to what is required. Cost criteria shouldn't be decisive, and personal sympathies, loyalties or antipathies should be avoided from the very start.

#### State enterprise *Posta Moldovei* and *SA Moldpresa*

Perhaps press distributors should also turn their eyes to the local press in spite of their argument that distribution cannot be profitable and only generates losses. Provided that different fees are established for various press categories, local periodicals could become more affordable to the public at the expense of entertainment and foreign papers. In addition, I would say that it is necessary to:

- improve the management of *Posta Moldovei* to make the company less bureaucratic and unwieldy and to decentralize it by offering more autonomy to local offices, including the freedom to establish fees for postal services;
- carry out an experiment equipping all newsstands and the post office of one or two localities with computers with Internet connections to enable editorial teams to track the number of copies sold and of copies remaining and thus regulate their sales volumes;
- stop letting distributors charge extra for inserts and flyers as the advertiser chooses a given periodical precisely for the audience it can offer and these extra fees are unjustified because the postal carrier does not contribute in any manner to this service.

#### Instead of a PS

A government aspiring to democracy must support the local independent press by various means, but not by using it as a tool for campaigning. We, the editors of local periodicals, do not ask for grants or subsidies to help us carry out our duties. We understand all too well the financial difficulties of our country, although it does seem absurd that foreign governments offering grants, including to mass media, have a lot more interest than Moldovan authorities in the democratization of Moldovan society and in the development of Moldovan media.

At the risk of repeating myself, I will stress that we don't need financial resources now. What the government can do instead is to offer various incentives and facilities that would help local,

independent newspapers and magazines (and those aiming to become such) enhance their sustainability. We are talking, for example, about exemptions from value-added tax for advertising and perhaps a lower or zero income tax for a given period (5–10 years) or about simplifying distribution by private carriers (retired people or other persons with low incomes) who need to diversify their earnings but constantly encounter hurdles and are asked to purchase permits (that can be easily used for creating impediments for local periodicals).

In order to establish clearly which mass media outlets are independent and which are not, the government should work closely with media NGOs that regularly monitor and evaluate

their objectivity, their observance of ethics and their coverage of elections. A genuine will to develop a free press is important because I firmly believe authentic democracy starts with politically independent and financially sustainable media, just as fight against corruption and economic development do.

These ideas and proposals for amending the legal framework were expressed during a meeting with Chiril Lucinschi, Head of the Parliamentary Commission for Mass Media, Science, Culture, Arts, Youth and Sports. The meeting, which took place on 15 May 2012 in Chisinau, featured representatives of Posta Moldovei, the Ministry of Finance and the Tax Inspection and Customs departments. Now, it's all up to the authorities.

Slava PERUNOV



Free Press Unlimited (FPU) coordinators Albana Shala and Marinka Vukojevic visiting the Independent Journalism Center. Chisinau, March 2012.

Mass Media in Moldova



## “A Critical Mass of Dedicated Media Professionals Can Make a Difference.”

**Albana Shala and Marinka Vukojevic, program coordinators for the international organization Free Press Unlimited, reflect on journalism in Moldova.**

Free Press Unlimited (FPU) is a rather young organization with a long history. It is the offshoot of three Dutch organizations that specialized in assisting media development by helping journalists and media partners throughout the world to sustain their businesses and by lobbying for freedom of speech and access to information. FPU is based in the Netherlands and works from there in forty countries. One of those countries is Moldova, and for that reason Albana Shala and Marinka Vukojevic, the FPU program coordinators for Moldova, visited the country from March 3 to 11.

“Moldova has a critical mass of professionals working in media. In that sense it cannot easily be compared with repressed countries where FPU works such as Azerbaijan, Sudan, Iran and Zimbabwe. It is easier to find people who believe in professional reporting and strive for quality. We have to be careful not to overestimate what independent media can achieve because at the end of the day, media is a business. Beyond the independent media there are commercial media, there is a public broadcaster, so we have to keep an eye on the context and be modest about the assistance that we give,” Albana said.

One of the local partners of FPU is *Ziarul de Garda (ZdG)*. “We are fond of this newspaper because of its special investigative angle. *ZdG* is a daring enterprise, and it maintains a direct line of communication with its readers. People write to the newspaper about their troubles, the bureaucracy, abuses of human rights, corruption and many issues that are not covered by other media. So *ZdG* really performs the functions of a watch dog defending democratic values and denouncing abuses of power,” she added. She noted that the objective of FPU is to help independent media report about local communities. “Print press is very proper for investigative journalism, but often it is not profitable. A weekly publication like *ZdG* does not attract many advertisers, so they depend on donations and project funding. When the donations are from external organizations with a clearly democratic agenda, things are rather safe, but if the funding is not transparent or is offered by political parties or business groups, this is an issue because the reporters might not be as critical as they want to be.” FPU support consists of expertise and a grant to organize a campaign promoting newspapers all over Moldova, helping managers to think how to make their papers more interesting for future readers while looking

for new subscribers. “Maintaining editorial independence and running an economically sustainable operation at the same time is usually a problem or, better said, a big challenge.” Albana and Marinka have noticed the issues that print media have with the distribution system in Moldova. “It’s a structural problem as there is a monopoly in distribution and you do not know who is buying your newspaper which makes it difficult to know who the target group is. This is a common problem also for print media in other countries where we work. The question is how to break the monopolies of printing and distribution and make use of the possibilities that the Internet provides and other alternatives that have to be operational and recognized by law.”

Some other FPU projects in Moldova are related to reporting in and about Transnistria. Albana describes the region as a rather curious one: “It is on the periphery of both Russian influence and also of western European-orientated Moldova, but to what extent can a periphery be a periphery in these global times? The challenge is to provide an alternative to the people living there so that they can make informed choices in the long run and not just profit in short term—I mean here a handful of people who are corrupt—and not suffer from isolation and political stalemate. It is ‘normal’ for regions on the borders of two different worlds to be governed in a non-transparent and corrupt way. Transnistria, with a new political leadership now, might prove the contrary.” Albana thinks that propaganda machines and patriotic discourse do not help resolve the conflict. “Some young people I have been talking to here in Chisinau are not very interested in this conflict. Perhaps this is not all bad because often once young people are involved, they are manipulated and fueled by nationalism. If they are genuinely interested in their own matters and their own futures, there is a chance that the progress Moldova has made in democratization will become an example for Transnistria. So there is no harm in being a bit detached from what keeps the politicians busy while focusing on real life.” Albana and Marinka will continue to come to Moldova to work with their partners (radio, TV, press, on line publications) and media associations. In the near future, the main challenges are to support independent media to become economically sustainable, to support local media to modernize and keep up with on-line developments and to support organizations such as the Independent Journalism Center and the Association of Independent Press that promote professional reporting and structural changes in the sector.

**Guillermo PEDROSA  
Tim Schoot UITERKAMP**

# Transnistrian Journalists Are no Longer Afraid to Speak Up and Write Their Opinions

In the self-proclaimed Transnistrian republic, mass media appeared almost simultaneously with government authorities because the leaders understood all too well the importance of media as a tool for propaganda once the conflict with Moldovan constitutional authorities started building up.

## Official mass media

**Radio broadcasting.** Tiraspol made its voice heard for the first time in August 1989. The first news was aired on station Dnestrovskaia volna. Radio PMR was declared the official radio station on 7 August 1991. Initially, Transnistrian radio broadcast only by cable, but as of 7 May 1992, their programs were aired from a high capacity broadcasting center in Maiak Village, Grigoriopol. The Maiak center has the capacity to cover almost the entire world: North and South America, Africa, the Middle and Far East and, of course, Europe. This enabled Transnistrian authorities to launch a broadcast in English (2002) and later in French and German in addition to the Russian and Romanian (Moldovan) ones. Currently, the station broadcasts in six languages on high and very high frequencies and on the FM broadcast band.

**Television stations.** Television started broadcasting in August 1992 initially in Russian. At the end of that year, the Ukrainian team was established, and in May 1993 the Romanian (Moldovan) one was. Now, the station provides terrestrial and cable broadcasting. Its programs can be received also in neighboring areas in Moldova and Ukraine. The station is included in the free package of the digital provider Sheriff.

**Print press.** The most important print support for the Transnistrian so-called authorities is the daily *Pridnestrovie*, published since 1 September 1994. Until then, the main newspaper was *Dnestrovskaia pravda*, still edited by the Tiraspol administration in a tradition going back to Soviet times. The founder of *Pridnestrovie* is the so-called president and the Supreme Soviet of the region. The official periodical in Romanian (Moldovan) is *Adevărul nistrean* and in Ukrainian is *Gomin*.

The main official press agency is Olvia Press which started on 27 July 1992. Before launching its own website in August 1999, the agency distributed its items in only state-owned print press and broadcast outlets. Besides news, Olvia Press produced its own analytical material, TV programs and documentaries and contributed periodically to radio programs on the state-owned station.

To avoid overloading this section, I will not list the media resources of local authorities, ministries and bodies.

## Non-government mass media

Starting at the end of the 1990s, Sheriff and its media holding company became the main alternative source of information. In December 1999 they launched the television station TSV (ТСВ–Телевидение свободного выбора), the second channel covering the entire area. At first the channel had few products of its own and mostly relied on rebroadcasting the Russian station STS-Moskva (СТС–Москва). Around 2002, TSV rapidly increased its own production and began offering daily newscasts and weekly analytical programs and talk shows.

The adjective “alternative” can hardly be applied to it since journalists enjoy freedom only to a certain extent as approved by the owners of the holding company, in their turn approved by the leaders of the self-proclaimed republic, namely by former “president” Igor Smirnov. As is the case with the official channel, TSV also has a list of banned topics and a blacklist of names—and the ban is categorical. It is forbidden to show the managers of the holding company or to mention their names or to cover the activities of the gas stations and shops owned by Sheriff in a context other than that of rising fuel prices. Breaking the rules usually results in getting fired. TSV is not allowed to show images of other politicians or public persons that for various reasons are in conflict with the media holding or the party Obnovlenie financed by Sheriff. Thus, during last year’s electoral campaign, this station completely ignored candidate Evgeny Shevchuk placing all its bets on Anatoli Kaminski. That is why TSV does not qualify as independent television.

On 24 September 2002, radio station Inter-FM (Интер-ФМ), yet another component of the holding company, began broadcasting. The radio got its name from InterDnestrCom, the founding company that is also the monopoly communication provider in the region and one of the main branches of Sheriff. Inter-FM has a contemporary hit radio format with hourly news bulletins, contemporary music, hit lists and the like. Just like TSV, Inter-FM has complete coverage of the Transnistrian area and of neighboring areas in Moldova and Ukraine.

From 1999 to 2002, the media holding company also published *Delo*, a newspaper in color with high-quality printing and a circulation of 10,000 copies. It existed for only a brief period, however, as the price was rather high for that time (25 cents) and



most of locals could not afford it. The last issue of *Delo* appeared in February 2002.

In 2005–2006, the media holding launched two new radio stations: Chanson (Шансон) and Dorozhnoe (Дорожное). Their format has not changed although news bulletins are produced by the same directors that work at Inter-FM.

Among other non-official media we can mention Internet television station Dnestr.TV. Its founder is Grigori Volovoi, a renowned local journalist and human rights activist. The channel was launched in 2011 and began by offering an alternative agenda and shedding light on various vices of the local society and authorities without fear of harassment. Dnestr.TV produces its items in an efficient and speedy manner, sometimes even surpassing traditional channels, and broadcasts them on the Internet without censorship or further editing. They are also quick to upload videos on YouTube. It is noteworthy that during last year's presidential campaign, Volovoi's channel favored Evgeny Shevchu, while the official station TV PMR worked as usual for Igor Smirnov, and TSV, as we mentioned above, promoted Anatoli Kaminski.

Another media outlet worth mentioning is the newspaper *Profsoyuznye Vesti* (Профсоюзные вести), which even during Smirnov's rule published sharp social stories criticizing the government for economical failures and other faults. Editor-in-chief Ludmila Covali has always thought of herself as an independent thinker and has succeeded in making *Profsoyuznye Vesti* a very objective and up-to-date periodical.

