

**The Independent Journalism Centre  
Chisinau, Moldova 1994-1997**

**Overview of the Situation of Media in Moldova**

## **IJC Mission**

The Independent Journalism Centre (IJC), established in December 1994, facilitates the development of media through the support and promotion of professionalism among journalists as well as the development and sustainability of quality independent and objective media organisations.<sup>1</sup>

To meet this goal, the Independent Journalism Centre:

- organises activities to raise the level of professionalism among journalists and media organisations;
- encourages the solidarity of journalists by supporting professional media associations;
- promotes independent and objective media;
- supports the establishment of a legal framework for democratic media;
- trains media organisations in business operations and free market principles;
- engages in research concerning media and;
- hosts a Resource Center/Library for journalists and media organisations.

To meet these objectives, the IJC aims to attract diverse support and collaborates with local, national and international media and democratic organisations and institutions.

The activities of the Independent Journalism Centre are organised based on the principles of a profitable, free and open press. The Centre's training program offers short-term seminars and workshops for practising journalists, media managers, journalism instructors and students of journalism. The topics vary from media law and basic reporting to media management and financing, advertising as a revenue source, production of local TV and radio stations. The resource centre/library for Journalists located at the IJC is maintained in response to the demand of journalists and media organisations and also as a result of field studies.

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<sup>1</sup> The Independent Journalism Centre was established on December 1, 1994 as a constituent part of the Open World House (OWH), Chisinau and as of 1998 is an independent not-for profit organisation.

## Activities of the IJC

### Seminars, Workshops & Conferences

PARAGRAPH ABOUT THE IMPORTANCE OF BRINGING NEW IDEAS, METHODS, AND TECHNIQUES TO MOLDOVAN JOURNALISTS AND MEDIA ORGANISATIONS.

The IJC organised and hosts various educational seminars, workshops and conferences to support media and journalism in Moldova. We attempt to organise activities that consist of hands-on training sessions for journalists working in print, radio and TV as well as topics of interest and concern to journalists and others involved with media.

Participants at the IJC seminars included journalists, directors, managers, editors, sales people, picture editors, cameramen, students and professors from newspapers, news agencies, radio stations, television stations, high school students and the Journalism Faculty of the State University of Moldova.

Some of the seminar topics given by the IJC include:

in general

- Basic Journalism
- Western Style of Reporting: The Standards and Style of Western News Agencies
- Business and Economic Reporting
- Analysing Economic Events and Making Professional Economic Press
- How to Cover Local Elections
- Mass Media and Electoral Campaigns- for reporters and editors
- How to Cover the Newly Elected Administration
- Co-operating on Public Information: Exploring the relationships among the media, business and government in building a democracy and market economy.
- Computer Courses (Using *Windows '95*; Writing with *Microsoft Word*, Layout using *PageMaker*)

for television

- Local TV Station Program Production and Station Organisation
- TV News Production
- TV Reporting Training Program
- Courses for Cameramen

for radio

- News and Current Affairs for Radio Reporters in Moldova, Romania and Ukraine

- Training for Radio Reporters to Improve News Programs
- Principles of Radio News Writing and Presentation
- Interactive Programs for Radio Reporters and News Presenters
- Training for Sound Engineers

press management

- Newspaper Management
- Privatization of Local Newspapers: Learning from Slovakia's Transition to a Free Press
- Public Relations & Communication Skills for Officials
- Public Relations: The Techniques Used by Public Relations Officials in Promotion and Communication
- The Role of Advertising in Newspapers

The IJC has hosted several international conferences, including:

*International Conference Management of Print Media* for more than 40 journalists from Moldova, Romania, Ukraine, Georgia, Armenia, Azerbaijan and Belarus in collaboration with the Office for Democratic Institutions and Human Rights, an agent of the Organisation of Security and Cooperation in Europe (OSCE). (ADD DATES)

*Media, Political Parties in Elections*, attended by more than 100 people including local journalists, leaders of political parties, and experts and journalists from Russia, Romania, USA, Great Britain and France. (ADD DATES)

