Moldova Partnerships for Sustainable Civil Society

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<td>API</td>
<td>Asociatia Presei Independente (Association of Independent Press)</td>
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<td>APT</td>
<td>Asociatia Psihologilor Tighina (Association of Psychologists from Tighina)</td>
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<td>ASD</td>
<td>Autism spectrum disorder</td>
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<td>ATVJI</td>
<td>Asociatia “V.I.P.,” a Telejurnalistolilor Independenti din Republica Moldova (Association of Independent TV Journalists)</td>
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<td>CAP</td>
<td>Platforma pentru Cetatenie Activa si Parteneriat pentru Drepturile Omului (Platform for Active Citizenship and Human Rights Partnership)</td>
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<td>CA</td>
<td>Citizens Act</td>
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<td>Centrul pentru Jurnalism Independent (Independent Journalism Center)</td>
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<td>CJU</td>
<td>Clinica Juridica Universitara (University Legal Clinic)</td>
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<td>CICO</td>
<td>Centrul de Informare si Consultanta Organizationala (Center for Organizational Consultancy and Training)</td>
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<td>CNTM</td>
<td>Consiliul National al Tineretului din Moldova (National Youth Council of Moldova)</td>
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<td>CPD</td>
<td>Centrul Parteneriat pentru Dezvoltare (Center Partnership for Development)</td>
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<td>LRCM</td>
<td>Centrul de Resurse Juridice din Moldova (Legal Resource Center from Moldova)</td>
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<td>Government of Moldova</td>
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<td>Local Public Authority</td>
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<td>Moldova Partnerships for Sustainable Civil Society</td>
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<td>Non-Commercial Organizations</td>
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<td>Organizational Development Assessment</td>
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I. INTRODUCTION

This report covers the fourteenth quarterly reporting period (April 1 – June 30, 2017) of the Moldova Partnerships for Sustainable Civil Society (MPSCS) project. MPSCS is a five-year project funded by the United States Agency for International Development (USAID) and implemented by FHI 360 and its partner, the European Center for Not-for-Profit Law (ECNL).

The purpose of the project is to improve the capacity of Moldovan civil society to represent citizens’ interests, influence policymaking, and sustain the sector’s democratic role for the future. MPSCS accomplishes this goal by meeting three objectives:

- **Objective 1:** Civil Society Organizations (CSOs) more effectively represent their constituencies
- **Objective 2:** Institutional capacity of strategic partners developed
- **Objective 3:** Enabling environment more conducive to long-term sustainability of civil society

This quarter, MPSCS continued supporting advocacy and fundraising initiatives, building a democratic legal framework and promoting constituency engagement among Moldovan CSOs. Some of the most significant achievements in this reporting period include the following:

- Per the State Tax Service, 19,806 Moldovans used the 2% mechanism in 2017 and shared an amount of MDL 4.23 million (approx. $220,000) with CSOs and religious organizations. MPSCS continues its support to the authorities and CSOs to implement the 2% Law and to inform a wider audience of citizens about how to use the mechanism;
- The Civil Society Development Strategy (CSDS) for 2017-2020 and Action Plan were developed by the Parliament’s public-private working group (consisting of over 60 CSO representatives, Members of Parliament (MPs) and Government of Moldova (GoM) officials) with MPSCS support and submitted to the Parliament. The Strategy aims to increase CSOs’ involvement in public decision making, to ensure their financial viability, and to ensure their independence in representing and engaging citizens, by improving the 2% mechanism, establishing a unit for cooperation with CSOs, and improving and creating new philanthropic and funding mechanisms;
- In May, the GoM approved the Regulation on Sanitary Requirements in Social Services for People with Disabilities (PWD), covering requirements for "Community Houses", "Protected Houses" and "Respiros," as a result of Speranta si Sanatate and other PWD-focused CSOs’ advocacy. These regulations ensure PWDs’ rights to healthcare and social assistance at home and explains their rights when placed in state-funded or in private nursing homes.
- In May, MPSCS media partners Asociatia Presei Independente – API (Association of Independent Press) and Centrul pentru Jurnalism Independent – CJI (Independent Journalism Center) were accepted as members of the Parliament’s Public-Private Working Group aimed at improving media legislation, including prevention of propaganda and disinformation.

In addition to these achievements, other key areas of progress are described below.

Under Objective 1, three MPSCS partners - API, CJI and Asociatia “V.I.P.” a Telejurnalistilor Independenti din Republica Moldova - ATVJI (Association of Independent TV Journalists) continued implementing the STOP FALS! campaign, reaching over 500,000 Moldovans. Over 1,200 Moldovans increased their media literacy and improved their skills in detecting false and biased information by using API’s StopFals application for mobile phones, which runs on Android and iOS operating systems. CJI’s MediaErudit interactive game launched under the same campaign. Additionally, as a result of advocacy from Tinerii pentru Dreptul la Viata – TDV (Youth for the Right to Life), the Ministry of Justice (MoJ) amended Moldova’s Classification of Occupations, recognizing Volunteers...
Coordinator as an official job function as of May 5. This incentivizes volunteering in Moldova since Moldovan universities will start introducing this specialty into their CSO management curricula and private and public institutions will be allowed to hire people for this position.

This quarter MPSCS successfully concluded all five PWD Rights grants. Over 900 PWDs, including those with intellectual disabilities, received training, specific services and consultations. Over 30,000 citizens were reached through round tables, trainings, focus groups, conferences, and TV spots conducted by the five CSO partners focused on PWD rights. In addition, MPSCS’s five Citizens Act (CA) grantees conducted workshops, discussion clubs, round tables, trainings, survey and TV programs that resulted in over 500 people expressing their opinions on their community’s problems. CA grantees engaged LPAs too – in Basarabeasca, LPA representatives were invited to workshops and public hearings to express their opinions and this dialogue led to a local Development Strategy for 2017-2021.

Under Objective 2, MPSCS continued to support the capacity development of the Project’s partner CSOs, who improved their governance, financial management, procurement, fundraising skills and project management. Representatives of 14 partner CSOs improved their skills in project evaluation and learned how to use MPSCS capacity building tools by attending two focus-group discussions led by a contracted expert, Ms. Carmen Luca Sugawara. Centrul de Informare si Consultanta Organizationala – CICO (Center for Organizational Consultancy and Training) worked closely with Ms. Luca Sugawara and the MPSCS team to adjust the MPSCS Capacity Development Strategy to Moldovan CSO needs and apply the Organizational Development Assessment (ODA) tool so that CICO can take ownership of both.

