



report 2019



Centrul pentru Jurnalism Independent



Centrul pentru Jurnalism Independent

The Independent Journalism Center is the first media organization to support journalists and media outlets in the Republic of Moldova to strengthen a free and viable press via projects that provide training in journalism and public relations, media campaigns, advocacy, research, and media education.



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Why is the Independent Journalism Center still necessary after 25 years?

- We continue to defend the rights and freedoms of our colleagues.
- We identify legal shortcomings and urge the authorities to address them.
- We support our journalism colleagues in court to help them claim their rights when, for instance, their access to information is impeded or when they are sued by officials or by individuals targeted in their investigations.
- We support the editorial offices that work professionally and effectively to provide quality content to readers and TV and radio audiences.
- Every year we persuade the young people who come to the School of Advanced Journalism that a reporter's job, if done according to the highest standards, is both exciting and rewarding, and we captivate them with field work.
- With the help of the course "Education for Media," we work to reach as many students as we can to teach them how to ask themselves the right questions and how to decide if they are being informed or misinformed.
- We follow new media trends in newspapers and news portals and on radio and TV stations and share them with our colleagues and with freelancers.
- We are here because we want better conditions for our journalistic guild, we want media that is indeed free, and we want ethical norms that all adhere to.
- We are here because we care!

*Best regards,
the team of the Independent Journalism Center (IJC)*

The team at the Independent Journalism Center remains faithful to the values and principles it has been promoting over the years. In 2019 we further supported transparency, integrity, professional ethics, gender equality, and non-discrimination while always encouraging the observance of human rights. Starting in 2019, we began contributing to the development of quality media and journalism under the guidance of a new strategy.

2019



Centrul pentru Jurnalism Independent

10 Milestones



656

beneficiaries

509 women + 147 men.
journalists, students, officials,
teachers, pupils, etc.



258

journalists

or media community
representatives initiated in
journalism or trained in trends,
innovations and more



167

teachers

developed their skills to teach
the course "Education for
Media"



2.723

students

trained to be critical thinkers



50

officials

trained in how and when to
provide journalists with access to
information of public interest



4

multimedia tools

launched during the Fifth Power
Media Hackathon



3

cases

represented in court



19 times

we reported

on restrictions of journalists'
rights



18.634

individuals

followed our activities
on Facebook



Nearly

550 times

we were cited

or our content was taken over by
media outlets

How did we help increase the audiences of media outlets and the quality of journalistic products?

GRANTS FOR MAKING A BUSINESS OUT OF A PASSION FOR JOURNALISM

Four media outlets—Agora.md in Chisinau and regional outlets Albasat TV, *SP* and *Ziua de Azi*—increased their audiences, i.e. they reached more people through and with their products, after participating in a [contest IJC announced in March 2019](#).

The goal was to support outlets that wanted to produce quality, innovative journalistic products and to prove that the public would support them and that as a result, the budgets of their editorial offices would increase.

The contest attracted 29 media outlets. After a thorough pre-selection procedure, in April six were invited to a [training program in audience and digital development](#). Guided by Russian expert Evgheni Gladin, the participants strengthened their skills in both analyzing their audiences and in assessing their financial independence. After training, those six outlets presented their project ideas and IJC selected four finalists to receive grants to help them implement their plans. In addition, three experts visited them individually over a six-month period and shared their experiences with the 26 journalists they met, offering advice and ideas about how

to “pack” video content for different platforms, how to analyze and interact with their audiences, and how to sell advertising and thus earn more money for their work.

Also in 2019, two national media outlets (Moldova.org and Locals.md) and six local ones (Albasat TV, Bas TV, *Observatorul de Nord*, *Ziua de Azi*, Nokta.md, and Reper.md) all benefitted from grants IJC offered during a contest to produce journalistic material covering topics of public interest. First, however, journalists from those eight editorial offices [learned](#) how to diversify their content using various media tools. In order to more closely identify with their peers in the field, the experts we worked with went to their communities to teach them how to turn their passion for journalism into a business.

IJC further supported *Ziarul de Garda*, Diez.md, Moldova.org, *Batiscaf*, and Unimedia.info to produce regional and cross-border documentaries that covered issues important to both the citizens of Moldova and of other countries in the Balkans and Eurasia.

What have we done to promote the rights of journalists and the freedom of media?

THE KEY ROLE OF ACCESS TO INFORMATION

Building on our annual training sessions for journalists in how to request access to information of public interest and how to defend this right, in 2019 the IJC team decided to change its tactics and go directly to the authorities. In September we entered into a collaborative agreement with the Academy of Public Administration where central and local civil servants are trained to offer a new course to explain why a journalist needs information and how and for what purpose it is used. We also highlighted national legal provisions and spoke about international practices. We trained 50 civil servants and haven't stopped there. In 2020 we will increase that number via the same platform.

