



report 2018



Independent Journalism Center



Independent Journalism Center

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



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IJC Strategic Objectives

- journalism training
- policy and advocacy
- media education
- organizational development

Ten Most Important Achievements in 2018

- Over 100 journalists who participated in training delivered by IJC or by organizations in partnership with IJC acquired skills in innovative journalism techniques; multimedia tools; and on elections, domestic violence, access to information, and NATO.
- The School of Advanced Journalism (SAJ), a key IJC project, graduated a new class of 10 journalists trained according to the highest international standards. Another 10 journalists began degree courses in 2018.
- Nine journalists and editorial offices were awarded at the Annual Press Club Gala organized by IJC to encourage media representatives to deliver high-quality products.
- Four editorial offices expanded their audiences and earned additional revenue from grants provided by IJC.
- Two journalists from the local press benefited from free representation in national courts, and 33 others benefited from free legal advice.
- IJC reacted to 27 cases of intimidation, abuse, and restricting the access of journalists to information and to public events by advocating for media representatives' rights and urging relevant institutions to investigate these cases.
- The draft law on advertising was voted in the first reading. Another draft law amending seven laws including the Law on Access to Information and the Law on the Protection of Personal Data was registered as a legislative initiative.
- Thanks to IJC efforts, in the 2018–2019 academic year more than 1500 pupils from more than 30 primary and lower secondary schools in the Republic of Moldova can take the “Education for Media” course in optional or master classes.
- 12 media outlets with national coverage were monitored to identify and to explain to media consumers any transgressions committed by their journalists in their work and any use of manipulative techniques when reporting on sociopolitical events.
- Using grants provided by IJC, five teams of journalists and IT developers created applications or games on media education while two other teams produced material and videos to combat media manipulation and propaganda.

JOURNALISM TRAINING

In 2018, IJC continued to promote high-quality journalism by providing media representatives a range of opportunities to develop their professional skills. Training programs, information sessions with experts and media researchers and IT developers, and online master classes were launched during the year.

SCHOOL OF ADVANCED JOURNALISM

The SAJ marked its 13th anniversary in the autumn of 2018 and is still the key IJC project in journalism training for young people. They study the profession according to the highest international standards thus contributing to the consolidation and promotion of free, independent, and professional media in the Republic of Moldova.

SAJ graduated its 12th class on 6 July 2018. They learned news writing techniques; discovered the secrets behind impressive photos; produced material for radio and TV; wrote articles on political, economic, and social issues; learned how to conduct investigative journalism; and how to strictly follow journalism ethics. It was also the first graduating class that benefited from two new innovative courses: [Fact-checking and](#)

[combating false news](#) and [MoJo/Mobile Journalism](#). All these topics were taught by the best experts in the Moldovan media market.

[Internships](#) in various media outlets and writing final pieces and [publicly presenting](#) them before a committee of media experts and practitioners afforded the students tense moments in the spring and summer of 2018. More details about [courses](#) and [trainers](#) are available on the [school website](#).

[The 2018–2019 academic year started on 10 September](#) when SAJ opened its doors for [students](#) selected during the [application campaign](#). *Innovation* is the keyword defining the current academic year at the SAJ. Students in the 13th



The graduation ceremony for the 12th class of SAJ graduates, July 6, 2018

graduating class are learning to combine classic journalism with new information technologies that they can turn into friends and even allies.

Semester 1 began with a range of introductory courses. [The first one](#) was exceptional and was taught by Georgiana Ilie, *Scoalag* editor-in-chief and *Decat o revista* (DoR) senior editor—two media projects that are benchmarks for the media in Bucharest. Ms Ilie initiated SAJ students into the art of storytelling and reporting. They told each other stories and learned to understand their importance in the world of media along with techniques of fact-based and reasoned writing. Over the following months, SAJ students learned step-by-step how to produce journalistic material in different genres and gained professional skills during courses titled “[Photojournalism](#),” “[News](#),” “[Interviewing](#),” and “[Long Articles](#).” The program continued with “[Media Legislation](#)” and “[Ethics and Diversity in the Media](#),” courses that highlight the responsibilities of journalists and focus on developing critical and analytical thinking.

“[Magazine Journalism](#)” was the next course in the syllabus for the third year in a row. Students

learned how unusual ideas can be transformed into successful magazine articles. The last two months of the autumn-winter semester were dedicated to the most difficult courses: “[Radio Journalism](#)” and “[TV Journalism](#).” Both courses were divided into modules from initiation to storytelling to newsroom work. Students experienced the result of teamwork when they worked as if they were in a real editorial office, then in the field, and finally produced radio and TV shows. In addition, the course “[Romanian Stylistics](#)” was held once a week throughout the year to help future journalists develop writing skills and avoid language mistakes. Also, for the first time at SAJ, this class had a course on “[Diction and Public Speaking](#)” and two days of training in podcasting—a useful and easy-to-consume media product that is becoming more and more popular.

Extracurricular activities: In 2018, SAJ organized a number of extracurricular events such as discussion clubs and visits to radio and TV studios in Chisinau and Bucharest ([April 2018](#)) as well as participation in various international cooperation projects. All of this was done to give future journalists the chance to interact with



Photographs from the Photojournalism course, with Nicolae Pojoga, September 17-21, 2018



Young journalists from Germany visiting the SAJ in the framework of the Moldovan-German project: meeting with ES Peter Michalko, EU Ambassador to the Republic of Moldova, September 18, 2018

experts, managers, editors, and representatives of embassies and diplomatic missions to discover new information first hand.