Finally, under Objective 3, MPSCS and its partners assisted the Parliament and GoM to improve their civil society-related policies, as described in the key achievements above and in the highlights below.

II. MPSCS HIGHLIGHTS, APRIL 1 – JUNE 30, 2017

Objective 1: CSOs More Effectively Represent their Constituencies

- Five CA partners launched projects focused on protecting children online, engaging citizens in decision making in the Gagauz region and Basarabeasca district of Moldova and improving legal protection for people living with HIV, people with mental disabilities, and victims of medical malpractice;
- Youth centers funded by national and local authorities and aimed at providing educational services to youth will be created in each of the 32 districts of Moldova due to Consiliul National al Tineretului din Moldova – CNTM (National Youth Council of Moldova) and advocacy efforts by other Moldovan youth CSOs;
- A legal framework to create rehabilitation centers for PWDs in the breakaway region of Transnistria was developed by OSORC in cooperation with other CSOs and is awaiting approval from the de-facto Parliament of the Transnistrian region, anticipated in Fall 2017;
- More than 100,000 youth, elderly, women, disadvantaged persons, PWDs, and minorities improved their social wellbeing and the quality of their environment as a result of 30 advocacy campaigns and watchdog activities implemented by MPSCS partner CSOs.

Objective 2: Institutional Capacities of Strategic Partners Developed

- MPSCS continued providing intensive Technical Assistance (TA) to its Support Program (SP) partners CICO and Contact-Cahul to enable them to gradually take the lead on the implementation of several MPSCS tools;
- Fourteen MPSCS partners improved their skills in project impact assessment through two focus groups conducted by Ms. Carmen Luca Sugawara;
• Twelve CSOs’ human resources managers from all over Moldova improved their skills and knowledge in human resources management due to CICO’s three-day course;
• Sixteen Russian-speaking CSOs from the Transnistrian region and other regions of Moldova continued to build their systems through ongoing consultation and trainings on internal governance, human resources management and financial management as part of CICO’s capacity development program;
• Five PWD Rights Partners undertook their final ODA, showing improvement under most of the assessed institutional development areas.

Objective 3: Enabling Environment More Conducive to Long-Term Sustainability of Civil Society
• The Law on Non-Commercial Organizations (NCOs) has been drafted by the cross-sectoral working group with participation of Centrul de Resurse Juridice din Moldova – LRCM (Legal Resource Center from Moldova), local experts, and in close cooperation with ECNL, and was submitted to the MoJ. The draft Law is generally compliant with international standards and European practices, includes all existing non-profit entity forms, improves registration conditions and eliminates differences in the rules regarding the establishment of CSOs between residents and foreigners;
• ECNL and its partner, LRCM, continue the campaign to promote the 2% designation mechanism among CSOs and citizens, including trainings for CSOs and TA to authorities.

III. MPSCS PROGRESS APRIL 1 – JUNE 30, 2017, BY OBJECTIVE

OBJECTIVE 1: CSOS MORE EFFECTIVELY REPRESENT THEIR CONSTITUENCIES

To efficiently represent their constituents, 21 MPSCS Engage Program (EP) and SP partners continued to encourage citizens to participate in decision-making processes, improve current legislation, and address the urgent needs of their beneficiaries, including through joint advocacy efforts on behalf of their constituencies. MPSCS successfully concluded all five PWD Rights grants. Five partners awarded within the first round of the CA Small Grants Program engaged community members to address local issues and advocated to bring social change at the local and national level. Two out of six shortlisted proposals within the second CA round of small grants received concurrence from USAID and the other four proposals are undergoing due diligence.

The sections below summarize the project grantees’ main activities and achievements in this reporting period.

CSO ADVOCACY AND GOVERNMENT OUTREACH

Clinica Juridica Universitara – CJU (University Legal Clinic) focused on providing free-of-charge legal services to disadvantaged categories of people from the North of Moldova and consulted 45 beneficiaries on their employment, property and consumers’ rights. As a result of CJU’s assistance, 30 beneficiaries successfully solved their cases. In addition, CJU continued its face-to-face, 2% Law-focused campaign in 12 localities from the north reaching over 1,500 citizens. An infographic and a booklet with information about the 2% mechanism were produced and disseminated as part of this...
campaign. In addition, CJU conducted four workshops for 80 CSOs’ representatives on the 2% Law and other alternative sources of funding. Eight CSOs started preparing the required documentation for the MoJ to be accepted as beneficiaries of the 2% Law in 2018.

Asociatia Psihologilor Tighina – APT (Association of Psychologists from Tighina) addressed the needs of migrants, disadvantaged groups, grassroots and local initiative groups from 15 localities of three target districts – Causeni, Anenii Noi and Stefan-Voda. In doing so, APT developed 156 professionals’ skills in working at the community level through joint efforts. The professionals included social workers, representatives of the Causeni Department of Social Assistance and Family Protection, police officers, doctors, nurses, teachers, psychologists, and other professionals and activists. Five cases were solved due to APT’s activity, including the urgent provision of shelter to a woman with five minors, assistance to victims of domestic violence, and employment of two women. Moreover, in collaboration with LPAs, local CSOs, citizens and the business sector, the grantee continues to raise funds to donate to disadvantaged people and to contribute to community development. This quarter, due to APT’s activities, an amount of MDL 3,000,000 and EUR 20,000 were collected and donated to six localities from Causeni district to implement civic engagement projects.

API builds the capacities of local media outlets through ongoing technical assistance provided by external experts. Sixteen independent media organizations attended a capacity development training and received 36 consultations from a layout designer (seven consultations), a web designer (six consultations), an accountant (seven consultations) and an IT Specialist (10 consultations) through API’s Center for Assistance. To increase awareness on false and biased information in the Moldovan media, API continued its STOP FALS! campaign together with partners CJU and ATVJI. The results of the campaigns are described below under Objective 3, Media Campaign Against False and Biased Information. This quarter, API monitored the media-related activities included in the EU-Moldova Association Agreement and in the GoM’s Action Plan for 2016-2018. API and the other partners launched the first monitoring report with a roundtable attended by 32 representatives of the public authorities, MPs, embassies, donor organizations and CSOs. The Report highlights that most of the planned actions were not completed or only partially completed, and that the impact that which has been completed has not been significant.

