Activity Report 2011

Independent Journalism Center

Mission

Promote and support professional journalism to assert quality, free and viable media

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Free Media Promotion Campaigns

Press Freedom Days Campaign, May 2011

Organizers: Independent Journalism Center (IJC), Association of Independent Press (API), Acces-Info Center, Center for Investigative Journalism, (CIJ), Broadcasters Association (APEL), Press Freedom Committee (PFC), Young Journalist Center of Moldova (CYJM). Financing: OSCE Mission to Moldova

The 2011 edition of the Press Freedom Days Campaign was launched on 3 May at a press conference. On that occasion, the organizers disseminated the Memorandum on Press Freedom in Moldova from 3 May 2010 to 3 May 2011 as well as the schedule of activities planned during the campaign.

The signatories to the memorandum stated that the press in Moldova was not yet free. The situation has improved in the past year as shown in the international press freedom rankings that placed our country a few positions higher than in the previous years; however, we have not yet progressed to the category of a country with a free press.

Commenting on the memorandum, IJC director Nadine Gogu mentioned that it highlights the main factors that have contributed to the improvement in the Press Freedom Index in the Republic of Moldova. "The improvements we can see today are due to the enhancement of the legal framework, to the emergence of new private media outlets and to the reforms enacted by the public broadcaster that were also noticed by international organizations," she said.. Nevertheless, the signatories consider that there is still much to be done before having a free press. "In spite of certain improvements, the politicians unfortunately continue to try to manipulate media," said Petru Macovei, API director. In the same vein, Vasile Spinei, Acess-Info Director said that in spite of the

optimism voiced in the memorandum, there is still much to be done in this respect. Even though we are no longer burdened with marches and protests, sometimes the press is too focused on statements of politicians while the problems that bother citizens are ignored," he said. The full version of the memorandum can be found on the IJC website at: http:// www.ijc.md/index.php?option=com_ content&task=view&id=610 (in Romanian) and http://www.ijc. md/eng/index.php?option=com_ content&task=view&id=306 (in English). Another activity carried out by IJC during Press Freedom Days 2011 was the "media critica" campaign. It aimed to analyze the way the press in Moldova manipulates the public to help media consumers assess the relevance of information, to identify deviations from professional standards and the principles of balanced and impartial reporting and to distinguish between propaganda and genuine information. Mass media experts analyzed a number of print and broadcast articles and developed informative case studies. In May, the experts presented these study cases at various lyceums in the country: Alecu Russo in Orhei, Ion Vatamanu in Strășeni, Mircea cel Bătrân in Chişinău, Puhoi in Ialoveni and one more in Chişinău and one more outside. The subjects of the studies were the publications Flux, Timpul de dimineață, Săptămâna and Jurnal de Chișinău and TV station NIT. A gender perspective was offered in three of them. Samples of video and print materials that were biased and designed to manipulate public opinion were presented along with examples of irresponsible and biased journalism.

Also during Press Freedom Days 2011, IJC launched an information campaign on freedom of the press, freedom of opinion and expression and the right to information and publicized several articles from the

Press Freedom Days Campaign, May 2011

Constitution of the Republic of Moldova, media law, and the European Convention on Human Rights on freedom of the press, a person's right to information and mass media's duty to accurately inform the public (Art. 34 of the Constitution of the Republic of Moldova), on ensuring freedom of opinion and expression (Art. 32 of the Constitution of the Republic of Moldova; Art. 10 of the European Convention on Human Rights). The information campaign lasted a month.

The campaign also included the following activities:

- adopting a new code of ethics for journalists in Moldova;
- a meeting of the Investigative Journalists
- public presentation of the draft of the broadcasting code;

- an exhibit on Media and Children's Rights including information on the rights of children:
- a nationwide young journalists forum including the Transnistrian region and Gagauz-Yeri.

The full agenda of the 2011 campaign can be accessed at http://www.ijc.md/index. php?option=com_content&task=view&id=60 9&Itemid=1

http://www.ijc.md/index.php?option=com_ content&task=view&id=610 (in Romanian) and http://www.ijc. md/eng/index.php?option=com_ content&task=view&id=306 (in English).

(The UN General Assembly in 1993 proclaimed 3 May as World Press Freedom Day. Since then, it has been celebrated each year beginning on that day.)

Training

School of Advanced Journalism

Partners: Missouri University School of Journalism, Paris-based Journalism School and Training Center

Financing: Free Press Unlimited, The Netherlands, Embassy of Finland in Bucharest, National Endowment for Democracy (NED)

The School of Advanced Journalism (SAJ) graduated its fifth class of students on 17 June 2011. The ceremony took place in Comrat and was attended by representatives of the local press. For 10 months, the 14 graduates acquired practical skills for working in a newsroom. They learned how to write a news story, how to take pictures, how to produce radio and TV programs, how to write political, economic and social stories and how to do investigative reporting. All subjects were taught by media professionals from Moldova and from abroad.

Between July and August, SAJ organized a number of paid training sessions for the general public. The first training course was on diction and speaking techniques and was conducted by Nina Vartic, lecturer in art speech and diction at the Academy of Theater and Music in Chisinau.

The second course was titled Photos in Online Publications and was led by David Vargas who is a journalist, photographer and trainer in press design based in San Jose, Costa Rica. The third course was on video editing and was conducted by Dumitru Marian. Seven participants learned how to use video equipment as well as how to edit and adjust a video sequence for TV.

From 9 to 11 September, SAJ organized its traditional summer camp for graduates to provide training in writing media projects. For three days, 16 SAJ graduates studied the main aspects of writing a project. They were guided by local trainers Corina Cepoi and Angela Vacaru. At the end, the graduates presented 13 projects, 7 of which received funding. Also

in September, the SAJ organized the second teacher training module led by Dutch trainer Abi Daruvalla who introduced new teaching methods to the SAJ trainers. The first module was held in July 2011.

The campaign for admission to SAJ for the 2011–2012 school year was in two stages: advertising on radio and TV outlets throughout the country and the traditional admission caravan. SAJ management visited the universities of Bălți, Cahul and Comrat. On 1 September, the sixth class of SAJ students started their courses. From the 45 applications received, the special commission selected 19 students. During the first days of training four candidates retired, thus for ten months 15 students will study standards and practices of western journalism and how they can be applied in Moldova. The class consists of 1 man and 14 women with an average age of 24. Compared with previous years, their backgrounds are more diverse from food technology and philology to law and political science. Five of them have studied journalism before.

The opening ceremony took place in the presence of SAJ trainers, and a meeting with previous SAJ students was also organized on the first day. The graduates of the previous five classes shared their experiences with their new colleagues and gave them advice on how to overcome the difficulties awaiting them during their studies and their future employment.

During the first two months of studies, the students took an introductory course to help them better understand the specifics of their chosen field: Introduction to Journalism and News (trainers Liliana Viţu, News Director at Moldova 1 TV and Vitalie Dogaru, journalist at Publika TV). In the news segment, the students were taught the structure of news, the lead, how to work with sources and background.

School of Advanced Journalism

In the photojournalism class, trainer Nicolae Pojoga (lecturer in the Journalism Department of Moldova State University) shared his experience in photography, photojournalism and the use of Photoshop. Students in previous years had requested more practical exercises and training in using equipment in addition to going to different places to take pictures and write text. To that end, changes were made in the curriculum this year to emphasize practical aspects without neglecting the theory and history of photojournalism.

The students also studied media law (trainers were lawyers Janeta Hanganu and Olivia Pârțac), interviewing (trainer Vitalie Dogaru), long-form journalism (trainer Alina Radu, Director of Ziarul de Gardă), ethics (trainer Nadine Gogu, IJC Director), press design (trainer Angela Ivanesi, designer), online journalism (trainers Liliana Barbăroșie, Radio Free Europe reporter; Corina Samciuc, project manager Computaris and Petru Clej, former BBC journalist).

The first semester of the 2010–2011 school year ended with classes on radio journalism (trainers Vasile Botnaru, director Radio Free Europe; Liliana Barbăroșie, reporter Radio Free Europe; Ludmila Bogheanu, SAJ academic coordinator and Charles Maynes, freelance radiojournalist in Moscow) and TV journalism (trainers Artur Corghencea, news director at Pro TV; Yana Cozari, freelancer and Angela Gonța, presenter at Pro TV).

SAJ was launched on 4 September 2006 to train journalists for Moldovan media outlets. In all, 81 young journalists have graduated from this institution. Most of them are employed by Moldovan media outlets including Radio Free Europe, TV Moldova 1, Pro TV, Jurnal TV, Publika TV, Ziarul de Gardă, Tele-Radio Găgăuzia and others. For more details about SAJ, please visit the website: www.scoaladejurnalism.md.

Project: Strengthening the Capacity of Moldovan Media to Cover Issues of Public Interest

Partners: Media Development Center Sofia, Bulgaria; Media Center of Tiraspol. Financing: Delegation of the European Union to the Republic of Moldova within the European Instrument for Democracy and Human Rights

Implementation Period: May 2010 – May 2012

This project aimed to support journalists to practice high-quality journalism in covering subjects of public interest and to strengthen relations among journalists including those from TAU Gagauz-Yeri and the Transnistrian region. Activities in 2011 included training programs for journalists and meetings of the Chisinau Press Club.

Training programs

Three training programs were organized between September and November 2010. The topics were selected by Moldovan experts based on monitoring 14 media outlets in Moldova including in TAU Gagauz-Yeri and Transnistria. In addition, the following two courses were offered for representatives of national and regional media.