The school was also one of the main partners in organizing the unique event [Innovation, Entrepreneurship, and Startups in Media](#) held in Chisinau for the first time under the auspices of GEN Moldova. The event focused on strengthening links between the media and entrepreneurs, the role of media in promoting economic development, the dissemination of success stories, media product sales strategies in the digital age, and stimulating creativity and innovation.

Also in 2018, SAJ and Deutsche Gesellschaft e.V. implemented the Moldovan-German project Europe in Sight: The German-Moldovan Journalism Network Goes Online! Participants included young journalists from both countries and students from SAJ and from the State University of Moldova, Faculty of Journalism, who made research visits to Chisinau and Berlin in September and November 2018, respectively. They went to state institutions and media outlets, to Parliament and the Bundestag, to embassies, and to TV stations where they met people from various fields to learn how Moldovan and German media work and how the Republic of Moldova is seen from abroad.

Achievements: Through these activities and projects and the continuous improvement of its curriculum, SAJ pursued the key objective of this IJC project: to raise the professionalism of young journalists and to train so-called “universal journalists.” The best indicators of success

are the graduates whose professional progress is constantly monitored by school staff. In 2018, SAJ graduates were among the winners of journalism awards at the end of the year. Three of them were included in [the list of Top Journalists of 2018](#) at the 24th edition of the Press Gala:

- Natalia Sergheev, 2014 SAJ graduate and reporter at Radio Free Europe, has become a leader in the TV/Radio broadcasting category. She is also among the top-ranking media professionals in sensitivity to gender equality issues and was awarded the UN Women Moldova Diploma in the Click for Gender Equality contest.
- The award for the investigation “[Oligarch’s Paradise](#)” about the fortune of Vladimir Plahotniuc, Chair of the Democratic Party, went to a [RISE Moldova](#) reporter team that included Nicolae Cuschevici, a 2008 SAJ graduate, along with Liuba Sevciuc, and Olga Ceaglei.
- Polina Cupcea, 2013 graduate and the founder of the [Oameni si Kilometri \(People and Kilometers\)](#) portal won the award for achievements in the new genre of Journalism Long Read.

In addition, SAJ graduate Anatolie Esanu won first prize for the [Land Plot Hunters](#) investigation carried out with Victor Mosneag, an SAJ trainer. The award was given at the [Media Forum 2018](#).

Thus, the best SAJ ambassadors are its graduates who, after obtaining their certificates, are employed at prestigious media outlets and lead others by example.

SHORT-TERM TRAINING

The first [Innovative Techniques for Quality Journalism](#) training program was organized by IJC in collaboration with the Balkan Investigative Reporting Regional Network Association (BIRN Hub) on 16 and 17 March. Timothy Large, a journalist with 20 years of experience, told the participants about narrative journalism and its “ingredients.”



Another [training](#) program took place in March in which Andrey Misyurev, a visualization and communication expert from Saint Petersburg, Russia, taught participants how to “pack” information so it draws readers’ attention. Journalists learned how to efficiently use space to create a successful composition from photos, titles, subtitles, data, leads, inserts, etc. Tools such as Juxtapose, Playbuzz, Tilda, and Knightlab helped them discover new ways of maintaining the reader’s interest.



In May, IJC conducted [training](#) for journalists from national and local media on the legal and practical aspects of access to information. Under the guidance of media law expert Tatiana Puiu and RISE Moldova investigative journalist Nicolae Cuschevici, participants were taught how to apply the legislation, discussed the legal aspects that a professional journalist should follow, and learned practical ways to obtain information of public interest.

Since 2018 was a pre-election year, IJC also paid attention to the balanced coverage of election campaigns. The [training](#) session “[Press, Democracy, and Elections. Why Media Matter?](#)” was organized in October for journalists reporting on the parliamentary election campaign to develop their abilities to report on electoral topics. Giuseppe Milazzo, researcher at the Osservatorio di Pavia Institute of Scientific Research in Italy, and Nadine Gogu, IJC Executive Director, discussed the role and place of the journalist on election day, ethical aspects that must be respected, and what indicators media outlets should observe during elections to “look good” in monitoring reports.



IJC also conducted two [training programs in partnership with other organizations](#). “[Domestic Violence: Sensational Versus Balanced](#)” was organized in collaboration with the Women’s Law Center in July. Journalists strengthened their skills to

correctly document and to make balanced presentations about abuse cases. Journalists from Chisinau and a number of regions in Moldova participated in the [“More about NATO” training](#) program organized by IJC in November in partnership with the NATO Liaison Office in Moldova and

the Embassy of Poland in Chisinau. Presenters included representatives from NATO Headquarters in Brussels, ambassadors, and Moldovan government officials who spoke about how NATO operates and about the organization’s partnership policy.

INNOVATIVE ACTIVITIES TO ENHANCE JOURNALISTS’ PROFESSIONALISM

In 2018, IJC organized five informal meetings with journalists, IT developers, and media experts to advise media representatives how to use innovations efficiently. During these discussions, journalists learned about the [new digital tools instant articles and chatbots](#), how to use the full [potential of mobile phones](#), how to correctly promote [media products on social media](#), the [possibility to monetize news websites](#), and

[how to use podcasting](#) to create a new type of content. The meetings were attended by journalists, freelancers, and communicators.