A total of four monitoring reports will be produced by API by March 2018. The next report will be published in September 2017. In addition, API is fully engaged in the development and improvement of the media sector in Moldova. In the past quarter the Parliament accepted API and CJU as members of the Parliament’s public-private working group tasked to improve media legislation, including on the prevention of propaganda, by the end of 2017.

EcoContact’s in-depth assistance led to the development and implementation of Local Development Strategies in three target localities - Mihaileni, Costesti and Carpineni, in Riscani and Hancesti districts. For example, as part of their Strategy, Mihaileni village procured and installed solar panels in public institutions (e.g. school and medical Centre), while Costesti and Carpineni villagers planted
25,000 trees. In addition, the grantee developed clear guidelines for the Law on Strategic Environmental Assessment, which was developed with EcoContact’s assistance and approved by the Parliament. EcoContact’s project ends on July 31, 2017.

This quarter, Caroma Nord’s Balti Environmental Strategy focused on improving Balti’s environment and engaging citizens into this process was debated by the members of the Balti Council and posted for public consultation on the Balti town web site, visited by over 163,000 citizens. The grantee will continue assisting authorities so that the strategy is approved in the next quarter.

Contact-Cahul continues mobilizing citizens into locally-driven advocacy in three villages, Lebedenco, Manta and Baurci Moldoveni. Contact-Cahul organized six one-day trainings on public finance and advocacy for the 88 Initiative Group members, including CSOs and LPA representatives from these localities. As result of Contact-Cahul assistance, the group from Manta collected over MDL 22,500 to support 150 disadvantaged families with food packages while Baurci Moldoveni and Lebedenco villages collected over MDL 6,500 to support kindergartens from their localities.

To identify barriers and gaps in contracting CSOs for a variety of services by the State, Centrul pentru Asistența Juridica pentru Persoane cu Dizabilități – CAJPD (Center of Legal Assistance for Persons with Disabilities) carried out two focus groups bringing together 17 government and CSO representatives, and three roundtables in Edinet, Singerei and Ceadir-Lunga. Based on the needs identified by the focus groups, the LPA from Falesti town marked a crosswalk for people with visual disabilities and installed a road indicator in front of the Falesti Office of Territorial Association of the Blind of Moldova to assist the visually impaired so they can walk safely in an area surrounded by important centers such as City Hall, the District Council, the Post Office and the Falesti Palace of Culture (a concert hall). Additionally, the LPA built an accessible sidewalk for people with physical disabilities in Ceadir-Lunga. Next quarter, CAJPD will summarize all the findings from these two discussions in a study and will share it with the stakeholders.

TDV continued to monitor the implementation of public policies related to volunteering. As a result of TDV’s advocacy, the Ministry of Justice amended Moldova’s Classification of Occupations recognizing the position of volunteer coordinator as an official job function. This fact should foster volunteering, especially longer-term volunteering, at public institutions such as the mayor’s offices, hospitals, libraries and museums.

Femeia si Copilul – Protectie si Sprijin – FCPS (Woman and Child-Protection and Support) continued to build the organizational capacities of four CSOs from Criuleni and Dubasari districts to help them promote the rights of vulnerable groups from served communities. To improve these partner CSOs’ income generation, FCPS has organized two study visits to social entrepreneurs from Moldova. As a result, FCPS members and members of its four partner CSOs learned of best practices in the field of social entrepreneurship and improved their understanding of the challenges and most frequent mistakes when launching social enterprises. FCPS will continue assisting its partners so that they develop their own income generation activities.

To assist seven partner CSOs from Falesti, Floresti, Rezina and Soldanesti districts to receive accreditation for social contracting and funding from state authorities, CASMED continued to improve their organizational performance through capacity building activities and by helping them develop and implement Strategic Plans. The seven CSOs will be able to obtain the package of documents needed for accreditation and will become more financially sustainable. Subsequently, more than 500 elderly people from the above-mentioned districts will benefit from
improved social services. In addition, CASMED carries out regular meetings with the National Network of Home Care Service Providers in order to foster collaboration and partnership among the 30 member CSOs to protect the living conditions of elderly people and to amplify their influence over state policies. As a result, the network signed a Memorandum of Understanding on June 16 with the Ministry of Health to improve existing regulations and mechanisms related to the activity of home care services providers in Moldova, thus contributing to a better quality of service provision.

**CITIZENS ACT SMALL GRANTS PROGRAM**

Under the second round of the “Citizens Act” Small Grants Program launched in February 2017, a total of 28 applications were received and out of 27 eligible proposals, six were shortlisted by the MPSCS Review Committee:

1. Centrul de Resurse pentru Educație Ecologică și Dezvoltare Durabilă – CREEDD (Resource Center for Environmental Education and Sustainable Development)
2. Asociația Studentilor și Rezidenților în Medicină din Moldova – ASRMM (Association of Medical Students and Residents from Moldova)
3. Pro-Trebujeni
4. Genesis
5. Centrul de Intervenție Precoce Voinicel – Voinicel (Centre of Early Intervention Voinicel)
6. Fundatia Filantropică Medico-Sociala “Angelus-Moldova” – Angelus (Philanthropic Medico-Social Foundation “Angelus-Moldova”)

In the reporting quarter, MPSCS worked with these applicants to fine tune their proposals per the review committee’s recommendations. By the quarter’s end, two final project descriptions had been submitted to and approved by USAID (Angelus and Voinicel), with start dates of September 1 and October 1.

At the same time, MPSCS continued to work with the grantees selected under the first round of the Small Grants Program and to assist them toward achieving the established project objectives. Details on the awards under the first round of the “Citizens Act” Small Grants Program are described below:

Through its project, **Institutul pentru Drepturile Omului din Moldova – IDOM (Institute for Human Rights from Moldova)** is looking to improve the legal environment regarding the protection of human rights for people living with HIV/AIDS, people with mental disabilities and victims of medical malpractice in Moldova, and to increase the knowledge of public servants and private providers on these subjects. To increase the level of awareness and information, IDOM developed 1,000 pocket-cards in Romanian and Russian, explaining in an easy-to-read version the rights of people with mental disabilities. The informative materials will be distributed in health institutions, placement and information centers, as well as by other CSOs.