”

The topics addressed have helped to improve my knowledge, develop my skills and shape the attitudes I need to effectively fulfil my civic duties. I also found out what information the website of a public institution should contain.”

**Nelea Ciobanu, civil servant,
Drochia District Council**



IJC experts training civil servants in access to information, 11 November 2019

SUPPORTING JOURNALISTS FACING JUDGES AND PROSECUTOR

As in previous years, we continued to support journalists of good faith when they were sued or when their rights were violated.

In 2019 we provided free representation in court in four cases.

- **Radio Orhei vs the Broadcasting Council (BC)** was initiated in 2018. Radio Orhei filed a lawsuit against the BC after the state authority issued a broadcasting license to another radio station with the same name. In 2019, the case reached the Supreme Court of

Justice which sent it back to Chisinau Court of Appeals to review its decision to reject the appeal submitted by Radio Orhei.

- **Rise Moldova vs Central Electoral Commission (CEC).** Investigative reporters from Rise asked the CEC for access to the original statements of assets of the candidates for parliamentary elections that took place in early 2019. CEC rejected their request on the grounds that the statements contained personal data. The case is under review at Chisinau District Court, Center Office.

IJC and journalism guild solidarity

In June, the IJC and participating journalists showed solidarity with the guild following an assault in early June by veterans from the Ministry of Internal Affairs and the War on the Nistru River on a number of their colleagues when the Democratic Party was trying to hold onto power. They organized [a flashmob](#) during a press conference held by the veterans in which almost all the reporters walked out of the briefing room leaving signs that said Protest on the table of the organizers. In addition, the [IJC and seven other media NGOs](#) notified embassies and international media NGOs that Moldova had witnessed an increase in the number of assaults against journalists. As a result, a number of international organizations including the OSCE Freedom of the Media Office and Reporters without Borders expressed their solidarity with journalists in Moldova.



Flashmob organized by journalists as a protest during a press conference, 10 June 2019.

- **Ziarul de Garda, Unimedia.info and Nordnews.md vs Vladimir Mosneaga.** In 2019, *Ziarul de Garda* published an investigation into the properties of former prosecutor, Vladimir Mosneaga. It was taken over by Unimedia.info and Nordnews.md. The former prosecutor sued those three media outlets for defamation. The case is under review at Chisinau District Court, Center Office.
- **Wiretaps of phone calls.** In December 2019, the Anti-Corruption Prosecutor's Office initiated an investigation following the statement of MP Chiril Motpan that a number of journalists and representatives of some NGOs had been wiretapped during the Democratic Party government. The IJC supported colleagues summoned as witnesses.

Also in 2019, we provided 32 legal consultations free of charge to journalists and media outlets that are listed every Friday in the [Media Lawyer](#) section of Media Azi. During 2019, a total of 52 consultations were published.

We further monitored the observance of journalists' rights daily and notified society, the authorities, and the diplomatic corps accredited in Chisinau whenever issues were found. IJC and seven partner media organizations [reported 19](#) such cases in 2019, mostly relating to restricting journalists' rights.

To provide both the media community and other citizens with access to up-to-date information related to media legislation, IJC launched six editions of its [legislative newsletter](#) in Romanian and Russian. In addition to legislative news, the newsletter also includes the decisions of the Broadcasting Council and of the European Court of Human Rights related to journalists and media outlets.

In order to understand the actual state and direction of Moldovan media, at the beginning of the year the IJC launched the 2019 edition of the [Moldovan Press Status Index](#), an annual exercise it has undertaken since 2016. The paper assessed the real situation of the media across the country and provided a broader overview of the circumstances under which media outlets operate.

THE ROLE OF GOVERNMENT OFFICIALS = TO TACKLE PROBLEMS, NOT JOURNALISTS!

In 2019, we continued to assess the state of the media during Press Freedom Days in May. On 3 May, after a wave of physical and verbal assaults against reporters, [we invited our colleagues to take part in a flashmob](#) to support a message to MPs: *“The role of the press=to inform the public about governance issues. The role of government officials = to tackle problems, not journalists!”* With the aim of warning dignitaries, politicians and political parties to change their inappropriate behavior and negative

attitude toward journalists, we installed the Press Enemies panel in front of Parliament.

Also on 3 May along with our partner organizations, we presented the [Memorandum on the Freedom of the Press](#) that highlighted the main issues that affected media from 3 May 2018 to 3 May 2019, namely monopolies in the advertising market, media concentration, and restriction of access to information of public interest, among others.



IJC message in front of Parliament during Press Freedom Days, 3 May 2019.

How did we support quality journalism?

