



ACTIVITY REPORT 2005

The Independent Journalism Center



Mission

To promote and support professional journalism
in order to facilitate the development of free, sustainable and high-quality media

CONTENTS

FREE PRESS PROMOTION CAMPAIGNS

TRAINING

MEDIA LAW UNIT

MASS MEDIA MONITORING

PUBLICATIONS. RESOURCES

SEENPM PROJECTS

INTERNATIONAL AFFILIATIONS

IJC BOARD OF DIRECTORS

IJC COUNCIL OF EXPERTS

IJC TEAM

FINANCIAL REPORT

FREE PRESS PROMOTION CAMPAIGNS

PRESS FREEDOM DAYS CAMPAIGN

*Funded by
the Friedrich Ebert Foundation,
US Embassy Alumni Resource Center*

On the occasion of the World Press Freedom Day on May 3, the Independent Journalism Center (IJC), together with the Association of Independent Press, the Moldovan Union of Journalists, Acces-Info Center, Association of Electronic Press APEL, Committee for Press Freedom, IMPACT Media Agency, Center for Journalism Investigations and the Association of Economic Journalists carried out a number of activities.

Press Conference

Following an established tradition, the Press Freedom Days (PFD) were launched during a press conference, which took place on May 3 in the conference hall of Infotag Agency. The event involved journalists and NGO representatives. The organizers informed all conference participants about the schedule of activities planned for May 3-17, and thus officially launched the PFD.

Round Table 'Libel, journalism of good quality and democracy'

On May 4, 2005, in Chisinau, the round table 'Libel, journalism of good quality and democracy' was organized by the IJC, Acces-Info Center and US Government Exchange Programs Alumni Board. The participants recommended a number of amendments to the Civil Code of Moldova, which were then submitted to Moldova Parliament.

Media NGOs' Memorandum

The PFD events also included the publication of a Media NGO Memorandum (signed by 11 NGOs), which analyses the state of the press in

the Republic of Moldova, relevant legislation (Civil Code, the Press Law, the Law on State Secret and Service Secret), access to information, the process of transformation of the State Company Teleradio-Moldova into a public institution, licensing process in the broadcast sector in Moldova, etc. Media NGO representatives are aware that a number of measures to improve the legal framework, enforce the existing laws and foster a good economic climate for development of mass media as business, have to be taken, - namely: revision of the Law on Public Broadcasting Institution and ensuring genuine independence of public radio and TV companies, improvement of the legal framework regarding licensing of programs and frequencies, depoliticization of the Audiovisual Coordinating Council, facilitating the development of local broadcast sector, local broadcast products, amending the Civil Code so that the amount of compensations be proportional to the caused prejudice, implementation of the Law on Access to Information, guaranteeing implementation of court decisions based on this law, denationalization of the central and local print media through tenders, exemption of private print media from VAT, encouragement of local and international investments into mass media, extension of advantageous credits to private print media, creation of a trade union to represent journalists' interests, etc.

JOURNALIST CONTEST "UN AWARDS 2005"

The results of the journalist contest 'UN Awards 2005' organized by the Representative Office of the United Nations in Moldova and administered by the IJC were announced on October 26, 2005.

The 'UN Awards 2005' ceremony, which was one in a series of events held under the auspices of the UN Week, took place at the headquarters of the Independent Journalism Center.

More than 40 journalists took part in the contest (28 employees of periodicals and wire services, 11 representatives of radio and 5 - of TV stations) from Chisinau, Balti, Tiraspol, Tighina (Bender), Rezina, Criuleni, Ungheni, Stefan Voda, Briceni and Soroca. More than 190 published / broadcast materials were presented during the period from November 2004 to September 2005.

For each nomination (TV, radio and print) the following awards were offered: award I – 125 USD, award II – 100 USD, award III – 75 USD, as well as a number of incentive prizes.

The Jury, made up of representatives of media NGOs, print institutions and Journalism Faculty awarded the following journalists:

Print media (including press agencies):

- **Award I** – Irina Codrean, Association of Independent Press (Obiectiv publication) – 125 USD.
- **Award II** – Tudor Iascenco, Cuvintul, Rezina – 100 USD.
- **Award III** – Natalia Hadirca, Timpul de dimineata – 75 USD.
- **Incentive prize** – Igor Catana, Deca-press Agency, Balti – 25 USD.
- **Incentive prize** – Natalia Scurtul, Profsoiuznie vesti, Tiraspol – 25 USD.

Television:

- **I Award** – not offered
- **II Award** – Leontina Vatamanu, OWH TV Studio – 100 USD.
- **III Award** – Irina Ropot, TV Moldova-1 – 75 USD.
- **Incentive prize** – Marina Pinzaru, TV EuroNova – 25 USD.

Radio:

- **I Award** – Sergiu Praporscic, Radio Europa Libera (Free Europe/Radio Liberty) – 125 USD.
- **II Award** – Liuba Poitan, Radio Singera – 100 USD.
- **III Award** – Elena Cioina, Radio Europa Libera (Free Europe/Radio Liberty) – 75 USD.
- **Incentive prize** – Youth Media Center, Chisinau – 25 USD.
- **Incentive prize** – Valeria Vitu, Radio Europa Libera (Free Europe / Radio Liberty) – 25 USD.

The contest aimed at encouraging diversity in the media and promoting professional approach in journalism to UN fields of activity and priorities, including the Millennium Development Goals (MDG). The submitted materials were evaluated according to the following criteria: relevance to the suggested topics, balance and argumentation, in-depth coverage, structure of reporting, quality of audio/video footage and structure of the program/report.

ANNUAL PRESS CLUB

Funded by

the UNDP – Moldova, Friedrich Ebert Foundation and OSCE Mission to the Republic of Moldova

The selection of top ten journalists of 2005 was organized in two stages. At the first stage, each media institution of Moldova was to propose three candidates for the award: a journalist from their own newsroom and two journalists from other organizations. The final decision was taken by the IJC Council of Experts, upon analysis of work of those journalists who had gained most votes at the first stage.

The following criteria were used to select candidates: professionalism, respect of professional ethical norms, impact on public opinion, the degree of the assumed risks, objectivity and devotion to profession.

Top Journalists 2005 included:

- **Print Category** – Cornelia Cozonac (Center for Journalism Investigations), Inna Jeltova (magazines Siesta-Chisinau and Capitala, newspaper Vremea, etc.), Ina Prisacaru (Timpul de dimineata).
- **Radio Category** – Emilia Ghetu (Antena C), Maia Metaxa (BBC).
- **Television Category** – Lorena Bogza (PRO TV), Leonid Melnic (Moldova-1 TV).
- **Press Agencies Category** – Alexei Rudenco (InfoMarket.md Agency).
- **Local Press** – Veaceslav Perunov (Spros i predlojenie Weekly, Balti).
- **Excellence Award:** for longevity in journalism (award established in 2005) – Alexandru Gromov.

In addition, the following special awards were given:

- **Hope of the Year** – Raisa Lozinschi (Jurnal de Chisinau), Daria Gvindjia (RIF TV).
- **For the best debut:** the economic weekly 'Eco' and the investigations weekly 'Ziarul de Garda'.
- **The best evolution in 2005:** 'Banci si finante. Profit' Magazine
- **Phoenix Award** (for the media institution that managed to survive under harsh conditions): Press Agency Info-Prim Neo.

The traditional award evening within the 11th ceremony of Top 10 Journalists of the Year took place on December 20, 2005 at the National Theatre M. Eminescu in Chisinau, with 250 participants attending the event.

TRAINING

“Reflecting Diversity in Mass Media” Project

It is part of the Peace Building Framework Project in the Republic of Moldova, managed by the DFID section of the British Embassy in Chisinau and by the British Government's Global Russia-FSU Conflict Prevention Pool.

Reflecting Diversity in Mass Media Project has been designed for reporters from all over Moldova. Its goal is to promote the principles of diversity, tolerance, multiculturalism in the media and facilitate professional cooperation between journalists.

In January – June 2005, the project included the following activities:

- networking of journalists who cover aspects of diversity
- joint reporting by mixed teams of journalists
- mass media monitoring

Network Activities

A meeting of the journalist network writing on diversity took place on January 21, hosted by the IJC. The agenda of the meeting included election of three new coordinators for the following six months of activities under the Project 'Reflecting Diversity in Mass Media,' evaluation of mini-projects proposed for the third stage of the mini-grant competition and selection of finalists.

The meeting gathered 15 journalists, both members of the initiative group set up at the time of the project launching, and participants in various project activities over the last year. They included representatives of newspapers 'Flux,' 'Ziarul de Garda,' 'Novaia gazeta,' 'Moskovskii komsomolet,' 'Lumea,' 'Lanterna magica,' as well as journalists from Radio-Moldova, Teleradio Gagauzia, Radio Singera, on-line publication 'Moldova noastra,' and organizations 'Vzaimo-deistvie' and 'The Young Journalist Center' from Tiraspol.