**Centrul Național de Prevenire a Abuzului față de Copii – CNPAC (National Center for Child Abuse Prevention)** is making efforts to protect children and teenagers from sexual abuse and exploitation and to encourage society to take decisions to prevent these issues. To achieve this aim, CNPAC developed and launched an online platform targeting teenagers – 12plus. Five psychologists specializing in trauma and the rehabilitation of abused children work daily to publish articles, vlogs, and tests on the website on topics of interest for teenagers and to answer questions from the target group. In the first month since its launch, the site reached 1,032 unique visitors and 3,800 page views. In the first week after the platform launched, five teenagers used the website to ask CNPAC psychologists about sensitive questions, such as emotional problems, sexual relationships,
and conflicts with parents and peers. All questions were answered promptly and confidentially. To promote the platform and increase the level of awareness regarding sexual abuse and exploitation, the project team is sending monthly newsletters by email to over 600 stakeholders (parents, teenagers, local and central authorities, psychologists, child protection professionals, mass media) and developed leaflets, bracelets, eco-bags, notebooks, pens for teenagers and their parents, and posters, which will be distributed in schools and libraries with the help of partners. Finally, to establish contact with teenagers, CNPAC organized two discussion clubs for 26 teenagers. As result, young people had the opportunity to talk with two psychologists about romantic relationships in adolescence, sponsoring, and sexting.

**Asociatia Obstesasca Clinica Juridica Comrat – CJC (Comrat Legal Clinic)** is working toward identifying and mapping the issues of local communities from the autonomous region of Gagauz-Yeri while simultaneously increasing the level of youth involvement in the process of decision making at the local level. On May 7, 2017, CJC organized a roundtable to launch the project. The event was attended by young people, representatives of local CSOs and LPAs (including Ms. Ecaterina Jekova, the Chairman of the Commission for External Relations and Local Public Authorities of the People’s Assembly of Gagauz-Yeri, who expressed her support for the project), and Lynn Vega, Deputy Director of USAID/Moldova. Nineteen young people from Gagauz-Yeri were trained on how to get engaged in decision making and build cooperation with different institutions involved, such as CSOs, LPAs, the business community, and media. After the training, the most active young people had the chance to become project volunteers and help CJC conduct a survey and interview 510 citizens and 10 mayors from 24 communities. Based on the responses, the grantee will develop a mapping of the issues for local communities of Gagauz-Yeri and will work to solve five socially-significant problems highlighted in the report.

**Federatia pentru Drepturi si Resurse a Persoanelor cu Tulburari din Spectrul Autist din Republica Moldova – FEDRA-Moldova (Federation for Rights and Resources for People with Autism Spectrum Disorders in the Republic of Moldova)** aims to promote community involvement in supporting children with autism during its six-month project. On May 25, 2017, FEDRA conducted a press conference to officially launch the project and to inform the public about its objectives. The event was attended by several media representatives and two reports appeared in professional media about the children with autism and the efforts undertaken by FEDRA. To facilitate access to information and consultations for all actors focused on autism, the grantee is working on developing a web platform titled Autism Moldova, which will connect various actors and will offer a space for specialists to receive and exchange information. In order to promote the website, FEDRA will carry out two local roundtables in Cahul and Ungheni, and will organize a charity concert in Ungheni in September.

Through its project, local CSO Jenskii Club Golubca – Golubca (Women’s Club Golubka) is seeking to engage citizens from Basarabeasca to identify the problems faced by their community and to participate in the development of the Socio-Economic Development Strategy for Basarabeasca town.
In order to inform the local community and local authorities about the project aim, Golubca conducted a roundtable with all interested parties on April 20. In addition, to engage with the citizens and to identify the most pressing issues they face, the grantee produced and broadcasted four live TV programs on local TV focused on youth, social issues, business community and ethnic minorities. Each TV program was broadcast twice on a local TV station (BasTV) and re-aired on a regional TV channel (Canal Regional), reaching a viewership of up to 900,000 people. Building on the information identified during the live TV programs, Golubca conducted four workshops to draft the Socio-Economic Development Strategy for 2017-2021 for Basarabeasca. Thus, 48 people including representatives of LPAs, CSOs and local citizens, expressed their needs and opinions regarding the content of the strategy and roles of each actor. In the next quarter, Golubca will work closely with contracted experts to draft the Strategy and present it for public hearing to the Local Council to collect suggestions on its improvement and place it on the LPA’s agenda for final approval.

PEOPLE WITH DISABILITY RIGHTS ADVOCACY

As of July 14, all the five PWD Rights Program (2015-2017) CSO partners successfully completed their projects. The main activities and achievement of these MPSCS Partners are described below.

To promote its earlier developed easy-to-read version of the UN Convention on the Rights of Persons with Disabilities and Law on Social Inclusion of Persons with Disabilities, Speranta Center conducted six informative sessions and nine trainings, reaching more than 300 individuals. Over 3,000 people with intellectual, learning and communication disabilities will use the easy-to-read version of the UNCRPD to strengthen the respect for their rights by various stakeholders in Moldova, including policy makers, public officials and law enforcements officers. Speranta’s project ended on May 14, 2017.

OSORC (located in Tiraspol, de-facto capital of Moldova’s breakaway region of Transnistria) sought to inform the public and raise awareness about PWD and to increase social involvement and visibility of PWDs and their families. This quarter, OSORC conducted 25 six-hour master classes on needlework, titled “Manufactory without Borders”, attended by 403 people. The organization prepared a program on 16 new types of crafts and developed seven performances on human rights topics involving 202 people – parents, teachers and young PWDs. In addition, OSORC in cooperation with other CSOs and public officials, developed a legal framework to create rehabilitation centers for PWD from the breakaway region of Transnistria. OSORC’s package of draft regulatory documents is planned to be approved by the de-facto Parliament in fall 2017. Should the bill be approved, the state-funded rehabilitation centers will provide medical, social and psychological assistance to PWDs from the region.

Through its project, Speranta si Sanatate aimed to raise awareness among parents and guardians of people with mental disabilities about existing barriers to social integration and how they can be overcome, provide free legal assistance to project beneficiaries, and advocate for the rights of people with mental disabilities by analyzing and amending existing legislation. As a result of this project, 239 people and 27 CSO representatives improved their skills and knowledge on legal matters.

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related to PWDs during 16 legal seminars and one roundtable and discussed the legal framework. In addition, about 100,000 citizens increased their awareness of PWDs’ problems through the grantee’s brochures and TV spots broadcasted by TV channels, social networking and YouTube.