From 17 to 19 February 2011 in Comrat, the course "Mass-media – A Means to Promote

European Integration" was held. Seventeen journalists from Chişinău, Comrat, Ciadâr-Lunga and Soroca were taught how to cover issues on the European integration for Moldova in national and regional media. They were instructed by trainers Svetoslav Terziev, analyst at the International Relations and European Integration Department of *Sega Daily Sofia*, and Dr. Aneta Gonța, author of a series of articles on the national image and process of European integration for Moldova.

Sixteen editors in chief, 16 TV and radio editors and editors in chief and producers from Comrat, Criuleni and Chisinau participated in the training course "New Trends and Practices in Editorial Management" that took place in Chisinau from 24 to 26 March 2011. The aim was to strengthen the management of editorial teams and communication with colleagues from their production teams. The seminar was conducted by the Bulgarian trainer Valeri Marinov, Editor of the External News Department of the Bulgarian public television station, and co-trainer Vlad Bercu. Editor in Chief of the news website 24h.md and President of the Association of Economic Iournalists of Moldova.

Project: Strengthening the Institutional and Professional Capacities of Public Broadcaster Teleradio Moldova

Partners: Independent Journalism Center, Bucharest (Romania)

Financing: Embassy of Finland in Bucharest, East europe Foundation, National Endowment for Democracy.

Implementation Period: July 2010 - July 2011

The project aimed to improve the professional skills of Teleradio Moldova (TRM) staff through training and consultations with Romanian media experts. Activities in 2010 included an in-house training program, a study visit to Bucharest and training for trainers.

In-house training

Based on the recommendations in the study on TRM staff needs carried out in July and August 2010, IJC in partnership with the Bucharest Independent Journalism Center designed and organized comprehensive in-house training programs for the editorial and technical staffs of Radio Moldova and TV Moldova 1, for the Marketing and Advertisement Department staff of TRM and for the administrators of the TRM webpages. They also offered a course on diction for moderators and reporters at TV Moldova 1 and Radio Moldova

The course for the Marketing and Advertisement Department was held from 7 to 19 February 2011 and was conducted by Romanian expert Iulian Comănescu. Various topics were tackled including strategies for promoting TRM products, managing an advertising department and sales techniques among others. After the course, Mr. Comănescu offered recommendations for improving the department that will help to strengthen the image of TRM in the media market in Moldova.

The program for the administrators of TRM webpages was conducted by Romanian trainer Ștefan Voinea from 12 to 16 February 2011. He worked with the administrators to redesign

and maintain the websites in order to make them more attractive and interactive. He further assessed the new concept of the TRM websites which contributed to their improvement.

Study visit to Bucharest

Three study visits to Bucharest were planned for TRM managers. From 27 September to 3 October 2010, Alexandru Dorogan, Director of Radio Moldova, visited Bucharest, and from 27 March to 1 April 2011, TRM Director Constantin Marin and Efim Josanu, Deputy Director of TV Moldova 1 visited. Mr. Marin and Mr. Josanu had the opportunity to meet with representatives of the Culture, Media and Arts Commissions of the Romanian Parliament, of Romanian National Public Television and Radio and the of National Audiovisual Council. Among the issues discussed were the allocation of radio frequencies for stations with national coverage and relations between the authorities and public media among others.

Training for trainers

In order to improve their professional skills, the project aimed to help TRM to establish a training department to address the training needs of staff; 16 TRM employees participated in two training-for-trainers programs. From 18 to 20 April 2011 in Chişinău, IJC organized the first session entitled "What Do I Need to Know to Organize and Hold a Training Session?" Twelve TRM employees and instructors from SAJ learned how to organize a training session taking into account aims and objectives, the training needs of the participants and the specifics of adult education. Participants had the opportunity to apply theoretical knowledge by running evaluation sessions. As a result, each of them developed a course outline for a potential training program that they can organize for their own teams.

Project: Strengthening the Institutional and Professional Capacities of Public Broadcaster Teleradio Moldova

The second session took place from 16 to 18 June 2011 also in Chişinău. TRM staff learned specific techniques for training radio and TV journalists. The participants were divided into two groups and did practical activities such as writing and editing radio and TV news items

and reports, designing informative programs and talk-shows, finding and verifying information sources and analyzing the stages in conducting an interview. These activities enabled the participants to understand the importance of practical workshops and exercises to use when training journalists.

Project: Strengthening Professional Competence of Transnistrian Journalists to Cover Socio-Economic Subjects

Financing: US Embassy to Moldova **Implementation Period:** *July 2010 – September* 2011

This project aimed to strengthen cooperation with the Transnistrian media and journalists through an internship program. Activities in 2011 included an in-house training program and cooperative writing by mixed journalist teams.

In-house training

The purpose of the internship program was to give Transnistrian journalists the possibility to learn about the specific activities of the media in Chişinău and in other places in Moldova to strengthen cooperation on both banks of the Nistru. The internship started in October 2010 and continued till January-February 2011. Nine journalists and journalism students participated in this program in 2011. For two weeks the interns worked in one of the following media outlets: TV 7 (Chişinău), radio statio Ploaia de Argint (Chişinău), the information portal www.enews.md (Chişinău)

or the weekly paper *SP* (Bălţi).

Cooperative Writing

After the internship program, IJC selected ten teams each of ten interns and ten journalists from Dubăsari, Bender, Chişinău, Tiraspol, Comrat, Râbnița and Vulcănești to produce articles on social-economic subjects to both strengthening cooperation between Moldovan media outlets and journalists from the Transnistrian region and to offer readers diverse, balanced and objective information. The teams worked together from March to May 2011 to publish or broadcast their articles. Topics included sports and disabled persons, environmental status of the Nistru River, persons who had lost their homes, young people, unemployment and migration and opportunities for developing tourism in Gagauz-Yeri and in the Transnistrian Region. In all, more than 20 cooperatively produced articles were published or broadcast in media outlets in Chişinău, Tiraspol, Vulcănești, Râbnița, Comrat and Dubăsari.

Project: Human Rights - Media Empowering the Public

Fiancing: East-European Foundation with resources ensured by the Government of Sweden and the Ministry of Foreign Affairs of Denmark/DANIDA, through Swedish Agency for International Development (Sida) and Black Sea Trust for Regional Cooperation.

Implementation Period: *March* 2011 – *March* 2012

This project is implemented by Amnesty International Moldova in partnership with the IJC and aims to raise the awareness of the general public about human rights and the necessity for mass media to protect them in order to build a truly free and democratic society. The project also hopes to help establish a culture of the awareness and promotion of human rights so journalists and editors can approach subjects of public interest taking them into account.

The partners organized five training programs for Moldovan journalists, including those from Gagauzia and the Transnistrian region, from July to November 2011.

On 15 July 14 journalists from media outlets in Chişinău, Rezina, Comrat and Sângerei participated in the first workshop: "The International Criminal Court and Its Importance to the Republic of Moldova" Trainers Veaceslav Tofan (an Amnesty International Moldova) and Vadim Vieru (lawyer) told the journalists about the activities, functions and structure of the International Criminal Court, the relations between this institution and Moldova and benefits for Moldova as a signatory to the Rome Statute.

On 2 September, a group of journalists from Rezina, Comrat, Ciadâr-Lunga and Chişinău participated in the workshop "Millennium Development Goals in Moldova" held in Chişinău.

Trainers Lilia Savciuc (Amnesty International Moldova) and Igor Guzun (lecturer at the State University of Moldova) addressed the following topics: history of and reasons for the Millennium Development Goals, their adaptation to individual country and their relationship with human rights.

On 23 September, 14 journalists from Chişinău, Comrat, Bender and Bălţi attended the third workshop "Human Rights vs. Discrimination and Intolerance in Mass Media." They analyzed the provisions of national and international legislation in human rights and anti-discrimination, learned about the meaning of terms stereotype, prejudice and discrimination, and discussed the role of media in reinforcing stereotypes and promoting diversity. The workshop was moderated by Dana Cotici (an Amnesty International Moldova) and Nadine Gogu (IJC).

The program continued with the workshop "Demand Dignity in the Republic of Moldova Campaign" held on 25 October in Chişinău. Trainers Gheorghe Zugravu (Amnesty International Moldova) and Alina Radu (*Ziarul de Gardă*) helped the participants understand the objectives of this campaign, how media should cover it, the state's obligation to protect social, economic and cultural rights of the citizens and Moldova's commitments under international treaties among others.

Fourteen journalists from Comrat, Chişinău, Tiraspol and Bălți attended the fifth workshop "Death Penalty vs the Values of a Democratic Society" held in Chişinău on 18 November. Experts Veaceslav Balan (Amnesty International Moldova) and Radu Benea (Radio Free Europe) provided the participant with information on such fundamental concepts as the right to life and death penalty,

Project: Human Rights - Media Empowering the Public

international experience with the death penalty and the attitude of the Republic of Moldova

toward the countries that continue to use death penalty.

Project: Mass Media in Moldova Program

Partners: International Research & Exchange Board (IREX)

Financing: *United States Agency for International Development (USAID)*

Implementation Period: June 2009 - July 2011.

The purpose of the project was to create a regional network of local TV stations (AICI TV) and to strengthen the media in the Transnistrian region.