Aneta Grosu, chief editor of Ziarul de Garda, was elected coordinator from the conventional region of Chisinau by the majority of votes. Journalists from Comrat elected Maia Sadovici (Teleradio Gagauzia) as their coordinator, while journalists from Tiraspol elected Elena Lucas (Young Journalist Center from Tiraspol). It is worth mentioning that during 18 months (the duration of the project), coordinators from the three conventional regions were elected for a term of six months each.

In addition to the activities mentioned above, in March and June 2005, two quarterly informative bulletins titled "Diversity in the Media," were produced. They included reports on journalists' joint activities, announcements and news featuring diversity. The bulletins were published in 100 copies in Russian and Romanian and were distributed in the three conventional regions of Moldova, primarily to those journalists who were interested in networking activities. The bulletins were also placed on the IJC site at: http://ijc.md/buletin_diversitate_mm/.

Joint Reporting

The project enabled mixed teams of journalists writing for print media, broadcast companies and press agencies from Transnistria, Gagauz-Yeri and other regions of Moldova to participate in an open competition for grants to carry out joint reporting on ethnic, religious, cultural and other types of diversity in our society.

February – April 2005 saw implementation of last projects that envisaged publication of joint materials by mixed teams of journalists from different regions of Moldova.

For the last stage of the competition for mini-grants, nine applications for funding had been submitted (pre-selection of projects took place in January 2005). Four of these were selected, and namely: 'A family with many children in the contemporary society' (author Luiza Dorosenco, Tiraspol); 'Let us find out as much as possible about each other' (presented by the newspaper 'Novaia Gazeta' from Tighina (Bender), in cooperation with the newspaper 'Cuvintul' from Rezina); 'Customs and traditions of ethnic minorities' (submitted by the publication 'Glia drochiana' from Drochia) and 'Mental health: between a handicap and social integration' (presented by Igor Catana from DECA-press Agency from Balti).

It is necessary to mention that during eighteen months (2004-2005), more than 40 mixed teams of journalists from print and broadcast media and press agencies from Transnistria, Gagauz-Yeri and other regions of Moldova had an opportunity to take part in an open competition for grants enabling them to work jointly on the topics of ethnic, religious and cultural diversity, etc. As a result, 29 projects had been funded in television, radio and print media, with 18 grants in the amount of \$1,000 USD each and 11 grants in the amount of \$500 USD each.

Media Monitoring

By monitoring the press, the IJC aimed to study the way the main national and regional newspapers reflect relations between different ethnic groups, as well as relations between the three conventional regions – Chisinau, Transnistria and Gagauz-Yeri. The goal of the study was to find out the extent to which various aspects of interethnic relations had been reflected and the topics that had been given priority. The following newspapers were monitored within the project: 'Adevarul nistrean', 'Pridnestroviu' (Tiraspol), 'Vesti Gagauzii' (Comrat), 'Moldova Suverana' and 'Nezavisimaia Moldova' (Chisinau). The monitoring lasted from March 1, 2004 to May 31, 2005. Analyzed were all materials dealing with relations between ethnic groups within the regions, as well as inter-regional relations. The results of the monitoring were analyzed by a group of experts and published in three languages (Romanian, Russian and English) on a quarterly basis. Two monitoring bulletins titled 'Reflecting diversity in mass media' were

produced during the first half of the year (bulletin No. 5 for January-March 2005, and bulletin No. 6 for April-May 2005). An analytical report based on the results of media monitoring, which had been carried out for 15 months (March 2004 – May 2005), was produced in December 2005. The report was published in Romanian, Russian and English and can be accessed at: <http://ijc.md/Publicatii/diversitate.pdf>.

PROJECT EVALUATION CONFERENCE

On June 17, 2005, the evaluation conference of the 18-month 'Reflecting Diversity in Mass Media' Project took place. The conference was attended by more than 40 journalists from the three conventional regions, who had participated in this project.

The participants could discuss the results of the project, the aim of which had been to promote the principles of diversity, tolerance and multiculturalism in mass media and to strengthen professional cooperation between journalists.

Conference participants learned about the results of the project evaluation, which had been carried out by the IJC in cooperation with the Institute of Marketing and Surveys IMAS-INC. The study included in-depth interviewing and survey of those journalists from Moldova who had participated in the program. Twenty-five journalists were thus surveyed; they had all received financial support and professional consultancy in treating certain subjects which previously had been covered but sporadically and superficially in print media, on TV and radio. Each journalist expressed his or her opinion on the abovementioned program in a discussion with the IMAS-INC specialist during an in-depth interview, which had been designed by IMAS-INC sociologists. At the end of the interview, the journalists filled out a questionnaire. The surveyed journalists work in various Moldovan regions (including the region of Transnistria) for print, radio, TV and on-line outlets (both in Russian and Romanian languages).

In general, the IJC project was appreciated as more than welcome, timely and absolutely necessary. All participants in the project also expressed hope for a follow-up. They noted that even if no follow-up activities would be offered, diversity

had become an important part in their professional activities. The IJC initiative was appreciated as very important and useful, because over this time the journalists of the three conventional regions had managed to form more objective opinions on events in our society: they overcame stereotypes, and got a better idea of what was going on with the people's lives in different parts of the country. The journalists suggested that in the future seminars involving all journalists from the three conventional regions should be organized, while the programs aimed to consolidate journalists as a professional association should be extended. These programs should provide financial support and professional assistance to establish an independent professional organization of journalists and to organize visits to all newsrooms in the country.

“CONSOLIDATION OF COOPERATION BETWEEN JOURNALISTS IN ALL REGIONS OF MOLDOVA” PROJECT

Part of the Peace Building Framework Project, administered by the DFID section within the British Embassy in Chisinau and by the British Government's Global Russia-FSU Conflict Prevention Pool.

'Consolidation of Cooperation between Journalists from all Regions of Moldova' Project is a follow-up of the 'Reflecting Diversity in Mass Media' Project, which ended in June 2005. The activities carried out in the second half of the year 2005 focused on the following priorities:

- network activities of journalists writing on diversity
- training of journalists from the three conventional regions: Gagauz-Yeri, Transnistria and the rest of Moldova and writing joint materials by mixed teams of journalists

Network Activities of Journalists Writing on Diversity

On 30 September, a new meeting of the Network of Journalists Writing on Diversity took place at the IJC offices (the first session of the network under the new project). The session was attended by fifteen journalists from Chisinau, Criuleni, Comrat, Rezina, Soroca and Tiraspol. In this way the follow-up project that was to last from September 2005 to December 2006 was launched.

The IJC staff presented the main components of the respective project: training of journalists from the three conventional regions: Gagauz-Yeri, Transnistria and other regions of Moldova; meetings of the network of journalists writing on diversity; publication of the final report on monitoring in mass media; study tours to Georgia and Bosnia-Herzegovina; a regional conference with participation of journalists from Moldova, Georgia and Bosnia-Herzegovina.

Journalists who attended the abovementioned session suggested a number of topics to be discussed at future meetings of the network, along with additional venues: Comrat, Rezina, Tiraspol etc.

In conformity with these proposals, the second session of the Network of Journalists Writing on Diversity was organized in Comrat (Gagauz-Yeri), on October 20, with 17 journalists from Chisinau and Comrat participating in the meeting. Guests from Chisinau first visited the TV and Radio Company Teleradio-Gagauzia and talked to its director, Semion Lazarev. Participants in the meeting learned the details of the 'Consolidation of Cooperation between Journalists in all Regions of Moldova' Project, discussed various aspects of relations between journalists from Gagauz-Yeri and other regions of the country, along with numerous problems faced by the local media. They emphasized the necessity to maintain personal contacts between journalists from the three conventional regions of Moldova, which would help them in their daily professional activities.

Training of Journalists from Three Conventional Regions

Investigative Journalism Seminar

On 27 - 29 October 2005, the IJC carried out the Investigative Journalism Seminar. The seminar was led by Alexenia Dimitrova (Sofia, Bulgaria), a media consultant and investigation reporter of the daily paper '24 chasa' (24 Hours), and Vitalie Dogaru, reporter at the radio station Europa Libera (Free Europe / Radio Liberty) from Chisinau, lecturer at the Faculty of Journalism and Communication Sciences of Moldova State University.

This training program was attended by 16 print and broadcast journalists from Balti, Tighina (Bender), Chisinau, Comrat, Dubasari, Hincesti, Soroca, Soldanesti and Tiraspol.