SCHOOL OF ADVANCED JOURNALISM

The [School of Advanced Journalism](#) (SAJ), which was established in 2006 and has graduated its 14th class, is one of the key IJC projects in journalism training for young people. We excite them about our profession and teach them the highest international standards, thus contributing to the consolidation and promotion of free, independent and professional media in the Republic of Moldova.

The 13th class graduated in July 2019 and comprised 9 women who during 10 months of instruction learned news writing techniques; discovered the secrets behind impressive photos; produced material for radio and TV; wrote articles on political, economic, and social issues; and learned how to conduct investigative journalism. All these topics were taught by the best experts in the Moldovan media market. Immediately

after graduation, four found jobs at *Ziarul de Garda*, *Agora.md* and *E-Sanatate*.

The 8 students in the 14th class are currently receiving instruction on how to reach the top of the profession from, among others, Alex Nedea of *Recorder.ro*, one of the best known and respected platforms in Romania.

For those who graduated in 2019 and for those currently enrolled, 10 new courses were introduced: Blogging, Vlogging, Mobile Journalism (MoJo), Visual Journalism, Diction and Public Speaking, Social Media Marketing, Entrepreneurship and Innovative Journalistic Business Models, Media Start-ups, Digital Storytelling, and Messaging Apps and Journalism



Public presentation of their final work by the 13th class at SAJ on 31 May 2019.

Since September 2019, SAJ classes have been open to outside participants. Journalists, media managers, and other relevant stakeholders can now attend one or more of the specialized courses on an ad hoc basis. In all, 28 individuals accepted the challenge and attended SAJ courses without enrolling in the school in 2019.

Extracurricular activities. These included discussion clubs, visits to radio and TV studios in Chisinau and [training for SAJ trainers](#) to adjust their curricula to new media trends. Also in 2019, SAJ and Deutsche Gesellschaft e.V. implemented the [project “Europe in sight: The German-Moldovan journalist network goes online!”](#) The [22 participants](#) included journalists from both countries and students from SAJ who made two research visits to Chisinau and Berlin. After thoroughly documenting their experiences, they all rolled up their sleeves and [wrote their articles](#).

Achievements. The best indicators of success are SAJ graduates whose professional progress is constantly monitored. In 2019, they continued to register success in the national media market.

- SAJ graduates **Nicu Gusan, Stefan Grigorita, Polina Cupcea, Liliana Botnariuc, and Dumitru Pelin** were among the top journalists of the year nominated by IJC at the [Press Gala on 19 December 2019](#).
- Three SAJ students were among the [winners of the Fifth Power Media Hackathon](#) organized by IJC in June 2019. On 22 November, **Corina Seremet, Cristina Jabinschi** and **Maria Tanasiev** presented the www.audiopress.org multimedia tool combining audio, sound and video material that they developed at the hackathon .
- SAJ graduates **Anatolie Esanu, Liliana Botnariuc, and Natalia Ghetu** were among the [winners of 2018 professional contests](#) organized by the Association of Independent Press in April 2019.

SAJ graduates **Anatolie Esanu, Dumitru Pelin, and Irina Baxan** were among the 2019 top investigative journalists nominated following the [national contest “2019 Journalistic Investigations”](#) organized by the Association of Independent Press and Friedrich Naumann Foundation for Freedom (Germany



A team of journalists from Moldova visiting the German Parliament (Bundestag), November 2019.

SHORT-TERM TRAINING

Also in 2019, we asked our colleagues what they would like to learn and from whom. At their suggestion, in March we invited Cristian Delcea and Alex Nedeia from Recorder.ro, the most important platform for video journalism in Romania, to Chisinau to speak about [“Video-Journalism: How to Create Quality Video Content.”](#) The 22 participants found out how Recorder.ro became one of the most popular and profitable journalistic platforms in Romania in less than two years. During the two-day session, journalists learned how to make impact videos beginning with an idea and ending with publication and promotion.

In December, Andrei Captarenco from Radio Free Europe and Calin Balan from BA DA Media Production House came from Bucuresti to Moldova and spoke to us about [the relationship between a reporter and a camera operator and how they can make a good team in the field.](#) A total of 18 reporters and camera operators learned how to create a video story that would impress and have an impact on the public.

In 2019 we continued our partnerships with like-minded organizations. In May the IJC and the Women’s Law Center organized the training program [“Domestic violence: How do we inform without causing harm?”](#) The 15 journalists from local and national media who participated learned how to correctly document cases of abuse and the lines that a reporter should not cross when investigating cases of domestic violence.

”

In two days we managed to discuss important things concerning the nuts and bolts of the Recorder Project. This helped us better understand how young editorial offices are organized and how they work as well as how the team managed to penetrate the Romanian media market in record time.

Nicu Gusan, reporter at the Pur si Simpu Project, Free Europe



“Video Journalism: How to Create Quality Video Content” training program with Alex Nedeia and Cristian Delcea, 29–30 March 2019.