Also, there is *Novaia Gazeta* (Новая газета) founded by political analyst and journalist Andrei Safonov along with Grigori Volovoi but presently edited by Safonov alone. In the newspaper's first years, the founders were constantly harassed by the "ministry of state security" (MGB) that eventually ended up confiscating and destroying an entire print run because of the paper's critical articles and reports on abuses and violations of human rights. After the OSCE Mission to Moldova became actively involved, *Novaia Gazeta* was left alone.

Among the more or less independent periodicals, we could mention the paper *Chelovek i ego prava* (Человек и его права) edited by Alexandr Radchenko, one of the leading figures of the opposition in the region. The paper has a small print run—999 copies—which enables the founders to avoid registering it under Transnistrian law. The previous version of the newspaper was banned and closed down due to the large volume of articles it published that were critical of Smirnov.

News agencies have experienced rapid growth lately. The relative monopoly of Olvia Press was diluted first by the Russian agency Regnum (Регнум) which opened a "Transnistrian branch" in

its south-west editorial team. Shortly thereafter, Lenta PMR (Лента ПМР) was launched and has been controlled to date by Dmitri Soin, a then active but now retired officer of the MGB.

In March 2006, the Russian agency Novâi Reghion (Новый Регион) actively working in Ural, Moscow, Kiev and Crimea opened a branch in Tiraspol. I was one of four journalists on the starting team at NR-Pridnestrovie. From the very beginning, the agency established itself as an independent institution without ideological or informational ties to the so-called Transnistrian authorities, offering an alternative agenda that sometimes dramatically differed from that offered by official mass media. This was much to the discontent of said authorities and led to journalists from Novâi Reghion being constantly ignored at public events and in my specific case, to a deliberate delay with my accreditation. Meanwhile, Novâi Reghion succeeded in winning the respect of Internet users on both sides of the Nistru river and became an important source of unofficial information, sometimes even for diplomats and politicians in Chisinau. In just one year, the number of unique visitors to NR-Pridnestrovie surpassed the total number of all the other agencies; however, lately the agency has fallen short in keeping its, opposition image up-to-date as its news lacks the former alternative approach and resembles that of official outlets more and more.

In July 2009 another Russian agency—Dnestr (Днестр)—started up. As a matter of fact, the agency is Russian only in name; its domain (Dniester.ru) and was founded and is managed by Roman Konoplev, a native of the region who until recently was closely connected to Dmitri Soin, although presently I'm not sure of their relationship anymore. Currently, Konoplev and his agency severely oppose Evgeny Shevchuk.

A picture of Transnistrian media would not be complete without a bit of information on several forums. These are not sources of information in the classic sense, but they have a rather important role in communication in Transnistria as well as beyond it. Also, forum users are active consumers of agency news and correspondingly offer as many sources of information for traditional media. These are the most important ones: Transnistria's social forum [www.forum-pridnestrovie.ru](http://www.forum-pridnestrovie.ru); PMR forum [www.forum-pmr.net](http://www.forum-pmr.net) and The forum of Transnistria, Moldova and Ukraine [www.nistru.net](http://www.nistru.net).

### **The Law on Mass Media**

The Law on Mass Media was adopted in 2003; the following are the most important provisions.

**Article 1.** In Transnistria, "searching, receiving, producing and spreading mass information, as well as founding media institutions [...] shall not be limited, except as provided by law." In fact, authorities have always interfered with mass media usually

without making reference to the law and in an abusive manner by way of administrative sanctions and repressions.

**Article 3.** “According to Article 28 of the Transnistrian Constitution, censorship shall be prohibited. It is prohibited to create and fund organizations, institutions, bodies or functions that have among their duties the censorship of mass information.” Indeed, the so-called Transnistrian authorities do not have a special department for censorship, but that is only because they don’t need one. First, in official mass media outlets, editors-in-chief have always been appointed from among those loyal to the government (and as such, loyal to Smirnov), who knew how to censor or “skip” an article if it failed to agree in any way with the propaganda from Tiraspol. Secondly, in more “complicated” cases as was that of *Novaia gazeta*, the role of censor is played by the MGB. Its officers would “have a chat” with journalists and sometimes would confiscate the entire print run of the inconvenient periodical.

**Article 24.** “The duties of founder of state-owned mass media founded by the President and the Supreme Soviet shall be carried out by the Council of Founders. The Council consists of eight members appointed equally by the Supreme Soviet (four persons) and the President (four persons).” This provision has been completely inoperative because the state-owned radio and television stations reported to the MGB which abrogated the principle of separating these media outlets from the power of government. As such, the Council of Founders existed only formally as the “President” was the lord and master of these institutions which he directed through the said ministry.

**Article 26.** “...The editor-in-chief (the editor) shall be appointed by the Council of Founders from proposals made by the executive body in the field of information. The candidate shall be selected on a competitive basis.” This provision was also dysfunctional for the reason stated above.

**Article 36.** “...State bodies and organizations and their officials are obliged to offer information on their activities to media representatives upon receiving requests from mass media or by holding press conferences, sending informative notes and statistics or by other means.”

**Article 37.** “... Mass media have the right to ask for information concerning the activities of governing bodies and state organizations as well as of the officials thereof. The request for information can be made either orally or in writing. The information requested shall be provided by the heads of the above-mentioned institutions, their deputies or press service employees or by other relevant employees to the extent of their competencies. Mass media are exempted from justifying their requests for information.”

These two articles are extremely important for media institutions, but their provisions haven’t been observed for a number of reasons and pretenses. For instance, officials could simply ignore a journalist’s question regardless of its form (written or oral), or they could conduct an interrogation: “Why are you asking? What’s your purpose? Where will you feature it?” Personally, I found myself in such situations numerous times as referring to the law was not helpful due to the elementary legal illiteracy of civil servants and officials, or because during all those 20 years of dictatorship they could behave as they wished without suffering any consequences.

On the surface, the legal framework regulating mass media in Transnistria corresponds to generally acceptable norms and standards, but in reality it is not working. The media circle in Transnistria is quite small and the level of informal communication with authorities and public bodies can be really high, allowing them to “solve” certain issues along the way backstage without the need to resort to the law. During the existence of this informal system, an unwritten code of conduct emerged for government press (and for other media, too). In short, the thinking would be, “I’d rather make a phone call, ask, think, or check twice: do I really need to write/show this? Surely it will not irritate Mr So-and-so, and will not entail repercussions on myself and the editorial team? Why ruin my relationships with him/her when it’s more convenient to be friends?” and so on. Working for more than 20 years in such an environment made Transnistrian journalists completely forget that they are the Fourth Estate.

#### *Perspectives for Transnistrian media*

The change of power that occurred in December 2011 was a landmark event for the Transnistrian press. Evgeny Shevchuk’s victory in the presidential elections ended the 20-year authoritarian regime of Igor Smirnov and the personal rule of certain key officials and provided new perspectives for the development of the entire society and the press in particular. According to fellow journalists in Tiraspol, mass media professionals are no longer afraid to speak up, to write or to express their opinions. One year ago this seemed nearly impossible, particularly in light of my story that frightened all journalists on the left side of Nistru River even more. Now, the first republican channel is trying to dissociate itself from its former image as its reports have become more diversified with even include some critical notes. Things can be mostly explained by Shevchuk’s new policy that allows for open discussion of current problems (in which the region abounds) without fear or shame.

Another significant aspect for press freedom is the active “migration” to on line sources. Here we can find the above-mentioned Dnestr.TV which is increasingly popular among Internet users due to the lack of censorship and the comprehensive



coverage of events without time restrictions. This is also true of Internet forums where even government officials sign on and have ongoing discussions with every day users.

Social networks have played a special role, especially Facebook which has lately become a stiff competitor for Odnoklassniki, the social network more popular among Russian speakers, and which looks like becoming the leading virtual platform in the region due to successfully combining the characteristics of a media institution, a blog and a forum. Notably, on Facebook a support group for Evgeny Shevchuk was created and is effectively functioning, and the new leader signs on and communicates with people.

There are, however, some media institutions in the region that do not disguise their opposition to Shevchuk: the Dnestr agency, Transnistria's social forum, and the Free Transnistrian forum. Some sources suggest that both forums are coordinated by the party Obnovlenie which has unambiguously confronted the new leader of the region since the defeat of their candidate Anatoli Kaminski in the December 2011 elections. At the same time, Shevchuk himself and some of his aides have manifested certain propensities that are far from encouraging. Two significant episodes occurred recently. During Dmitri Rogozin's visit to Tiraspol on 16 and 17 April, the TSV shooting crew was not admitted to a number of events. This can be explained by a simple misunderstanding or by an older resentment of Shevchuk for their support for Kaminski during elections. Then a couple of days ago when the head of the KGB, Vladislav Finaghin, talked about "dangers to Transnistria's security" he made reference

to "several websites featuring negative information on the leadership of the republic" adding flash-mobs to the list.

We can broadly overlook the fact that Finaghin has little knowledge of the specifics of intelligence services and was appointed to this position exclusively because of his loyalty to Shevchuk, but we are concerned by the fact that he mentioned websites as a potential target for attack. Probably their attention was drawn to those forums that are closely connected to Obnovlenie and indeed have featured information damaging Shevchuk's image. But to label them as a danger to security is too much even for them. In such cases, the solution to the "issue" should be sought in court and not by repressive means. In addition, the head of the KGB assigning such labels conjures up unhealthy similarities with the former MGB and its head Vladimir Antiufeev who was regarded as the main oppressor of mass media in Transnistria.

These two unfortunate events contradict the trend. We can excuse Evgeny Shevchuk as he is still at a young age and does not have a lot of government experience. Given that the new leader takes part in virtual discussions, we can assume he tries to keep up and stay in touch with society, even if his interlocutors are mainly young and/or socially active people. That is why such singular episodes must be eliminated or reduced to minimum to avoid interfering with the natural growth of the freedom of speech and press freedom in the Transnistrian region. Meanwhile, only 100 days have passed since Shevchuk's inauguration and it is still early to draw serious conclusions as to the evolution of the press, but we will return to the subject at the end of 2012.

**Ernest VARDANEAN**

## Lack of Professionalism And Indifference: The Enemies of Quality Journalism in the Gagauz Region

### Lack of Professionalism and Indifference: the Enemies of Quality Journalism in the Gagauz Region

Mass media in the Gagauz region has still got a long way to go to become genuinely professional. At present, media institutions are not seen as truthful and compelling sources of information by the inhabitants. Various factors stand in the way of quality journalism. Media experts have developed solutions for some of these problems and are making efforts to promote them with workshops and training.

The latest monitoring reports of the Independent Journalism Center<sup>1</sup> (IJC) and the notes of media experts who have offered training programs agree that the most important issue for Gagauz media institutions is the poor professional training of their journalists. "The lack of qualified personnel is, with rare exceptions, the most prominent and the most common problem of media institutions. Reporters write according to their abilities and camera operators shoot intuitively, as a rule. People come from various backgrounds and try to work in broadcast or print media often without having elementary knowledge of these matters," explained trainer Dumitru Marian.

Some managers confirm that it is difficult to find reporters with solid professional backgrounds or good image editors and have to accept people less qualified, hoping that they will learn on the job. "First of all, we cannot afford very qualified professionals. Secondly, even if we could, there are not many such people, so we hire whom we can find, doing our best to participate in various training programs," added ATV Comrat director Elizaveta Rotari. A similar point of view is shared by Liubov Casim, director of the newspaper *Экспресс/Айин Ачик* (Ceadir-Lunga). "I would also add the lack of opportunities for professional growth."

The average earnings of a Gagauz journalist amount to 1,500 lei per month. This salary is not an attractive one and makes good journalists want to quit. "In the last 4 years, over 30 journalists have left public broadcaster Teleradio-Găgăuzia," noted Valentina Ceban, reporter at Radio Găgăuzia. In her turn, Ecaterina Jecova, President of the company concerned, denies the statement of Mrs. Ceban, indicating that these data are not true. Thus, according to Mrs. Jecova, none of the journalists employed at the Company has a salary smaller than MDL 1,000, and the average salary is MDL 2,600. At the same time, she claims that during the last four years only four persons left the Company on their

own initiative, and three of them went abroad in search of better paid jobs. Ecaterina Jecova insisted that the Company employs only 18 journalists, and the number of 30 persons who allegedly left the outlet is the result of a "rich imagination" of the journalist Valentina Ceban.