The trainees learned about the notion of investigation journalism, basic methods and instruments of investigative journalism, difficulties faced by investigative journalists in Moldova and Bulgaria, as well as possible ways to solve them. Special attention was devoted to topics related to identification and verification of sources of information, their protection, establishment of source networks, etc. Moldovan journalists discussed aspects of the Law on Access to Information, rights of journalists in Moldova and Bulgaria, as well as codes of journalism ethics in developed countries. As an invited speaker, Alina Radu, director of the investigative weekly 'Ziarul de Garda,' talked about the history of this periodical.

In their evaluation forms, all participants mentioned that the seminar had met their expectations and that they would apply the newly acquired knowledge in their daily activities. The experts who had organized the seminar received highest marks for their competence. The journalists unanimously declared that they wished to participate in the second stage of the project, which envisages creation of several mixed teams that are to publish joint materials.

Joint Reporting by Mixed Teams of Journalists

The participants of the seminar 'Investigative Journalism' were offered an opportunity to produce joint investigative articles. Five mixed teams were created as a follow-up of the seminar. They were to produce and to publish/broadcast, in early 2006, a series of joint investigations. Journalists were helped in this process by Alexenia Dimitrova and Vitalie Dogaru. The teams were made up from print and broadcast journalists from Balti, Chisinau, Comrat, Dubasari, Rezina, Soroca, Soldanesti and Tiraspol. On 25 November, in Chisinau (at the IJC offices), the mixed teams of journalists met to produce joint investigations. The meeting was attended also by IJC staff and Vitalie Dogaru, one of the two trainers of the mixed teams. They discussed the progress of the project, major accomplishments and challenges.

RAISING PUBLIC AWARENESS COMPONENT (MASS MEDIA COMPONENT) OF THE NEW PERSPECTIVES FOR WOMEN PROJECT

*Funded by the USAID,
through Winrock International*

This project's goal is to contribute to a better information of the public on human trafficking and its prevention. Under the project, in January – December 2005, the following activities were carried out:

- Training and in-house consultations for radio and TV journalists.
- Production of several special radio/TV programs on prevention and combating of human trafficking and their broadcasting by the local stations.
- A study trip to Ukraine by print journalists.
- Organization of a seminar for employees of the regional New Perspectives for Women Project support centers.
- Monitoring of mass media and elaboration of quarterly reports.
- Purchase of equipment for the local radio/TV stations.

Training of Journalists

Seminar for Local TV Producers

On February 24 – 26, the IJC organized the first training activity for journalists under the auspices of the project 'New Perspectives for Women.' The seminar 'Broadcasting programs on trafficking-prevention' aimed to train TV specialists in producing documentary programs and talk-shows featuring relevant issues.

It is necessary to mention that 12 producers and authors of programs from 11 local TV stations were beneficiaries of the training on producing programs highlighting prevention of human trafficking.

The seminar was led by two experts Vasile Botnaru, director of Chisinau Bureau of Europa Libera Radio (Free Europe/Radio Liberty), former producer of the PRO TV, and Anton Topciy, from Internews International's Kiev office (Ukraine). The agenda included both theoretical and practi-

cal aspects of production of programs on issues of human trafficking.

During three days of the seminar, the participants studied the role of mass media in reporting on important social issues, principles of elaboration of news and analytical programs, particular features of interviewing victims of human trafficking, etc. Besides, they watched and commented on a film and two talk-shows featuring human-trafficking problems. Journalists worked in groups to write and present scripts for a talk-show.

Also, participants of the seminar had an opportunity to film stand-ups for programs on this issue and to discuss various ways of cooperation between mass media and NGOs with a representative of "La Strada". In the participants' opinion, the course had been both interesting and useful. They could gain knowledge required for implementation of different projects. The journalists appreciated interactive methods of training and practical exercises, emphasizing that they would use the newly gathered information in producing new programs.

Seminar for Radio Producers and Journalists

On 29-31 March, thirteen journalists from ten radio stations with local and national coverage took part in a training course focused on production of programs on human trafficking. Led by Pavlo Novikov (Internews Ukraine) and Vitalie Dogaru (Moldova State University, Radio Free Europe/Radio Liberty), the training was the second one in a series of seminars organized under the Mass Media Component of the 'New Perspectives for Women' Project.

During three days, journalists from Radio Bas HIT FM (Basarabasca), Radio Albena (Taraclia), Radio Sanatatea (Edinet), Radio Singera (Singera), Radio Orhei (Orhei), Radio Chiscareni (Chiscareni), Radio Media (Cimislia), Teleradio Gagauzia (Comrat), Radio Antena C (Chisinau) and Radio-Moldova had an opportunity to master new ways of covering various issues connected with human trafficking.

Participants had to work on their own on all stages of a radio program, from identification of the topic to script writing. They discussed new

ways of producing such programs and exchanged experience in the field. Journalists were able to revise some of their methods used in production of programs on human trafficking. This was also demonstrated at the sessions during which they presented the script of a program on human trafficking treating the matter in a different and much clearer way, both from the point of view of presentation and documentation.

Seminar for Journalists and Cameramen from Regional TV Stations

Nine local TV stations delegated their representatives to the short training course on 18-21 April, focusing on human trafficking and prevention of this phenomenon.

Employees of TV stations from Basarabasca, Briceni, Chisinau, Cimislia, Comrat, Edinet, Nisporeni, Rezina and Soroca were trained to produce TV programs on the issue. The training course was led by Anton Topciy (Internews Ukraine) and Vasile Botnaru (Radio Free Europe/Radio Liberty).

Theoretical aspects, such as international standards in the field, the phenomenon itself and international experience of trafficking prevention were alternated with practical issues. Participants were able to define a topic, to identify sources necessary for covering various aspects of the topic and to shoot the topic itself. They also had meetings with representatives of the relevant NGOs, such as Winrock International and "La Strada". During these meetings journalists were informed about the situation with human trafficking in Moldova and recently reported trends in this field.

Within the same project, from 22 to 24 April, another training was offered to nine cameramen from eight local TV stations (Rezina, Soroca, Nisporeni, Basarabasca, Balti, Cimislia, Cahul and Chisinau). Besides theoretical principles of production, shooting, sound, etc., participants selected subjects, shot and produced video. Oleg Moskalevych (Internews Ukraine) led the seminar.

Both TV journalists and cameramen highly appreciated the interactive way of teaching, as well as the fact that they had an opportunity to apply in practice the lessons they had learnt. After the shootings, the TV product was analyzed in group

discussions, with a special focus on strong and weak points.

Seminar for Managers of Local Radio Stations

Seminar 'Production of radio programs on human trafficking' was held in Chisinau on 19 - 21 May, with participation of eight program managers and editors from eight radio stations from the following towns: Chisinau, Cimislia, Edinet, Basarabasca, Nisporeni, Orhei and Singera. The seminar was led by Pavlo Novikov (Internews, Ukraine), and Vitalie Dogaru (Moldova State University, Radio Free Europe/Radio Liberty).

For three days the participants discussed aspects of planning, structuring and presenting radio programs on human trafficking. They focused on target audiences and on ways of communicating with them. Special attention was devoted to analysis of audience profile and needs. Those present worked in groups and developed optimal versions, which they could use in their daily activities. While carrying out this activity, the trainers took into consideration specific characteristics of the radio stations represented by the participating editors. This allowed for an efficient exchange of experience between participants from radio stations with similar audiences.

The seminar also emphasized the importance of planning in programming and broadcasting of programs on human trafficking. The participants designed scripts for specific programs and tried to fit them in certain timeslots of radio listings, bearing in mind characteristics of specific audiences. They also identified different possibilities of presentation of topics using different sources of information.

A special attention was devoted to discussions about the social role and responsibility of mass media and professional principles of writing radio materials on human trafficking. At the same time, participants found ways of identifying partners in dealing with this issue and financial resources to support interactive social programs.

In their evaluation forms, participants mentioned that it had been very useful for them to find out details about media planning, ways of establishing partnerships and structuring the program. They

expressed their wish to have more frequent and longer-term trainings on the issue, involving a limited number of participants. They would use the obtained knowledge in practice working together with reporters on elaboration of programs on human trafficking. This was the last seminar in a series of short-term trainings designed for employees of local radio and TV stations.

Study Visits to Local TV and Radio Stations and In-house Consultations

In conformity with the action plan, the series of seminars was followed by field visits to partner radio/TV station newsrooms. On June 27 – July 2 2005, Oleg Moskalevych, an expert from Internews Ukraine, Leontina Vatamanu and Virgiliu Margineanu, experts from OWH TV Studio, Chisinau, as well as Nadine Gogu and Maria Praporscic, representatives of the IJC, undertook several documentation visits to ten TV and five radio stations from the following towns: Cimislia, Basarabasca, Edinet, Briceni, Chisinau, Soroca, Balti, Taraclia, Rezina and Nisporeni. The purpose of these visits was to evaluate the contents of their programs, especially as a follow-up of the training courses offered by the IJC. The experts evaluated the impact of training and offered consultations on ways to improve the quality of radio/TV products. At the same time, they estimated the technical needs of radio/TV stations and recommended newsrooms that should benefit from the new equipment to produce and broadcast programs of good quality on trafficking prevention (the equipment required for the radio and TV stations partners in the project was purchased in December 2005).