In 2011, several activities aimed at strengthening the AICI TV network and helping the independent press in the Transnistrian region to assert itself included training and consulting programs for members, training programs for the Transnistrian media and cooperative writing by mixed journalist teams.

Training programs

The third project year started with the training program "Introduction to Investigative Journalism" organized by IJC on 19 and 20 February in Chişinău. The beneficiaries of the training program were 19 representatives of the AICI TV network (www.aici.tv) including reporters, cameramen and TV managers. Topics were chosen based on to enhance their ability to discover and investigate subjects in the communities they live in. Vitalie Călugăreanu, an investigative journalist, explained what an investigation is and how to produce one, what the specific stages are, what types of sources exist and how to coordinate the activities of the

investigation team. For a year, members of the network have been producing a program with investigative elements about the protection of human rights in the Republic of Moldova ("You Have the Right"), so this training course was particularly useful. Among the most interesting and debated subjects was the use of hidden cameras.

Another training program for members of the AICI TV network was organized on 19 and 20 March. The main focus was on techniques and methods needed to improve the diction of TV presenters. A total of seventeen participants from five TV stations in Cimişlia, Comrat, Drochia, Soroca and Ungheni learned rules and concepts for improving diction including the speaker's attitude to the text, logical parts to stress in a text and efficient ways to identify them, fluency and rhythm and the role and type of pauses to use while reading the text. Trainer Nina Vartic, lecturer on Art, Speech and Diction at the Academy of Theater and Music in Chişinău, stated that the knowledge and understanding of these concepts is the most important step for obtaining good results. In turn, the participants recognized that to a large extent they had not been aware of these concepts and their importance for conveying information to television viewers.

Every training topic was accompanied by a number of exercises to enforce the knowledge gained and to correct the most common dic-

Project: Mass Media in Moldova Program

tion mistakes of the reporters. It was the first time that local reporters had the opportunity to benefit from such a training program. The final training activity for the network was organized on 17 May for cameramen and video editors to improve the filming and video editing skills they gained during previous training sessions organized by IJC to ensure that the programs produced by the network would have the best quality images. The agenda included technical milestones and parameters of video cameras, cadre structure, rules for shooting an interview and, framing on TV. Editors were trained in aspects of sound editing and also received revised rules for correct news editing.

The second part of the training session was reserved for practical exercises. Under the trainers' supervision, the participants edited videos and analyzed the challenges they encounter in their daily work. Participants got individual consultations on specific challenges. The trainers were Veaceslav Carteră, AICI TV technical director, and Andrei Colţa, cameramen and AICI TV video editor.

On 15 July 2011, IJC awarded the production teams of the AICI TV network. Launched in February, the contest aimed to promote quality journalism and to encourage young journalists in the network. Awards were given for best reporter, best cameraman, and best video editor. The selection committee evaluated the news and feature reports broadcast on the network from February to May according to the following criteria: professionalism, originality and relevance. Elena Celac, SOR TV (Soroca) and Natalia Dimcea, Eni AY (Comrat) were named best reporters. Denis Tighineanu (SOR TV) and Roman Bulgaru (Drochia TV) were best cameramen, and the award for best video editor went to Ivan Ceacusta, Eni AY (Comrat) and Rodica Matei from MEDIA TV Cimislia. The winners received diplomas and money.

The selection committee awarded two additional prizes to VTV TV Ungheni station for the most interesting ideas for feature reports on the TRASEE program and to ELITA TV in Rezina for its substantial contribution to the development of the AICI TV network.

To sum up, members of AICI TV network were trained for the first time in investigative journalism and professional diction; they improved their professional skills as the programs were planned and organized to comply with their needs and the AICI TV network that was officially launched on 24 May 2011 produced more qualitative and professional programs.

Cooperative writing by teams of journalists

Starting in November 2010, three teams of six journalists each from various regions of Moldova worked together to write articles to strengthen relations among journalists and representatives of various media outlets in the country and to offer diverse information to readers. The journalists tackled a number of problems faced by the residents of both banks of the Nistru River including abandonment and problems faced by young families, the destiny of historical monuments in Chişinău and Tighina and problems of disabled persons. The articles were published by media outlets in Chişinău, Tiraspol, Dubăsari, Bălţi and Comrat during the first three months of 2011.

Training programs for Transnistrian media

Another component of this project supported the independent media of the Transnistrian region through various training activities, so IJC organized a training program for 13 journalists from Chişinău, Bălţi, Comrat, Râbniţa, Bender and Tiraspol. The program was designed based on the participants' needs and aimed to improve their knowledge in online journalism. On 15 and 16 April, the participants learned how to work with the online press and the

Project: Mass Media in Moldova Program

rules for writing text for it, the types of leads used and the ways to process images and related ethical. Each training topic included practical exercises. After completing the course the participants agreed that the training was very useful and necessary for their future work.

In 2011, IJC also organized two consultations on 19 and 27 March and one training program for the youth organization Adevărul Tineretului inMălăiești, Grigoriopol on 15 and 16 April to train them to produce a school newspaper. The specific issues addressed were the importance of a school newspaper, how to identify

topics, rules for writing text, how to conduct interviews, lay-out and how to distribute the paper. Natalia Mogâldea of the Young Journalist Center of Moldova was the trainer.

Internship program for Transnistrian journalists

From 23 to 28 May, two young journalists from Tiraspol had the opportunity to exchange experiences with their colleagues in Chişinău by working at station TV 7 producing newscasts.

Project: Strengthening the Capacity of Media in Moldova with a Focus on the Gagauz Yeri Autonomous Region

Financing: Civil Rights Defenders (former Helsinki Committee for Human Rights), Sweden. **Implementation Period:** January 2011 – December 2011

The project aimed at strengthening the media market and improving the content produced by media outlets in the Republic of Moldova through training. In addition, the project aimed to enhance the skills of journalists to cover subjects of public interest and to improve media managers' knowledge of their audiences and their role in strengthening the position of a press outlet in the media market. The following activities were carried out:

- two national audience surveys;
- mentorship programs for five media institutions in TAU Gagauz-Yeri;
- assistance for five media institutions in TAU Gagauz-Yeri;
- training program for journalists across the country including from TAU Gagauz-Yeri;

Audience surveys

The results of the first national audience survey carried out from 2 to 30 March 2011 were announced on 21 April. The report contained data about TV, radio and print publications consumers in both in urban and rural areas of the country. The sample size was 1734 persons with a sampling error of \pm 2.6%. It included 64 communities including Chişinău, Balti and Comrat. Sampling was age and gender specific according to data from the Department of Statistics. The results of the second audience survey were published on 2 November The sample size in urban with a sampling error of \pm 2.6%.

Both surveys used the day after recall technique which is used by most measurement systems worldwide and were carried out by the Institute for Marketing and Polls IMAS-

INC Chişinău, as commissioned by IJC. The surveys are available on the IJC webpage in the Research and Publications section at http://www.ijc.md/index.php?option=com_content&task=view&id=323&Itemid=117

Mentorship programs

Starting in May 2011, IJC launched a mentorship program for five media institutions in TAU Gagauz-Yeri: Public Company Teleradio-Găgăuzia, Eni Ay TV, ATV, TV 2 Comrat and the newspaper *Stolița*. During the six-month program, 38 days of practical training and consultations were provided to help improve the content of media products in this region.

Dumitru Marian (ALT FILM director) and Dorin Scobioală (media expert) were selected as experts to conduct the training for the TV stations. They designed a comprehensive training program according to the staff needs; each TV station benefited from eight days of training.

Among the main topics were TV news production, observance of ethical standards and the role of regional TV. Special attention was paid to the quality of the videos aired by these stations and how to improve them. Cameramen and video editors had the opportunity to learn from the experts' experience and to gain knowledge about filming and video editing rules.

Angela Ivanesi (media designer for API Chişinău) and Veaceslav Perunov (Director of SP, Bălţi) were the trainers for print media participants. The agenda included rules and recommendations for modern designs; the quality and use of pictures, making characters and columns smaller, the importance of the first page layout, samples of layout in international press and mistakes in layouts.

Project: Strengthening the Capacity of Media in Moldova with a Focus on the Gagauz Yeri Autonomous Region

Assistance program

This was launched in April 2011 as a contest for media institutions to win web page designs. The winners were stations Eni Ay TV and TV 2 Comrat and the newspaper *Vesti Gagauzii*. The webpages of the TV stations have interactive content providing online viewers with the most recent news and programming while the website of *Vesti Gagauzii* contains articles published weekly in the newspaper in addition to daily news. The programs broadcast by Eni Ay TV and TV 2 Comrat may be viewed at www.eniay.tv and www.1tv. md, and the online version of *Vesti Gagauzii* is available on www.vestigagauzii.md.

Training for journalists

In order to help managers and representatives of media outlets to better understand their audiences, from 23 to 25 June IJC offered a training program focused on the correct use and understanding of audience survey data to 15 journalists representing national and local media outlets. Doru Petruți, Director of Marketing and Polls at IMAS Institute-INC Chişinău, familiarized the participants with the methodology for sociological research as well as how to interpret the data. The program started with an introduction to sociological research and types of media research, stages of a research project and the common mistakes made by the media when they present data on their audiences. One topic of particular interest was how to correctly interpret the indicators used in audience research and how they are presented by the media. Apart from that, the participants were interested in learning more about how to correctly choose the research methodology for their institutions.