*Media Legislation and European Standards* was held to highlight the difficulties faced by the Moldovan media because of current legislation. Additionally, the Handbook *Media Law and Practice* (in Romanian) was launched. The conference is one part of a larger project, together with Article XIX and the International Centre Against Censorship and financed by the TACIS Democracy Programme and the European Council, to develop a report on the situation of media law and practice in Moldova. (November 1997)

## **Extensive Consulting for Media Organisations**

THIS IS STRANGE< RE WORK

Any media structure is first of all a business, the creative part of which (story, writing, editing) can't exist without a good managerial strategy. This idea of Judy Yablonky, an independent journalist and mass media consultant with more than 25 years of experience in international press, was shared with Moldovan news agency reporters during September and October 1995. She worked with the reporters to convey the idea that the desire to make press profitable isn't enough. The point is to know what to do and how to do it. In other words, a good managerial strategy may help to ensure the existence of any enterprise, including media organisations.

Seizing the opportunity that U.S. journalist Karen West, specialist in economic problems with over 16 years experience at Seattle Post-Intelligence, was in Moldova during Summer 1996, the IJC invited her to consult the most influential economic Russian publications, including five newspapers and one journal. Participants benefited from professional consulting in how to tackle economic issues in their publications.

*Other stuff: this seems vague and out of place. We need more examples of consultations, like Jack and Patrick, but frmm 95 96, 97.*

## ***Media in Moldova***

*Media in Moldova*, the Analytical Bulletin published by the IJC since August of 1995, is the only journal or regular written communication of any kind to help journalists keep track of each other and the media business in the Republic of Moldova. *Media in Moldova* was begun to help build a stronger brotherhood among journalists, who at this time need to stick together to work toward a more independent press.

The goals of *Media in Moldova* are to:

- Lead the media toward and in the market economy;
- Control the elaboration and implementation of the media laws;
- Attract investors (business and/or foundations) to the media and;
- Provide market studies for all the media and give unbiased views of media development in Moldova.

The bulletin is published in Romanian and English for an audience that includes:

- Journalists;
- Publications registered in Moldova;
- Government bodies dealing with media and media issues;
- Businesses intending to invest in media;
- Embassies and other foreign monitoring organisations and;
- Foundations that support the independent media in new democracies.

*Media in Moldova* has been supported by:

1995: The Soros Foundation-Moldova \$XX, 000

1996: The Soros Foundation-Moldova \$XX, 000

1997: The Soros Foundation-Moldova \$XX, 000  
The Eurasia Foundation

## **Informational Bulletin**

Blurb about the weekly bulletin, kind of information, how many distributed, etc.

*The Informational Bulletin "NAME"* has been supported by:

1995: The Soros Foundation-Moldova \$XX, 000

1996: The Soros Foundation-Moldova \$XX, 000

1997: The Soros Foundation-Moldova \$XX, 000

## **The Press Club**

The Press Club, in collaboration with The Committee for Freedom of the Press, began in autumn 1995. Through its meetings held about twice a month, the Press Club aims to foster better communication among journalists, spokes persons, and press services representatives. A majority of media representatives mentioned that reporters have limited access to information held by officials.

During the 1996 presidential campaign, Press Club hosted many of the candidates, creating for journalists the opportunity to learn their platforms and to ask important questions in order to inform the public. Additionally, in 1996 the Press Club also discussed media law and current policy affecting media organisations and individuals.

In 1997, the Press Club convened close to 20 meetings with dignitaries such as Moldovan politicians and government officials, including the Prime Minister and the mayor of Chisinau, foreign Embassy representatives and officials, and representatives from foundations and non-governmental organisations.

The Press Club launched the television broadcast of its meetings in July 1997 on Moldova's first private TV studio, Catalan TV.