EXPERT TUTORIALS ON INNOVATIONS AND TRENDS

In Chisinau, we caught up with a number of traveling foreign professionals well versed in the latest media trends and invited them to offer journalists from all parts of Moldova their advice and inspiration at various informal seminars. In all, 132 participants attended 7 talks of this type.

Horea Salajan shared his experience in [media product promotion](#); Evgheni Gladin spoke about [creating quality editorial content](#); IT specialists Natalia Onyshchenko and Mykola Kostynyan provided participants with tips on how to [manage and secure the websites](#) of media outlets, and the American expert Glenn Kates offered

advice on how to produce the [most original digital stories](#) building on the experience of TV station Current Time.

Also, participating journalists learned some backstage secrets at [Decat o Revista events](#) from Laura Trocan; discussed [credibility and professionalism in journalism](#) with Catalin Radu Tanase, a special correspondent from PRO TV Bucuresti; and heard from Tomas Bella, a reporter for the Slovak newspaper and news website *Dennik N*, about [monetization methods and international trends in media financing](#).



Tutorial at the Media Hub: “How do we create editorial content so that it has an impact?” with Evgheni Gladin, 24 April 2019.

Why do we need the Media Hub?

Almost all of the meetings described above took place at the [Media Hub](#), the first co-working space for journalists in Moldova, which we opened in [April 2019](#) for our colleagues and friends. We decided to develop a media hub community based on interaction and exchanges of ideas. To be even more relevant, in December we encouraged—or better said we started to encourage—media consumers to donate to projects proposed by our colleagues at the hub. We will continue these efforts in 2020 as well.

Throughout the year, we also promoted additional modern training tools with journalists. In January 2019, the IJC team launched the online workshop [“Editorial Fact-Checking: from Theory to Practice”](#) encouraging journalists to document and thoroughly check their facts before publishing. Two additional online workshops were about [political fact-checking](#) and [fact-checking fake news on social media](#).



Participants in the Fifth Power Media Hackathon 5th edition, 29–30 June 2019.

THE FIFTH POWER MEDIA HACKATHON

For the fifth year in a row, we challenged all those passionate about media innovations to participate in the [Fifth Power Media Hackathon](#) in June. The theme was Multimedia. A total of 40 participants, grouped into 11 teams competed to create innovative web tools and apps that could be used to produce journalistic material. The jury nominated four winning teams, and we awarded US\$4,250 to each one to implement their ideas. The winning projects were [launched](#) in November at a public event and were made available to journalists free of charge.

- The **Hai sa încercam [Let's try]** team launched [an application](#) that converts audio and video recordings in Romanian into text.
- The **START** team created [a multimedia tool](#) that involves combining audio, sound and video.
- The **LABS 42** team developed [an application](#) that moderates uncensored comments and comments that incite hatred.
- The **Locals** team developed the [Media Karma platform](#) that facilitates interaction among journalists, camera operators, technicians, and IT specialists to create media content together.

We encourage you to access and try them!

PHOTOS OF THE YEAR AT THE WORLD PRESS PHOTO EXHIBIT 2019

For the third consecutive year, we [organized](#) the world's most important photo exhibition, i.e., the World Press Photo Exhibition, hosted by the National Museum of History in Chisinau. From 21

November to 12 December, over [2,500](#) photography lovers discovered the stories behind 140 photos that documented major realities and events worldwide in 2018.



World Press Photo Exhibition 2019 launched in November in Chisinau.

JOURNALISTS OF THE YEAR ANNUAL PRESS CLUB GALA

This special anniversary edition of the Annual Press Club Gala was, as always, the highlight of the year. IJC marked both its 25th anniversary and the 25th year we have recognized the best journalists at this [special event](#), held this year on 19 December at the National Museum of History. The 2019 [contest](#) included 79 applicants. The judges and the IJC Board and Founding Assembly awarded ten prizes in seven categories as well as five special prizes:

- **Editorial:**
Anatol Moraru, NordNews Portal
- **Investigation:**
RISE Moldova
Ilie Gulca, Madalin Necsutu, Center for Investigative Journalism
- **Video Report:**
Viorica Tataru, TV8
Nicu Gusan, “Pur si Simplu” TV show, Radio Free Europe
- **Print Media:**
Aliona Ciurca, *Ziarul de Garda*

- **Podcast:**
Felicia Nedzelschi, Stefan Grigoritra, Agora Portal
- **Longread:**
Olga Gnatcova, NewsMaker Portal
People and Kilometers (Oameni si Kilometri)
- **Photography:**
Elena Covalenco, *People and Kilometers (Oameni si Kilometri)*.