Also during this training program, Ecaterina

Sofrone, Research and Development Director at IMAS-INC Chişinău, analyzed the national audience study done from 2 to 30 March 2011 by her organization that was commissioned by IJC. She explained the specifics of the dayafter-recall research method using audience indicators. On the third day of training, the experts analyzed audience data in case studies.

Another part of this project was the training program "General Ethical Rules and Current Journalistic Practices" organized by IJC from 27 to 29 October 2011 for 15 journalists from Chişinău, Bălți, Comrat, Tiraspol and Cahul. The participants strengthened their knowledge on self-regulation of the press, on general principles of the code of ethics, on tolerance and non-discrimination and on the protection of minors and people in vulnerable situations among other topics under the guidance of trainers Nadine Gogu (IJC) and Petru Macovei (API). Although the issue of press self-regulation is among those most discussed and despite the fact that media ethics seems to be a subject that many journalists are aware of, monitoring reports show that there are still many gaps in this area, so continuous training is needed. In turn, the participants mentioned that this training program made them reflect upon several issues, especially the following.

- How do Moldovan media reconcile ethical norms with the struggle for audiences?
- How can controversial issues be addressed in a professional manner?
- Which is the more important in press articles: the public interest or the public's attention?

The program used exercises, case studies and simulations of ethically challenging situations.

Publications and Research: Mass Media

Media Monitoring in Moldova including in the Transnistrian Region and TAU Gagauz Yeri

Financing: Delegation of the European Union to the Republic of Moldova within the European Instrument for Democracy and Human Rights **Implementation Period:** May 2010 – May 2012

Monitoring periods:

- December 2010-February 2011;
- April-June 2011;
- July 2011;
- October 2011–December 2011

The purpose is to identify mistakes and frequent professional problems that journalists face in tackling subjects of public interest. After monitoring, local experts prepare reports that serve as a basis for designing training programs for journalists and representatives of the media institutions monitored. IJC monitored15 media institutions, including three from the Transnistrian region and three from TAU Gagauz-Yeri:

- TV stations: Moldova 1, NIT, Prime TV, TV Gagauzia, TV Pridnestrovie, TSV
- radio stations: Radio Moldova, Antena C/ Prime FM, Vocea Basarabiei, Radio Gagauzia
- newspapers: Timpul de Dimineață, Nezavisimaia Moldova, Observatorul de Nord (Soroca), Express/Aiin Aciik (Ceadâr-Lunga), Pridnestrovie

The selection criteria for the outlets included audience impact (national, quasi-national); form of ownership (public and private) and broadcast language (Romanian and Russian).

The following were selected as topics/subjects/public interest issues: economic situation, quality of life, social issues (unemployment and corruption), foreign relations (accession to EU), and political situation in the country (settlement of the Transnistrian conflict). The topics were analyzed according to objective criteria of coverage: frequency of topics/journalistic genre; protagonists, balance of sources/pluralism of opinion; position of authors; quality of language; involvement of journalists in producing articles and ethics.

Four reports were issued in 2011. In the second report (December 2010–February 2011), the third (April – June 2011) and the fifth (October–December 2011), three topics of public interest were analyzed. In the fourth report (July 2011) six public interest subjects were examined. One more monitoring report will be prepared covering the time remaining until May 2012.

The study was translated into English and Russian and was sent to the directors of print and broadcast media monitored. The reports were also made public and distributed via e-mail to national media outlets and posted on the IJC website at:

http://www.ijc.md/index.php?option=com_c ontent&task=view&id=566&Itemid=127 (in Romanian and Russian);

http://www.ijc.md/eng/index.

php?option=com_content&task=view&id=3 62&Itemid=66 (in English), as well as in the online publication azi.md and on Facebook.

Monitoring Mass Media during the Campaign for 2011 General Local **Elections**

The project was implemented by the Coalition for Free and Fair Elections—Coalition 2009.

Fiancing: East Europe Foundation, from funds granted by the Swedish International Development and Cooperation Agency (Sida/ Asdi) and the Ministry of Foreign Affairs of Denmark (DANIDA).

Monitoring Period: 18 April –19 June 2011 **Project Objective:** to monitor and inform the public about the performance of mass media during the electoral campaign to help citizens become better informed and to encourage media to cover election campaigns in a professional way, providing the public with truthful, balanced and comprehensive information.

The selection criteria for the media outlets monitored were audience impact (national, quasi-national); form of ownership (public and private) and broadcast language (Romanian and Russian). The media outlets monitored included TV stations Prime TV, NIT TV, EURO TV, Jurnal TV and N4 and print media outlets Adevărul, Timpul de dimineață, Moldova Suverană, Nezavisimaia Moldova and Jurnal de Chișinău.

Methodological Framework: Monitoring focused on quantitative and qualitative indicators. The full content of the newspapers and a daily newscast on each station were monitored for news with either a direct or an indirect electoral character. Apart from counting the number of articles and sources, each news item with electoral content was assessed for information and context to establish whether it was favorable or unfavorable to one party or another or to one

political entity or another. The news items were analyzed according to the following objective criteria: impartiality/objectivity, fairness and balance of sources/diversity of opinion, language and videos. In April 2011 before monitoring began, a group of experts met at IJC to adjust the methodology. The participants had also been involved in other monitoring projects carried out by IJC in previous years. They were Petru Macovei, Vitalie Dogaru, Tamara Cărăuș, Maria Praporșcic and Nadine Gogu.

The results were published in five weekly reports that contained statistical data on the coverage of electoral subjects as well as coverage trends. Obvious shortcomings discovered during monitoring were described in several case studies that also contained recommendations for improving the coverage of electoral topics.

Dissemination of Results: The reports (in Romanian, Russian and English) were posted on the webpages dedicated to general elections www.alegeri.md (managed for the Coalition by ADEPT) and on the IJC website (www.ijc. md) and were distributed at press conferences. It is noteworthy that all press conferences were broadcast live by Info Prim Neo and Privesc. eu, thus enabling thousands of viewers to get information from a primary source.

Apart from distributing the reports at press conferences and sending them out via e-mail, IJC repeatedly warned the audiovisual regulating bodies about infringements of legislation on election coverage and urged media outlets to stop manipulating information and to comply with the principles of the Code of Ethics to protect citizens' rights to receive accurate and balanced information.

Analytical Magazine Mass Media in Moldova

Financing: Delegation of the European Union to Moldova.

The magazine is published as part of the project "Strengthening Media Capacity to Cover Public Interest." The June and December issues contained the traditional sections: Ethics and Professionalism, Letter of the Law, Media as a Business, Experience, Book Review and a number of other relevant issues of public interest in mass media. The articles were written both by famous journalists and by their younger colleagues. Both issues had a circulation of 500 copies: 250 in Romanian, 150 in Russian and 100 in English. They were distributed to media outlets in the country including in the Transnistrian region and TAU Gagauz Yeri, as well as to diplomatic missions and IJC partners in Moldova and abroad.

The issues tackled in the magazine facilitate the understanding of journalists and of all interested parties of the processes that take place in the local media and contribute to improving the level of observance of professional principles and standards.

The electronic version of the magazine can be found at:

http://www.ijc.md/index.php?option=com_c ontent&task=view&id=44&Itemid=70 (in Romanian);

http://www.ijc.md/index.php?option=com_content&task=view&id=44&Itemid=70 (in Russian);

http://www.ijc.md/index.php?option=com_con tent&task=view&id=44&Itemid=70 (in English);

Electronic Publication Moldova Media News

In 2011, 12 issues were published in English. Moldova Media News contains information about the main events in the Moldovan media. It was distributed by e-mail to more than 500

subscribers and published on the IJC website at http://www.ijc.md/eng/index. php?option=com_content&task=category&sec tionid=4&id=24&Itemid=34.

Informational Portal Moldova Azi

Moldova Azi (www.azi.md) was launched on 28 May 2001 as an extension of the Moldova News portal. In its 10 years of operations, this online publication has become a source of fair and balanced information for Internet users both inside and outside Moldova. Statistics place Moldova Azi among the most visited websites of its kind in Moldova with a monthly average of 250,000–300,000 visits.

Through July 2011, the portal was the only trilingual (Romanian, Russian and English) source of information that provided a clear image of reality in the Republic of Moldova.

It contained news of national press agencies, commentaries and analysis. Various subjects were posted in the investigation, studies and report sections. Special attention was paid to material on European integration.

Pictures of the most important events are posted in the section Week in Images as are audio-video productions of the students at the Advanced Journalism School In August, the portal was suspended to make changes in the format and editorial content. In 2012, the portal will again be available with a new look.

Media Law and Policy (PMLU)

Financing: Civil Rights Defenders, Sweden, Media Legal Defence Initiative, Great Britain, MATRA Kap Programme, The Netherlands Embassy

The scope of the Policies and Media Law Unit includes the following:

- media law analysis and making proposals for improving existing legislation;
- free consultations on all issues related to media law and representation in court in cases of public interest;
- monitoring developments in legislation on freedom of expression and information by publishing the results in legal bulletins;
- monitoring violations of freedom of expression and information;
- organizing conferences, seminars and training in media legislation;
- publishing analytical and informative stories on media law;
- cooperating with other non-government and state organizations with a view to implementing the Law on Access to Information and the European Standards on Freedom of Expression.