In May 2017, due to Speranta si Sanatate and several other PWD rights CSOs, the GoM approved the Regulation on Sanitary Requirements in Social Services for People with Disabilities for the several types of halfway houses, namely "Community Houses," "Protected Houses," and "Respiros". These regulations ensure PWD rights to get healthcare and social assistance at home and explains their rights when placed in state-funded or in private nursing homes. Speranta si Sanatate’s project ended on May 31, 2017.

The National Program of Mental Health (NPMH) for 2017-2020 was approved by the GoM in mid-April due to SOS Autism and several other PWD focused CSOs’ efforts. For the first time in Moldova, this program stipulates state-funded social assistance and healthcare to persons with autism and persons with mental health issues. The CSOs will continue to monitor the implementation of the NPMH 2017-2020 and to assist PWDs, LPAs and CSOs from Moldova to develop public policies and inclusive services for people with autism spectrum disorders (ASD). Also, SOS Autism conducted a survey aimed at measuring the impact of their project activities implemented during May 2015 - April 2017. Per this survey, the percentage of survey respondents who know about ASD increased by 35% (from the 52% base line in 2015 to 87% in 2017). SOS Autism’s project ended on April 30, 2017.

YOUTH INTEGRATION

In the reporting period, three MPSCS youth-focused partners continued to monitor the implementation of the local budgets allocated for youth and youth policies, promoting community development and involving young people in decision-making processes at the local and national levels.

On April 6, 2017, as result of MPSCS youth CSO partners and other Moldovan youth CSOs’ active involvement in the development of youth policies, the Ministry of Youth and Sports approved a Program for the Development of Youth Centers in 2017-2022. Per the program, youth centers will be created in each district of Moldova and the Ministry will disburse an amount of MDL 100,000 (approx. $ 5,200) to equip each of the centers with computers and tables. Youth centers will offer a variety of leisure, developmental, and sports programs to youth including after school, weekend, and summer programs.

CNTM carried out three monitoring visits in Cimislia, Balti and Dubasari to monitor the budget allocated for youth in line with the implementation of youth policy at the local level. LPAs from these districts received assistance from CNTM on how to properly budget for youth development and how to make it transparent as per the regulations for transparency in public decision making. In addition, with funding from other donors, CNTM developed a youth platform - youth.md. Through this platform, CNTM aims to promote the civic spirit of young people and to inform them about opportunities to volunteer and to participate in public life.

Certitudine carried out six trainings on community development for 27 youth from Elizaveta village, Balti municipality. Certitudine will select the best project idea submitted by these participants and will help them to implement a community development project in the next quarter. In addition, the
CSO assisted the youth group from Bilicenii Vechi village, Singerei district to implement their project. As a result, youth from this locality installed benches, trash bins as well as outdoor sports equipment and a small parking area for bicycles in the local park.

To promote transparency in education, the Fundatia pentru Dezvoltare din RM - FDRM (Foundation for Advancement of Moldova) carried out three workshops on public procurement for 119 school representatives from Moldova. FDRM will provide follow up assistance to the participants so that they can develop transparent and cost efficient procurement systems in their schools.

**COMMUNICATION AND MEDIA**

MPSCS grantees continued to raise public awareness and promote their activities and achieved results using mass-media, organizational websites, and social media outlets as successful methods of communication with their constituencies.

In addition, on May 4, CJI organized a public debate/policy forum to launch the Media Needs Assessment Study that provides a detailed analysis of the media landscape and of the major difficulties faced by media institutions from Moldova. Twenty-seven journalists, representatives of donor institutions and civil society organizations came together to discuss challenges that media institutions deal with in their daily activity. The presented data and drawn conclusions will serve both media agencies and media development organizations to develop programs aimed at strengthening the media sector in Moldova. Furthermore, with the purpose to raise awareness and promote the Journalist’s Deontological Code, on June 29, 2017, CJI launched an online quiz “COOL Etica” that can be accessed at the website: www.media-azi.md. CJI will encourage journalists to take the quiz and improve their knowledge of media ethical norms, so that they can produce higher quality materials.

**Producing and Disseminating a Set of Videos about Civil Society’s Achievements**

Per their subcontract with MPSCS aimed at informing the public about CSOs’ efforts and accomplishments, Parc Comunicatii, in close cooperation with MPSCS, identified the topics for each of the five three-minute videos and selected the partner CSOs:

1. Motivatie’s beneficiaries successfully advocating for accessible public buildings;
2. CASMED’s volunteers caring for the elderly in rural areas;
3. CJI’s successful campaign to regain journalists access to parliamentary debates;
4. CJC’s work engaging youth in the Gagauz Yeri region to help define and solve their local community issues;
5. LCRM’s work in promoting the 2% mechanism and how CSOs like SOS Autism will benefit from it.

The subcontractor, together with its partner, Realitatea TV documented and developed scenarios for each of the TV spots. All video material was successfully recorded by the production team in May and June. The edited and final spots will be broadcasted on national and local TV stations starting in September.
OBJECTIVE 2: INSTITUTIONAL CAPACITIES OF STRATEGIC PARTNERS DEVELOPED

In this reporting period, MPSCS continued enhancing the capacities of its partners to be change agents within their fields of expertise and in collaborating with others to advocate effectively for their constituency. At the end of their projects, all five PWD rights partners undertook their final ODAs and showed improvement under most of the assessed areas. To analyze the partners’ organizational development (OD) results and to foster their commitment towards improving their organizational development, a hired capacity development expert carried out a two-week trip to Moldova and met with MPSCS partners.

CAPACITY BUILDING

Partners’ Training and Development Plans (TDPs)

This quarter, MPSCS worked with grantees to develop good governance, financial management, procurement, project management, fundraising and advocacy skills. In line with their Training and Development Plans (TDPs), Caroma Nord and Contact-Cahul improved their visibility by publishing their annual Activity Reports while TDV and CICO revamped their web pages to improve communication with their constituency. Some grantees worked on staff technical competences by attending English courses (FCPS, FDRM and Contact-Cahul) and Accounting courses (EcoContact and CICO). Other CSOs (Motivatie, OSORC, SOS Autism) improved their project management, gender, media and oratorical skills. SOS Autism and Speranta si Sanatate equipped their workplaces to comply with Moldovan work safety legislation. Due to CICO assistance, OSORC improved its internal governance and human resource management by developing several documents such as job descriptions, staff evaluations and promotion policies, and a regulation for the CSO’s Board.