"Elaboration/production of Radio and TV Programs" Round Table

A round table on 'Elaboration/production of radio and TV programs' was organized in Trebujeni village, raion of Orhei, on July 4 – 5, involving 11 managers and journalists from a number of radio and TV stations from Basarabasca, Chisinau, Cimislia, Edinet, Nisporeni, Orhei, Rezina, Soroca and Taraclia. All of them had taken part in training programs 'Producing Programs on Trafficking Prevention'. The necessary expertise was provided by Oleg Moskalevych and Anton Topciy (Internews Ukraine), Leontina Vatamanu and Virgiliu

Margineanu (OWH TV Studio, Chisinau), Angela Sirbu and Vitalie Dogaru (IJC).

Discussions featured evaluation of visits to radio/TV stations, analysis of radio and TV programs from the point of view of their contents, as well as technical evaluation of radio/TV stations, with relevant consultation offered concerning elimination of difficulties faced by the teams in the process of elaboration/production of programs.

At the same time, participants described in detail the format and the concept of a series of radio/TV programs planned within the 'Production of radio and TV programs on prevention of human trafficking' component of the 'New Perspectives for Women' Project. The following conclusion was reached: to produce a 20-25 minute TV program, along with two radio programs (more than had been planned originally), about ten minutes each. Representatives of radio and TV stations determined topics for the future programs.

TV/radio Programs "Destinies and Destinations"

The OWH TV Studio and Vitalie Dogaru (IJC trainer, Moldova State lecturer and Free Europe/Radio Liberty reporter) were charged with, respectively, the production of TV and radio programs, while the IJC assumed the steering role. The mission of these programs is to contribute to raising public awareness about human trafficking and its prevention; to inform the target group about alternatives to migration and new prospects for women in Moldova.

The goal of the project is to elaborate several modern / dynamic programs, which would be interesting and accessible to the target audience. These would treat aspects of human trafficking, migration, as well as possibilities for the citizens to find a niche in their home country. The programs will be broadcast in 2005-2008. Target group: vulnerable young women (16-25 year old) from rural areas. Obviously, other groups can also feature in this category – men, children, etc.

In October 2005, contracts were signed with directors of the following radio/TV stations to broadcast the programs: Radio Antena C, Radio Sanatatea (Edinet), Radio Orhei, Radio Cimisia,

Euro TV-Chisinau, Sor-TV (Sorooca), TV Elita (Rezina), STV-41 (Taraclia) and Bas-TV (Basarabesca).

The pilot program was produced and distributed to the local stations at the end of December 2005. Regular production and broadcasting of the series of programs 'Destinies and destinations' was initiated in January 2006.

Consultancy Program for Print Journalists

Sharon Silvas, journalist from Denver, USA, offered a number of consultations on 1 - 19 September 2005 to representatives of the following media organizations: Basa-press news agency, newspapers 'Ziarul de Garda,' 'Jurnal de Chisinau,' magazines 'Natura,' 'Aquarelle' and VIP- magazin, as well as the Association of Independent Press and students of Journalism and Communication Studies Faculty of Moldova State University. Other beneficiaries included representatives of the Youth Media Center from Chisinau. On 8 September, the IJC hosted a training course 'Creation of a successful periodical,' involving representatives of eight newspapers-members of the Association of Independent Press ('Spros i predlojenie' from Balti, 'Observatorul de Nord' from Sorooca, 'Unghiul' from Ungheni, 'Ecol nostru' from Singerei, 'Est-Curier' from Criuleni, 'Cuvintul liber' from Leova, 'Gazeta de vest' from Nisporeni and 'Natura' from Chisinau).

Sharon Silvas is the owner and chief editor of a monthly web magazine "Colorado Woman News" (www.coloradowoman.com), an annual database "The Woman's Yellow Pages" and is the founder of "The Colorado Center for Woman and Work" and of "The Colorado Women's Chamber of Commerce".

Study Trips to Ukraine for Ten Print Journalists from Moldova

On 19 - 23 September 2005, ten journalists from Moldova undertook a study tour to Ukraine. For a week, Moldovan journalists observed the work of three periodicals from Kiev: "Den," "Fakti i komentarii" and "Segodnya." The study tour was organized to facilitate exchange of experience with the Ukrainian colleagues and to find out at first hand ways of reporting on prevention of human trafficking and choices for young women

who decide not to leave the country. Beneficiaries of this program were journalists from the following newspapers: Unghiul (Ungheni), Glia drochiana (Drochia), Business info (Cimislia), Pridnestrovie (Tiraspol), Est-Curier (Criuleni), Accent provincial (Balti), Observatorul de nord (Soroca), Flux (Chisinau), Jurnal de Chisinau (Chisinau), as well as a reporter from DECA-press Agency (Balti). Upon completion of the study tour, the journalists published more than 20 articles on the issue.

Seminar for Employees of Regional Support Centers of the New Perspectives for Women Project

The seminar “Basics of Public Relations” was organized on 15 - 16 March 2005. It was led by Natalia Angheli-Zaicenco, IJC senior consultant. The seminar brought together 14 employees of the ‘New Perspectives for Women’ Project. The agenda of the training focused on the following topics: responsibilities of a PR officer, strategic communication in a non-profit organization, basics of mass media (definition of news, essential elements of news), cooperation with different types of mass media, crisis communication, ethics of public relations, etc. The participants also learned how to prepare for an interview, how to write a press release, how to organize a press conference, what are its key elements; they also found out what has to be included in a media kit, etc.

Mass Media Monitoring and Quarterly Reports

Throughout 2005, the IJC had monitored and analyzed media coverage of human trafficking and its prevention, as well as the way Moldovan media report about the major facets of the New Perspectives for Women (NPW) project.

Monitoring had the following specific objectives:

- to provide a systematic review of available reporting patterns on the issue;
- to establish whether current reporting reflects all aspects of the phenomenon in a comprehensive and in-depth manner
- to formulate recommendations on journalistic best practices that would help raise public awareness about human trafficking and its prevention.

Seven of the most popular general-interest newspapers with nationwide circulation have been selected for analysis (based on their reach and market shares): Saptamina, Timpul, Moldova Suverana, Jurnal de Chisinau, Novoie vremea, Nezavisimaia Moldova and Moldavskie vedomosti.

Four print media monitoring bulletins were produced in 2005 (in Romanian, Russian and English). They contained analysis of all articles featuring aspects of internal and external human trafficking for the purpose of prostitution, forced labor, begging and petty crime, as well as organ harvesting, along with analysis of the coverage of the activities/projects aimed to prevent this phenomenon and provide new opportunities to vulnerable population segments. Both the content of the articles and the ways of presentation of respective aspects were studied. All media monitoring bulletins can be found at <http://www.ijc.md/NPF/>.

SEMINAR “NEW VISION OF INFORMATION AT COMMUNITY LEVEL. HOW TO DO MODERN NEWS REPORTS IN SMALL COMMUNITIES AND HOW TO IDENTIFY ASPECTS OF INTEREST TO COMMUNITY MEMBERS”

Funded by the US Government through the US International Development Agency (USAID). Administered by the Council for International Research and Exchange (IREX) and Civic Participation Program

The seminar was organized by the IJC and took place in Balti on May 27 – 29, 2005. It was led by Anton Topchiiy (expert from Internews Ukraine) and Vitalie Dogaru (IJC trainer, lecturer at the Journalism and Communication Studies Faculty of Moldova State University, reporter at Free Europe/Radio Liberty).

The seminar gathered 16 reporters of periodicals, TV and radio stations from the north of Moldova (Balti, Briceni, Donduseni, Drochia, Edinet, Falesti, Glodeni, Ocnita, Riscani, Singerei and Soroca).

Participants discussed the following issues:

- The role and the importance of community issues having an impact on daily life of the citizens.

- Coverage of community aspects at the national level.
- Identification of priority topics for citizens, including local events and history.
- Ways to collect information, observing balance and transparency in reporting on aspects of highest importance for citizens.
- Identification of sources for reports on and for the community.

Most participants in their evaluation forms mentioned that the presentation was comprehensible and that they would apply the knowledge they had acquired during the seminar in their activities, and also that they would like to participate in new projects and initiatives in the field.