This state of things is aggravated by an obvious local syndrome. According to experts, media professionals affected by this syndrome lack the desire to produce quality journalism and to observe professional ethics, even if they have mastered them to a satisfactory degree. In their opinion, when working in a local institution, you don't necessarily have to comply with requirements. "To every suggestion for improvement, reporters give as a pretext the low general culture of the audience and hence the lack of need for improvement because people watch us anyway," Mr. Marian noted. It is very serious that this state of things is also accepted by editors-in-chief or by managers who justify publishing/broadcasting a poorly written/produced article by a lack of financial resources (can't afford a good editor/producer) or by technical conditions instead of citing the passive attitude and negligence of their employees. Trainers concluded that such points of view cannot stimulate progress, no matter how much training is provided.

Also here we must mention the reluctance of some experienced journalists and editors to adopt new journalism standards. This was also noticed by IJC experts during several training sessions, particularly for print press. "After several consultancy programs, we had some suggestions for improvement for local newspapers. After a couple of months, I remember one of the chief editors asking what the point was and why anything should be improved since readers wouldn't notice the change anyway," explained layout trainer Angela Ivanesi.

Another equally important factor that influences the quality of local media products is the migration of journalists from one institution to another, especially among broadcast outlets. As some television stations have had to cut the number of employees or their airtime, this happens quite often. Some experts have noticed that in one year certain journalists managed to work at three of the four TV stations in Comrat. Theoretically, this should not affect the quality of media products since the rules for writing news should apply in general, but reality shows another state of things because once journalists come to a new work place they also have to learn the "domestic" rules. In other words, they have to comply with the editorial policy requirements set by management which often ignore ethical principles.

1 [http://www.ijc.md/index.php?option=com\\_content&task=view&id=566&Itemid=127](http://www.ijc.md/index.php?option=com_content&task=view&id=566&Itemid=127)



“Objectivity is a principle eliminated from the very start by journalists as political partisanship is an understood condition for getting the job, especially at private television stations. Because of this commitment to promote certain people and interests, the items broadcast by these stations fail to comply with generally acceptable rules,” according to Mr. Marian.

Ensuring fairness and diversity of opinion may prove too difficult a condition for Gagauz media. The phenomenon is rooted in the media’s dependence on economic and political factors.<sup>2</sup> “There is no truly independent mass media in the region as each media institution, be it broadcast or print, depends on the founder or on the political preferences of the director,” Maria Parfionova, director of the public radio station in Comrat noted. Thus, every institution has its own “professional standards” with specific perceptions of ethics, pluralism and other so-called quality journalism principles. “Some managers believe that if, say, another local TV station presented only one side of a conflict, they have the right and even the duty to present only the other side. Thus, they seek to provide a ‘counterweight’ to balance the public’s perception. Moreover, some of them believe that the universally accepted rules of television are not applicable in Comrat,” Dorin Scobioala pointed out.

The fact that most TV stations are politically biased and cover only one point of view hinders media practitioners from making the most of their ability to produce quality journalism. “Employees have a skeptical and ironic attitude toward the ideas of correctness and professional ethics that we discuss during our training programs because they are instructed by managers/owners to do things that are contrary to them and even to their own beliefs,” trainer Marian noted. Local journalists admit having a hard time being correct and observing professional ethics. It often happens that the censorship imposed by media institutions is complemented by self-censorship in order to keep their jobs. “Every day, journalists have to face various ethical dilemmas as they are under constant pressure either from media owners or from the authorities. They need recommendations/solutions for such dilemmas in order to be able to do their jobs in an ethical and professional manner. If a journalist cannot have them, he/she has two options: either to leave and work for another institution or to quit this profession. Chances are that the second option will become a trend in the next few years in Comrat,” Ms Parfionova concluded. The Gagauz political scenery also influences to a certain degree the local mass media. Sometimes this results in placing politically biased media managers in important management positions thus degrading the existing professional principles of mass media.

The lack of efficient management in media institutions, with few exceptions, further aggravates the situation in editorial teams. “If one day reporters are not in the mood to produce news,

they won’t produce any, and there will be no newscasts to air that day. The wages of media employees are calculated based on the quantity of items produced, but there is no compulsory minimum and thus journalists are not encouraged to look for subjects and to produce as many items as they can,” Mr. Marian added.

Teleradio-Găgăuzia (GRT) is one of the few institutions that tries to abide by the existing requirements for broadcasting and to apply the recommendations drafted by management experts. “As a consequence of our last recommendations, GRT instituted a system of rewards and sanctions which, according to the manager, is working indeed. It is praiseworthy that our recommendations are taken into account and changes for the good happen,” Mr. Scobioala noted.

Concerning development and marketing strategies, the situation is not a good one for media institutions. Marketing and promotional components are very weak which makes Gagauz media very unsustainable and dependent. The offerings of the four existing television stations are very similar for the most part. The editorial policy is often established according to the daily agenda of politicians, so investigative and analytical items are completely lacking. These institutions do not know (or appear not to know) the profile of their viewers. The absence of a positioning strategy in a market with plenty of foreign stations rebroadcasting in a language spoken and understood by the audience makes local media be less viable and efficient. Iulia Vinokur, a Ukrainian media expert who offered a number of consultancy programs at local televisions, stated, “In stiff competition, media have to fight even harder for viewers and audiences. You cannot become strong if you don’t know what you are, what you do and, most importantly, for whom you’re doing it. Of course all these factors take a toll on the quality of journalism. In IJC monitoring reports, experts have found that Gagauz media failed to sufficiently cover subjects of public interest such as unemployment, corruption, poverty and other social issues. News production too often depends on the political agenda of authorities rather than on the planned activities of the editorial team as a coherent editorial policy would imply. Furthermore, journalists are passive and are not involved in covering subjects of public interest. This is contrary to the basic mission of a journalist: collecting, producing and circulating information to the public, not distributing the information of others.<sup>3</sup>

As to the genres of journalism, there is a lack of investigative subjects, social features and analytical items. The preference for one-source stories with officials as key figures is still hard to discourage, a fact confirmed both by field studies and experts. “Even though they learn certain theoretical aspects, reporters are not qualified enough to cover subjects and events of public interest,” another media expert, Elizaveta Rotari, noticed.

2 [http://www.ijc.md/Publicatii/mlu/RAPORT\\_FOP\\_2011\\_rom\\_final.pdf](http://www.ijc.md/Publicatii/mlu/RAPORT_FOP_2011_rom_final.pdf)

3 <http://www.ijc.md/Publicatii/monitorizare/Raport4-iulie.pdf>

It is noteworthy that after training, reporters have tried to give up the practice of making news out of various meetings of public authorities by describing the agenda in great detail rather than the topics actually tackled at the meetings. Trainers have noted that television station Eni Ay endeavors to produce investigative stories and seems to be the only one that gives preference predominantly to social issues in their newscasts. As a matter of fact, all institutions taking part in training have recorded some progress and improvements trainers say, but there is still much work to do since a desire for perfection and good management is essential. Some media managers also have an optimistic feeling about it. "From my point of view, in the last three or four years we've seen media institutions make enormous efforts to improve their methods of working and producing journalism," Ms Jecova noted.

Media experts concerned with the issues of Gagauz media have proposed a series of solutions that would improve the quality of local journalism. They think that continuous instruction is needed first focusing both on production and on management and promotion, the most vulnerable aspects of local me-

dia. Timely monitoring is also essential in order to identify the problems faced by journalists and to approach them in a satisfactory manner through training to the benefit of the consumer. Journalists believe, and some experts agree, that many of these problems arise due to the lack of an institution to promote quality journalism and to defend the rights of journalists. Such an institution should be visibly active studying the problems of journalists, drafting recommendations and running useful projects. Currently, the Comrat Independent Journalism Center "is not of much help to local journalists, even though occasionally some activities are implemented. We need to re-launch this organization taking into account the current challenges faced by Gagauz journalists," said Stepan Piron, chairman of the institution.

Will journalism succeed in the Gagauz region? Local journalists cannot answer this question for now; however, they are optimistic and hope that things will change for the better taking as an example the positive experiences of fellow journalists in other regions of the country.

**Ina GREJDEANU**



Students of the Chisinau School of Advanced Journalism (class of 2011-2012) at the public presentation of their final projects. OSCE Conference Hall. Chisinau, 10 May 2012.

**Mass Media in Moldova**



## Enduring as Time Goes By

**Seventeen years ago, we founded *Business info*, one of the first independent newspapers in Moldova. The title of the periodical was inspired by the business center that was already functioning in Cimislia. I thought that it would help us promote innovative business ideas in the area.**

We boasted an enthusiastic team that supported the idea and developed it in spite of a very tedious start. We did not give up even when transport was lacking, there was a paper shortage, electricity was regularly cut off and we all crowded together on the same computer. Every Friday morning we woke up to the usual smell of coffee and ink.

The satisfaction of working so long and hard during the week and the pleasure of bringing a fresh newspaper into people's homes was so overwhelming that we would gladly forget the sleepless night before and getting stuck in the mud when carrying *the Business*, as we lovingly called our "offspring," to remote villages. We all wanted to produce a quality product in line with the spirit of the time and with people's needs. Eventually, even those initially skeptical started trusting our independent media outlet.

Even with all the difficulties we encountered, we did not give up on the newspaper. We endured by applying for various projects funded by international organizations. Although friends and family kept telling me that I was naïve or even worse nuts, that we were trying to develop an unprofitable business while others were building shops and restaurants or selling furniture or construction materials, I didn't give up; my resolve remained unchanged. It was very difficult not to be understood or believed when I said that we needed an independent local press. I worked hard to keep the paper going with a steadfast belief in God and with the hope that my product would be in demand by an ever growing number of readers.

At first, *Business info* was issued monthly with a circulation of 1000 copies distributed only in Cimislia township. During the second year, we also arranged subscriptions for Basarabesca and later for two other neighboring townships—Cantemir and Leova. When districts were formed later, *Business info* became a district periodical with readers throughout Lapusna District: Basarabesca, Cimislia, Hancesti and Leova. Following the Communists' return to power, the old administrative system was restored, but our distribution area remained in these same four townships..

Two years ago, Parliament adopted the Law on Regional Development, and economic development regions were created. The South Development Region where we belong encompasses eight townships: Basarabesca, Cahul, Cantemir, Causeni, Cimislia, Leova, Stefan Voda and Taraclia. The capital of the region is the town of Cimislia where the headquarters of *Business info* is located. Based on the experience we had gained in 15 years of publishing and on the fact that our periodical had been distributed in six of the eight townships in the development region and that the readers presumably already knew us, we considered changing the paper into an independent weekly for the entire South Region. To do this, we increased the volume of information and of course, our circulation.

We constantly sought ways to improve the newspaper. In 2010, we took a chance and changed our brand, including the style, image, concept, structure and even the name of the newspaper from then on calling it *Gazeta de Sud*. With this ambitious title, we needed a strong team of dedicated professionals. With the help of the new title, we succeeded in keeping up circulation throughout the whole South Region.

A newspaper must be a business regardless of where it is issued—Chisinau or in the rural areas. Several fellow journalists have asked me if it is indeed worth investing in this business when people don't have the habit of browsing through the paper while having their morning cup of coffee. I can't say that we have slept on a bed of roses, but nevertheless we have succeeded in maintaining a local newspaper for 17 years even though its price is small and even with the exaggerated fees imposed by monopoly distributor Posta Moldovei. The list of problems goes on. Nevertheless, our paper has grown deep roots and has made history as it is now a vital necessity for dwellers of the South even if some of them don't realize this completely. We shall carry on and make every effort to sustain the newspaper. No matter how hard it may be, we must show the average person that a newspaper not only keeps you informed but can also be a life saver in a difficult situation.