ORGANIZATIONAL DEVELOPMENT ASSESSMENT OF THE PWD RIGHTS PARTNERS

In April – June, MPSCS facilitated its final ODA with the five PWD rights partners. As shown in Figure 1, after another year of implementing organizational development activities, PWD rights partners continued their upward trend.

Of note is the impressive growth of these partners under the Financial Management and Sustainability area. Several of them established social enterprises to generate income and to decrease their dependency on donors. For example, OSORC is selling PWDs’ handmade crafts, Speranta Center is producing and selling sensory books for infants, and SOS Autism is providing fee-for-services to parents of children with autism.

PWD rights partners registered a good performance under the Networking and Advocacy area as well. Many of them implemented new advocacy techniques such as flash mobs and concerts and all of them engaged in public policies with relevant authorities. Moreover, all them managed to get authorities’ approval for important policy documents such as the above mentioned NPMH and the Regulation on Sanitary Requirements in Social Services for PWD halfway houses.

“The way FHI 360 allocated 30% of the budget for institutional development is a unique approach on the market and it helped our organization a lot to become a leader in the sector and to serve better our beneficiaries.”

Gheorghe Zastavnetchi, Project Assistant, Speranta Center
It is encouraging that most of these partners are working more with media and using social media to promote their agenda and to keep in touch with constituents. For example, Speranta si Sanatate recorded six video spots (three in Romanian and another three in Russian) and promoted them on national TV channels. Keystone Moldova hosted several interns from universities and developed several promotional materials.

**TA TO MPSCS PARTNERS AND OTHER CSOS**

*CICO* continued its technical assistance to 15 Russian-speaking CSOs from the Transnistrian region, Gagauz Yeri Region and other regions of Moldova focusing of financial management, good governance, fundraising, and human resource management. The CSOs improved financial management skills through a two-day training and three CSOs received coaching in three main areas – good governance, financial management, and human resources management. As a result, these CSOs improved their relevant internal documents.

In addition, CICO finalized and started a campaign to promote its online quiz that aims to train and evaluate knowledge in non-profit management. Thus, CICO received many appreciations for this interesting and user-friendly tool and 79 users have passed the test. Among them, only five people have reached the maximum score (100%), the large majority having obtained a medium score. These results show that the quiz is not easy but it challenges the users to pass and at the same time is not impossible to master. In addition to the tool’s benefits for the users, it raises CICO’s image in the non-profit sector. The quiz is available at the following link: [www.quiz.management.md](http://www.quiz.management.md). To prepare CICO to take over MPSCS’s ODA tool, MPSCS Capacity Building staff conducted a training on the ODA for six CICO experts and team members. Next quarter these participants will attend an MPSCS-facilitated ODA so that they can deepen their knowledge in how to apply ODA.

**INTERNATIONAL TA TO MPSCS PARTNERS AND OTHER CSOS**

During her visit to Moldova on June 12-21, Ms. Carmen Luca Sugawara met with CICO to discuss the MPSCS Capacity Development Strategy and carried out two focus groups to identify the most significant changes produced that should be promoted and scaled up beyond the life of MPSCS. Fourteen MPSCS partners (18 participants) attended both meetings. All selected participants filled an online assessment in advance that helped the expert to design the focus-group session, structured on three main pillars: results, beneficiaries, and lesson learned. Ms. Luca Sugawara found that despite the turbulent geopolitical context that Moldova continues to face, the ecosystem approach MPSCS took in strengthening the third sector lays the groundwork for promising results towards a more engaged and sustainable local civil society.

Ms. Luca Sugawara was also asked to define and analyze the MPSCS’s most significant accomplishments, in preparation for the project’s final report. Through her focus group meetings, Ms. Luca Sugawara observed that MPSCS’s work has succeeded in redefining the roles that CSOs can play in a democratic space in Moldova. Compared to the beginning of the project, CSOs have developed a greater a sense of ownership and responsibility towards the common good. Through MPSCS, CSOs and citizens have practiced defining what local challenges, or opportunities, community stakeholders need to engage in together. Examples such as Eco-Contact’s work on...
addressing environmental concerns, which originate from community residents, social entrepreneurs, and LPAs, are a true testimony to MPSCS’s bottom-up approach. Next quarter, Ms. Luca Sugawara will finalize MPSCS’s CSO Capacity Development Strategy and will summarize her findings from the two focus groups so that these data inform MPSCS decision making in its capacity building and CSO advocacy efforts.

**OBJECTIVE 3: ENABLING ENVIRONMENT MORE CONDUCIVE TO LONG-TERM SUSTAINABILITY OF CIVIL SOCIETY**

CSO legal reform partners continued their assistance to authorities to finalize several draft civil society policy documents. For example, Motivatie, in cooperation with almost 50 CSOs, provided their input to improve the draft Law on Social Entrepreneurship, and ECNL assisted local stakeholders to develop the CSDS and the Law on NCOs in compliance with best European practices. In addition, after promotional and informational activities by LRCM and other CSOs, the tax declarations deadline expired at the end of April 2017 and the number of taxpayers that used the 2% mechanism is higher than expected. Per the State Tax Service, 19,806 Moldovans used the 2% mechanism in 2017 and shared an amount of MDL 4.23 million (approx. $220,000) with CSOs and religious organizations.

**SUPPORTING THE DEVELOPMENT OF THE CIVIL SOCIETY DEVELOPMENT STRATEGY 2017-2020**

The Platforma pentru Cetatenie Activa și Parteneriat pentru Drepturile Omului – CAP (Platform for Active Citizenship and Human Rights Partnership) continues to advocate for the proper implementation of the CSDS with joint efforts from authorities and CSOs. In the reporting period, CAP collected recommendations from around 50 Moldovan CSOs to improve the draft 2017-2020 Action Plan of the CSDS and submitted them to the Parliament on June 22, 2017. The grantee will continue its effort next quarter. In addition, the CSO carried out a meeting to debate the Reform on Central Public Administration which aims to make the GoM more efficient and to reduce the number of ministries in the government. As result of this meeting, CAP in partnership with other Moldovan CSOs is drafting their recommendations on how to improve the central authorities’ reform. These recommendations will be sent to the GoM next quarter.

Through their drafting expert, Gheorghe Caraseni, ECNL has continued its support to the development of the CSDS. The drafting process, launched by the Deputy Speaker of Parliament and a long-standing ally of CSOs Ms. Liliana Palihovici, was stalled after Ms. Palihovici stepped down from her position. However, with MPSCS’s initiative, new agreements were reached with the Parliament leadership to continue the process. As a result, the third draft of the CSDS was posted for public consultation. ECNL has prepared and submitted its opinion to the draft document in June. The drifter is currently reconciling the submissions for the final review of the working groups to be convened by the Parliament in September. The draft documents are anticipated for the vote in the fall session of the Parliament. MPSCS will continue its extended support to the drafting process.