Analysis and monitoring of legislation

Legal bulletin

IJC continues to issue an electronic bulletin that contains a summary of laws and amendments to current laws and information about recent European Court of Human Rights (ECHR) case law on access to information and freedom of expression to keep journalists, media organizations, lawyers and others up to date with the news. This electronic bulletin is distributed in Romanian and Russian by e-mail to over 150 subscribers. The archive, including the six issues of 2011, can be found in the section "Legal Department" at www.ijc.md.

Commentary on the Law on the Freedom of

Expression

The need to develop the commentary arose from the uneven interpretation by judges of the legislation on freedom of expression. When making a judgment, the courts were applying the provisions of the Civil Code to the detriment of the Law on the Freedom of Expression which is a special organic law and has to be applied as a matter of priority to settle disputes on protecting honor and dignity. The commentary was produced by three national experts (a judge and two lawyers) in accordance with European standards on freedom of expression. Apart from interpreting the articles of the law, the experts inserted several examples of cases at the ECHR against Moldova and other states. The commentary was reviewed by two international organizations: Civil Rights Defenders (former Helsinki Committee for Human Rights), Sweden and Article 19, Great Britain. In all, 200 printed copies were distributed among 30 judges trained at two workshops and were also sent to the the Library of the National Institute for Justice, specialized libraries in Chişinău and to courts throughout the country. The electronic version of the commentary is available in Romanian and English on the IJC webpage under Legislation at http://www.ijc.md/Publicatii/mlu/legislatie/ Comentariul_Legii_privind_libertatea_de_ exprimare.pdf.

Report on the Situation of the Press in Moldova in 2011

This report is a brief description of significant events involving the media in Moldova in 2011. The report contains the following chapters: Developments and Trends in the Moldovan Press in 2011, Public Broadcasting Sector, Freedom of Expression and Defamation in 2011, Press Freedom in the Transnistrean Region, Conclusions and Forecasts for 2012.

Media Law and Policy

The report is available in Romanian and Russian on the IJC webpage at http://www.ijc.md/Publicatii/mlu/RAPORT_FOP_2011_rom_final.pdf and in English http://www.ijc.md/Publicatii/mlu/RAPORT_FOP_2011_eng.pdf.

Legal assistance

The PLMU provides free legal consultations for journalists and media organizations on any issue related to media legislation and information on their rights and obligations to identify and solve their legal issues. The most frequent problems deal with protecting honor and dignity, access to information, advertising, copyrights, right to privacy and the legal status of publications among others. The PLMU drafted initial complaints and complaints against court judgments, references, and claims. It provided assistance to experts and foreign stakeholders investigating and preparing studies on media law and the status of freedom of expression in Moldova.

In 2011, the PLMU provided consultations to about 30 applicants; assisted with the preparation and filing of complaints, references and appeal and cassation complaints and represented six court cases: Ipati vs. *Ziarul de Gardă*; Bursuc vs. *Panorama*; Şalaru vs. *Unimedia* și *Timpul*; Cojocaru and Crișciuc vs. *Ziarul de Gardă*; Străisteanu vs. *Ziarul de Gardă*; Ursachi vs. *Cuvântul* and Ion Perciun.

Ciornîi and Vitiuc vs. Р.Р. Спрос и Предложение and Veaceslav Perunov: Two members of the Communist Party of Moldova (CPRM), Andrei Ciornîi and Vladimir Vitiuc, sued the newspaper Спрос и Предложение and Mr. Veaceslav Perunov for publishing several articles over the past two years. For the moral damages caused by publishing these articles the plaintiffs demanded payments in the amount of 1 million lei from the newspaper

and 500,000 lei from Mr. Perunov. The court did not issue any judgment on the case due to the failure of the plaintiffs to attend the courts hearings. At the request of the lawyer representing the newspaper, the case was dismissed due to the failure of one party to show up. Immediately after that, the plaintiffs requested the reopening of the case citing various reasons impeding them from attending the previous court sessions.

Cojocaru and Crișciuc vs. Ziarul de Gardă: On 10 February 2011, the paper published the article "Bribes for prosecutors" about two prosecutors from Glodeni: Constantin Cojocaru and Ion Crisciuc. They sued the newspaper for damaging their honor and dignity demanding payments in the amount of 1million lei. The Central Court in Chișinău partially upheld the plaintiffs' claims and issued a ruling on August 1, 2011 to the newspaper to pay 500,000 lei. The first court's decision was appealed, but the Court of Appeals upheld it reducing the amount of the payments for moral damage to 20,000 lei. The newspaper plans to challenge the decision of the Court of Appeals at the Supreme Court of Justice.

Şalaru vs. Unimedia şi Timpul: İn June 2011, the Minister of Transport and Road Infrastructure sued portal Unimedia and newspaper Timpul de dimineață for publishing defamatory statements about the company Moldavian Airlines (MDV). The official was displeased with the fact that the two media outlets, in contrast with others, published the full version of the press release of MDV next to the Minister's position. In his application, Anatol Şalaru demanded recognition of the defamatory nature of the information distributed and withdrawal of incorrect information without demanding compensations for moral damage. On 20 October 2011, the court decided to dismiss the

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application on the grounds of infringement of procedural provisions. In December 2011, Şalaru submitted a prior claim to Moldavian Airlines, this time without addressing any infractions of the two media outlets.

Bursuc vs *Panorama*: The head of the police station of Donduseni District, Valentin Bursuc, took legal action against Panorama newspaper and Vladimir Thoric for publishing on 18 June 2010 an article that contained defamatory information. To protect his honor, dignity and professional reputation, he requested that the defendants repudiate the information published in the newspaper and demanded compensation for moral damages in the amount of 50,000 lei. The court partially upheld the claim, obliging Panorama to publish a denial. The court ordered the defendant to pay the plaintiff 5000 lei in compensation for moral damages and 200 lei to refund court expenses. The newspaper challenged the decision in the Court of Appeals in Chişinău. In December 2011, the Courts of Appeals upheld the first court's decision. The newspaper plans to challenge the decision of the Court of Appeals at the Supreme Court of Justice.

Străisteanu vs. *Ziarul de Gardă*: Former Member of Parliament Gheorghe Străisteanu sued the newspaper for publishing an article on 8 September 2011 that contained defamatory and untruthful information. He requested withdrawal of the incorrect information and demanded compensation for moral damages in the amount of 113,000 lei. The case shall be examined by the Central Court in Chişinău.

Ursachi vs. *Cuvântul* and Ion Perciun: On 17 September 2011, the newspaper published the article "Law or bargaining" about Ursachi, Deputy Chief of the Orhei Regional Branch of the State Chancellery (for Rezina district). To protect her honor and dignity, the plaintiff sued the newspaper for publishing information of a defamatory character. She requested withdrawal of incorrect information and demanded compensation for moral damages in the amount of 50,000 lei. The case was supposed to be examined by the Rezina district courts. At the end of September, the claim was dismissed due to the failure of the plaintiff to observe procedural provisions. In November 2011, the plaintiff addressed a new claim against the newspaper that shall be answered.

Workshop for Judges

On 5 and 6 December 2011 on the occasion of launching the Commentary on the Law on Freedom of Expressions, the IJC in partnership with the National Institute for Justice organized the workshop "Law on Freedom of Expression: Legal and Procedural Aspects." Thirty judges from 24 districts attended the workshop. The aim was to explain the provisions of the law and to discuss the most delicate aspects in applying it. The text was also distributed. The paper was written by three national experts and was reviewed and accepted by international experts from Civil Rights Defenders and Article 19.

Trainers Anastasia Pascari, Vladislav Gribincea and Olivia Pîrțac focused mainly on explaining the general and procedural provisions of the law and also referred to ECHR jurisprudence. Mr. Percy Bratt, Director of Civil Rights Defenders, was a special guest and presented Swedish legislation regulating freedom of expression and ECHR case law. At the end, the participants assessed the teaching methods, the duration and quality of the workshop and the knowledge they had gained. According to the judges' opinion, such events are very useful, especially because the cases they analyzed were real ones they had encountered.

Media Law and Policy

Project: Reforming the Legislation on Media Behavior during Elections

Financing: The Netherlands Embassy as part of

the MATRA Programme

Monitoring Period: September 2011 - Septem-

ber 2012

The project aims to improve the democratic nature of the electoral process in the Republic of Moldova by creating better, more comprehensive legislation on media behavior during elections.

In the first phase of the project, a group of experts will develop a study to evaluate the behavior of mass media in Moldova during the last election campaign and will insert good practices in EU countries and will consider acquiring others and implementing them in Moldova. Based on the study, amendments to the Electoral Code will be made in order to supplement it with clear provisions on media behavior during elections. The revision of the Electoral Code will enable the abolition of the current practice of the Broadcasting Coordinating Council and the Central Electoral Commission (CEC) of issuing new concepts and regulations for every new election.

The study and proposed changes to legislation will be discussed at two round tables with representatives of state authorities, media and other stakeholders. An advocacy campaign and two workshops will be organized in order to promote the project to amend the legislation and increase the awareness of the target audi-

ence.

Study on media behavior during election campaigns

The need to design such a study arose from legal inconsistencies and imperfect media behavior during election campaigns. Currently, the responsibility for regulating elections lies with both the CEC and the Audiovisual Coordinating Council. At the beginning of each campaign, the CEC prepares new regulations in line with the Electoral Code, but they often conflict with those of the Audiovisual Code, so legislative amendments are necessary. In order to identify potential solutions for this conflict, two national experts were selected to prepare the study "Media Regulations during Elections."