Of course in small regional towns everybody knows each other, and it's not so easy to base journalism on the principle of impartiality. Breaking news is quickly circulated and can trigger a variety of reactions. While some may be content with "things starting to move on," others will be displeased and join the group of detractors of the newspaper. Truth hurts: everybody knows that.

When a relative or friend of mine asks me what the point of this “pain in the neck,” is, I always give the same answer. The purpose of the news team is to enable readers to find every important topic in their communities on the pages of this newspaper and secondly to help them take the pulse of national events, because the mission of a journalist is to depict reality as it is, without comments, accusations, allegations or the like.

As a press manager, I have never forbidden a journalist—or will I ever do so—to write on certain events or individuals, even on influential people. We research facts, analyze them and then submit them for printing. We let readers draw their own conclusions and judge by themselves if those whom they elected to represent their interests are fair or not, are corrupt or honest and if they are worthy of being part of the local administration. Even if all sorts of rumors and speculation will continue to spread in the never ending fight for power and will compete with our newspaper, we are certain that a well informed citizen will be able to separate the wheat from the chaff and will make an informed decision at the next election.

At the same time, I never really understood why it seems so strange to some people to see an engineer who is passionate about media. Many believe that a periodical must be headed by a journalist, but the press is a business, and it can be conducted

by anybody who has a passion for it. It is not an activity that yields a great deal of money, and that is why passion is a must here.

Take a look at what is happening. How many newspapers spring up like mushrooms, especially during election campaigns, and disappear instantly afterwards. Moldovan realities clearly prove the importance of turning the press into a sustainable business, as it is in developed countries, in order to avoid getting trapped by lurid offers made by political parties and others. Today we cannot talk about a professional and balanced press unless it is financially independent.

As to the financial part, I must say that we make considerable efforts to attract big advertisers on the pages of our newspaper, much to our readers’ benefit. Only then will we be sure to survive a crisis. The reader has to understand that ads can be a way of informing the audience that increases an outlet’s income.

Just as is the case with democracy, there are still many problems and obstacles to establishing an independent press. Although sensible steps have been taken in the right direction, Moldovan mass media is still far from being genuinely free. We at *Gazeta de Sud* will persevere in developing our outlet, hoping that our existence determines our independence.

**Vladimir JAVGUREANU**



Participants to the roundtable under the title “Amendment of the Electoral Code concerning Media Regulation during Electoral Campaign”. Chişinău, 10 mai 2012.

**Mass Media in Moldova**



# PentruEA: a Magazine for Women Who Think, Read and Spend

The online women's magazine *PentruEa.md* (*For Her*) has been active on the market for two years bearing the slogan "A magazine for women who think, read and spend." What is a niche magazine, what are the prospects for this type of Internet business and what are the plans of Moldova's "new generation" of journalists—these were the topics of our interview with the founders of the magazine Cristina Zavatin, Stella Jemna and Cristina Mogildea.



## 1. Is *PentruEA* a women's only magazine, and why is it dedicated exclusively to women who "think, read and spend"?

**Cristina Zavatin:** When we started up the magazine, we had the idea of creating a product dedicated exclusively to women. In the beginning, there was only one section featuring men. Meanwhile, we understood that there is no point in avoiding subjects on men because women like to read about men and vice-versa—men like to escape sometimes in a woman's world. As for readers, we focus on independent, powerful, educated, active women, in short women who are not decorative elements. Consequently, the topics correspond to our target audience.

**Stella Jemna:** Obviously [we write] for people who "think, read and spend," but also for women who sometimes do not have the courage to believe in their own power to change things for the better. For them, we offer success stories of women who believed and who made it through.

**Cristina Mogildea:** In a world economy run by women (responsible for 80 percent of global consumption), who have the most products to meet their needs and wishes, including media products, and—very important!—who are constantly looking for something better, I think our choice is a natural one. Even though our slogan sounds like a restrictive one, in fact it isn't so. We want women to be active, smart and professional.

## 2. Where did the idea of an online magazine originate? Did you believe from the start in the success of this business, or was it an adventure?

**CZ:** In 2010 the Independent Journalism Center offered small grants for graduates of the Chisinau School of Advanced Journalism. As we were a very united group with lots of ideas we said, "Let's make the best online magazine in Moldova!" The idea of a

business was very distant, at least for me. At that time, I saw *PentruEa.md* merely as a project, as an adventure. The big challenge came when the funding ended and we had to work at our own expense. We had a difficult choice to make: either we go on, or we give it up. The second option was rejected from the very beginning. I don't think you can achieve anything without enthusiasm, passion and team work.

**SJ:** As long as I remember, I have been puzzled by one question: Why can't women with the same intellectual capacities as men make the most of their potential? The first articles, as well as those that followed, proved that we have enough women who dared to believe in their own abilities and achieved remarkable results. It's more than just business women; there are also women who succeeded in fighting cancer, who invested everything in their children, who gave up their social status in Moldova for a "promising" life abroad. They convinced me that what we do indeed inspires our readers, and if they truly want to make a change, they will find a solution for every problem.

**CM:** It started as an adventure as the idea of an online magazine fleshed out spontaneously over a beer with colleagues, and then it became a project. In the end, what really counted was the start-up team. We all had different professional backgrounds, different life experiences and different temperaments, but together we created that synergy that ensures that a start-up will be a hit: fresh ideas, commitment and competence.

**3. Why choose an online outlet instead of a traditional one—newspaper, magazine or broadcast? Are you afraid of competition?**

**CZ:** It is much more costly to edit a print magazine or to produce a broadcast and I doubt that it would have a stronger impact than an online publication.

**SJ:** We opted for online because it is here that you can make use of all the technologies existing in television, print and radio. The costs are smaller and publishing online ensures direct feedback. The future belongs to the online media. There will be always competition, but the final choice belongs to the readers who rate our publication.

**CM:** The potential of Moldovan online media is huge even if we split it by gender (slightly over 50 percent are women). It is sufficient to take a look at social networks—Facebook and Odnoklassniki—to notice the evolution of the online audience compared to that of other media segments. Competition does not scare us, even though recently a couple of similar outlets, albeit with bigger budgets and big brands standing behind them, have emerged (ProTV's *perfecte.md* and *Unica.md*, the site of a shaping club network). In October 2010 when we started the magazine, there had been only one similar outlet but it was no longer active (*ladyclub.md*). Since then, the niche has expanded significantly, meaning we're on the right track!

**4. Niche outlets and businesses, especially those offering alternative content, haven't really succeeded in the Moldovan market so far.**

**CZ:** In these two years we have seen that media consumers are quite eager to see an alternative agenda, but those who reject it are the media themselves who continue to treat the audience as an uneducated mass doomed to collective thinking. Giving up media mishmash is difficult but necessary. You cannot cater to everyone's interest and write just like everybody else does.

**SJ:** Every beginning is difficult. When we started up this site, one of my colleagues told me we could not expect more than 300 unique visitors per day. In two years, we succeeded in attaining about 2,000 [visitors]. Our success is due to teamwork and to the fact that none of us three was more of a director or more important; everyone did her job. The team is what matters in the end.

**CM:** Our advantage is that we anticipated a necessity of the public (as Iulian Comanescu put it, we were "five minutes smarter"). Once we captured the public's attention, we're trying to shape it as well while taking into account the trends in the market. I don't believe in the future of a press dominated by collective thinking and primary instincts.

**5. Is what you're doing journalism in its classic sense (as far as I've seen, you do have feature stories, interviews, news and so on), or is it more what we casually call infotainment? How would you define your product?**

**CZ:** I would say that it is more like "quality infotainment," an online outlet that relaxes you, yet keeps you informed.

**SJ:** When we studied [journalism], we learned one important thing: to give readers objective facts, not personal "versions of truth"—without interpretation and personal opinions (except for the editorial column, of course) and without breaching the basic rules of our profession.

**CM:** I shall not venture into giving a definition of infotainment. The standards of classic journalism are also applicable to us, especially in terms of working with sources, professional ethics and writing norms. If finally what happens is the "packing" of the product into a form more attractive to the audience, well then this is our subjective definition.

**6. It is a quite common trend shortly after launching to see traditional outlets diversify their activities in an online platform, usually by starting a website. Are you interested in following the trend only the other way round, from an online outlet to traditional media? Which path has more advantages?**

**CZ:** First, we would like to settle things down with the online platform before venturing into other projects. I think the Internet has a lot to offer, and it would be a shame to not make the most out of these possibilities.

**SJ:** There are a lot of ideas for our future development—lots of new projects. If someday we will consider one of the options that you presented here, why not?

**CM:** Of course we did explore such paths. In this case, the advantage of an online outlet is to be able to shape the potential project in classic media based on the expectations of the audience at a significantly lower cost than that implied by the other case, e.g. when a newspaper enters the online market.

**7. What's the "feeding source" of a women's online magazine? Advertisements, subscriptions, funding projects? Have you ever considered implementing a fee for readers or is it too early in your opinion?**

**CZ:** We "feed" on ads. It is a reality that we must not hide. Puritan journalism is only for the rich. I would like to see *PentruEA* have as much advertising as possible as for me this is evidence of its success. Advertisers come to those outlets that have large readerships, and it is a journalist's duty to "conquer" the public. As to fees, I believe it is too early to consider them; the Moldovan market is not ready yet for such things.



**SJ:** For more than one year our magazine “has fed” on our own economies and investments. We wanted to accomplish something without asking much in return. We will stick to advertisements and possibly fees in order to ensure the sustainability of the website. We are not interested in making a fortune.

**CM:** Currently, we count on advertisements as well as on funding projects. Concerning readers’ fees, I would say that it is necessary first to create some products with a more diversified content in order to be able to speak about subscriptions. We are waiting for 2015 and the digital switch-over to see how the general audience reacts if public broadcasting implements this funding model.

**8. In the media world, regardless of their formats, outlets are often attributed to someone—be it a politician, a media trust or some anonymous master. Whom do you belong to and whose interest do you serve? Do you believe in independent press in Moldova?**

**CZ:** For a long time, we avoided tackling political issues and politicians in order to avoid such rumors and any potential associations. We serve the public interest and for me, it is the most honorable service of all. We do not produce political news, analyses or syntheses and do not favor anybody.

**SJ:** *PentruEA* is the magazine of Stella Jemna, Cristina Zavatin and Cristina Mogildea, candidates of the party of women “who will, can and do”.

**CM:** As an online women’s outlet, we marginalized the political field from the start and I don’t think we’re “attributable” to any political actor. As for the economic factor, of course there is one. It is present in two ways: the advertisers and the readers. The big challenge is not to compromise quality. In the end, it is even easier for us to stay independent, since we aren’t in the news market, although we do feature news and reports. Those who really have a problem with defining their editorial and financial independence are the big actors in the news field.

**9. What are the most accessed, the most frequently read subjects on PentruEA.md?**

**CZ:** Overall, we have succeeded in specializing in stories from abroad (*Istории din străinătate*) and local success stories (*Povești de succes*), but also in approaching men in a less formal manner for our section “Men on Women” (*El despre Ea*).

**SJ:** So many women, so many minds. Statistically speaking, things keep changing from one month to another, depending on what women who “think, read and spend” think is more important. To me, the most popular section is “Men on Women.” A woman is always interested to know what men think of her—it’s as simple as that.

**CM:** The most frequently accessed are the items on celebrities, hairdos, brides and others like them, but a reader’s satisfaction cannot be measured by quantitative indicators; this is why the feedback and appreciative responses to certain powerful stories are as important as statistics.

**10. Your team comprises journalists, photographers, sketchers, web programmers and... a psychologist. Why a psychologist? What is her mission? Do you think every media institution must have such a specialist?**

**CZ:** Indeed, we are a big team; a magazine is not a one-person show. You can’t move on without a team and without the right people in the right places. I think a psychologist is welcome in a media institution, in order to take care of our nerve cells and those of our readers. In the case of *PentruEA.md*, Daniela Terzi-Barbăroșie is the person who moderates a forum and writes pieces on psychology.