SEMINAR 'BASICS OF RELATIONS WITH MASS MEDIA'

Funded by the US Government via USAID. Administered by the Council for International Research and Exchange (IREX), Civic Participation Program.

The seminar was organized by the IJC for the beneficiaries of the Civic Participation Program (CPP). The event took place in Orhei on 4 - 6 July 2005. The seminar was led by Dr. Natalia Angheli-Zaicenco (IJC senior consultant), and Ludmila Andronic (in charge of public and mass media relations at Voxtel Joint-Stock Company).

The seminar gathered more than 20 representatives of NGOs from raions of Calarasi, Criuleni, Dubasari, Hincesti, Nisporeni, Orhei, Rezina, Straseneni, Soldanesti, Telenesti, Ungheni and the town of Vadul lui Voda, all of whom were beneficiaries of CPP.

The participants had an opportunity to learn aspects of public relations, efficient cooperation with mass media, etc. Seminar participants found out how to write media advisories and press releases, what is a successful interview (they had to do exercises in interviewing), how to prepare and conduct a press conference, organize special events, as well as how to develop efficient media strategies.

'ON-LINE JOURNALISM' TRAINING COURSE

Funded by the Ministry of Foreign Affairs of the Federal Republic of Germany, through InWent

The training course 'On-line journalism' was organized by the IJC in partnership with the International Journalism Institute of Capacity Building International, Germany and IFA Institut fuer Auslandsbeziehungen – The Institute for Foreign Cultural Relations. The course took place in Chisinau on 24-30 August 2005, and was led by Matthias Spielkamp and Joachim Voegelé (Berlin, Germany), experts in on-line journalism.

This training program involved 15 journalists from Balti, Chisinau, Edinet, Rezina, Tiraspol and Ungheni.

The course focused on four main topics: use of Internet as a source of information; writing news items for on-line mass media; news web page design and introduction to on-line instruments.

At the end of the course, the participants declared that they would like to attend more seminars to enable them to improve their knowledge in on-line journalism.

'NEW IMAGE OF TV NEWS' SEMINAR

Funded by the US Embassy in Chisinau

On September 19 - 23 2005, with financial support from the US Embassy in Chisinau, the IJC organized the seminar 'New image of TV news'.

25 journalists had submitted applications, and 17 persons were selected for participation in the course (11 journalists from Chisinau and six from other localities of Moldova). Led by journalist Jean W. Garner (USA), the seminar was attended by the employees of news departments at TV stations Moldova-1, Euro TV - Chisinau, EuroNova, DTV, OWH TV Studio (Chisinau), CIM TV (Cimislia), TV Prim (Glodeni), BAS TV (Basarabasca), Canal X (Briceni), TV Elita (Rezina) and STV-41 (Taraclia).

The goal: to improve the quality of a news program. The participants dealt with the following aspects: local and international standards of

broadcasting, radio and TV journalist's role in society and impact on it, topic selection and structuring in a news program, production of a news program, identification of topics and correct interviewing, the role of a news producer, etc.

In their evaluation forms participants mentioned good organization of the seminar, which had met their expectations. They said that they would be able to apply the newly acquired knowledge in their daily activities, and that the expert's presentation was comprehensible. All participants declared that they would like to take part in similar projects in the future.

The participants also benefited from individual consultations offered by Jean W. Garner on September 26 – 30, 2005.

“CREATING A JOURNALISM SCHOOL IN MOLDOVA” PROJECT

Partners: *Journalism and Communication Studies Faculty at Moldova State University and the Missouri Journalism School, USA.*

Funded by *the US State Department.*

The goal of this project is to improve the quality of journalism studies in Moldova by creating and consolidating a post-graduate program in journalism. Planned for a period of three years (2003-2006), the project sets the following objectives:

- to determine needs for training in journalism in Moldova and develop a strategic plan to meet these needs.
- To develop a basic curriculum for a post-graduate program in journalism and improve the already existing one at Moldova State University.
- To train trainers who will teach journalism at the IJC school. Provide training to the lecturers from the Journalism and Communication Studies Faculty.
- To develop a business plan to ensure sustainability of the program.

Under this project, in 2005, lecturers from the Missouri Journalism School led five trainings for the lecturers of Journalism and Communication Studies Faculty at Moldova State University and for IJC trainers.

On March 28 – April 9, 2005, Kent Collins, assistant professor and head of the Broadcasting Department of the Missouri Journalism School, was in Chisinau. He taught two courses for the teaching staff of the Journalism and Communication Studies Faculty at Moldova State University and for the IJC trainers. The first course took place on March 31 – April 1, and was attended by university lecturers who teach TV and radio journalism. The course featured presentation of teaching techniques used at the Missouri Journalism School, as well as the concept of teaching by simulating work conditions in a newsroom. The second course was held for the IJC trainers specializing in broadcasting and, especially, in TV, and it was organized on 6 and 7 April. Kent Collins described ways of identifying potential students of the Chisinau School of Advanced Journalism, developed the concept of a trainer-editor and introduced teaching by simulating conditions from within a news department, as well as other modern teaching techniques.

On May 17 - 22, Byron Scott, professor at the Missouri Journalism School, visited the IJC. He taught a course on recent trends in mass media research in the USA, which was attended by university lecturers and professors. They discussed various aspects concerning scientific research in the field of mass media (research methods, theories and sources, publication of research results, etc.).

On November 14 -18, 2005, the IJC hosted a course on teaching methods for print media held by Stuart Loory, professor at Missouri Journalism School, editor of the Global Journalist newspaper, author and leader of the Global Journalist radio program on the KBIA-FM station in Columbia, Missouri. The course was organized for lecturers who teach at the Journalism and Communication Studies Faculty at Moldova State University. The participants were introduced to teaching techniques used at the Missouri Journalism School and discussed various aspects of US journalism: freedom of press, journalists' ethics, access to information, state-ensured protection of journalists, etc. Another training course was organized for the IJC trainers. On November 19, Stuart Loory talked about methods of teaching journalism, writing techniques, design of on-line publications,

etc. During the course, the trainers were able to analyze examples of reports published in US print media of good quality.

Visits by US experts were accompanied by numerous meetings with Moldovan journalists, university lecturers and students of Moldova State University.

On May 13 - 21, Wayne Dillehay, professor at the Atwood Journalism Department of the University of Anchorage, Alaska, USA, came to carry out the external evaluation of the project. Wayne Dillehay met with the project director Corina Cepoi, IJC executive director Angela Sirbu, as well as with all participants of the project from the graduate course: Viorel Cibotaru, Nicolae Pojoga, Vitalie Chiperi, Sergiu Corlat, Alexandru Cantir, Vasile Botnaru, Nelly Turcan, Georgeta Stepanov, Olivia Pirtac, Vitalie Dogaru and Silvia Hirnau.

On October 7 – 14, Fritz Cropp, Byron Scott (professors at the Missouri Journalism School) and Corina Cepoi (Director of the 'Creating a Journalism School' Project in Moldova) gathered in Washington DC (US) to work on long-term planning, to do fund-raising and establish some potential partnerships. Meetings took place at the US State Department, USAID, International Center for Journalists, the National Endowment for Democracy and the Open Society Institute.

Throughout the year 2005, 16 journalists-trainers of the IJC and teaching staff of Moldova universities went to the US to attend courses at the Missouri Journalism School and exchange experience with their colleagues in the US.

More information on this long-term project can be found at <http://www.moldovajournalism.missouri.edu/>

MEDIA LAW UNIT

Partners and sponsors: Global Campaign for Freedom of Expression Article 19, OSI Network Media Program and Soros Foundation Moldova

The Media Law Unit has the following scope of activities:

- media legislation analysis, elaboration of proposals to improve existing legislation
- providing free consultation on all questions concerning Moldova media legislation, and, in some cases, offering legal representation in court
- monitoring cases of abuse of freedom of expression and access to information
- organizing training courses to foster an adequate legal culture among the journalists, on the one hand, and to inform lawyers about European standards of freedom of expression and access to information, on the other hand
- publishing analytical and informative articles on media law
- cooperation with other NGOs and government agencies on implementation of the Law on Access to Information and on European standards of freedom of expression.

LAW ANALYSIS AND MONITORING

Legislative Bulletin

In 2004, the IJC launched an on-line publication that contains summaries of laws and amendments to the existing laws, information about the recent decisions of CEDO, etc., in order to inform journalists, media organizations, lawyers and other stakeholders about recent news in the field. This on-line bulletin produced in Romanian and Russian is distributed by e-mail to over 150 subscribers: chief editors, media managers, journalists, lawyers, students. Its archive, including the six editions of the year 2005, can be found at: http://ijc.md/serviciul_juridic/docs/buletin_legislativ.shtml.