Throughout the year, IJC also promoted additional modern training tools with journalists. Two online master classes were presented to help journalists detect [false photos](#) and to expose [fake news](#).

UNDERSTANDING THE AUDIENCE VIA DIGITAL ASSISTANCE

In June, IJC organized a [training program about audiences and the digital development of media outlets](#) for a group of 10 media experts who developed new skills for identifying key features of a media portal’s audience and techniques to maintain and expand the target audience. From July to September, some of these experts provided

in-house consultancies for six media outlets (*Agora*, *Newsmaker*, *Ziarul de Garda*, *RISE Moldova*, *Pro TV* and *SP* from Balti) on audience and online management issues. In September, the six media outlets participated in a grant contest for projects aimed at increasing online audiences and advertising; the projects of four were selected.



Training a group of media experts in the audience and Google Analytics fields, June 2018

GRANTS FOR LOCAL AND NATIONAL MEDIA

In November 2018, IJC launched two grant contests for local and national media as part of the project [Strengthening the Independent Media in Europe and Eurasia](#). [National authors](#) will produce 10 packages on 10 different topics of public interest; [six local media outlets](#) will be selected

as partners for the entire duration of the project. They will broadcast nationally and will produce their own content on the same topics locally. The project will also support the production of regional and cross-border coverage of issues important for citizens in the Balkans and Eurasia.

JOURNALISTS OF THE YEAR ANNUAL PRESS CLUB GALA

In keeping with tradition, in December IJC and the Press Freedom Committee awarded the best journalists at the 24th edition of the Annual Press Club Gala. [The event](#) took place on 6 December and presented the results of a contest among 74 applicants. The judges and the IJC Board and Founding Assembly awarded nine prizes in six categories as well as six special prizes:

- TV/Radio Broadcasting:
Natalia Sergheev, *Radio Free Europe*,
Marina Ciobanu, **Viorica Tataru**,
Ziarul de Garda newspaper
- Photography:
Andrei Mardari, *Moldpres Agency*,
Nadejda Roscovanu, *Jurnal de Chisinau newspaper*

- Longread:
Polina Cupcea, *People and Kilometers (Oameni si Kilometri)*,
NewsMaker editorial office
- Investigation: **Nicolae Cushevici**, **Liuba Sevciuc**, **Olga Ceaglei**, *RISE Moldova*
- TV Report: **Stela Danila**, *TVR Moldova*
- Print Media: **Tatiana Mitrofan**,
Observatorul de Nord (Northern Observer) newspaper

Special Awards

- Most Improved: **TV8**
- Most Potential: **Iurie Rotaru**, *SP newspaper, Balti*
- The Best Blog/Vlog: **Alina Andronache**,
Vlogul unei Mame Feministe (The Vlog of a Feminist Mother)



Best journalists of the year given awards at the Annual Press Club Awards Gala, December 6, 2018, Chisinau

- Best Reporting on Realities in the Regions of the Republic of Moldova by the Local Press: **Nokta.md** portal
- Best Media Project: **TVR Moldova, Generatia Unirii (Unification Generation) campaign**
- Award for Excellence: **Tudor Iascenco, Cuvantul (The Word) newspaper.**

At the Gala, the Press Council also presented the 2018 National Award for Professional Journalistic Ethics and Deontology to *SP* newspaper in Balti.

WORLD PRESS PHOTO 2018

From 21 November to 12 December in Chisinau, IJC contributed to the organization of the second edition of the world's most important photo exhibition: the World Press Photo. [The exhibition gathered](#) over 2000 visitors to the National Museum of History of Moldova where photos were exhibited for three weeks.



MEDIA AZI PORTAL

In 2018, the Media-azi.md portal also contributed to increasing journalistic professionalism by reporting daily about events taking place in the national and international media as well as in commentaries, analyses, and interviews with important personalities with the aim of promoting ethical norms, professional integrity, and high-quality journalism.

The website team reported continuously on the adoption of media laws and on the work of the Parliamentary Working Group on Improving Media Legislation; wrote news articles on topics of public interest discussed by the Broadcast Coordinating Council, the Competition Council, and the Press Council; and covered events organized by journalists such as the protest on Press Freedom Days, among others. On Media-Azi.md



one could also find articles with elements of investigation regarding media concentration in the hands of politicians in a pre-election year and about the monopolization of the advertising market. The situation of journalists in the regions of Moldova like Gagauzia and Transnistria was not overlooked either.

During the year, 28 commentaries and 11 interviews were published on Media-azi.md to help increase journalists' professionalism, to promote ethical norms, and to encourage solidarity and spirit. The topics addressed included violations of the Code of Ethics when journalists are involved with political parties, a growing

phenomenon last year in Moldova; the need for a new Law on Advertising; and analyses of the quality of news programs on TV stations with the largest audiences, among others.

The two traditional editions of the professional magazine *Media in Moldova* were published in June and December in Romanian, Russian, and English, both online and in print. The topical issues addressed therein play an important role in the professional training of journalists and students in faculties of journalism.