The objectives of the study are 1) to assess the behavior of media in Moldova during the last election campaign from the perspective of the acting legal framework; 2) to analyze the good practices of EU member states and the feasibility of adopting and applying them in Moldova; 3) to assess the good and bad practices exposed by media organizations during past election campaigns and 4) to draw conclusions and make recommendations for amendments of electoral legislation. An international expert from Article 19, Great Britain is involved in developing the study. It will be launched and discussed during the first semester of 2012.

Meetings of the Chişinău Press Club

Financing: Delegation of the European Union to the Republic of Moldova within the European Instrument for Democracy and Human Rights **Implementation Period:** May 2010 – May 2012

The Chişinău Press Club was launched by IJC and by the Press Freedom Committee in the fall of 1995. During its informal meetings, journalists can discuss current issues in society with a variety of people. In 2011, there were six meetings. At the meeting on 27 January the participants discussed the agreement on visa liberalization with the EU. The meeting was attended by Daniela Morari, representative of the Ministry of Foreign Affairs and European Integration; Stela Stângaci, representative of the Parliamentary Commission for Foreign Policy and European Integration; Dirk Lorenz, Political Officer in the Political Division of the EU Delegation to Moldova; Victor Chirilă, Executive Director of the Foreign Policy Association and journalists from Chişinău, Comrat and Tiraspol.

The 25 March meeting was held in Tiraspol and was dedicated to the subject of solidarity among journalists. The meeting was attended by Natalia Vorobiev, President of the Union of Transnistrian Journalists; Liudmila Covali from the newspaper *Profsoiuzâie Vesti* in Tiraspol and journalists from Bender, Tiraspol, Râbniţa and Dubăsari. Impartiality, separating facts from opinions, correctness and diversity of opinions and other principles of professional ethics were discussed during the meeting in Tighina on 27 May. IJC experts, new journalists and lyceum

students from different educational institutions in Tiraspol and Tighina attended. Several study cases developed as part of the "Media Literacy" campaign of Press Freedom Days 2011 were presented during the meeting.

"Will Moldova have a president?" was the key question journalists asked the representatives of the Alliance for European Integration (AIE) at the meeting on 8 September. Present were Valeriu Strelet, leader of PLDM; Valeriu Munteanu, Secretary of the Liberal Party; Dumitru Diacov, President of the Democratic Party; political analyst Cornel Ciurea from IDIS Viitorul and journalists from Chişinău and Bălți.

Rising crime and corruption rates among law enforcement officials was one of the topics addressed during the session on 6 October. The meeting was attended by Ion Bodrug, Deputy Head of the Police Department of MIA; Vitalie Verebceanu from the Center for Combating Economic Crime and Corruption, Ion Guzun from the Legal Resource Center; Vasile Botnaru of Radio Free Europe and media representatives from Comrat, Bender and Chişinău.

The political crisis and the need to elect a president were discussed during the Press Club session held on 24 November in Bălţi. Journalists and experts from Chişinău and Balti discussed the effects of the crisis on citizens and proposed ways to address them. The meeting was attended by Eugen Uruşciuc from *Monitor Media* in Bălţi, political observer Denis Cenuşă and Cornel Ciurea from IDIS Viitorul.

Annual Press Club's Top Ten Journalists of the Year Gala

Financing: OSCE Mission to Moldova, BC "Moldova - Agroindbank", ÎCS "RED UNION FENOSA" SA

General Partner: Orange Moldova **Gold Sponsor:** BC Moldova - Agroindbank

Bronze Sponsor: BC Victoriabank

The17th edition of this annual gala took place on 15 December 2011 at the Mihai Eminescu National Theater in Chişinău. For the first time in the history of the event, the winners were selected based on articles (news, feature reports, investigations, relevant photos, reviews, editorials, commentaries, radio or television) they submitted for a competition. The contest was launched by the IJC on 10 October. All submissions were analyzed by a jury of five members who assigned points to each entry. The three candidates with the highest scores then competed for the prizes in each category with the final decision made by the IJC Senate. The top ten journalists in 2011 were the following:

1. **Print Journalist: Natalia HADÂRCĂ**, *Adevărul Moldova*

- 2. **Local Print Reporter: Ruslan MIHALEVSKI**,*SP* in Bălți
- 3. **TV Journalists: Dorina CHIRILOV**, Jurnal TV
 - 4. Elena ROBU-POPA, Moldova 1
 - 5. Natalia DAVIDOVICI, Publika TV
 - 6. Radio Journalists: Valentina URSU,

Radio Free Europe

- 7. Vlad ŢURCANU, Radio Chişinău
- 8. News Agency Reporter: Cornel CIOBA-NU, AGERPRESS
- 9. **Local TV Reporter: Natalia VLASOVA**, AICI TV network
- 10. **Photo Reporter: Tudor IOVU**, *Adevărul* Moldova

In addition, the following four special prizes were awarded.

Excellence Award: for an outstanding career in journalism went to writer and journalist Valentin MÂNDÂCANU.

Young Hopeful: Marina PRODIUS, Press Agency *Infotag* and magazine *Bănci și finanțe*; **Most Progress:** Kommersant.md;

A special prize for the investigation "Plahotniuc, omul cu două identități" ("Plahotniuc, the man with a double identity) went to Alina ŢURCANU, *Adevărul Moldova*.

¹The jury was **Oazu Nantoi** (Program Director, Institute for Public Policy), **Sorin Mereacre** (President of the East European Foundation), **Ludmila Andronic** (President of the Press Council), **Victor Moraru** (Head of the Institute for European Integration and Political Sciences, Academy of Sciences of Moldova) and **Georgeta Stepanov** (Associate Professor of Journalism, Faculty of Journalism and Communication Sciences, Moldova State University).

²The IJC Senate is composed of: **Alexandru Canţîr** (Press Freedom Committee), **Petru Macovei** (Association of Independent Press), **Dmitri Kalak** (*Ekonomiceskoe Obozrenie Logos Press*), **Liliana Viţu-Eşanu** (Director of the News Department, Teleradio Moldova Public Broadcaster) and **Vasile Spinei** (Acces-Info Center).

Resource Center

Library and Internet Laboratory

The IJC Resource Center subscribes to the main Moldovan periodicals (more than 50) in Romanian and Russian. The coordinator of the Resource Center continually updated the IJC website and sent the IJC publications to

the subscribers by email. He also consulted the visitors of the IJC Library about the resources available (book, manuals, magazines) and the use of internet.

Priorities for 2012

In 2012, IJC will continue:

To carry out:

- short-term training for the media including conferences, debates, consultations;
- the graduate program at the School of Advanced Journalism;
 - Press Freedom Days Campaign;
- monthly meetings of the Chişinău Press Club;
- Top Ten Journalists of the Year Award Gala
- internships with national and regional media.

To publish:

- Mass Media in Moldova (in Romanian, Russian and English);
- Media Law Bulletin (in Romanian and Russian);
- annual report on freedom of expression in Moldova (in Romanian, Russian and English;

- information portal Media in Moldova;
- electronic publication Moldova Media News (edited monthly in English).

To monitor:

- legislation and developments in the legislation on freedom of expression and information and to participate in drafting proposals for improving existing legislation;
- violations of freedom of expression and information.

To provide:

- free access to the Resource Center (IJC library and Internet lab);
- free legal assistance (including court representation) with issues related to media law, freedom of expression and journalists' rights.

International Affiliations

Since February 2000 IJC has been a member of the South East European Network for Professionalization of the Media (SEENPM) and since June 2001 has been a member of the International Freedom of Expression Exchange (IFEX).

SEENPM

IJC is the only organization in Moldova that is part of the SEENPM which brings together 17 centers and media organizations in 11 countries. Established in February 2000, this network offers training for journalists and media trainers. From 2002 to 2004, IJC was a member of the Coordinating Board.

IFEX

In June 2001, IJC became a member of IFEX, an international network that brings together over 80 organizations whose main goal is to monitor freedom of expression. The most well-known product of the network is the electronic bulletin Action Alert that publishes violations of freedom of expression in member organizations. The bulletin is disseminated to a significant number of institutions and interested groups throughout the world. IJC was member of the IFEX Board from 2002 to 2005.

Assembly of IJC founders:

Angela Sîrbu Corina Cepoi Nicolae Negru Alexandru Canţîr

IJC Senate:

Alexandru Canţîr, IMEDIA Liliana Viţu-Eşanu, Moldova 1 Dmitri Kalak, *Ekonomiceskoe obozrenie* Vasile Spinei, Acces-Info Center Petru Macovei, Association of Independent Press

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Boris Şosev Administrator, driver.

Volunteers

Lucas Farcy Susan Coughtrie Marion Roussey

Tim Schoot Viterkamp.