Special Awards:

- **Most Promising Journalist:** Diana Popa, TV8
- **The Best Blog:** Diana Guja, Teotitude.com
- **Most Evolved:** NordNews Portal
- **Innovative Journalism:** *Ziarul de Garda, SP Balti*
- **Award of Excellence:** Vladimir Besleaga.

In another contest, we identified Ilinca Televca as the best journalism student collaborating with a media outlet. During the event she was awarded a scholarship amounting to EUR 1,000.



2019 Journalists of the Year Gala, 19 December 2019.

MEDIA AZI PORTAL

In 2019, we continued to monitor the temperature of the media community via the Media-azi.md portal which maintained its place as a primary source for information about the state of journalism in Moldova. We went deep into the core of media phenomena and contributed to increasing professionalism in daily reports on events taking place in national and international media as well as in commentaries, analyses, and interviews with important, relevant personalities, all with the aim of promoting ethical norms, professional integrity, and high-quality journalism.

Articles about MPs' promises regarding media, trends and changes in the TV market, and politician-media relations were the most read. The portal had exclusive reports about the closure of local newspapers and TV stations and monitored how the two election campaigns (parliamentary elections in February and general local elections

in October) were covered paying particular attention to the fact that some of the media is politically controlled.

The portal's "How To" section also served as a training tool for journalists where international and national experts shared experiences useful for their peers.

In October Media Azi debuted a caricature section meant to poke fun at various situations and phenomena in the media.

We continued our efforts to strengthen the journalism professionalism in our biannual (June and December) editions of the magazine *Media in Moldova*. In addition, the newsletter "Moldova Media News" informed foreign audiences about media realities in the country

MEDIA AZI SHOW

In 2019, IJC produced 27 episodes of Media Azi, a product meant for the media community as well as for the general public. At least twice a month, we highlighted topical issues in the media and the difficulties that journalists encounter giving the

floor to reporters, media managers, media experts, and researchers as well as to the authorities. All the episodes were also published on the IJC portals: Media-azi.md, Mediacritica.md, Moldova-azi.md, and on [IJC's YouTube channel](#).

CLOSE SUPERVISION OF MEDIA OUTLETS DURING ELECTION CAMPAIGNS

In 2019, we went through two election campaigns: one for Parliament and one for local offices. Elections are a key exercise in any democracy, so we monitored the way media outlets informed the public about the candidates, their electoral platforms, and the debates they took part in, among others. The 11 monitoring reports we wrote not only helped us inform the public, they also served as warnings for journalists about the editorial behavior of their media outlets during pre-election

and election periods. In addition, we analyzed the [public speeches by candidates in the parliamentary elections from a gender perspective](#) and discovered that it was a priority neither for them nor for the media.

From May until June, we monitored the way media [reported on minorities](#) and found that journalists did not pay enough attention to them.

How did we warn you about the dangers of fake news, misinformation and propaganda?

MEDIACRITICA PORTAL

In 2019, we also helped to develop critical thinking in media consumers and to expose misinformation and propaganda in the press with the help of Mediacritica.md, the first media education portal in Moldova, where we posted analyses, comments, and case studies.

After noting examples of ethical digressions by journalists, the Mediacritica team decided to help them write their material in line with professional standards and to teach media consumers to recognize manipulation techniques as well as to distinguish

fake news items from genuine ones. In addition, in the “Media in Sight” section, we highlighted manipulative headlines and other ethical deviations and promoted accuracy in journalistic texts and the observance of gender balance in the media.

Digital tutorials, video explanations of manipulation techniques, and interactive games are also among the unique products of Mediacritica. They allow the public to learn about the tools and principles that define the media and to assess their media-related knowledge.

Critical thinking on hip-hop beats

Promoting critical thinking in 2019 by default also highlighted how IJC values hip-hop beats via the “Pe’n’telesu meu” video of ZeroDoi, one of the most followed and appreciated vlogging projects in our country. The protagonists invite youth to discuss critical thinking and information from a number of sources. They are also encouraged to be curious, to ask questions, to look for answers, and to build their own opinions and beliefs in order to prevent others from thinking and making decisions on their behalf.



The song “Pe’n’telesu meu” performed by the actor Catalin Lungu

MONITORING 12 MEDIA OUTLETS THROUGH THE FILTER OF MEDIA MANIPULATION TECHNIQUES

We continued [to monitor 12 media outlets](#) with national coverage—media portals and TV stations that produce content in Romanian and in Russian—to identify and explain ethical deviations committed by journalists and any manipulation techniques they used when reporting on important sociopolitical events. We believe that in this way we help strengthen the vigilance of media consumers about

the risks of information from unreliable sources. In 2019, we released four monitoring reports.

To make the reports' contents more accessible, we made a number of video products that explain in plain language the manipulation techniques that media outlets most often use.