The newsletter “Moldova Media News” was sent monthly to many representatives of the diplomatic corps and to international organizations. It aimed to inform the foreign audience on media reality in Moldova as well as about events organized by IJC and other media NGOs.

RESULTS:

- A wide variety of topics was addressed in the training programs organized and delivered by IJC in 2018. Altogether, 62 journalists, students at faculties of journalism, and media outlet managers (44 women and 18 men) from both national and local media benefited from capacity building during four sessions on access to information, innovative journalism techniques, multimedia tools, and correct reporting on elections. Another 40 journalists, students, and media outlet

managers (31 women and 9 men) participated in training on NATO and on reporting on domestic violence conducted in partnership with other organizations.

- The School of Advanced Journalism graduated a class of 10 journalists; another 10 are currently attending courses.
- IJC encouraged journalists to create professional media products by organizing the Annual Press Club Gala; 74 applications were submitted.
- In all, 94 journalists, freelancers, students, managers, and communicators (61 women and 33 men) participated in five brief, informal talks with media experts, researchers and IT developers focused on modern tools for journalists to reach media consumers more easily.
- IJC presented modern tools to train journalists to combat false news and to identify fake images.
- Four editorial offices expanded their audiences and earned additional revenue from grants provided by IJC.
- The Media-azi.md portal and *Mass Media in Moldova* magazine continued to be important tools through which IJC contributes to increasing journalists’ professionalism.

POLICY AND ADVOCACY

Under this strategic objective, IJC carried out advocacy activities in 2018 and continued campaigns aimed at amending the media's legal framework. At the same time, IJC was actively involved in supporting journalists whose rights were violated or who encountered challenges in their work.

EVALUATION OF THE LEGAL FRAMEWORK FOR REGULATION AND SELF-REGULATION OF MASS MEDIA IN THE REPUBLIC OF MOLDOVA

In April, IJC presented the [Evaluation of the Legal Framework of Regulation and Self-Regulation of Media Activity in the Republic of Moldova](#). This thorough analysis included a number of recommendations to improve the legal framework regulating media activity such as repealing the Press Law and the Law on Countering Extremist Activity and revising additional laws: Law on Freedom of Expression, Law on Personal Data Protection, Law on Advertising and Law on Access to Information. All recommendations were based on relevant reports, statistical data, and official documents. The study was also sent to the Parliamentary Committee for Culture,

Education, Research, Youth, Sport and Mass-Media and to the Broadcast Coordinating Council.

Before publishing the study, IJC launched the 2017 [Moldovan Press Status Index](#), an assessment of the situation of the media across the country that provided a broader overview of the circumstances under which media outlets operate.

Also, a baseline survey for the Moldovan media community titled [National Survey on Media Audience](#) was published on Media-Azi.md in 2018 to provide up-to-date figures on the media market.

EFFORTS TO IMPROVE THE LEGAL FRAMEWORK REGULATING ADVERTISING

During 2018, IJC continued the campaign to [amend the Law on Advertising](#) it had launched in 2016 due to the pressing necessity to improve regulations. In July, a draft law developed by IJC and discussed in the Parliamentary Working Group on Improving Media Legislation [was](#)

[registered in Parliament](#) as a legislative initiative by a group of MPs. This draft was the subject of multiple debates both in parliamentary committees and in plenary meetings. In mid-October, Parliament approved the draft law in the first reading.

EFFORTS TO IMPROVE THE LEGISLATION ON PERSONAL DATA FROM THE PERSPECTIVE OF FREEDOM OF EXPRESSION AND ACCESS TO INFORMATION

IJC's efforts [to amend the legal framework on personal data protection](#) in terms of [wider access to information of public interest](#) also continued in 2018. In July, a [draft law](#) developed by the Parliamentary Working Group on Improving Media Legislation [with IJC participation](#) was [registered in Parliament](#) as a legislative initiative. The draft law proposes a number of amendments to several legal acts: Law on Freedom of Expression, Law on Personal Data Protection, Petitions Law, Contravention

Code, Law on State Secrets, and Law on the Press.

Additionally, in September IJC made a public appeal to the authorities by launching a [video](#) featuring five journalists from print, investigative, and TV media cautioning civil servants that they were not open enough and that they had obstructed access to data that journalists had requested. In the video, the authorities are told that, "The solution exists; it just needs to be adopted."

LEGAL AID

To defend press freedom and journalists' rights to do their work, IJC offers free legal aid to journalists and to media outlets. In 2018, the Department for Media Legislation and Policy provided free representation in court in two cases. In the first, Radio Orhei filed a lawsuit against the Broadcast Coordinating Council after the state authority issued a broadcasting license to a radio station with the same name. In the second case, Victor Sofroni, Director of Impuls TV, benefited from free assistance after the Rezina police initiated a criminal case against him for making an intentionally spurious police call although the journalist had only asked the police to check an item of information about a potential offence he had received as a tip from anonymous sources.

The Department for Media Legislation also provided 33 legal consultations to journalists and media outlets. In May in connection with Press Freedom Days, the department launched the [Media Lawyer section](#) on the Media-azi.md portal.

Every Friday the IJC lawyer answers questions from journalists and media outlets regarding media legislation, journalists' rights and duties, freedom of expression, and access to information, among others. During 2018, 35 consultations were published.