**SJ:** We have a big team that I appreciate very much for the enthusiasm of everyone involved. We all share the same ideas, including our psychologist. Although this profession is still less understood and not as acknowledged in Moldova [as it should be], it is more and more necessary.

**CM:** The psychologist is a member of the writing team as our intention is to provide relevant pieces with the advice and opinions of a real professional who has a good understanding of women’s nature.

**11. What are your future plans? Are you preparing new products or maybe planning a new project? When shall we see PentruEl (For Him)?**

**CZ:** Obviously, we have new plans and ideas and in the near future you will certainly see them. There will be improvements in the design, the content and the entire product. You are not the first to ask us when the masculine version will show up.

**SJ:** Hmmm, in this country, pretty much everything is created For Him, including the woman. When half of the members of Parliament are women, I promise to think about *PentruEL*.

**CM:** We focus on content diversification but essentially in the near future, Internet users will see a fresh, improved format with new content. We are also working on two ideas that evolved from the initial project *PentruEa*, but let these be a surprise for now!

**Bogdan SIRBU**

# Community Journalism: Relentlessly Local by Jock Lauterer

The book *Community Journalism: Relentlessly Local* published by Polirom was first issued back in 1995 with a second edition in 2000 and a third one in 2010, updated, revised and translated into Romanian for all those who take an interest in the subject matter.

Jock Lauterer is a journalism professor at the University of North Carolina at Chapel Hill. He founded and edited two award-winning local newspapers in North Carolina, an experience that allowed him to propose theories and good practices for the development of the current and future community press. The work encompasses theoretical aspects of the essence and content of community press as well as specific examples and practical advice suggesting the best way to do this type of journalism to keep it continually flourishing. The book is intended for journalism students, print press journalism professionals and also for university professors tackling community press issues in their courses.

The book is an easy read, mainly due to its good structure. The author provides 24 chapters, each with several subchapters, paragraphs and subparagraphs. This helps readers save time by finding the sections of interest to them or that offer new, interesting or useful information. As we are already used to such works, the handbook begins with the “layout” and clarification of some notions and expressions essential to understanding key issues. Here we mean of course the theoretical part of the subject matter for which Professor Lauterer has chosen a very simple and intelligible approach, catering it to every reader while leaving room for interpretation. Thus, in the first chapters we learn the statute of community journalism as viewed by a man who has worked in this field and considers it extremely important to every country, regardless of its size and power. While talking about development trends in community journalism, the author



says that neither television nor big national dailies and weeklies will supplant community newspapers as long as there are people who can observe and relate what happens in their communities. Professor Lauterer expresses his disenchantment with the fact that in a country like the USA in which 97 percent of all newspapers are considered “small” by media professionals, for many years many colleges and universities have failed to offer courses on community journalism. The thought is stated in the section on Community Journalism and Higher Education, an aspect especially relevant to university lecturers, including those in Moldova, because the issue is worth in-depth research so it can be introduced into the university curriculum.

The book can serve as a quality and compelling instrument for journalism graduates and even for practitioners who feel uneasy at their work places. That is because the author produces a series of arguments/explanations in favor of or against practicing community journalism.

*What am I doing here?* A professional trained in community journalism should never find himself/herself asking this question. If a journalist sent to a small newspaper in Soroca considers from the very first day that there is nothing to write about because there is not much going on in Soroca, certainly his/her place is not in community press and perhaps his/her entire vocation for journalism can be questioned. The professional identity crises that the author mentions in Chapter 3 are not to be ignored, but a journalist should be “blooming where he was planted; doing his job to the best of his ability regardless of the circumstances or setting.”

Supposing that the right people are in the right places and have chosen the right profession, the author goes to extensively explain what *community in the news* means and what *the role of community journalism* is for individual communities and for the entire society. While hoping that those interested will be able to



learn and make a difference, Professor Lauterer provides a technical and practical overview of what a community newspaper is, what a community newspaper isn't and what a community newspaper should be. It is also here that *the downside of community journalism* is presented, especially the financial aspects which are something that every journalist who ventures into this business should keep in mind.

Community journalism is characterized by a greater degree of sensitivity, much more than in national newspapers or global journalism. At least this is the conclusion to which the book leads us. The sensitive character of community press becomes visible in the answer to the question "*Whose paper is it anyway?*" formulated by the author in Chapter 4. By answering this question correctly, we can understand why community journalism is so important and what the reasons are for this higher degree of sensitivity. "Even if *you're* the owner," the author says, "it's *their* paper," meaning it's the paper of the community that you write for. People tend to personalize, individualize and live with everything that happens in their communities thus becoming "egocentric" and acquiring an acute sense of ownership of the newspaper that writes about their lives. "*A newspaper's greatest resource is the reader, pure and simple,*" and if journalists manage to disappoint him or lie to him, they must look for another job. In the same line, the author refers to personalities and community newspapers, as well as to the "*critical link between newsroom accessibility and journalistic community accountability.*"

American authors are renowned for their down-to-earth and simple way of explaining things that are apparently academic and that in another country's library would be the subject of many serious treaties spread on tens and hundreds of pages. Professor Lauterer is no exception. The chapter on the little old lady from Dubuque in which the author reveals the essential difference between community press and other types of press constitutes the most compelling argument in favor of the above-mentioned idea. The community newspaper is written for the old lady from Dubuque (Soroca or Cahul, in our case) because she is the main character in the stories and because she is also the most dedicated reader. According to the author, a community newspaper bases its activities on the acronym CARE which he deciphers as follows: "*C stands for community, A stands for accessibility and accountability..., R stands for responsibility and E for even-handedness, equanimity, egalitarianism and elitist-NOT.*" It is, perhaps, the most beautiful combination of words describing the essence of media.

Further, the author develops the subject of *community in the community newspaper*, speaking also on *types of communities* and on the fact that a community journalist must be very careful with every detail specific to a certain type of community in order to be able to write effectively on and for it.

A significant part of this handbook is dedicated to journalism genres and their particularities with respect to community press. Thus, Professor Lauterer tells us yet again what is *news* and why *9/11 was local news everywhere*. Next come *features, editorials, interviews and writing* all explained and presented as components of community journalism. The author dedicates an entire chapter to the so-called "*ladies' sections*" and argues why articles in columns called "*society*", "*lifestyle*", "*weddings*", "*obituaries*", "*anniversaries*" or "*community sports activities*" are news and as such are important.

The relationship between *graphics, design* and *community press* is established in Chapter 13. The author is convinced that the look of the product in the eyes of consumers matters not only to metro dailies and weeklies, but also, or maybe precisely, to community newspapers. Several examples and cases, both positive and negative, are made as arguments and proofs. The *photojournalism* chapter appears as a logical continuation of the subject, depicting and demonstrating, although not for the first time, *the power of images* in media, including in community press. Fortifying the practical aspect of the work, the author proposes *ten things necessary for a good picture*, advice that comes in handy for community journalists as well as for those working in national or international newspapers.

The role of the Internet in the development of community journalism is shown in Chapter 15 which is entitled *Technology and Community Newspapers*. No one can deny or underestimate the importance and influence of new technologies on the development of mass media. However small and isolated the community for which we write may be, in the 21st century communication cannot exist outside global virtual space. Here the author touches on the Internet, online newspapers and blogs and also on the convergence of print press and online media.

As no subject regarding mass media can be analyzed and/or discussed without addressing professional ethics, a chapter of the book is dedicated to the relationship between *ethics* and *community newspapers*. An element as important and general as ethics is adapted and "sculpted" for community journalism. Like the previous one relating to new technologies, this chapter can be useful not only to community journalists and theoreticians but also to those from other media types since the author equally approaches *plagiarism, sensitive issues, pictures* and the like.

In the last part of the book, the author speaks about the economic side of community journalism—profit and advertising—as well as about editorial management, an important aspect that can often be difficult to adjust to certain needs and to coordinate with certain realities. The requirements for a good editorial manager, in Professor Lauterer's vision, and which are perfectly applicable to any other type of editorial manager and in a larger sense to any manager, start with *editorial quality*, then move on

to relationships, well-trained personnel, willingness to take risks, visionary leaders willingness to work hard and finally the corporate culture necessary in any media institution which should be adapted to the specifics of the community for which the paper is written. Also here the author presents a shortlist of typical managers. The list can be complemented or accepted partially, but it is still an interesting and noteworthy point of view.

Toward the end of the work, Professor Lauterer points to the importance of shedding light on issues of parts of communities such as the Latin American communities that are very numerous in some areas of the USA. The experience of translating articles into Spanish or editing bilingual issues has proved to be positive and thus encouraging. A local newspaper can only thrive on such approaches. The author also says that it is not enough for a community newspaper to be good—it always has to endeavor to be extremely good in order to be sustainable and to maintain its audience; that a community newspaper can flourish if it is under constant watch and is told where there is room for improvement; that taking classrooms on a community journalism roadshow tour is one of the best teaching tools for

community journalism; that not all newly established community newspapers can succeed; and that we must not give up after the first failure without trying to fix the what went wrong..

The book also provides a very handy glossary with 99 terms from community journalism as well as a list of sources and references that can guide any student, professor or working professional interested in this subject matter.

Beyond the theoretical and academic aspects that can be certainly noticed and learned by the reader, we consider it important that the subject itself was brought yet again to the public's attention. In the USA as in Europe, the detachment of media and journalists from the community and its problems has become alarming. In recent years, efforts have been made to bring back what in Europe is called "neighborhood journalism" including, or maybe precisely, in terms of quality. Works such as *Community Journalism: Relentlessly Local* can only be welcomed in this context, including by media theoreticians and practitioners in Moldova.

Aneta GONTA



# Memo on Press Freedom in Moldova

## 3 May 2011 – 3 May 2012

The state of the Moldovan press has undergone certain changes for the better during the last two years, a fact noticed both in international press freedom indexes that ranked our country several positions up the scale compared to previous years and in local research that evaluated the activities of national mass media. The changes can be explained by legal and political improvements, i.e., the government coalition passed laws that increased the level of protection of press freedom and the rights of journalists and made some reforms in the legal framework.

Although mass media in Moldova currently enjoys a greater degree of freedom than it did several years ago and nationally cases of interference from the authorities with the press have been few, locally interference is still a frequent practice. In UTA Gagauz-Yeri, for instance, the directors of the public radio and TV stations TRG cited interference by the chairman with their editorial independence, including unilateral changes in the broadcasting schedule, a duty assigned to the Council of Observers of TRG.

Both government and opposition parties have a significant interest in mass media—either directly when politicians own media institutions or indirectly through political or economic views that influence the decisions of Parliament. According to the press release issued by the Agency Monitor Media on 6 July 2011, “Vice PM Valeriu Lazar (PDM) is chairman of Pro Mingir NGO in his native village. This organization manages a local radio station with the same name [...] The liberal-democrat MP Nae-Simion Pleșca mentioned in his statement of interest that he is founder of two advertising companies—SRL Dansopres and SRL MS-Publicitate—in which he owns 100% of the shares. Valeriu Munteanu, liberal MP, owns 33% of the shares of SRL Faur Media, founded by his brother. The wife of Minister of Justice Oleg Efrim (PLDM) and her sister are associate owners at SRL Privesc.eu (a company providing live broadcasts of the most important events in Chisinau) at 5% each. The head of the Parliamentary Commission for Media, Chiril Lucinschi, owns shares worth 2.5 million lei in the American company EMH Inc. Lucinschi is also associate owner of IM Alkasar Media Services SRL (advertising) in which he owns 50% of the shares worth 2700 lei.” We must also mention that not all politicians made their statements of interest public during the campaign “Interese la vedere” (“Assets on display”) carried out by the Independent Press Association and the Anticorruption Alliance.

On 18 November 2011 a group of newspaper and magazine readers asked the Moldovan government and the Parliamentary

Commission for Culture, Education, Research, Youth, Sports and Mass Media to ensure the sustainable development of the national and local print press by eliminating the abusive conditions imposed by major press distribution companies and the exaggerated fees for their services since they can hinder the economic development of the Moldovan print press and limit people’s access to information.