GRANTS FOR CAMPAIGNS AGAINST MISINFORMATION AND PROPAGANDA IN THE MEDIA

As in previous years, we involved our colleagues in organizing campaigns against misinformation and propaganda in media. The Media Creation and Innovation Academy won two grants in an IJC contest in 2018 and produced nine videos explaining manipulation and misinformation, and the website Altfel produced 10 TV programs on the same phenomenon in a satirical and humorous vein.

We didn't stop there. At the end of the year, the teams Cu sens and AGER Media won a new contest organized by IJC; in 2020 Cu sens will produce a number of videos identifying and dismantling fake, truncated, manipulative statements made by officials, and AGER Media on a monthly basis will produce a video press review analyzing fake news and information shared in the public space.

How did we educate critical thinkers?

As in previous years, in 2019 we made greater efforts to develop critical thinking skills among older and younger students so that they could become true messengers in society. This year, the elective course “Education for Media” reached the upper secondary level following piloting at primary and lower secondary levels in previous years.

The [curriculum](#) for “Education for Media” in 10th and 11th grades was approved in August by the National Curriculum Council of the Ministry of Education, Culture and Research. Building on this curriculum,

IJC developed the textbook [Education for Media](#) in Romanian and Russian for those grades.

We continued to train teachers for the course in both Romanian and Russian. In eight training sessions organized during the year (three for primary, three for lower secondary and two for upper secondary), 167 teachers learned how to teach this course in their schools.

The results have been encouraging. During the 2019–2020 academic year, the [course](#) is being

” *In the digital age we live in, we are more exposed than ever to the danger of misinformation. That is why one needs to be properly informed. During “Education for Media” lessons, we learned how to distinguish a true news item from a fake one.”*

Ion Dascalescu,
10th grade, Chisinau

” *We, the teachers, didn’t know much about education for media. We now feel more confident: We learned how to inform ourselves correctly, how to filter information and, most importantly, how to attractively and interactively share this knowledge with our students.”*

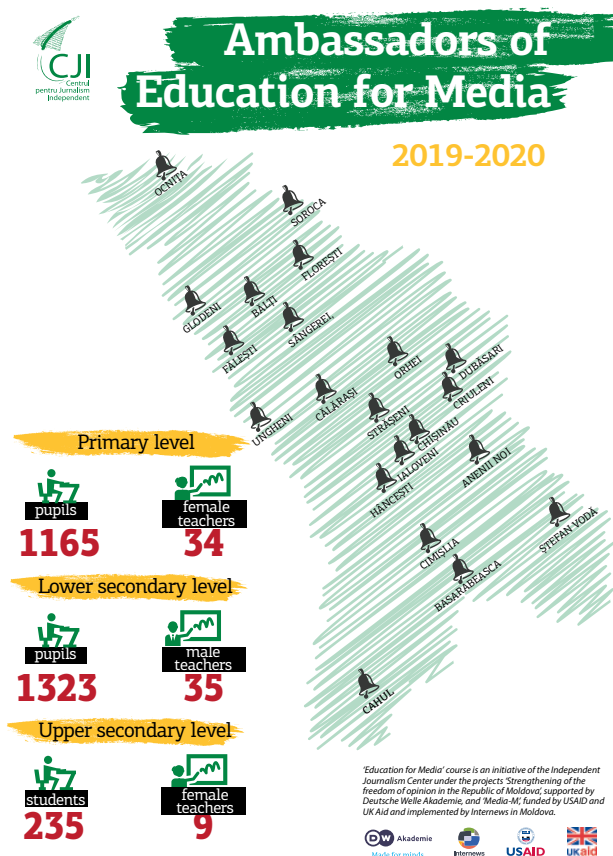
Svetlana Racila,
teacher, Rujnita Village, Ocnita



Instruire în domeniul Educației pentru media pentru profesori/-oare de gimnaziu. 22-24 martie 2019

taught by 78 teachers to 2,723 students in Chisinau, Calarasi, Ungheni, Cimislia, Dubasari, Stefan Voda, Criuleni, Sangerei, Anenii Noi, Ialoveni, Hancesti, Orhei, Falesti, Balti, Ocnita, Straseni, Glodeni, Flor-esti, Soroca, Cahul, Basarabasca.

The teachers who taught “Education for Media” at the lower secondary level during the 2018–2019 academic year met in June in Chisinau to exchange experiences on how to teach this course. The teachers concluded that, “‘Education for Media’ for 7th and 8th graders helps develop their critical thinking making them into informed, responsible media consumers.”



During the 2019–2020 academic year, the course “Education for Media” is being taught by 78 teachers

A single platform with useful resources

All the resources for this course that we developed during 2019 were published on a single platform: [Education for Media](#). Whether you are a student, a teacher, or a parent, we invite you to access the games “Media Fun” and “I’m Curious” to become well-informed, responsible media consumers.