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

In 2018, IJC consistently reacted to cases of intimidation of journalists. In all, 27 [declarations](#) mostly relating to restricting journalists' rights were published in Romanian, Russian, and English on [Media-azi.md](#) and were sent not only to media outlets but also to several embassies accredited in Chisinau.

ADVOCACY FOR PRESS FREEDOM (2018 PRESS FREEDOM DAYS)

Press Freedom Days offer an annual opportunity to assess the status of the Moldovan press and to highlight issues and challenges faced by journalists. In 2018 they started with the traditional solidarity march and picketing of Parliament, the Government and the Broadcast Coordinating Council.

Through this event, IJC and its partner organizations promote cohesion among journalists by urging media representatives to join forces and protest when authorities (i) delay decisions that facilitate journalists' work, (ii) hinder

transparency, (iii) support concentration of ownership of media outlets, (iv) do not respect journalists' right to expression; and (v) restrict access to information of public interest.

The [Memorandum on Freedom of the Press](#) was presented on 3 May and highlighted the main issues that affected media activity from 3 May 2017 to 3 May 2018, namely monopolization of the advertising market, media concentration, and restriction of access to information of public interest, among others.



Picketing of the Parliament

CAMPAIGN FOR MEDIA FOR GENDER BALANCE

In 2018, IJC continued the campaign [Media for Gender Balance](#) in order to promote positive models for the equal involvement of women and men and to combat gender stereotypes in the media. The last 2 of the 20 programs were published and promoted from January to April: [Education for Gender Equality](#) and [Postpartum Depression](#).

In addition, in March IJC launched the [Report](#)

[on Monitoring Media Content from the Point of View of Observing Gender Balance and Equal Opportunities](#) that showed that much of the media do not ensure gender balance and are not concerned with promoting equal opportunities in their journalistic products. The contribution of media institutions and the involvement of journalists in achieving this goal is uneven both in terms of achieving gender balance and in terms of how men and women are portrayed.



Presentation of the media content monitoring report from the perspective of gender balance, March 2018

RESULTS:

- IJC continued its efforts to improve legislation related to media activity. The draft law on advertising was voted in the first reading. Another draft law amending seven laws including the Law on Access to Information and the Law on the Protection of Personal Data was registered as a legislative initiative.
- IJC has involved many journalists in its advocacy campaigns. Around 100 journalists took part in the protest that marked the beginning of Press Freedom Days in 2018.
- IJC provided a number of recommendations to the media on ensuring gender balance in their material after a month-long analysis of the content that 10 media outlets offer to the public.
- IJC evaluated the legal framework on regulation and self-regulation of media activity in Moldova and the media situation in 2017 and provided recommendations to the authorities.
- Media outlets had access to up-to-date figures on media audiences provided by IJC as part of a study.
- IJC responded consistently to cases of intimidating journalists or of limiting their rights and signed 27 declarations along with other media NGOs that were used to notify competent authorities to investigate cases of abuse.
- IJC provided free legal support in two lawsuits and offered 33 free legal consultations to representatives of the media.

MEDIA EDUCATION

The year 2018 was a fruitful one in terms of media education. IJC continued to promote the optional subject “Education for Media” in schools in Moldova. At the same time, IJC started new activities in this area, all meant to encourage critical thinking.

OPTIONAL SUBJECT “EDUCATION FOR MEDIA”

From 20 to 22 April, IJC carried out the fourth [teacher training program](#) in this subject; it was attended by 18 teachers from different localities in Moldova, including the Transnistrian region. The training program was conducted based on the “Education for Media” curriculum approved by the Ministry of Education and based on the manual with the same title developed by IJC in 2017.

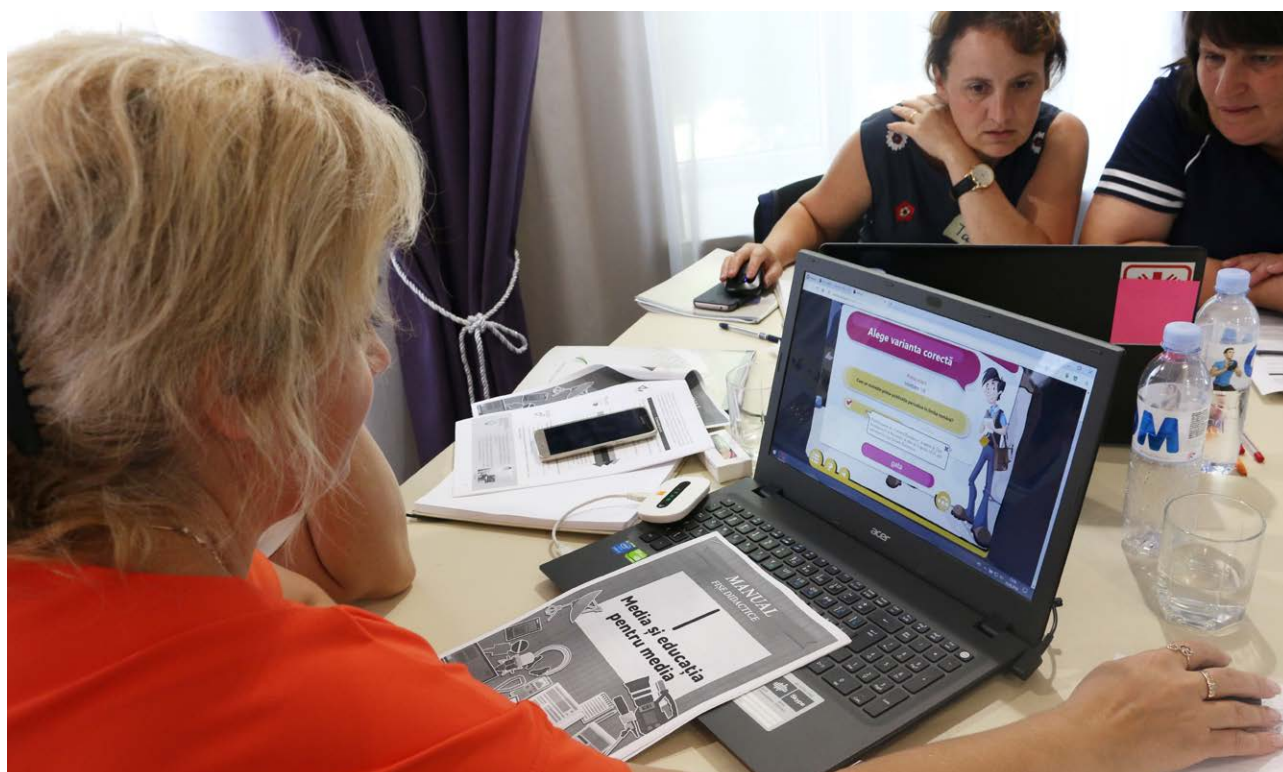
In 2018, IJC translated the manual for Russian language primary schools and printed 1000 copies. Also, in October IJC organized a [training session](#) for 15 teachers from Russian language primary schools.