### Public broadcasting

For more than five years, debates have been held at every level and in every national and international institution about reforming the national broadcasting institution. The legal framework regulating Teleradio Moldova (TRM) was adopted in 2006 as part of the Broadcasting Code. Since then, transforming the company into a true public service institution has been at the top of the list of media NGOs, democratic/European parties and international institutions and for two years has been part of the action plan of the governing alliance (AIE). With the change of the TRM management board and of the Council of Observers in 2010, reform became priority number one on the new management’s roadmap. Thus, at least officially, all policy makers agree to reform; however, in practice the process is being unnecessarily delayed. One can easily observe the performance of all those involved directly or tangentially in reforming TRM and can evaluate the genuine interest of each of them in promoting changes. Some signs have appeared that a deep reform in terms of organizational structure has been postponed. The failure to respect the terms and deadlines indicated in the Restructuring Strategy and Plan could suggest there are certain obstacles. On 8 May 2012, a new director of station TV Moldova 1 should be elected after the vacancy was announced in March 2012.

### The case of NIT

On 5 April 2012, the Broadcasting Coordinating Council (Consiliul Coordonator al Audiovizualului [CCA]) decided to withdraw the broadcasting license of station NIT TV. The decision was adopted by a majority as a consequence of repeated violations of multiple legal provisions, including failure to respect the principle of diversity of opinion in newscasts.

The Secretary General of the Council of Europe, Thorbjørn Jagland, expressed his concern about the withdrawal of NIT’s license while stressing that diversity of opinion and press freedom are important parts of every functional democratic soci-

ety. The United Nations in Moldova also expressed concern in this respect and urged the Moldovan authorities to restore the license without delay. The EU delegation to Moldova issued a statement on the closure of NIT stating that the Broadcasting Council should apply the same norms and laws to all Moldovan media institutions. Non-government organizations also expressed their regrets over the harsh sanctions on NIT by the Broadcasting Council but did not consider it illegal and asked for sanctions to be applied to all TV stations that fail to respect the principle of diversity of opinion.

#### Limited access for journalists to events of public interest

Although the security of media professionals is adequately ensured, international organizations reported attacks on the press. During this year, several violations were recorded, but there were fewer than in previous years, and they were less serious. Most concerned limiting access for journalists to events of public interest.

On 1 May 2012, the National Confederation of Trade Unions allowed journalists access to the meeting dedicated to International Workers' Day only upon accreditation issued at the entrance. The condition was interpreted by some institutions as limiting access to public events.

On 8 April 2012, the headquarters of local station Elita TV that broadcasts in five towns in Central Moldova was vandalized. Broadcasting equipment was destroyed and other equipment was stolen. The management stated that the vandalism was linked to their refusal of a proposal from politicians who wanted to purchase the television station. Moreover, the station encountered obstacles in broadcasting several stories and was threatened that if they aired the names of certain persons concerned in a court case, they would have to suffer the consequences.

On 23 March 2012, the inauguration of Nicolae Timofti as President of the Republic of Moldova took place. Journalists were fenced into a corner of the inauguration room at the Republican Palace and were not allowed to enter the hallway. According to media, the Protocol Officer of the Ministry of External Affairs and the Security and Guard Service that ensures the security of the President and of those participating at the event were responsible for the situation.

On 7 December 2011, a crew from Publika TV was attacked in the town of Calarasi while reporting on a religious scandal. A lawyer from the Moldovan Orthodox Church attacked the crew in the presence of several policemen who failed to interfere. He was angry because the crew had recorded him and because the reporter asked too many questions.

On 19 September 2011, Alexandru Zaharov, camera operator from Rezina-based Elita TV, was attacked in the presence of policemen and other witnesses by a driver involved in a car accident in Rezina. As a result, the camera was damaged and the TV station sustained losses amounting to 55,000 lei.

On 29 July 2011, journalist Oleg Brega was attacked on the grounds of the Slavonic University of Moldova by a manager and a guardian of the institution after which he was detained for 30 minutes. During this time, four men, two of whom were employees of the university, repeatedly checked his identity. A police team arrived 30 minutes after Mr. Brega called them. The case resulted in criminal proceedings against the perpetrators.

#### Enforcement of the regulation concerning freedom of speech

There are numerous cases of media being taken to court. Information on cases involving journalists or media institutions is not very accessible and is hard to identify. Firstly, there are no statistics in courts as to the type of plaintiffs or defendants; there are only statistics concerning the nature of the dispute. Secondly, the digitisation of archives is advancing slowly and has not been fully implemented throughout the country. Another fact limiting access to this information is that not all courts are willing to answer requests for information either due to a lack of competent personnel or because they do not think it appropriate to respond to such requests. In addition, although information on defamation cases is centralized, it is difficult to gain timely access to it from the institution responsible.

On 9 October 2010, the Law on Freedom of Speech No. 64 of 23/04/2010 was enacted and was published in the *Official Journal* No. 117-118/335 on 09/07/2010. However, a great number of judges still fail to apply the law in defamation cases involving the press and/or journalists. The causes are unclear: it can either be ignorance of the new provisions or unwillingness to apply the law. A relevant example that gained public attention was the case of the newspaper *Ziarul de Garda* tried by the Central Court in which two prosecutors from Glodeni sued the publication and asked for moral damages amounting to nearly one million lei. In particular, the plaintiffs alleged that the article in question titled "Bribe for prosecutors" ("Mita pentru procurori") damaged their honor and dignity by mentioning their names, although the author of the article referred only to the way the investigation was carried out in a criminal case against them. On 1 August 2011, the Central Court sanctioned the newspaper for failure to respect the confidentiality of criminal investigations, a duty that cannot in any case be attributed to the newspaper, and ruled that the publication had to pay 500,000 lei moral damages to the prosecutors. The case is currently pending at the Supreme Court of Justice.



**Press freedom in Moldova according to international reports**

Even though press freedom is contracting worldwide, according to international reports, the Moldovan press changed its status from “not free” to “partly free” and recorded an advance of 25 positions in the index published by Freedom House in 2011. Thus, with 55 points (10 points less than in 2010), Moldovan media ranked higher than the Ukrainian, Russian and other media from CIS countries. The last time Moldova had a similar ranking was in 2002. According to the World Press Freedom Index published annually by Reporters without Borders (Reporters sans frontières), in 2011 the Moldovan press ranked 53rd (that is 22 positions higher than in 2010), 16 points, ahead of countries like Bulgaria, Georgia, Greece and Italy.

**Recommendations:**

In order to ensure true press freedom according to the principles of an open, democratic society in line with international

standards, Moldovan authorities have to do the following:

- react to and punish perpetrators of attacks on journalists, intimidation and harassment of the press, violations of the right to free speech and of limiting access to information of public interest including access for journalists to public events;
- ensure the enforcement of current laws, particularly the provisions of the Law on Freedom of Speech;
- adopt amendments to ensure transparency of ownership in mass media;
- adopt and implement public policies supporting the development of a sustainable, independent press;
- refrain from exerting influence or pressure on the CCA and the public broadcasters and not allow such influence or pressure to come from groups with political or economic interests;
- implement the priority measures for mass media stipulated by the government agenda in the original timeframe and conditions and avoid delaying or postponing them.

**Independent Journalism Center  
Independent Press Association  
Center for Investigative Journalism  
Moldovan Young Journalists Center  
Electronic Press Association  
Committee for Press Freedom**

# Audience Survey of Media Consumption in Moldova

At the request of the Independent Journalism Center, the Institute for Marketing and Surveys (IMAS-INC) in Chişinău conducted a study of TV, radio and print media audiences in Moldova from 6 March to 2 April 2012.

The research pool was made up of persons aged 15 and older living in noninstitutionalized dwellings in both the urban and rural areas of the country. Data were collected on a random sample of 1,739 persons by age, sex and occupation on a daily basis for four weeks. The communities included in the study were divided into four distinct categories: municipalities, urban communities of more or less than 15,000 residents and rural communities, and the distribution was balanced geographically by urban and rural locations. To report on the nation as a whole, the sample was weighted to reflect the official urban-rural population distribution (42.2% urban; 57.8% rural).

The media audience was measured using the day-after recall method which asks respondents in home-based, face-to-face interviews to remember what TV stations they had watched, what radio stations they had listened to and what publications they had read the day before. In order to register data as accurately as possible, respondents were given a list of TV channels and radio stations and were prompted to recall their main activities during the day in question, and then their watching intervals were registered. The full audience study can be found on the IJC website: [www.cji.md](http://www.cji.md).

**Table 1: National Audience Surveyed by Age, Gender and Occupation**

Urban	Male	Female	Total
15-19 years	4,1%	4,0%	8,1%
20-29 years	12,5%	13,5%	25,9%
30-44 years	12,2%	13,2%	25,4%
45-59 years	11,7%	14,6%	26,3%
60+ years	5,8%	8,6%	14,3%
<b>TOTAL</b>	<b>46,2%</b>	<b>53,8%</b>	<b>100,0%</b>

Rural	Male	Female	Total
15-19 years	5,9%	5,3%	11,2%
20-29 years	11,0%	9,7%	20,7%
30-44 years	11,7%	12,8%	24,5%
45-59 years	12,3%	13,0%	25,3%
60+ years	7,2%	11,2%	18,4%
<b>TOTAL</b>	<b>48,1%</b>	<b>51,9%</b>	<b>100,0%</b>

Average	Working (%)	Non-working (%)
Urban	48,7	51,3
Rural	42,7	57,3

**Daily reach (DR) (% and thousands of people)** presents the number of individuals who watched/listened to a TV/radio station for at least 15 minutes in one day. Individuals who watched /listened to TV/radio programs more than once on the same day or for a longer period of time were taken into consideration only once regardless of the duration of watching/listening. This indicator is expressed in percentages from the weighted sample and thousands of people from the research pool.

**Weekly reach (WR) (% and thousands of people)** presents the number of people who watched/listened to a TV/radio station regularly at least once a week for at least 15 minutes. It is calculated by counting the individuals who watched/listened to the respective TV or radio station in the past seven days. This indicator is expressed in percentages from the weighted sample and thousands of people from the research pool.

**Market share (MS)** represents the total number of 15-minute intervals watched/listened to for each TV or radio station divided by the total potential audience in the sample. It is expressed as a percentage.

**Average time spent (ATS)** is the average duration of watching/listening expressed in minutes and represents the average time spent by a viewer/listener to one channel/station. It is calculated by dividing the number of 15-minute intervals watched or listened to by the number of viewers or listeners of the TV or radio station.

**Average Quarter Rating (AQR)** represents the percentage of the population that watches/listens to a certain TV or radio station in an average quarter of an hour. This indicator is expressed as a percentage of the weighted sample and in thousands of individuals in the research pool.