Report on Freedom of Expression and Access to Information in Moldova in 2005

This legislative report presents some amendments to mass media legislation and some of the most important incidents related to the freedom of expression and access to information in Moldova, which took place during the year. The report was done in Romanian and English and was distributed via e-mail to over 150 subscribers. It can be also found on the IJC's web page.

“Protection of One’s Honor, Dignity and Professional Reputation in Moldova” Study

‘Protection of Honor, Dignity and Professional Reputation in Moldova’ study, written by Olivia Pirtac, coordinator of the IJC Media Law Unit, who had been working on it since 2001, was finally published in June 2005. It is a scientific study of issues connected with protection of one’s honor, dignity and professional reputation in Moldova, and offers an interpretation of the existing norms in view of the European standards. The author intended to satisfy the curiosity and interest of those who wish to know and adequately interpret the pertinent legislative norms, as well as of those who will commit to improving them. The respective monograph will be especially useful to judges, media lawyers, journalists and legislators. The volume is offered free of charge to any interested party. The print run of the book, which was published in Romanian, is 1200 copies.

Law Guide “Mass Media and Election Campaign”

The Law Guide ‘Mass Media and election campaign’ written by Vladislav Gribincea was published jointly by the Global Campaign for Freedom of Expression Article 19 and the Independent Journalism Center, with financial support from the OSI Network Media Program. The book serves as a guide for print media in the election campaign in Moldova. Although it was designed on the eve

of the parliamentary elections of March 2005, the book will be useful in future election campaigns. It offers general information about the election system of Moldova, legal status of print media, its rights and duties in the election campaign, as well as responsibility of journalists for breaching the election legislation. Produced in Romanian with a circulation of 500 copies, the guide was distributed free of charge.

LEGAL CONSULTANCY AND IN-COURT REPRESENTATION

The Media Law Unit offers free consultation to journalists and mass media organizations. Detailed consultations on all problems related to media laws and raising journalists' awareness of their rights and duties contributed to identification and settlement of legal problems faced by journalists and news outlets. Consultations are offered by telephone, personally or by e-mail. It also offers the latest versions of laws and procedures. Throughout the year, the Media Law Unit received more than 15 questions (requests) per month from local journalists and foreign experts. The MLU had to deal, mainly, with the following issues: protection of one's honor and dignity, access to information, advertising, copyright, right to privacy, legal status of publications, etc. The MLU also drafted applications for summons to a court and appeals against court decisions, references and claims. Assistance has been offered to foreign experts and persons interested in the process of investigation and studying mass media legislation and freedom of expression in Moldova. In 2005, Olivia Pirtac, coordinator of the IJC Law Media Unit, gave over 150 legal consultations and offered legal presentation of defendants in court in four cases of libel.

TRAINING

Intensive Course "Legislation on Freedom of Expression and Right to Information"

The intensive course 'Legislation on freedom of expression and right to information' took place on November 3 – 9, 2005 and involved 15 young journalists and students of journalism and communication studies faculties of Chisinau. The course was led by Olivia Pirtac, coordinator of the Media Law Unit of the IJC, and Eugeniu Ribca,

senior lecturer at the Moldova State University (MSU), while the relevant international aspects were presented by Federica Prina from the International Organization Article 19. The agenda of the training course included the following issues: laws of the European Court of Human Rights on freedom of expression, libel, access to information, broadcast legislation, licensing of broadcast institutions, public broadcasters, the role of mass media in election campaigns, funding of media institutions, etc. The experts combined presentations with case studies.

University Course "Communication Law"

For a number of years the Media Law Unit has worked to develop and introduce the course "Communication Law" in the curriculum of the Journalism and Communication Studies Faculty of the MSU and the Law Faculty of the MSU. Since January 2002, this course has become obligatory for students of the Journalism and Communication Studies Faculty. In 2004, the respective course was offered to the graduate students of the Law Faculty as an optional course. It lasts 32 academic hours (theoretical lectures) and 16 hours of seminars, and is taught by Olivia Pirtac and Eugeniu Ribca – lecturers with background in media legislation. Lectures are held in Romanian and Russian and include such fundamental topics as media legislation in Moldova, of international standards in the field of freedom of expression and access to information. In teaching the course, the IJC Media Law Unit uses the database 'Juristul' (Lawyer), which contains Moldovan legislation and case studies of judiciary practice in Moldova and in Europe.

PLEADING CAMPAIGN

The pleading campaign consists in drafting declarations, protests, recommendations, as well as organization of seminars, and participation in discussions with public officers. In 2005, the IJC drafted and broadcasted three declarations concerning abuses committed by the Audio-Visual Coordinating Council with regard to Radio Singera, Euronova Media Grup and to the TV station Pervii canal – Moldova. The IJC signed many declarations together with other media organizations.

A round table 'Privatization of local print media' took place on 26 July, 2005. The event was organized by the IJC in partnership with the Association of Independent Press, with financial support from Article 19. Participants in the event – representatives of independent print media in Moldova – adopted the "Resolution on the necessity to denationalize local public print media."

On December 16, 2005 the IJC in cooperation with the Association of Independent Press held the round table 'Development of media and rates

charged for distribution of newspapers'. It was organized with the financial support from the Network Media Program of the Open Society Institute and Article 19. Participants had a possibility to discuss relations between the monopolist Posta Moldovei (Post of Moldova) and the media in the context of growing rates on distribution of periodicals during subscription campaign. This event was part of a campaign aimed at creation of equal conditions for sustainable development of the print media in Moldova, which had been initiated by IJC and API.

MASS MEDIA MONITORING

MEDIA MONITORING IN ELECTION CAMPAIGN

Financed by the US Embassy, British Embassy, Eurasia Foundation, funds provided by the US Agency for International Development (USAID) and Swedish International Development Cooperation Agency (SIDA/ASDI).

Implemented in:

December 2004 – August 31 2005

The project was carried out by the following 'Coalition 2005' members: the Independent Journalism Center (general coordination of the project, data analysis and report writing), and the Center for Sociological, Political and Psychological Analysis and Investigations CIVIS (data collection and processing, drawing of charts) with participation of the International Organization Article 19, Global Campaign for Freedom of Expression (methodology and software for the database development and processing). The methodology was developed by Oxford Media Research and geared to project monitoring carried out by Article 19.

The following activities were carried out within this project:

1. A seminar for coders involved in collection and analysis of the monitoring data.
2. Monitoring of 34 media institutions.
3. Three press conferences.
4. Six media monitoring reports.
5. Publication of the final report.

Media monitoring in the election and post-election period aimed at informing the public opinion about the behavior of the media during the parliamentary elections of March 6, 2005 and raising the awareness of the international community about cases of press freedom violation.

Ten coders and two experts involved in monitoring, data collection and analysis took part in a seminar held on January 13 – 15, 2005. The

training was led by experts from Article 19, who taught CIVIS and IJC coders and experts how to use the methodology described above in a correct fashion.

Thus, the following items were monitored:

- News
- Advertising (broadcasting time)
- Live Broadcasts
- Opinions
- Special Election Programs (debates etc.)
- Vox populi
- Voter Education Materials.

The monitoring period (January 6 – May 6, 2005) covered the parliamentary election campaign, the post-election period, as well as the campaign for the election of the new President by the Parliament.

The monitored print institutions were selected according to the following criteria:

- Print run/audience/impact
- Form of ownership (state and private)
- Language (Romanian/Russian)
- Coverage (national, local)

Monitored media:

Print media with national coverage

State owned

Moldova Suverana, Nezasivimaia Moldova

Private

Timpul de dimineata, Saptamina, Komsomolskaia Pravda v Moldove, Moldavskie Vedomosti

Regional and local print media

State owned

Vesti Gagauzii (Comrat),

Farul nistrean (Rezina)

Private

Unghiul (Ungheni), Spros i Predlojenie (SP) (Balti)

TV

with national coverage

Moldova-1 (public station)

NIT, Pervii kanal v Moldove

Regional and local

public

Euro TV Chisinau, TV Gagauzia, TV Balti

private

PRO TV, TVC 21, RIF TV, Blue Star (Balti), Canal X (Briceni), Cvant TV (Cahul)

Radio

with national coverage

public

Radio-Moldova, Antena C

private

Serebreannii Dojdi, Russkoe Radio, Hit FM

regional

Radio Gagauzia (public)

private

Sanatatea (Edinet), Radio Nova, Europa Plus, Kiss FM, 103.5 (Balti), Vocea Basarabiei

Media monitoring results were made public in bi-monthly reports. Six reports were compiled (in Romanian, Russian and English) and printed in about 50 copies each, and they were also distributed by email to over 200 press institutions and national and international stakeholders, both in Moldova and abroad, to embassies, etc.