To ensure the continuity of media education, in 2018 IJC also developed a curriculum for lower and upper secondary schools; the first one was approved by the Ministry in May 2018 while the

second is awaiting approval. In August, IJC organized two training programs for teachers in lower secondary schools. The first took place from [10 to 12 August](#), and the second from [17 to 19 August](#). They were attended by 32 teachers in total, 4 men and 28 women.

In parallel, with expert support IJC developed the [Education for Media textbook for lower secondary schools](#) and printed 1000 copies.

During the 2017–2018 school year, IJC launched the “Education for Media” course for primary schools. In that phase, 26 teachers from 25 schools were involved. In the 2018–2019 school year, more than 1500 pupils in at the primary and lower secondary levels in more than 30 schools in Moldova are studying media education in optional or master classes.



Teachers from several schools from different regions of the country participate in the “Media Education” training program, August 201

MEDIA EDUCATION WEEK

In order to keep promoting media education, IJC initiated the first [Media Education Week](#) from 22 to 28 November. During the week, “Education for Media” teachers organized debates; workshops; round tables; focus groups; poster

and photo contests; games; quizzes; visits to editorial offices, libraries, and museums; and meetings with journalists to promote critical thinking and the conscious consumption of information. Under the guidance of their teachers, pupils wrote articles for newspapers, simulated TV shows and organized radio contests, conducted flash-mobs, and went to museums and to editorial offices.

About 600 pupils, 50 teachers, and 80 parents participated in the [activities](#) organized for Media Education Week. The events took place in a total of 20 lyceums and gymnasiums in Falesti, Flor-esti, Causeni, Straseni, Orhei, Criuleni, Leova, Drochia, and Rabnita districts and in Chisinau Municipality.

To sum up the activities during Media Education Week, in November IJC organized a [meeting](#) with pupils and teachers. The event was attended by 18 teachers and 35 pupils (22 girls and 13 boys). The teachers shared their experiences teaching “Education for Media” while pupils got prizes for the best video submitted in the [“What did I learn at Education for Media?” contest](#).



Pupils attending the Media Education Week closing event, November 2018

MEDIACRITICA PORTAL

In 2018, [Mediacritica.md](#)—the first media education portal—continued to explain to the general public how the press uses manipulation techniques when it reports on sociopolitical topics and what fake news and propaganda are. The [Mediacritica.md](#) team also provided news stories with examples of ethical slips by journalists. The following portal sections were updated daily during 2018: “Filter the Information!” “Actions,” “Media in Sight,” “Observations,” and “Media ABCs”. Altogether, they gathered over 49,000 views, a 60% increase compared with 2017.

In 2018, the team published 17 tutorials about internet safety, secure e-mail passwords, online harassment, and useful school apps under Media ABCs. Young people are the target group of these videos; the tutorials became their guides on how to surf the internet safely and where



they can find useful information. The tutorials were taken over and screened by OWH Studio during the [Cronograf 2018](#) tour which covered 21 settlements in Moldova.

In March 2018, the Media Education platform was launched in addition to the existing sections of [Mediacritica.md](#). It is a supplement to the optional “Education for Media” course taught in schools. The platform hosts useful resources for teachers, pupils, and parents and includes several headings and sub-headings: “To Learn,” “Media Fun,” “I’m Curious,” and “Games.”

MEDIA MONITORING

In 2018, IJC continued to monitor 12 media outlets with national coverage including media portals and TV stations that produce content in Romanian and in Russian to identify and explain ethical deviations committed by journalists and manipulation techniques used by the media outlets when reporting on sociopolitical events. For this purpose four monitoring reports were launched in 2018, all translated into Russian and English and published on the IJC websites [Mediacritica.md](#) and [Media-Azi.md](#). To make the

report content more accessible, IJC launched a number of video products that explain manipulation techniques in plain language.