Table 2: Audience Indicators for TV Stations Nationwide

	DR (%)	DR (pers)	WR (%)	WR (pers)	MS (%)	ATS (min.)	AQR (%)	AQR (pers)
<b>Total</b>	<b>86,5</b>	<b>2566123</b>	<b>96,9</b>	<b>2875185</b>	<b>100,0</b>	<b>4667,3</b>	<b>17,6</b>	<b>521755</b>
Doi Plus	6,9	205423	27,3	809222	2,9	1713,5	0,5	15334
Acasa TV	1,5	43598	5,6	165940	0,8	2252,9	0,1	4279
Alt TV	0,1	3325	2,8	82254	0,0	782,6	0,0	113
Aici TV	0,4	11177	2,7	78928	0,1	744,8	0,0	363
Animal Planet	2,6	78053	15,2	451738	0,9	1322,3	0,2	4496
TV DIXI	5,6	166173	27,4	814275	2,3	1622,2	0,4	11744
Discovery	5,9	175274	22,1	656616	1,7	1177,2	0,3	8989
Euro TV	2,7	81053	22,4	665690	0,8	1123,2	0,1	3966
Euronews	1,6	47248	8,6	254110	0,4	1057,2	0,1	2176
Euro sport	2,6	76344	11,7	347449	0,9	1366,6	0,2	4545
Jurnal TV	7,6	224316	25,0	741165	2,5	1341,8	0,4	13112
GRT Comrat	0,9	25262	0,9	25262	0,4	1698,1	0,1	1869
Minimax	3,0	87612	8,8	260204	1,2	1591,5	0,2	6074
Moldova 1	34,5	1025044	65,7	1950797	13,3	1556,7	2,3	69515
MTV	2,1	62026	7,9	235033	0,6	1099,3	0,1	2971
MUZ TV MOLDOVA	5,3	158414	20,2	599562	2,2	1677,0	0,4	11573
N4	7,3	216147	22,5	667786	3,1	1710,8	0,5	16109
Nashe kino	1,7	51082	8,6	256094	0,6	1376,4	0,1	3063
National Geographic	2,1	62350	12,6	375394	0,7	1405,3	0,1	3817
NIT	26,3	781106	56,7	1681738	9,9	1523,7	1,7	51847
PRIME	47,9	1421449	78,9	2342450	24,3	2049,0	4,3	126884
PRO TV CHISINAU	19,7	584883	24,7	734337	6,3	1285,0	1,1	32742
Publika TV	8,7	258220	43,5	1290944	2,8	1292,0	0,5	14534
REALITATEA TV	0,4	12193	3,4	99806	0,1	1185,7	0,0	630
Telesport	0,7	19953	3,7	109874	0,2	1014,4	0,0	882
TNT	9,1	270646	29,3	870447	4,0	1757,1	0,7	20717
TV7	8,9	264962	33,7	999526	3,3	1481,3	0,6	17099
TVC21	1,8	54407	12,5	370219	0,5	1066,4	0,1	2528
TV2 Comrat	0,1	2217	0,6	19028	0,0	1304,3	0,0	126
ENI Ay Comrat	0,0	1108	0,5	14502	0,0	1565,1	0,0	76
India TV	1,7	51265	5,7	167974	0,9	2133,3	0,2	4764
REN TV	4,3	126225	23,4	695822	1,3	1275,4	0,2	7013
RTR PLANETA	9,1	269580	32,5	965255	3,3	1476,8	0,6	17343
TV3	1,4	42906	8,9	265054	0,6	1592,1	0,1	2976
Another channel	13,8	410944	19,5	579468	7,2	2094,0	1,3	37488

## Prime Time Audience Indicators for TV Stations (19:00 and 22:59)

**Prime Time (PT)** measures the interval in which TV channels enjoy maximum viewing. The impact of advertisements broadcast in this period is high, and the fees charged are also higher. For TV programs, prime time is between 19:00 and 22:59 with variations from one country to another.

Table 3: National Prime Time Audience Indicators for TV Stations

	PT DR (%)	PT DR (pers)	PTMS (%)	PT ATS (min.)	PT AQR (%)	PT AQR (pers)
<b>Total</b>	<b>82,1</b>	<b>2437038</b>	<b>100,0</b>	<b>153,2</b>	<b>52,4</b>	<b>1555878</b>
Doi Plus	5,6	166767	3,7	83,0	1,9	57680
Acasa TV	1,1	31821	0,7	77,0	0,3	10212
Alt TV	0,1	2217	0,0	22,5	0,0	208
Aici TV	0,2	6143	0,0	27,3	0,0	699
Animal Planet	1,6	46832	0,7	57,6	0,4	11240
TV DIXI	3,2	93663	2,0	78,2	1,0	30499
Discovery	3,2	96297	1,3	51,0	0,7	20480
Euro TV	1,8	52558	0,7	52,8	0,4	11557
Euronews	0,8	23278	0,2	37,9	0,1	3672
Euro sport	1,4	41706	0,7	58,9	0,3	10239
Jurnal TV	5,5	162891	2,6	60,7	1,4	41225
GRT Comrat	0,8	23045	0,6	101,3	0,3	9724
Minimax	1,1	32330	0,5	54,0	0,2	7277

Moldova 1	29,3	871021	15,5	66,5	8,1	241409
MTV	1,1	31913	0,5	58,1	0,3	7727
MUZ TV MOLDOVA	2,0	58700	1,1	67,0	0,6	16387
N4	4,9	146637	2,8	71,1	1,5	43434
Nashe kino	1,1	33346	0,6	62,4	0,3	8671
National Geographic	1,2	34455	0,6	62,2	0,3	8934
NIT	20,3	601681	10,7	66,5	5,6	166630
PRIME	38,3	1137833	24,1	79,1	12,6	375206
PRO TV CHISINAU	15,8	469975	8,0	63,9	4,2	125210
Publika TV	6,3	186910	2,3	46,3	1,2	36039
REALITATEA TV	0,3	9976	0,2	63,3	0,1	2633
Telesport	0,2	6651	0,1	60,0	0,1	1663
TNT	5,9	176058	3,6	76,8	1,9	56352
TV7	6,5	194253	3,2	61,9	1,7	50131
TVC21	1,1	32146	0,4	42,9	0,2	5750
TV2 Comrat	0,1	2217	0,0	75,0	0,0	693
ENI Ay Comrat	0,0	1108	0,0	90,0	0,0	416
India TV	1,0	30113	0,7	81,6	0,3	10244
REN TV	2,5	73435	1,1	53,6	0,6	16393
RTR PLANETA	5,9	176425	3,2	68,2	1,7	50147
TV3	1,3	37364	0,8	81,7	0,4	12727
Another channel	10,0	297285	6,7	84,3	3,5	104370

## Audience Indicators for Radio Stations

Table 4: Audience Indicators for Radio Stations Nationwide

	Total		
	DR (%)	DR (pers)	MS (%)
<b>Total</b>	<b>50,2</b>	<b>1489991</b>	<b>100,0</b>
Radio 21	1,1	31729	1,3
Radio 7	0,4	12193	0,5
Radio Alla	1,9	57316	2,3
Radio Aquarelle	0,5	13902	0,6
Radio Chişinău	0,2	5634	0,2
Radio Auto Radio	1,5	44615	1,8
Radio Free Europe	0,6	18428	0,8
Radio Europa Plus	1,4	40781	1,7
Radio Fresh FM	1,1	32930	1,3
Radio GRT FM	1,0	29188	1,2
Radio Hit FM	7,3	217157	8,8
Radio Jurnal FM	0,8	25170	1,0
Radio Kiss FM	4,7	139062	5,7
Radio Maestro FM	0,7	20645	0,8
Radio Megapolis	1,9	55699	2,3
Radio Moldova	11,8	349977	14,3
Radio Noroc	14,6	433297	17,7
Radio Plai	1,3	39764	1,6
Radio Prime FM	1,0	30713	1,3
Radio Pro FM	1,7	51866	2,1
Radio Publika FM	0,6	17227	0,7
Radio Retro FM	4,5	132135	5,4
Radio Poldisc Russkoe Radio	11,4	339224	13,8
Radio Serebrenyi Dozhdi	0,9	27387	1,1
Radio Stil	1,6	47340	1,9
Radio Vocea Basarabiei	3,4	100265	4,1
Another station	8,1	241310	9,8



Table 5: National Audience Indicators for Radio Stations by Gender

	Male			Female		
	DR (%)	DR (pers)	MS (%)	DR (%)	DR (pers)	MS (%)
<b>Total</b>	<b>54,7</b>	<b>769567</b>	<b>100</b>	<b>46,2</b>	<b>720682</b>	<b>100,0</b>
Radio 21	0,9	12821	1,0	1,2	18899	1,7
Radio 7	0,4	5554	0,4	0,4	6638	0,6
Radio Alla	2,3	32308	2,4	1,6	25030	2,2
Radio Aquarelle	0,4	5554	0,4	0,5	8343	0,7
Radio Chişinău	0,2	2823	0,2	0,2	2812	0,2
Radio Auto Radio	2,7	37445	2,8	0,5	7237	0,6
Radio Free Europe	0,9	12312	0,9	0,4	6131	0,5
Radio Europa Plus	1,3	18468	1,4	1,4	22310	2,0
Radio Fresh FM	1,2	16246	1,2	1,1	16686	1,5
Radio GRT FM	1,4	19670	1,5	0,6	9541	0,8
Radio Hit FM	9,6	135195	10,2	5,3	82094	7,3
Radio Jurnal FM	0,9	12913	1,0	0,8	12261	1,1
Radio Kiss FM	4,8	67113	5,1	4,6	71953	6,4
Radio Maestro FM	0,9	12312	0,9	0,5	8343	0,7
Radio Megapolis	2,7	38463	2,9	1,1	17285	1,5
Radio Moldova	11,5	162409	12,3	12,0	187554	16,6
Radio Noroc	15,3	215405	16,3	14,0	217932	19,3
Radio Plai	1,0	14533	1,1	1,6	25213	2,2
Radio Prime FM	1,1	15644	1,2	1,0	15073	1,3
Radio Pro FM	2,1	29067	2,2	1,5	22817	2,0
Radio Publika FM	0,8	11109	0,8	0,4	6131	0,5
Radio Retro FM	6,2	87802	6,6	2,8	44436	3,9
Radio Polidisc Russkoe Radio	14,1	197865	14,9	9,1	141511	12,5
Radio Serebrenyi Dozhdi	0,6	7776	0,6	1,3	19590	1,7
Radio Stil	2,5	35131	2,7	0,8	12261	1,1
Radio Vocea Basarabiei	3,6	51051	3,9	3,2	49228	4,4
Another station	8,4	117839	8,9	7,9	123486	10,9

Table 6: National Audience Indicators for Radio Stations by Age Group

	15-29 years			30-44 years			45-59 years			60+ years		
	DR (%)	DR (pers)	MS (%)	DR (%)	DR (pers)	MS (%)	DR (%)	DR (pers)	MS (%)	DR (%)	DR (pers)	MS (%)
<b>Total</b>	<b>49,6</b>	<b>481652</b>	<b>100,0</b>	<b>54,3</b>	<b>413435</b>	<b>100,0</b>	<b>48,9</b>	<b>372501</b>	<b>100,0</b>	<b>47,2</b>	<b>236096</b>	<b>100,0</b>
Radio 21	2,5	23816	2,9	0,7	5199	0,7	0,4	2812	0,5	0,0	0	0,0
Radio 7	0,5	4422	0,5	0,6	4579	0,6	0,4	3319	0,6	0,0	0	0,0
Radio Alla	1,9	18288	2,2	3,2	24135	3,3	1,8	13368	2,2	0,4	2241	0,7
Radio Aquarelle	1,0	9443	1,1	0,5	3434	0,5	0,1	1106	0,2	0,0	0	0,0
Radio Chişinău	0,0	0	0,0	0,4	2909	0,4	0,0	0	0,0	0,6	2848	0,9
Radio Auto Radio	1,4	13866	1,7	2,0	14977	2,0	1,7	12861	2,1	0,7	3362	1,1
Radio Free Europe	0,4	3915	0,5	0,7	5199	0,7	1,0	7237	1,2	0,4	2241	0,7
Radio Europa Plus	2,2	21697	2,6	0,9	6964	1,0	1,3	10049	1,7	0,4	2241	0,7
Radio Fresh FM	2,4	23401	2,8	0,7	5199	0,7	0,4	3319	0,6	0,2	1121	0,4
Radio GRT FM	1,1	11148	1,3	0,4	2909	0,4	1,1	8435	1,4	1,4	6816	2,1
Radio Hit FM	13,0	126124	15,3	8,4	64152	8,8	3,6	27427	4,6	0,2	1121	0,4
Radio Jurnal FM	0,9	8936	1,1	1,1	8633	1,2	0,9	6730	1,1	0,2	1121	0,4
Radio Kiss FM	9,9	96322	11,7	4,3	32863	4,5	1,4	10648	1,8	0,0	0	0,0
Radio Maestro FM	0,7	7232	0,9	0,8	6344	0,9	0,8	6131	1,0	0,2	1121	0,4
Radio Megapolis	3,0	29344	3,6	2,3	17886	2,4	0,8	6131	1,0	0,6	2848	0,9
Radio Moldova	3,6	34640	4,2	11,9	90431	12,4	12,9	97953	16,3	26,2	130956	41,2
Radio Noroc	10,5	102216	12,4	17,1	130593	17,9	19,1	145294	24,1	11,9	59433	18,7
Radio Plai	0,8	7831	0,9	1,9	14452	2,0	1,1	8344	1,4	1,9	9664	3,0
Radio Prime FM	1,1	10549	1,3	1,1	8633	1,2	0,7	5024	0,8	1,4	6816	2,1
Radio Pro FM	3,2	30633	3,7	1,5	11448	1,6	1,0	7836	1,3	0,4	2241	0,7
Radio Publika FM	0,1	1106	0,1	0,6	4579	0,6	1,4	10556	1,8	0,2	1121	0,4
Radio Retro FM	3,1	30542	3,7	8,4	63867	8,7	4,5	34572	5,7	1,0	5089	1,6
Radio Polidisc Russkoe Radio	11,8	114885	13,9	14,9	113757	15,6	11,3	86431	14,4	5,5	27593	8,7