MEDIA EDUCATION WEEK

Building on our positive experience in 2018, in 2019 IJC again organized [Media Education Week](#) to promote media education in Moldovan schools. The teachers and students in the “Education for Media” elective course organized meetings with journalists, visits to museums, and poster and photo contests to promote critical thinking and the conscious consumption of information.

About 1,500 students, 90 teachers and 470 parents participated in the activities from 21 to 27 October. The events took place in 24 schools in the districts of Anenii Noi, Calarasi, Causeni, Cimislia, Hancesti, Falesti, Ocnita, Orhei, Sangerei, and Soroca and in

Chisinau Municipality. In addition, media expert **Evaldas Rupkus** trained 30 teachers how to use innovative tools during “Education for Media” lessons.

On 13 November we recapped the activities of Media Education Week inviting 20 teachers and 45 students to share their impressions of the “Education for Media” course and to meet Diana Railean, a journalist at Radio Free Europe who told them about the challenges in her profession. The “icing on the cake” was choosing nine winning teams of students from all levels in a [contest](#) for the most creative and ingenious videos.



Activities organized at Ion Luca Caragiale School in Orhei during Media Education Week (21–27 October 2019)

Founding Assembly

- Nicolae Negru
- Alexandru Cantir
- Angela Sirbu

Members of IJC Board

- Mariana Rata
- Rodica Mahu
- Igor Cașu
- Vitalie Gutu
- Mihail Sirkeli

- Ecaterina Kaminskaia
- Ruslan Mihailevschi
- Vadim Sterbate
- Liudmila Topal

IJC Team 2019

Nadine Gogu	<i>Executive Director</i>
Anastasia Nani	<i>Deputy Director</i>
Ina Grejdeanu	<i>Director for Strategic Development</i>
Aneta Gonta	<i>Director, School of Advanced Journalism</i>
Ghenadie Rabacov	<i>Academic Coordinator, School of Advanced Journalism</i>
Cristina Zavatin/Victoria Tataru	<i>Program Coordinators, Media Azi and Research Department</i>
Rodica Nicolenco/Victoria Popa	<i>Program Coordinators, Training and Communication Department</i>
Mariana Tabuncic	<i>Program Coordinator, Training and Communication Department</i>
Veronica Coroi	<i>Program Assistant, Training and Communication Department</i>
Tatiana Corai	<i>Editor, Media Azi portal www.media-azi.md</i>
Vasile Gancev	<i>Reporter, Media Azi portal www.media-azi.md</i>
Zinaida Savenco	<i>Program Coordinator, Legal Department</i>
Natalia Chivriga	<i>Social Media Manager, Department for Media Law and Policy</i>
Denis Tkaci	<i>Camera Operator, Image Editor, Campaign and Production Department</i>
Petrica Braghis/Roman Tugui	<i>Technical Resource Coordinators</i>
Angela Maximenco	<i>Chief Accountant</i>
Elena Ciumac/Elena Grigor	<i>Accountants</i>
Vasile Lasco	<i>Office Manager, Driver</i>

Projects Implemented in 2019 and Donors/Partners

- 1. Institutional Support Program**, funded by the Swedish International Development Cooperation Agency through the Swedish Embassy in Chisinau. Activities: advocacy campaigns; contests for journalists; updating Media Azi and Mediacritica portals; making shows; organizing courses at the School of Advanced Journalism; media monitoring and research; organizational development. Implementation period: June 2016–June 2019.
- 2. Media Enabling Democracy, Inclusion and Accountability in Moldova (MEDIA-M)**, funded by the United States Agency for International Development (USAID) and UK Aid, implemented by Internews. Activities: training programs for journalists; promoting media education; grants for new opportunities; media monitoring and research. Implementation period: May 2017–April 2022.
- 3. Strengthening Freedom of Opinion in the Republic of Moldova**, funded by Deutsche Welle Akademie and the Federal Ministry for Economic Cooperation and Development, Germany. Activities: media literacy lessons for pupils; teacher training programs; promoting “Education for Media” elective course in Moldovan schools. Implementation period: March–December 2019.
- 4. Europe in sight: The German-Moldovan journalist network goes online!**, implemented by Deutsche Gesellschaft e.V. with the financial support of Germany’s Federal Foreign Office. Activities: two study visits to Chisinau and Berlin for journalists from the Republic of Moldova and Germany; publication of journalistic material; managing an online platform. Implementation period: July–December 2019.
- 5. World Press Photo Exhibition**, organized in Chisinau with the financial support of the Embassy of the Kingdom of the Netherlands. Implementation period: November–December 2019.
- 6. Strengthening Independent Media in Moldova, Ukraine and Georgia**, implemented by IJC and Internews. Activities: producing national, local and regional multimedia packages. Implementation period: November 2016–September 2020.
- 7. Understanding the Audience Via Digital Assistance**, funded by the Swedish International Development Cooperation Agency through Internews. Activities: training representatives of media outlets that want to increase their audiences; in-house consultations for four media partners; small grants for audience growth provided to four media outlets to develop tools and strategies for growing their online audiences. Implementation period: February–December 2019.
- 8. Support for Independent Russian-Language Media Outlets and Education for Media Efforts**, funded by the Ministry of Foreign Affairs of the Kingdom of the Netherlands. Activities: training Russian-speaking teachers from the northern and southern districts of Moldova, including from the Autonomous Territorial Unit of Gagauzia, in education for media; education for media lessons for students from the same regions and Chisinau. Implementation period: 1 September 2019–31 May 2021.
- 9. Support for Education for Media Activities in Moldova in order to Fight Misinformation**, funded by the US Embassy in the Republic of Moldova, implemented in partnership with Internews in Moldova. Activities: launching a video and a theatre play promoting critical thinking. Implementation period: 15 November 2019–28 February 2021.