Financial report

Projects	Balance of 2010	Received	Spent	Balance	Funded by
	\$	\$	↔	\$	
Media Law Unit		10163	5195	4968	MLDI
Improving the media law environment in Moldova		66067	26176	2923	Civil Rights Devenders (former SHC)
Lobbying the reform of the legislation regarding the media conduct during elections		40225	15342	24883	MATRA
Assistance Program for Media in the Gagauz Yeri Autonomous Region		38935	38935		Civil Rights Devenders (former SHC)
Minority Protection on the Road to Democratization		13443	11170	2273	European Journalism Centre
Conflict Reporting Boot Camp for the Young Journalists of Moldova		17272		17272	DFID section, British Embassy in Chisinau
Improving Media Coverage of Conflict Sensitive Issues through Curriculum Development		20918		20918	DFID section, British Embassy in Chisinau
Bridging the Nistru - Media synergies in support of conflict resolution in Moldova	3594	16100	17250	2444	USA Embassy in Moldova
Strengthing the instutional and professional capacity of the public broadcaster Teleradio-Moldova		6239	6239		Embassy of Finland in Bucharest
Strengthing the instutional and professional capacity of the public broadcaster Teleradio-Moldova	-1450	10000	8550		National Endowment for Democracy
Strengthening the instutional and professional capacity of the public broadcaster Teleradio-Moldova	7307	5513	12820		East-European Foundation
Chisinau School of Advanced Journalism	3641	20000	19573	4068	National Endowment for Democracy
Chisinau School of Advanced Journalism		38308	42241	-3933	Press Now
Chisinau School of Advanced Journalism		41600	41600		Embassy of Finland in Bucharest
Media Monitoring Project	-1599	1599			USA Embassy in Moldova
Media Sustainability Index	-2163	4391	4456	-2228	IREX (International Research and Exchanges Board)
Media Program in Moldova	975	41971	42946		IREX (International Research and Exchanges Board)
Election Media Monitoring in 2010	-292	292			British Embassy in Chisinau

Election Media Monitoring in 2010	-4741	4741			Consiliul Europei
Election Media Monitoring in 2011		11064	11064		East European Foundation
Strengthening the Moldavian Media Capacity to Cover Issues of Public interest	39540	85172	88159	36553	European Union Delegation to the Republic of Moldova
Emergency support for the Ziarul de Garda investigative team of journalists at risk		13000		13000	EC/Zgd
Strengthening the role of independent media in Moldova	-1219	1219			PIPA/National Endowment for Democracy
Nezavisimai Institut Prava Tiraspol		1000	1000		Nezavisimai Institut Prava Tiraspol
Sponsorship of Press Club's Annual Awards event "10 journalists of the year"		7410	0699	720	Orange Moldova SA, Moldova-Agroindbank SA, Victoriabank SA, RED Union Fenoza SA
Media Monitoring Project		31890	31890		Millenium Partners Consulting
Reserve Fund	44650	8080	3314	49416	IJC Fund
Services on azi.md, other services					Services on azi.md, other services
Chisinau School of Advanced Journalism fees		5975	5975		Services CSAJ(Chisinau School of Advanced Journalism)
TOTAL	87768	526094	440585	173277	

Executive director Nadine GOGU

Chief Accountant Angela MAXIMENCO

Statement of Assets, Liabilities and Fund Balance of IJC as of December 31 2011 and 2010

(USD)
87439
22309
109748
11912
72031
83943
03743
193690
3115
3115
100576
190576

Appendix

IJC Agenda January – December 2011

January

- ☐ Media monitoring, including media from Transnistrian region and UTA-Gagauzia. In the framework of the project "Strengthening the Moldovan Media Capacity to Cover Issues of Public Interest". Funded by the EU Delegation to Moldova under European Instrument for Democracy and Human Rights.
- □ Daily Press Review. Funded by USAID.
 □ Chisinau Press Club meeting. In the framework of the project "Strengthening the Moldovan Media Capacity to Cover Issues of Public Interest". Funded by the EU Delegation to Moldova under European Instrument for Democracy and Human Rights.
- □ Training program for the TRM employees. In the framework of the project "Strengthening the institutional and professional capacity of the public broadcaster Teleradio-Moldova". Funded by the Embassy of Finland to Bucharest, NED (National Endowment for Democracy) and East-European Foundation.
- ☐ Internship for Transnistrian Journalists.

 In the framework of the project

 "Strengthening professional competences
 of Transnistrian journalists to cover socialeconomic issues". Funded by US Embassy in
 Moldova.
- □ Release of the annual report on freedom of expression and information in the Republic of Moldova (2010 year). Funded by Civil Rights Defenders (Sweden).
- □ Distribution of the December issue of the analytical magazine "Mass Media in Moldova". In the framework of the project "Strengthening the Moldovan Media Capacity to Cover Issues of Public Interest". Funded by the EU Delegation to Moldova under European Instrument for Democracy and Human Rights. The electronic

version is available at: http://ijc.md/bulmm/2010decembrie/BMM_dec_2010_ENG.pdf

February

- ☐ Media monitoring, including media from Transnistrian region and UTA-Gagauzia. In the framework of the project "Strengthening the Moldovan Media Capacity to Cover Issues of Public Interest". Funded by the EU Delegation to Moldova under European Instrument for Democracy and Human Rights.
- ☐ Training program for the AICI network representatives. In the framework of IREX/Media Program in Moldova. *Funded by USAID*.
- □ Joint materials production by mixed teams of journalists. In the framework of IREX/Media Program in Moldova. Funded by USAID.
- □ In house program training for the TRM employees. In the framework of the project "Strengthening the institutional and professional capacity of the public broadcaster Teleradio-Moldova". Funded by the Embassy of Finland to Bucharest, NED (National Endowment for Democracy) and East-European Foundation.
- ☐ Training for the journalists from various regions of the country. In the framework of the project "Strengthening the Moldovan Media Capacity to Cover Issues of Public Interest". Funded by the EU Delegation to Moldova under European Instrument for Democracy and Human Rights.
- ☐ Internship program for Transnistrian journalists. In the framework of the project "Strengthening professional competences of Transnistrian journalists to cover social-economic issues". Funded by US Embassy in Moldova.
- ☐ Release of the annual report on freedom

of expression and information in the Republic of Moldova for 2010 year, Russian and English version. Funded by Civil Rights Defenders (Sweden).

☐ Daily Press Review. Funded by USAID.

March

- ☐ Consultancy program for the AICI **network representatives.** In the framework of IREX/Media Program in Moldova. Funded by USAID.
- ☐ Joint materials production by mixed **teams of journalists.** In the framework of IREX/Media Program in Moldova. Funded by USAID.
- □ Chisinau Press Club meeting. In the framework of the project "Strengthening the Moldovan Media Capacity to Cover Issues of Public Interest". Funded by the EU Delegation to Moldova under European Instrument for Democracy and Human Rights.
- ☐ Training for the journalists from various **regions of the country.** In the framework of the project "Strengthening the Moldovan Media Capacity to Cover Issues of Public Interest". Funded by the EU Delegation to Moldova under European Instrument for Democracy and Human Rights.
- ☐ Joint material production by mixed teams of journalists. In the framework of the project "Strengthening professional competences of Transnistrian journalists to cover social-economic issues". Funded by US Embassy in Moldova.
- ☐ Enrolling at the Chisinau School of Advanced Journalism for 2010/2011 school year. Funded by Press Now Organization, Embassy of Finland to Bucharest, NED (National Endowment for Democracy). (www.scoaladejurnalism.md).
- ☐ Media Law Bulletin (January February, 2010). Funded by Civil Rights Defenders

(Sweden).

□ Daily Press Review. Funded by USAID.

April

- ☐ Media monitoring, including media from Transnistrian region and UTA-**Gagauzia.** In the framework of the project "Strengthening the Moldovan Media Capacity to Cover Issues of Public Interest". Funded by the EU Delegation to Moldova under European Instrument for Democracy and Human Rights.
- ☐ Training program for Transnistrian journalists. In the framework of project Media Program in Moldova, implemented by IREX/Moldova in partnership with IJC. Funded by USAID.
- ☐ Training-of-trainers. In the framework of the project "Strengthening the institutional and professional capacity of the public broadcaster Teleradio-Moldova". Funded by the Embassy of Finland to Bucharest, NED (National Endowment for Democracy) and East-European Foundation.
- ☐ Launch of the first media audience **research.** In the framework of the project "Capacity building for media in Moldova with the focus on the Gagauz Yeri autonomous region". Funded by Civil Rights Defenders" (Sweden).
- ☐ Joint material production by mixed teams of journalists. In the framework of the project "Strengthening the Moldovan Media Capacity to Cover Issues of Public Interest". Funded by the EU Delegation to Moldova under European Instrument for Democracy and Human Rights.
- ☐ Enrolling at the Chisinau School of Advanced Journalism for 2010/2011 school year. Funded by Press Now Organization, Embassy of Finland to Bucharest, NED (National Endowment for Democracy). (www.scoaladejurnalism.md).

□ Daily Press Review. Funded by USAID. May
☐ Media monitoring, including media
from Transnistrian region and UTA-
Gagauzia. In the framework of the project
"Strengthening the Moldovan Media
Capacity to Cover Issues of Public Interest".
Funded by the EU Delegation to Moldova
under European Instrument for Democracy
and Human Rights.
☐ Training program for the AICI network
representatives. In the framework of IREX/
Media Program in Moldova. <i>Funded by USAID.</i>
□ Chisinau Press Club meeting. In the
framework of the project "Strengthening
the Moldovan Media Capacity to Cover
Issues of Public Interest". Funded by the
EU Delegation to Moldova under European
Instrument for Democracy and Human
Rights.
☐ Internship program for Transnistrian
journalists. In the framework of IREX/
Media Program in Moldova. <i>Funded by</i>
USAID.
☐ Training program for mass-media from
Gagauz-Yeri autonomous region. In the
framework of the project "Capacity building
for media in Moldova with the focus on the
Gagauz Yeri autonomous region". Funded by
Civil Rights Defenders"(Sweden).
☐ Public presentation of the graduation
works of the Chisinau School of Advanced
Journalism graduates. Funded by Press
Now Organization, Embassy of Finland to
Bucharest, NED (National Endowment for
Democracy). (www.scoaladejurnalism.md).
☐ Media Law Bulletin (March – April, 2010).
Funded by Civil Rights Defenders (Sweden).
□ Daily Press Review. Funded by USAID.