Radio Serebrenyi Dozhdi	0,7	7232	0,9	0,7	5199	0,7	1,5	11155	1,9	0,8	3968	1,2
Radio Stil	1,1	10549	1,3	2,4	18411	2,5	2,2	16687	2,8	0,4	2241	0,7
Radio Vocea Basarabiei	1,6	15662	1,9	2,5	19031	2,6	5,9	44713	7,4	4,3	21569	6,8
Another station	8,1	78217	9,5	8,5	64772	8,9	7,7	58680	9,7	8,4	41832	13,2

#### National Print Recall (weeklies/dailies)

**Brand recall shows the level of recognition/popularity of a brand among the public and is a measure of fame or celebrity. This indicator is expressed as a percentage of the total population that recognizes the brand.**

**Spontaneous recall** is the ability of a respondent to recall names or events without the interviewer's help. It is expressed as a percentage of the individuals who spontaneously mention the brand without prompting.

**Assisted recall** is a research technique in which the respondent is to a certain extent prompted to recall a brand. It represents the percentage of individuals who recognize the brand from a list of various brands offered by the interviewer.

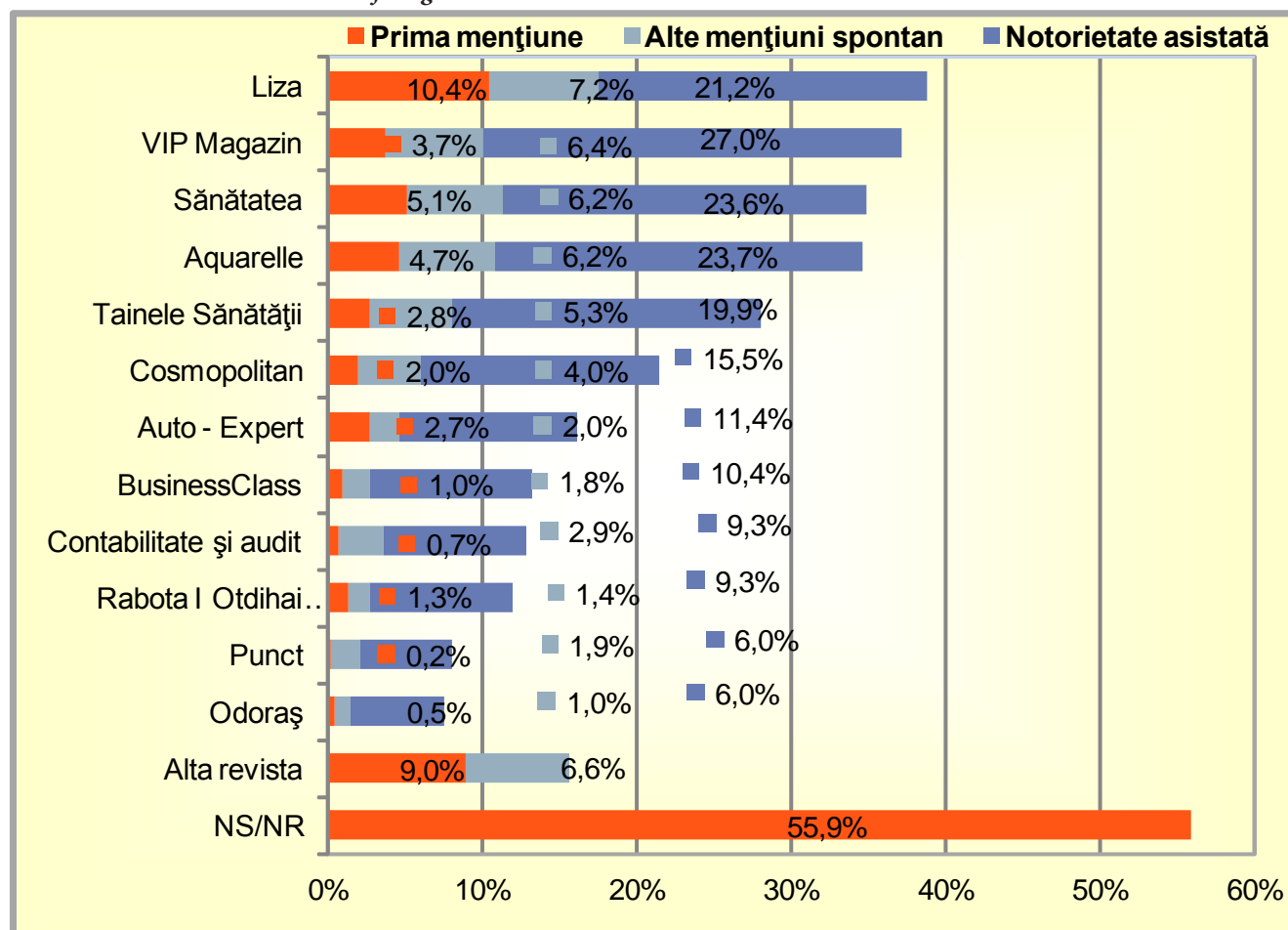
**Table 7: National Audience Recall of Newspapers (weeklies/dailies)**

	Spontaneous recall		Assisted recall	Total recall
	First mention	Other spontaneous mentions		
Komsomolskaia Pravda	16,7	25,9	32,5	75,1
Makler	11,7	24,9	38,3	74,9
Argumenty i Fakty	4,8	15,2	36,3	56,3
Antenna	4,3	11,0	37,7	53,0
Comunistul	5,5	6,6	29,9	42,0
Timpul	3,3	7,6	30,1	40,9
Săptămâna	2,9	9,7	28,2	40,8
Moldova Suverană	1,6	4,5	31,6	37,7
Jurnal de Chișinău	2,6	8,2	26,6	37,5
Adevărul	4,6	7,9	23,9	36,4
Flux	1,5	4,9	29,0	35,5
Trud	0,3	4,6	30,1	35,1
Nezavisimaia Moldova	0,6	3,5	26,6	30,7
Literatura și Arta	0,7	3,7	25,0	29,4
Moldavskie Vedomosti	0,5	2,3	16,7	19,5
Ziarul de gardă	0,1	1,7	12,0	13,9
Sport Curier	0,6	1,6	10,3	12,5
Ecomomiceskoe Obozrenie	0,3	1,9	8,9	11,1
Capitala	0,1	0,9	9,6	10,6
Cuvântul	0,3	0,9	8,6	9,9
Observator de Nord	1,7	0,7	6,1	8,5
Unghiul	3,5	1,4	3,2	8,1
Cuvântul Liber	0,4	0,7	6,2	7,3
SP	0,7	2,6	3,2	6,6
ECO magazin economic	0,1	0,8	4,7	5,6
Expresul de Ungheni	0,4	2,1	2,2	4,7
Panorama	0,1	0,3	4,3	4,6
Cahul Express	1,4	0,9	1,8	4,0
Gazeta de Sud	0,4	0,5	2,9	3,8
Vesti Gagauzii	0,7	1,5	1,4	3,6
Ayin Aciik	0,0	0,1	0,9	1,0
Other papers	8,5	10,6	-	-
Don't know/don't answer	19,2	31,7	-	-

Note: "First mention" is the option for a single-answer question, while "Other spontaneous mentions", "Assisted recall" and "Total recall" are options for a multiple-answer question (only Yes/ values are given).



Table 8: National Audience Recall of Magazines



Note: "First mention" is the option for a single-answer question, while "Other spontaneous mentions", "Assisted recall" and "Total recall" are options for a multiple-answer question (only Yes/ values are given).

#### National Audience Indicators for Print Media

**Average Issue Readership (AIR)** indicates the number of readers per issue.

**Market Share (MS)** is the percentage or proportion of the total available market or market segment serviced by a company. MS is the most systematic audience indicator. It reflects the comparative performance of each daily/weekly/monthly publication and in this study was calculated based on the number of individuals who had read a certain daily/weekly/monthly in a specific period of time divided by the number of individuals in the sample, multiplied by 100.

Table 9: National Audience Indicators for Daily Newspapers

	Total		
	AIR (%)	AIR (pers)	MS (%)
<b>Total</b>	7,7	227966	100,0
Adevărul	1,0	29604	11,1
Komsomolskaia Pravda	3,1	92138	34,6
Makler	2,1	62626	23,5
Moldova Suverană	0,7	19536	7,3
Nezavisimaia Moldova	0,8	24062	9,0
Timput	1,3	38472	14,4

Table 10: National Audience Indicators for Weekly Newspapers

	Total		
	AIR (%)	AIR (pers)	MS (%)
<b>Total</b>	<b>35,8</b>	<b>1061673</b>	<b>100,0</b>
Antenna	5,1	151255	9,3
Argumenty i Fakty	4,3	128485	7,9
Ayin Aciik	0,0	0	0,0
Cahul Express	1,1	32421	2,0
Capitala	0,5	15702	1,0
Comunistul	4,7	138179	8,5
Cuvântul	0,3	10068	0,6
Cuvântul Liber	0,9	28079	1,7
ECO magazin economic	0,5	13394	0,8
Economiceskoe Obozrenie	0,9	26095	1,6
Expresul de Ungheni	1,9	56483	3,5
Flux	1,3	37547	2,3
Gazeta de Sud	0,5	14594	0,9
Jurnal de Chişinău	4,5	132178	8,1
Literatura şi Arta	1,1	31913	2,0
Moldavskie Vedomosti	1,4	40964	2,5
Observator de Nord	2,0	59300	3,7
Săptămâna	3,8	112642	6,9
SP	1,5	43414	2,7
Sport Curier	1,5	45307	2,8
Trud	0,5	15102	0,9
Unghiul	3,8	111533	6,9
Vesti Gagauzii	0,6	16811	1,0
Ziarul de gardă	1,3	39581	2,4
Panorama	0,4	11177	0,7
Other papers	10,5	310630	19,1

Table 11: National Audience Indicators for Magazines

	Total		
	AIR (%)	AIR (pers)	MS (%)
<b>Total</b>	<b>14,4</b>	<b>427112</b>	<b>100,0</b>
Aquarelle	1,3	39672	6,6
Auto - Expert	0,9	27387	4,6
BusinessClass	0,6	18428	3,1
Contabilitate şi audit	0,9	27896	4,7
Cosmopolitan	0,9	27387	4,6
Liza	2,9	86596	14,5
Punkt	0,4	12285	2,1
Rabotai i Otdykhai (Работай и Отдыхай)	0,3	10068	1,7
Sănătatea	2,4	71585	12,0
Tainele Sănătăţii	1,5	45999	7,7
VIP Magazin	1,6	47432	7,9
Odoraş	0,5	13394	2,2
Other magazines	5,7	169450	28,4

The National Audience Survey of Print and Broadcast Media was conducted under the project “Developing Capacity of Moldovan Media, including in TAU Gagauzia,” implemented by IJC in the period from January to September 2012, with the financial support of Civil Rights Defenders (former Helsinki Committee for Human Rights from Sweden).

The full audience study can be found at [http://www.ijc.md/index.php?option=com\\_content&task=view&id=323&Itemid=117](http://www.ijc.md/index.php?option=com_content&task=view&id=323&Itemid=117)