- 10. Strengthening Civil Society by Supporting the Professional Growth of Communicators in Civil Society Organizations**, funded by the Soros Foundation-Moldova. Activities: training civil society representatives in charge of communications and in-house consulting programs to develop/update the communication strategies of organizations. Implementation period: 1 August 2019–31 December 2019.
- 11. Strengthening Media Capacity to Produce High-Quality, Local, Creative, and Informative Content**, funded by the US Embassy in the Republic of Moldova. Activities: training students at the School of Advanced Journalism and those taking non-degree classes at the school; a study visit to Romania (Bucharest) to several independent media outlets; scholarships in the USA. Implementation period: 1 July 2019–1 July 2021.
- 12. Strategic Communication and Support for the Media in Moldova**, funded by the European Union. Activities: media education lessons; managing a platform for reporting violations by broadcasters.
- 13. Media monitoring activities financially supported by the OSCE Mission**. Activities: monitoring ten media outlets. Implementation period: May–August 2019.
- 14. Media monitoring activities financially supported by the East Europe Foundation**. Activities: media monitoring during the election campaign for general local elections. Implementation period: September–December 2019.

2019 Financial Statement

PROJECTS	2019				
	2018 balance	Received	Spent	Balance	Funding
	\$	\$	\$	\$	
Institutional Support Program	18950	42716	61666	0	Embassy of Sweden
Strengthening Independent Media in Moldova, Ukraine and Georgia	2971	128012	143533	-12550	Internews
Media Enabling Democracy, Inclusion and Accountability in Moldova (MEDIA-M)	32296	185007	225776	-8473	Internews/United States Agency for International Development (USAID)/UK Aid
Strengthening Civil Society by Supporting the Professional Growth of the Communicators from Civil Society Organizations	0	11182	11182	0	Soros Foundation-Moldova
Strengthening Freedom of Opinion in the Republic of Moldova	8398	57123	65521	0	Deutsche Welle Akademie/ Federal Ministry for Economic Cooperation and Development, Germany
Organization of World Press Photo Exhibition 2019	0	11595	11595	0	Embassy of the Kingdom of the Netherlands in Chisinau
Moldovan-German Project 'Europe in Sight: The Moldovan-German Journalist Network Goes Online!'	0	1550	1550	0	Germany's Federal Foreign Office
Media Viability Index	772	5181	5953	0	IREX (International Research & Exchanges Board)

PROJECTS	2019				
	2018 balance	Received	Spent	Balance	Funding
	\$	\$	\$	\$	
Media Monitoring Activities		9768	9768		East Europe Foundation
Media Monitoring Activities	0	10890	10890	0	OSCE Mission
Strengthening Media Capacity to Produce High- Quality, Local, Creative and Informational Content		18000	12300	5700	US Embassy in the Republic of Moldova
Support for Education for Media Activities in Moldova in order to Fight Misinformation		2743	4963	-2220	Internews/US Embassy in the Republic of Moldova
Understanding the Audience Via Digital Assistance	18965	74101	94469	-1403	Embassy of Sweden/ Internews
Support for Independent Russian-Language Media Outlets and Education for Media Efforts	0	16591	14731	1860	Internews/Ministry of Foreign Affairs of the Kingdom of the Netherlands
Media Campaigns Against Fake and Biased Information	0	7485	7485	0	First Media
Percentage Designation 2%	269	325	269	325	Ministry of Finance
Reserve Fund	104355	3893	38630	69618	IJC Funds
Conduct of Events at the Media Hub		715	715		Services provided at the Media Hub
School of Advanced Journalism, fees	0	706	706	0	Services, fees.
TOTAL	186976	587583	721702	52857	



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