June

- ☐ Media monitoring, including media from Transnistrian region and UTA-Gagauzia. In the framework of the project "Strengthening the Moldovan Media Capacity to Cover Issues of Public Interest". Funded by the EU Delegation to Moldova under European Instrument for Democracy and Human Rights.
- □ Publication of the June issue of the analytical magazine "Mass Media in Moldova". In the framework of the project "Strengthening the Moldovan Media Capacity to Cover Issues of Public Interest". Funded by the EU Delegation to Moldova under European Instrument for Democracy and Human Rights.
- ☐ Internship program for Transnistrian journalists. In the framework of IREX/ Media Program in Moldova. *Funded by USAID*.
- ☐ Training program for mass-media from Gagauz-Yeri autonomous region. In the framework of the project "Capacity building for media in Moldova with the focus on the Gagauz Yeri autonomous region". Funded by Civil Rights Defenders"(Sweden).
- ☐ Implementation of the media assistance program. In the framework of the project "Capacity building for media in Moldova with the focus on the Gagauz Yeri autonomous region". Funded by Civil Rights Defenders" (Sweden).
- ☐ Daily Press Review. Funded by USAID.

July

☐ Media monitoring, including media from Transnistrian region and UTA-Gagauzia. In the framework of the project "Strengthening the Moldovan Media Capacity to Cover Issues of Public Interest".

Funded by the EU Delegation to Moldova under European Instrument for Democracy and Human Rights.

- □ Distribution of the June issue of the analytical magazine "Mass Media in Moldova". In the framework of the project "Strengthening the Moldovan Media Capacity to Cover Issues of Public Interest". Funded by the EU Delegation to Moldova under European Instrument for Democracy and Human Rights.
- □ Chisinau Press Club meeting. In the framework of the project "Strengthening the Moldovan Media Capacity to Cover Issues of Public Interest". Funded by the EU Delegation to Moldova under European Instrument for Democracy and Human Rights.
- □ Joint material production. In the framework of the project "Strengthening the Moldovan Media Capacity to Cover Issues of Public Interest". Funded by the EU Delegation to Moldova under European Instrument for Democracy and Human Rights.
- ☐ Training program for mass-media from Gagauz-Yeri autonomous region. In the framework of the project "Capacity building for media in Moldova with the focus on the Gagauz Yeri autonomous region". Funded by Civil Rights Defenders"(Sweden).
- ☐ Implementation of the media assistance program. In the framework of the project "Capacity building for media in Moldova with the focus on the Gagauz Yeri autonomous region". Funded by Civil Rights Defenders"(Sweden).
- ☐ Workshop "The International Criminal Court and its importance for Republic of Moldova". In the frame work of the project "Human Rights Media empowering the public" implemented by the Amnesty

International Moldova in partnership with the IJC. Funded by the East Europe Foundation, with resources ensured by the Swedish Agency for International Development, (Sida/Asdi), The Ministry of Foreign Affairs of Denmark /DANIDA, the US Agency for International Development (USAID) and Black Sea Trust for Regional Cooperation.

☐ **Media Law Bulletin** (May – June, 2011). *Funded by Civil Rights Defenders (Sweden).*

August

- ☐ Training program for mass-media from Gagauz-Yeri autonomous region. In the framework of the project "Capacity building for media in Moldova with the focus on the Gagauz Yeri autonomous region". Funded by Civil Rights Defenders"(Sweden).
- ☐ Implementation of the media assistance program. In the framework of the project "Capacity building for media in Moldova with the focus on the Gagauz Yeri autonomous region". Funded by Civil Rights Defenders"(Sweden).

September

- □ Classes start at the Chisinau School of Advanced Journalism. Funded by the National Endowment for Democracy (NED), Embassy of Finland (Bucharest), and Netherlands organization Free Press Unlimited. Details: www.scoaladejurnalism. md
- □ Summer Camp for graduates of
 Chisinau School of Advanced Journalism
 (September 9-11) within the project
 "Human Rights-Media empowering the public". Funded by Amnesty International Moldova

- □ Chisinau Press Club meeting. In the framework of the project "Strengthening the Moldovan Media Capacity to Cover Issues of Public Interest". Funded by the EU Delegation to Moldova under European Instrument for Democracy and Human Rights.
- Workshop organized in the frame work of the project "Human Rights Media empowering the public" implemented by the Amnesty International Moldova in partnership with the IJC. Funded by the East Europe Foundation, with resources ensured by the Swedish Agency for International Development, (Sida/Asdi), The Ministry of Foreign Affairs of Denmark /DANIDA, the US Agency for International Development (USAID) and Black Sea Trust for Regional Cooperation.
- ☐ Media monitoring, including media from Transnistrian region and UTA-Gagauzia. In the framework of the project "Strengthening the Moldovan Media Capacity to Cover Issues of Public Interest". Funded by the EU Delegation to Moldova under European Instrument for Democracy and Human Rights.
- ☐ Training program for mass-media from Gagauz-Yeri autonomous region. In the framework of the project "Capacity building for media in Moldova with the focus on the Gagauz Yeri autonomous region". Funded by Civil Rights Defenders" (Sweden).
- ☐ Implementation of the media assistance program. In the framework of the project "Capacity building for media in Moldova with the focus on the Gagauz Yeri autonomous region". Funded by Civil Rights Defenders"(Sweden).
- **□ Daily Press Review.** *Funded by USAID.*

October

- Workshop organized in the framework of the project "Human Rights Media empowering the public" implemented by the Amnesty International Moldova in partnership with the IJC. Funded by the East Europe Foundation, with resources ensured by the Swedish Agency for International Development, (Sida/Asdi), The Ministry of Foreign Affairs of Denmark /DANIDA, the US Agency for International Development (USAID) and Black Sea Trust for Regional Cooperation.
- ☐ Media monitoring, including media from Transnistrian region and UTA-Gagauzia. In the framework of the project "Strengthening the Moldovan Media Capacity to Cover Issues of Public Interest". Funded by the EU Delegation to Moldova under European Instrument for Democracy and Human Rights.
- ☐ Training program for mass-media from Gagauz-Yeri autonomous region. In the framework of the project "Capacity building for media in Moldova with the focus on the Gagauz Yeri autonomous region". Funded by Civil Rights Defenders" (Sweden).
- ☐ Implementation of the media assistance program. In the framework of the project "Capacity building for media in Moldova with the focus on the Gagauz Yeri autonomous region". Funded by Civil Rights Defenders"(Sweden).
- ☐ Training program for journalists. In the framework of the project "Capacity building for media in Moldova with the focus on the Gagauz Yeri autonomous region". Funded by Civil Rights Defenders" (Sweden).
- **□ Daily Press Review.** *Funded by USAID.*

November

- □ Chisinau Press Club meeting. In the framework of the project "Strengthening the Moldovan Media Capacity to Cover Issues of Public Interest". Funded by the EU Delegation to Moldova under European Instrument for Democracy and Human Rights.
- ☐ Implementation of the media assistance program. In the framework of the project "Capacity building for media in Moldova with the focus on the Gagauz Yeri autonomous region". Funded by Civil Rights Defenders"(Sweden).
- ☐ Media monitoring, including media from Transnistrian region and UTA-Gagauzia. In the framework of the project "Strengthening the Moldovan Media Capacity to Cover Issues of Public Interest". Funded by the EU Delegation to Moldova under European Instrument for Democracy and Human Rights.
- □ Daily Press Review. Funded by USAID.

December

- □ Publication of the December issue of the analytical magazine "Mass Media in Moldova". In the framework of the project "Strengthening the Moldovan Media Capacity to Cover Issues of Public Interest". Funded by the EU Delegation to Moldova under European Instrument for Democracy and Human Rights.
- □ Annual Press Club meeting and the
 Ten Best Journalists of the Year Award
 Ceremony. Financing: OSCE Mission to
 Moldova, BC "Moldova Agroindbank",
 ÎCS "RED UNION FENOSA" SA General
 Partner: Orange Moldova. Gold Sponsor:
 BC Moldova Agroindbank. Bronze
 Sponsor: BC Victoriabank

□ **Daily Press Review.** *Funded by USAID.*

Permanent activities / long-term projects ☐ Chisinau School of Advanced Journalism.

The project was initially implemented in partnership with the Missouri School of Journalism, Press Now and CFPJ journalists' training center in Paris. Funded by the National Endowment for Democracy (NED), Embassy of Finland (Bucharest), and Netherlands organization Free Press Unlimited. Details: www.scoaladejurnalism. md

- ☐ The project "Strengthening the Moldovan Media Capacity to Cover Issues of Public Interest". Funded by the EU Delegation to Moldova under European Instrument for Democracy and Human Rights.
- ☐ The project "Capacity building for media in Moldova with the focus on the Gagauz Yeri autonomous region". Funded by Civil Rights Defenders"(Sweden).
- ☐ Free legal assistance for journalists
 (including in-court representation) on
 issues related to freedom of expression and
 journalists' professional rights. Funded by
 Media Legal Defence Initiative
- Resource library for journalists and Internet access. Monday through Friday. 10.00-18.00. Lunch break: 12.00-14.00