Three press conferences were organized to announce the results of mass media monitoring. The first press conference took place on February 2, 2005 to announce the launch of the project, to present the research methodology and the first results of the media monitoring. All project partners took part in the event, including representatives of Article 19, as well as over 40 journalists of Moldova and representatives of some government agencies and international organizations.

The second press conference (March 1, 2005) was organized to announce the results of report no. 3 on media monitoring during the election campaign and gathered about 30 journalists, representatives of independent and government media of Moldova.

The final press conference took place on May 16, 2005, with the purpose to announce the project results. The agenda of the conference included presentation of the final media monitoring report,

evaluation and announcement of results. All project partners took part in the event and answered questions asked by more than 40 representatives of mass media and international organizations.

Besides those six bi-monthly reports, the final analytical report was also published, covering the data from bi-monthly reports, their analysis and expert recommendations. The final report was printed in some 70 copies in Romanian, English and Russian.

MEDIA MONITORING IN THE SECOND ROUND OF THE CAMPAIGN FOR ELECTION OF MAYOR OF CHISINAU MUNICIPALITY (JUNE 27 – JULY 24 2005)

The project was carried out by the following 'Coalition 2005' members: the Independent Journalism Center (general coordination of the project, data analysis and report writing), and the Center for Sociological, Political and Psychological Analysis and Investigations CIVIS (organization and coordination of monitoring, data collection and processing, drawing of charts), with financial support from the OSCE, the US and British Embassies.

The goal of the project is to inform the public opinion about the behavior of broadcasters during the early elections for the Mayor of Chisinau municipality.

Mass media in Moldova were monitored in June 27 – July 24, 2005.

The monitored media organizations were selected according to the following criteria:

- form of ownership (public and private)
- audience/ impact
- language (Romanian and Russian)

Five TV stations (Moldova-1, Euro TV Chisinau, NIT, Pervii canal v Moldove and PRO TV), as well as two radio stations (Antena C and Radio-Moldova) were monitored.

The monitoring methodology, designed by the European Institute for Mass Media, was applied and improved through numerous monitoring projects in different countries, including monitoring of the local elections in Moldova in 2003. The methodology designed and used by

Article 19 (an international NGO with the office in London, promoting the global campaign for freedom of expression).was also taken into account.

Quantitative indicators: broadcasting time offered to electoral candidates, including for advertising and debates; programs (news, debates, etc.) that involved or referred to the electoral candidates, directly or indirectly (duration in seconds), electoral process and electoral education (duration).

Qualitative indicators: direct or indirect context of presentation of the candidates, in a positive or negative manner. Each electoral material was subject to an evaluation of the content and context to determine whether it favored or disfavored that or another candidate. The fact that the content and / or context of the news were positive or negative did not necessarily imply bias or partisanship of the respective broadcasting station. It was possible for the news to favor or disfavor one of the candidates and still remain balanced and fair from the professional point of view. Only when there was a tendency continuing over a certain period of time in favoring or disfavoring one of the candidates, that one could conclude that there was a bias.

PRINT MEDIA MONITORING PROJECT “AGRICULTURAL TOPICS IN MASS MEDIA IN MOLDOVA,” CONDUCTED BY THE IJC AS PART OF THE PROGRAM “ALLIANCE IN SUPPORT OF THE AGRICULTURAL MARKET II”

The method used in the implementation of this IJC component is based on quantitative and qualitative monthly analysis of journalists’ products (articles, interviews, editorials, news items) published in newspapers, magazines, and distributed by news agencies in Moldova.

Journalists’ materials selected for monitoring referred to the following topics:

- agricultural marketing
- sale of agricultural products
- export of agricultural products
- laws regulating activities in agriculture, including agricultural sales
- drawbacks of the legal framework, which affect the agricultural sector
- initiatives in the field
- opportunities for agricultural business
- activities carried out by the Alliance in Support of Agricultural Market
- activities carried out by the Coalition for Rural Economic Development
- discussion of and reaction to activities carried out by the respective structures.

Based on the collected evidence, the IJC researchers designed and presented two types of reports: monthly monitoring reports (including copies of articles and news published throughout the month, as well as information on the number of monitored publications, broadcast programs, including those referring to the National Federation AGRO Inform and the ASPA Program), as well as quarterly analytical reports. The latter highlighted the level of interest of mass media in the monitored aspects (judging by the number of articles existing on the respective topics and the number of newspapers interested in these topics), the most frequently dealt with aspects in print media, the way the problems were treated, whether the approach to them was a complex one, a comparative analysis of the reported period with the previous one (to see whether the interest of the print media in the topics of marketing and legislation in agriculture raised or declined).

Throughout the year 2005, more than 35 newspapers and magazines and eight news agencies were monitored every month. Twelve monthly reports and four quarterly reports were presented.

PUBLICATIONS, RESOURCES

“PROSPECTS OF CREATING AN AUDIT BUREAU OF CIRCULATIONS IN MOLDOVA” STUDY

*Funded by
the OSI Network Media Program
and Soros Foundation Moldova*

Implementation of the study on audit of circulations: January 2004 – June 2005.

Goal: to ensure transparency of information on circulation of publications printed in the country.

The main objective of the project was to increase transparency of the print media market in the Republic of Moldova and to establish some clear principles of collection and certification of information related to circulations, a systematic and comprehensive way to organize and monitor circulation of newspapers, as well as to study prospects of creating an Audit Bureau of Circulations in Moldova (ABC).

The groups selected for the study included advertisers (individual and agencies), media owners and managers of media institutions. In April 2005, in the framework of the project a number of interviews and focus-groups were organized in order to find out the opinions of media institutions managers, advertisers and distributors, etc. on the idea of creating an Audit Bureau of Circulations in Moldova.

The study was launched in the conference hall of the Jolly Alon hotel in Chisinau on 26 October 2005. Produced in Romanian, Russian and English, the book is a review of the print media and advertising market in Moldova and of the economic aspect of mass media sector development in Moldova. It contains a comparative study of ABC models, a report on the feasibility of creating an ABC in Moldova, as well as an analysis of the legal framework for mass media activities. The study on

audit of circulations was published in 200 copies. It can be found on the IJC web page at: <http://ijc.md>.

“CURIER MEDIA” BULLETIN

Funded by Soros Foundation Moldova

In 2005, the IJC continued publication of the (bi-monthly) bulletin “Curier Media.” In its 21 issues, “Curier Media” (in Romanian) covered news on local and international mass media. The periodical, with a circulation of 200 copies, was distributed to media organizations from all over the country. Its archive can be found on the IJC web page at: http://www.ijc.md/curier_media/archive/

ANALYTICAL BULLETIN “MASS MEDIA IN MOLDOVA”

Funded by Soros Foundation Moldova and the British Government’s Global Russia-FSU Conflict Prevention Pool

The first issue of the analytical bulletin “Mass Media in Moldova” from 2005 highlighted the current challenges to the news media, including: the process of transformation of the Teleradio-Moldova Company into a public company, media in the election campaigns, problems faced by the local media, economic media, young journalists and investigation reporters. This issue also published articles on media of ethnic minorities in the Republic of Moldova, judicial practice in Moldova concerning freedom of expression and pages of media history. Print run: 200 copies in Romanian and 200 in English.

The December 2005 issue of the bulletin “Mass Media in Moldova” was published in Romanian, Russian and English (total print run of the issue: 600 copies). The publication contained numerous materials written by Moldovan journalists, including media professionals from Transnistria and Gagauz-Yeri, featuring current problems of

the local journalism, like: opportunities to set up a trade union of journalists, journalism of high quality and a journalist's profile, radio and TV re-broadcasts, government support to mass media: European traditions and the case of Moldova, denationalization of media, monitoring of media, projects of cooperation of journalists from all regions of Moldova, aspects of local photo-journalism, relations between periodicals and distributors, etc.

The analytical bulletin "Mass Media in Moldova" was distributed in Moldova and abroad.

ELECTRONIC PUBLICATION "MOLDOVA MEDIA NEWS"

Funded by Soros Foundation Moldova

This monthly publication in the English language contains information on chief events in mass media in Moldova. In 2005, it was distributed by email to more than five hundred subscribers and published on the IJC web page at: <http://ijc.md/en/mmnews/archive>.

"MOLDOVA AZI" INFORMATION PORTAL

Funded by Soros Foundation Moldova and the British Government's Global Russia-FSU Conflict Prevention Pool

The "Moldova Azi" information portal (www.azi.md) was launched on 28 May, 2001 as an extension of the Moldova-News portal. It has offered its users daily news in Romanian, English and Russian about political, economic and social developments in the Republic of Moldova. Information is provided by the local press agencies, such as Infotag, Flux, Info-Prim, Infomarket,

Reporter.md and Interlic. Weekly commentaries produced by Moldovan journalists and analysts cover the most important political, economic and social developments. Monthly investigations, studies and analyses dealt with important matters in various fields in detail. The portal has established a way to communicate with its readers through interactive surveys and forms, and, at the same time, it offers its readers an opportunity to ask questions and receive answers from various actors engaged in politics, economy and culture.