**REVISING THE LEGISLATIVE FRAMEWORK AND IMPROVING IMPLEMENTATION**

**Social Entrepreneurship**

The Law on Social Entrepreneurship, aimed at improving CSOs’ income generation and developed by MPSCS partner Motivatie, was voted on by the Parliament in its first reading in April 2017. In the reporting quarter, Motivatie and its partners - the Social Enterprise Platform (consisting of over 50 non-profit and for-profit companies) discussed the GoM’s amendments to the draft Law on Social Entrepreneurship approved in April and submitted their recommendations to the Parliament. Currently, the draft Law on Social Entrepreneurship is awaiting the second and final reading.

**Advocacy for the amendment of the Law on Non-Commerical Organizations**
Over the past two years the MoJ has been developing a new draft Law on NCOs, with the support of a cross-sectoral working group. The resulting draft law was generally enabling, based on an analysis of the sector’s needs and developed in consultation with CSOs, while considering comparative information on good standards provided by ECNL.

However, in early July, the MoJ posted for public consultation the new draft Law on NCOs with expediently introduced special provisions on political activities by CSOs and on financial transparency. The Special Provisions (art. 26-28 of the draft law) were speedily incorporated to the draft law without regard to the negative opinion by the permanent working group. The Special Provisions do not comply with good European standards in regulation of CSOs. If adopted, they will introduce blanket prohibitions to accessing both foreign and public funding for CSOs involved in a wide range of what is defined as “political activities,” during and outside of elections. It would also impose burdensome and excessive quarterly reporting requirements for the majority of other CSOs (i.e. recipients of foreign funding and 2% beneficiaries). ECNL has been working with local and international partners to address the worrisome provisions, and is developing legal comments to submit to the MoJ with a recommendation to remove articles 26-28. The public consultation of the draft is open until August 11.

EMPOWERING LOCAL CSOS IN ADVOCACY

ECNL’s consultant on CSOs’ advocacy participated in the Chisinau meeting of CSOs on Advocacy and Civic Engagement, where the FHI 360 Advocacy Index was applied by the group. In the follow up, she delivered a two-day strategic planning session for the Contact-Cahul, which fully focused on their organizational capacity to undertake local advocacy initiatives, identifying areas for improvement such as communication and campaigning, planning for the advocacy and evaluating the existing decision-making processes in the team on how to engage in public advocacy.

THE 2% DESIGNATION MECHANISM

According to the Fiscal Inspectorate’s data, approximately 9-10% of taxpayers designated 2% of their taxes in the first year of implementation. The total amount of designations equals MDL 4.23 million (approx. $220,000). This quarter, MPSCS partner LRCM proceeded with its promotional campaign for the 2% mechanism, airing video spots on TV channels, as well as launching the website www.2procente.info. LRCM has also maintained a helpline for designators and CSOs.

“"I thought that the number of Moldovan taxpayers who use the 2% designation will be smaller in 2017. In Hungary, where the mechanism has been implemented since 1996, approximately 50% of taxpayers use it. Thus, 10% of Moldovan taxpayers who used the 2% in 2017 in the first year of its implementation is a very good result."
Sorina Macrinici, Legal Counselor, LRCM

CROSS-CUTTING ACTIVITIES

GENDER INTEGRATION

As a result of the training conducted on June 28 by the Centrul Parteneriat pentru Dezvoltare - CPD (Center Partnership for Development), 16 human resources specialists, representatives of 13 private companies, two public institutions and one CSO have been trained on the existing legal instruments for securing equal opportunities for women and men in the workplace and how to implement them. The training covered subjects such as the concept and definition of gender discrimination, the national legal framework regarding equality, and the implementation of non-discrimination policies in the context of Moldova’s labor market. This training is the first one out of a series of five, to be carried out in the next reporting quarter, that aim to increase the application of non-discrimination principles at the workplace by the companies from Moldova.
Motivatie carried out the training “Gender Integration Approach” for 12 Motivatie team members, improving knowledge about the differences between gender and sex, roles and stereotypes between men and women and the national legal framework. As result of this training, Motivatie plans a follow-up session to analyze ways of amending Motivatie’s internal policies to become a gender-sensitive CSO.

MEDIA CAMPAIGN AGAINST FALSE AND BIASED INFORMATION

API continues to implement and coordinate the media campaign against false and biased information, entitled “STOP FALS!” with ATVJI and CJI. API monitors media outlets and produces media pieces to dispel disinformation perpetrated by local and international media outlets and to combat false and biased information. In April-June 2017, API produced and published 15 investigative articles in Romanian and Russian languages on 10 of the most popular media web portals (Unimedia.info, Moldova.org, Ziuaedeazi.md, Stirilocale.md, Gagauzinfo.md, Allmoldova.com, Realitatea.md, Diez.md, Ialovenionline.md, and NewsMaker.md) reaching over 400,000 people and receiving more than 23,000 views. API’s products are published and broadcasted through its 16 partners - local and regional newspapers (80,000 copies): Jurnal de Chisinau, Vocea Poporului, Ziarul National, Cuvantul, Est Curier, Ecoul Nostru, Expresul, Gazeta de Sud, Glia Drochiana, Observatorul de Nord, Ora Locala, Unghiu1, SP, Adevarul de Anenii Noi, Natura, Cuvantul Liber, Ziarul Nostru, and Meleag Natal.

Additionally, API is increasing the media literacy of Moldovans through their mobile phone application and through the face to face meetings in rural areas. Sixty-six individuals have already downloaded API’s StopFals application for mobile phones, which runs on Android and iOS operating systems.