At the same time, in order to measure how media consumers perceive media manipulation, in September 2018 IJC launched the sociological research study on media consumption and population perceptions about false and distorted media information “[Media consumption and consumers’ perception of media manipulation.](#)”

THE FIFTH POWER MEDIA HACKATHON

The fourth edition of the [Fifth Power Media Hackathon](#) took place from 6 to 8 July and was about media education. There were 39 participants (24 men and 15 women) divided into 12 teams that worked on the development of IT projects—web or mobile applications—meant to promote media education and to help media consumers to be informed consciously and not allow themselves to be manipulated. In the end, five winning teams were nominated: Hype

Mode Media, Youth Media Center, MOMO, InstaNews Builders, and PythonPlato. Two of the winners launched their projects in November and offered them to media outlets for free. [InstaNews Builders](#) provides journalists and bloggers with an online tool that allows them to transform their publications into Instagram Stories, and [Hype Mode Media](#) developed the idea of a module that transforms certain words into emojis.



Fifth Power Media Hackathon, 4th edition: “Media Education.” July 6-8, 2018, Chisinau

GRANTS FOR CAMPAIGNS AGAINST MISINFORMATION AND PROPAGANDA IN THE MEDIA

In June, IJC announced the [second grant contest](#) under the program “Media Enabling Democracy, Inclusion and Accountability in Moldova” aimed at conducting campaigns against misinformation and propaganda in the media. The [winning projects](#) were from the Media Creation and Innovation Academy and from Miraza SRL.

The Media Creation and Innovation Academy proposed producing several videos explaining manipulation and misinformation while Miraza SRL proposed a number of programs that would approach the same phenomenon in a rather satirical and humorous manner.

MEDIA AZI

In 2018, IJC produced 37 editions of the show Media Azi, a product meant for the media community as well as the general public. The hosts highlight topical issues in the media sector and difficulties that journalists encounter by giving the floor to reporters, media managers, media experts, and researchers. All editions have been published on the IJC portals [Media-azi.md](#), [Mediacritica.md](#), and [Moldova-azi.md](#) as well as on [IJC's YouTube channel](#).

RESULTS:

- Through the Mediacritica.md portal, IJC contributed to the development of critical thinking among media consumers and raised their awareness of journalistic content.
- The Mediacritica.md portal team launched 15 digital tutorials to teach teenagers and young people to surf the internet safely, among other things.
- IJC helped expand the scope of teaching the course “Education for Media” in Russian language classes in primary school as well as in Romanian language classes in lower secondary schools. In the 2018–2019 academic year, more than 1500 pupils at the primary and lower secondary levels in more than 30

schools in Moldova are studying “Education for Media” in optional or master classes.

- The “Education for Media” curriculum for upper secondary schools was developed in 2018.
- For the first time in the Republic of Moldova, IJC organized Media Education Week which involved around 600 pupils and 50 teachers from 10 regions of the country.
- Journalists, media managers, experts and researchers took the floor at 37 editions of the Media Azi Show to talk about subjects important to the media community and to explain them to consumers of journalism products.
- Five teams of journalists and IT developers obtained grants under the 2018 Fifth Power Media Hackathon and created apps and online games in media education.
- IJC monitored 12 media outlets and assessed how they reported on topics of public interest and published four monitoring reports.
- IJC provided the media community with up-to-date figures about media consumers’ perceptions of media manipulation.

ORGANIZATIONAL DEVELOPMENT

Organizational development is one of the IJC's strategic objectives. In 2018, the IJC team implemented not only policies developed over the past years but also policies developed in 2018. In addition, training was provided to team members mostly in special programs delivered by IJC but also in some by partner organizations.

FOUNDING ASSEMBLY

- Nicolae Negru
- Alexandru Cantir
- Angela Sirbu

MEMBERS OF IJC BOARD

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

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

IJC TEAM 2018

Nadine Gogu	<i>Executive Director</i>
Anastasia Nani	<i>Deputy Director</i>
Ina Grejdeanu	<i>Director for Strategic Development</i>
Sorina Stefarta	<i>Director, School of Advanced Journalism</i>
Veronica Marin/ Ghenadie Rabacov	<i>Academic Coordinators, School of Advanced Journalism</i>
Cristina Mogildea Leva	<i>Head of Department, Media Azi and Research Department</i>
Cristina Zavatin	<i>Program Coordinator, Media Azi and Research Department</i>
Rodica Catareu	<i>Program Coordinator, Training and Communication Department</i>
Mariana Tabuncic	<i>Program Coordinator, Training and Communication Department</i>
Liliana Croitor	<i>Program Coordinator, Training and Communication Department</i>
Veronica Coroi	<i>Program Assistant, Training and Communication Department</i>
Tatiana Corai	<i>Editor, Media Azi portal, www.media-azi.md</i>
Vasile Gancev	<i>Reporter, Media Azi portal, www.media-azi.md</i>
Zinaida Gheata	<i>Program Coordinator, Legal Department</i>
Natalia Chivriga	<i>Social Network Manager</i>
Denis Tkaci	<i>Cameraman/Cinematographer, Campaign and Production Department</i>
Stela Boico/Ion Profor/ Petrica Braghis	<i>Technical Resource Coordinators</i>
Angela Maximenco	<i>Chief Accountant</i>
Elena Ciumac	<i>Accountant</i>
Dumitru Cernei/Vasile Lasco	<i>Drivers-Administrators</i>

PROJECTS IMPLEMENTED IN 2018 AND DONORS/PARTNERS

- 1. Institutional Support Program** funded by the Swedish International Development Cooperation Agency via the Embassy of Sweden in Chisinau. Activities: advocacy campaigns; contests for journalists; updating Media Azi and Mediacritica portals; producing programs; organizing School of Advanced Journalism courses; media monitoring and research; organizational development activities. Implementation period: June 2016–July 2019.