RESOURCE CENTER (LIBRARY AND COMPUTER LABORATORY)

Funding: Soros Foundation Moldova

The IJC Resource Center carries subscriptions to main newspapers of the Republic of Moldova (over 50 titles), in Romanian and in Russian, including all publications – members of the Association of Independent Press. It also offers a number of newspapers and magazines from Romania. In 2005, more than 35 books were purchased (journalism, communication, mass media legislation, public relations, etc.). These had been recently published in Romania. Besides, the Center has produced an Electronic Guide to Moldovan Mass Media (<http://www.ijc.md/ghid/>).

The Resource Center Coordinator has been permanently updating the IJC web-page and sending the "Curier Media" bulletin to all subscribers either electronically or by regular mail. The coordinator has also been offering consultations to visitors of the IJC library on the available resources (books, textbooks, magazines), and on Internet use.

PROJECTS UNDER THE AEGIS OF THE SOUTH-EAST EUROPEAN NETWORK FOR PROFESSIONALIZATION OF THE MEDIA (SEENPM)

Pilot study “Evaluation of the impact of journalism training”

*Financed by FRESTA SEE,
a Program of the Danish Foreign Ministry*

A report highlighting the major findings of a pilot project on impact assessment of media training activities in Bosnia, Bulgaria, Hungary, Moldova, and Serbia was published in 2005 and uploaded onto the Web site of the Independent Journalism Center (IJC) at http://ijc.md/centrul_de_resurse/bibl_el.php.

The publication of the report marked the final stage of a two-year project administered jointly

by the IJC and Dr Poul Erik Nielsen of Aarhus University (Denmark). The project had examined the possibility of developing a method that can assess the impact of training activities on the individual and institutional levels, as well as on profession in general and society at large. Researchers from five countries analyzed the impact of 14 short-term courses and evaluated their effect on trainees’ knowledge, attitudes, and perceptions. The final report contains a methodological overview, five country reports, an impact-assessment checklist, along with several support materials.

INTERNATIONAL AFFILIATIONS

SEENPM

The Independent Journalism Center is the only organization from Moldova included in the South-East European Network for Professionalization of the Media (SEENPM), which unites 18 media development centers from 11 countries. Founded in February 2000, the network offers training courses for journalists and media trainers and runs various journalism exchange programs. SEENPM receives financial support from the Danish Government (FRESTA Program), the Swiss Government and the Open Society Institute. In 2002-2004, the IJC was a member of the SEENPM Coordinating Committee.

IFEX

In June 2001, the IJC became a member of the International Freedom of Exchange (IFEX), an international network that unites 60 organizations, pursuing the goal of monitoring freedom of expression. The best known product of this network is the electronic bulletin "Action Alert" which is compiled from accounts on abuses of the right to free expression in the regions represented by the member organizations. The bulletin is distributed to a large number of institutions and stakeholders all over the world. The IJC was a member of the IFEX Council in 2002-2005.

MEDIA WORK GROUP FOR THE REPUBLIC OF MOLDOVA

The Independent Journalism Center is a member of the Media Work Group (MWG) Secretariat for the Republic of Moldova. The MWG, which works under the aegis of the Media Task Force within the Stability Pact for South-Eastern Europe, was established in April 2002 and unites 15 professionals, members of several news outlets, media development NGOs one representative of the Parliament and one - of the Foreign Ministry. The Group's mission is to promote implementation and observance of the Charter for Media Freedom, to establish relations between the Government and mass media professionals and to consult the Media Task Force on assistance projects.

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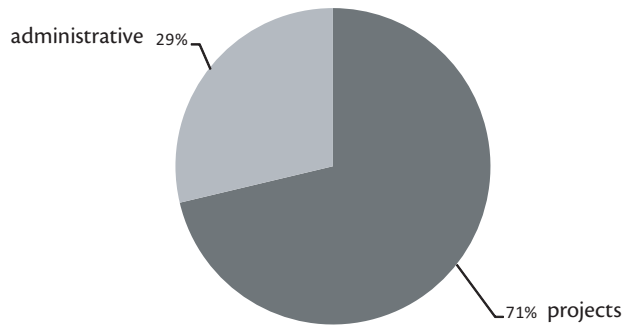
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	Violeta PUȘCAȘ, Accountant

FINANCIAL REPORT

Year 2005

Projects	Year 2005					Balance	Funded by
	Balance of 2004	Received	Spent	Administrative costs	Balance		
	\$	\$	\$		\$		
Mass Media Legislation training course at Journalism and Communication Science and Law Faculties at Moldova State University	378	1022	1400			Soros Foundation Moldova/ OSI	
Support of IJC activities in 2004	-104	104	0			Soros Foundation Moldova	
Support of the program of creation of community radio stations in the Republic of Moldova by offering consultations	336	-336	0			Soros Foundation Moldova	
Study on audit of circulation	4151	4683	8834	2527		Soros Foundation Moldova	
Development of an informational web-portal Moldova News	1165	12115	10905	0	2375	Soros Foundation Moldova	
Study and analysis of mass media market through elaboration and production of specialized publications		17735	11225	5850	6510	Soros Foundation Moldova	
Legal service in mass media		5618	5618	582		OSI Budapest	
Legal service in mass media	2810	4190	7000	1377		Article XIX	
Coordination of SEENPM activities		2520	2520			SEENPM	
On-line Journalism Seminar		11959	11959	2478		International Institute for Journalism of Inwent, Germania	
Press Review / Alliance for Support of Agricultural Market		1584	1584			AGROinform	
Development of information resources for mass media in the Republic of Moldova	-6014	6014	0			Press Now	
Technical support		7380	7380			OSCE	
Annual press club (December 2005)		1170	1170			OSCE	
Annual press club (December 2005)		770	770			Friedrich Ebert Foundation	
Journalist Contest UN Awards 2005		1745	1745	216		UNDP Moldova	

Annual press club (December 2005)		1700	1700				UNDP Moldova	
Legal service in mass media	1935					1935	IFEX	
Civic Participation Program in Moldova		2194			580	2194	IREX	
Diversity network. Program for journalists from Gagauz-Yeri, Transnistria and other regions of Moldova	9074	7498	16572		7231	16572	British Embassy	
Monitoring of local elections		1500	1500			1500	British Embassy	
Project 'Facilitation of cooperation between journalists of all regions of Moldova'		11351	14977		5044	14977	British Embassy	-3626
School of Journalism		9668	9668		7066	9668	Missouri University	
Monitoring of contents of public radio and television stations	-1616	1616					Embassy of the Netherlands	
Mass media monitoring during election campaign	7000	10913	17913		2646	17913	Eurasia Foundation	
Mass media monitoring during election campaign	9999		9999			9999	USA Embassy	
Monitoring of public radio and television stations		514	514			514	USA Embassy	
Monitoring of television		15965	6500		1463	6500	USA Embassy	9465
New Image of TV News Seminar		3179	3179		367	3179	USA Embassy	
New Perspectives for Women, anti-trafficking initiative in Moldova	307	101688	92787		26089	92787	Wimrock International	9208
Philanthropic donation for participation at the contest WebTop 2003	880	480	880			880	Bonuses	480
TOTAL	30301	246539	252428		63516	252428		24412



Projects	188912 \$
Administrative	63516\$
■ Maintenance, telephone, fees etc.	18312
■ Wages	45204
Total	252428 \$

Executive Director Angela SÎRBU

Chief Accountant Angela MAXIMENCO

Report on assets, liabilities and balance of funds

Of the Independent Journalism Center as of December 31, 2005 and 2004

ASSETS	2005		2004	
	(MDL)	(USD)	(MDL)	(USD)
Current Assets				
Money and their equivalents	357421	27924	796002	63885
Advance pays	37469	2927	58961	4732
	<u>394890</u>	<u>30851</u>	<u>85496</u>	<u>368617</u>
Long-term assets				
Nonmaterial assets	4979	389		
Fixed assets at balance value	964357	75340	882340	70814
	<u>969336</u>	<u>75729</u>	<u>882340</u>	<u>70814</u>
Total assets	1364226	106580	1737303	139431
 LIABILITIES AND BALANCE OF ASSETS				
CURRENT LIABILITIES				
Liabilities	3185	249	3709	298
	<u>3185</u>	<u>249</u>	<u>3709</u>	<u>298</u>
Balance of funds	1361041	106331	1733594	139133
Total liabilities and balance of funds	1364226	106580	1737303	139431