As has become a tradition, in December of each year, the Press Club and the IJC host an award ceremony to announce the Ten Best Moldovan Journalists of the Year. Each year more than 150 people participate, including journalists, press secretaries, government deputies, and international organisation representatives.

In 1997, special prizes were awarded by: the Xerox Representation in Moldova, the Moldovan Parliament, UNICEF, Television Journalists' Association, Ukrainian Embassy, US Embassy, Informational Resources Center, OSCE Mission in Moldova and the Soros Foundation-Moldova.

The Press Club, organised in collaboration with The Committee for Freedom of the Press has been supported by:

- 1995: The Soros Foundation - Moldova \$XX  
European Foundation for Freedom of Expression \$XX
- 1996:
- 1997:

## **Information and Resources for Journalists**

An important component of the work at the Independent Journalism Centre is to provide information and resources to Moldova's journalists. Since 1995, the IJC has organised opportunities for journalists to study English, take computer classes, attend conferences and participate in internships/study trips. The IJC also initiated a program for radio stations to subscribe to news agencies.

In addition, the IJC continues to offer information to journalists through its recourse centre holdings and database.

The IJC resource centre's database includes information on all Moldovan media organizations (print, radio, TV and press agencies), journalists, NGOs, political parties, mayor's offices, government ministries, departments and administration offices, unions and printing facilities. International data includes information on foreign experts working in Moldova, embassies and international media organizations. The resource center subscribes to more than 50 Moldovan newspapers and several international newspapers and magazines and has more than XX number of books concerning journalism  
WHAT TOPICS.

## **Supporting Independent Media**

### Independent Press Network 1997

One of the results of the consulting project *Organisation and Function of a Newspaper* with Judy Yablonky, was the creation of the Independent Press Network in the spring, 1997. The Network began with the goal to exchange information, articles and news releases among local weekly independent newspapers. The Network has since evolved and formed an indigenous NGO, The Association of Independent Press (the IJC is a member) a non-profit business association for the small group of independent newspapers in Moldova.

## **IJC Supporters and Collaborators 1994 -1997**

The IJC was primarily supported by:

Soros Foundation-Moldova  
Open World House, Chisinau

Organisations that supported and/or collaborated with the IJC include:

Amnesty International, Moldova  
Article XIX, WHERE  
BBC School, Bucharest  
Committee for Freedom of the Press, Chisinau  
Department at the Ministry of Justice, Moldova  
Deutsche Welle Radio Training Center, BERLIN?  
Echo of Moscow Radio Moscow  
Estonian Association of Local Broadcasters, Tallinn  
European Fund for Freedom of Expression, WHERE  
French Alliance from Moldova  
International Center for Journalists WHERE  
International Foundation for Election Systems (IFES), Moldova  
Internews Network, MOSCOW?  
Law Department State University of Moldova  
Office for Democratic Institutions and Human Rights, OSCE Warsaw  
Open Channels 1995, AMARC, World Association of Community  
Broadcasters  
Open Society Fund - Media Program DIFFERENT FROM OSI?, Budapest  
Open Society Fund, Slovenia  
Open Society Institute Regional Media Programme, Budapest  
Open Society Institute, Prague  
OSCE Mission in Moldova  
Osterreichischer Rundfunk (ORF), Austria  
PBN Company WHERE  
Radio Lux, Lviv, Ukraine  
Radio Popolare, Milan  
Seattle Post-Intelligence, USA  
Springer Group ("Die Welt", "Bild Zeitung", etc.) BERLIN?  
Sun-Journal International Internship Program, USA  
TACIS Democracy Programme  
Television Journalists' Association, WHERE  
The European Council  
The International Centre Against Censorship WHERE  
*The St Petersburg Times*  
Ukrainian Embassy, Moldova  
UNICEF, Moldova  
United States Agency for International Development  
United States Information Agency (USIA)  
United States Information Service (USIS)  
University of Ghent  
US Embassy, Moldova

US Informational Resources Center, Chisinau Moldova  
Waterfood Productions WUHERE  
Xerox, Moldova

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