Activities: advocacy campaigns; training programs for journalists; production and broadcasting of programs on European issues; publishing commentaries on topical media issues on the Media Azi portal. Implementation period: August 2016–June 2018.
- 2. Media Enabling Democracy, Inclusion and Accountability in Moldova (MEDIA-M)** funded by the U.S. Agency for International Development (USAID) and implemented by Internews. Activities: training programs for journalists; promoting media education; grants for new opportunities; media monitoring and research. Implementation period: May 2017–April 2022.
- 3. Strengthening the Freedom of Opinion in the Republic of Moldova** funded by the Deutsche Welle Akademie via the Federal Ministry for Economic Cooperation and Development in Germany. Activities: media literacy lessons for pupils; teacher training programs; piloting the optional course “Education for Media.”
- 4. Strengthening Independent Journalism** (organizing School of Advanced Journalism courses) funded by the National Endowment for Democracy (NED). Implementation period: October 2016–June 2017; October 2017–June 2018.
- 5. Advocacy Campaigns Aimed at Improving Transparency of Media Ownership, Access to Information and Promotion of EU Values and Integration** funded by USAID.
- 6. Europe in sight: The German-Moldovan journalism network goes online!** implemented by Deutsche Gesellschaft e.V. with the financial support of Germany’s Federal Foreign Office. Activities: two study visits to Chisinau and Berlin for journalists from the Republic of Moldova and Germany; publication of journalistic material; creation of an online platform.
- 7. World Press Photo Exhibition**, organized in Chisinau with the financial support of the Embassy of the Kingdom of the Netherlands in Bucharest.
- 8. Strengthening Independent Media in Moldova, Ukraine and Georgia** implemented by IJC and Internews. Activities: production of national, local, and regional multimedia packages; organization of a media innovation lab; European Café discussion clubs. Implementation period: November 2016–June 2018.
- 9. Understanding the Audience Via Digital Assistance** funded by the Swedish International Development Cooperation Agency via Internews Europe. Activities: regional training for media experts on audience and digital development of media outlets; in-house consultations for six media outlets; small grants for audience growth provided to four media outlets to develop tools and strategies for growing their online audiences.

2018 FINANCIAL STATEMENT

PROJECTS	2018				
	2017 balance	Received	Spent	Balance	Funding
	\$	\$	\$	\$	
Institutional Support Program	39725	180736	201511	18950	Swedish International Development Cooperation Agency (SIDA)
Advocacy Campaigns Aimed at Improving Transparency of Media Ownership, Access to Information and Promotion of EU Values and Integration	1180	18180	19360	0	FHI 360 Program / United States Agency for International Development (USAID)
Strengthening Independent Media	0	66118	63147	2971	Internews
Media Enabling Democracy, Inclusion and Accountability in Moldova (MEDIA-M)	64370	200180	232254	32296	Internews / United States Agency for International Development (USAID)
More about NATO training	0	863	863	0	NATO Liaison Office in the Republic of Moldova
Photojournalism training	0	3042	3042	0	United States Agency for International Development (USAID)
Strengthening Freedom of Opinion in the Republic of Moldova	0	52518	44120	8398	Deutsche Welle Akademie / Federal Ministry for Economic Cooperation and Development from Germany
Organisation of World Press Photo Exhibition 2018	0	12802	12802	0	Embassy of the Kingdom of the Netherlands in Bucharest

PROJECTS	2018				
	2017 balance	Received	Spent	Balance	Funding
	\$	\$	\$	\$	
Moldovan-German Project Europe in sight: The German-Moldovan journalism network goes online!	0	3194	3194	0	Germany's Federal Foreign Office
Strengthening Independent Journalism	8636	20000	28636	0	National Endowment for Democracy
Media Viability Index	2775	5235	7238	772	IREX (International Research & Exchanges Board)
Financial support for a study visit	848	143	991	0	IFEX
Innovative Techniques for Quality Journalism training	0	10058	10058	0	Balkan Investigative Reporting Regional Network Association (BIRN Hub)
Understanding the Audience Via Digital Assistance	0	65738	46773	18965	Internews, SIDA
Media Campaigns Against False and Biased Information	0	5452	5452	0	First Media
Production and promotion of three videos	0	4967	4967	0	Legal Resources Center from Moldova
Percentage designation 2%	196	269	196	269	Ministry of Finance
Reserve Fund	97055	30197	22897	104355	IJC Funds
School of Advanced Journalism, taxes	0	1396	1396	0	Services, taxes
TOTAL	214785	681088	708897	186976	



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