This quarter, CJI produced and launched a “MediaErudit” interactive game aimed at increasing users’ media literacy. The online game has already been used by 1,223 individuals. CJI also launched three quizzes addressing media literacy, testing citizens on various subjects related to false and biased information and media manipulation. Moreover, CJI launched the 5th and 6th media monitoring reports during April 1 - June 30, 2017. The reports highlight that the most used manipulation techniques and deviations from the Code of Ethics are omission, generalization, distortion of source, truncation of quotes, removal from context, labeling, unilateral presentation of facts, and quoting unknown experts. Materials produced by CJI reached over 7,450 views on both www.mediacritica.md and social networks. Another API media partner, ATVJI, produced and published three editions of its STOP FALS! newspaper supplement (for a total of 27,262 copies in Romanian and Russian), describing the media coverage of the Moldovan President’s visit to Moscow, how the news about the Syrian migrants influenced the voters during the electoral campaign in November 2016, and the conclusions of the media monitoring reports produced under the STOP FALS! campaign. The online versions of these media items are always posted on ATVJI’s web site www.zdg.md and on their social media accounts covering a daily audience of 7,000 to 50,000 people. In addition, ATVJI broadcasted four TV and radio stories about the effect of Russian media in post-soviet countries. These stories reached an audience of more than 200,000 people.

Lastly, in this reporting period, MPSCS met with the representatives of Internews Moldova, which is implementing the recently launched five-year, USAID-funded “Media Enabling Democracy, Inclusion and Accountability in Moldova” project, and with representatives from the US Embassy in Chisinau to talk about the achievements and lessons learned while implementing the STOP FALS! campaign and to discuss potential ways to continue it after its end on October 2017. Both stakeholders are planning to take over several campaign’s activities starting in November 2017.

IV. CHALLENGES
The lack of political and economic stability coupled with the intensifying debate surrounding the changing of the electoral system in Moldova are preoccupying the government and therefore slowing CSOs’ advocacy efforts and progress on furthering other policies (i.e. the adoption of the Law on NCOs and the CSDS for 2017-2020). In addition, the adoption of the CSDS 2017-2020 has been significantly delayed based on the Parliament’s schedule, but also due to changes in the political leadership (e.g. Ms. Liliana Palihovici, former Vice Speaker of Parliament and the head of the CSDS working group, resigned from Parliament in the Spring). Currently, the public officials in charge of the process confirmed that the strategy is likely to be adopted in Fall 2017.

Another challenge has been vocal opposition to CSOs’ work by politicians due to their involvement in the debate around changing the electoral system. One of the main strengths of MPSCS is its ability to stay focused on the local needs and remain flexible to addressing them on an ongoing basis and in collaboration with local CSO initiatives. To this end, members of civil society have been actively involved in public debates around political reform and in assemblies on political issues. However, after their involvement in the public debate around the controversial proposal to reform the electoral system, several public officials have spoken negatively about CSOs’ activities and their foreign funding, which is currently the predominant source of funding for most Moldovan CSOs. In response, MPSCS’s subcontractor, ECNL, convened a roundtable discussion in cooperation with LRCM, a local CSO and former MPSCS partner. Both government representatives and CSOs participated in the discussion, as well as the Deputy Chief of Mission from the U.S. Embassy, the Head of the EU Delegation, and the President of the Council of Europe’s Conference of INGOs, as well as other European experts. The experts discussed European standards in ensuring civic space for CSOs to participate in public affairs, and reinforced that CSOs should be equal participants in the public debates on issues of importance to the society. As follow-up, ECNL is also addressing the issue of foreign funding, by preparing a draft paper on international standards around access to funding for CSOs and by developing an outline of possible advocacy activities if new barriers are introduced. Additional measures are also planned in MPSCS Year 5, such as holding a presentation of ECNL’s paper on best practices in participatory decision-making (the paper was translated into Romanian and the presentation is planned for the first week of October), introducing tools for monitoring of the CSO enabling environment, and holding information sessions and capacity-building events for CSOs on legal advocacy to counter possible negative initiatives.

Lastly, as mentioned above, on July 5, 2017, the MoJ shared a new draft of the Law on NCOs with the members of its working group that included extremely restrictive regulations for CSOs’ political participation. ECNL is in contact with LRCM and other Moldovan CSOs and they will determine next steps for ensuring that EU standards on CSOs’ political participation is reflected in the final draft.

V. HIGHLIGHTS OF PLANNED ACTIVITIES FOR MPSCS NEXT QUARTER

Objective 1: CSOs More Effectively Represent their Constituencies

- At least 20 MPSCS grantees will continue watchdog and advocacy activities to ensure better life conditions for youth, women, PWD, and the elderly;
- CPD, as a member of the EU-Moldova Civil Society Platform aimed at improving CSO engagement into Moldova’s European integration, will develop and launch a Civil Society
Platform website that will offer to a large audience all the needed information regarding CSOs’ efforts to promote Moldova’s EU path;

- Over 500,000 citizens are expected to be reached through the CJI documentary on Moldova’s external orientation in the past 25 years;
- API will continue monitoring the media-related actions from the EU-Moldova Association Agreement as well as the media sector activities included in the GoM’s Action Plan for 2016-2018, and the next monitoring report will be released;
- CAJPD will monitor the PWD-related actions from the EU-Moldova Association Agreement and a monitoring report will be developed and disseminated in Fall 2017;
- Four CSOs selected under the second round of the CA small grants program to protect Moldova citizens’ rights will launch their projects;
- Five three-minute TV spots highlighting the civil society achievements in promoting citizens’ interests and community development will be finalized and ready to be widely disseminated in Fall 2017.

**Objective 2: Institutional Capacities of Strategic Partners Developed**

- MPSCS will continue assisting its strategic partners Contact-Cahul and CICO in the areas of constituency engagement and capacity development, so that they can serve as capacity development mentors for CSOs and resources in their respective sectors beyond the life of the project;
- MPSCS partner CSOs will continue implementing individual TDPs through coaching and mentoring, based on MPSCS’s ODA;
- MPSCS will organize a meeting with the newly awarded Citizens Act Program Partners to discuss MPSCS’s organizational development tools and assistance that can be provided to these partners;
- Fifteen selected leading CSOs from the Transnistria and Gagauz Yeri regions will increase their skills in financial management, procurement, financial sustainability, and resource diversification due to CICO’s support, part of MPSCS’s exclusive capacity development support to these regions.

**Objective 3: Enabling Environment More Conducive to Long-Term Sustainability of Civil Society**

- Motivatie will advocate for the final voting on the Law on Social Entrepreneurship by the Moldovan Parliament;
- MPSCS’s legal reform partner CSOs will continue assisting the GoM and Parliament to finalize the CSDS for 2017-2020;
- MPSCS partner ECNL will assist the GoM to finalize the Law on NCOs aimed at improving the CSO registration and operational requirements in Moldova;
- ECNL will prepare a presentation paper on participation in decision making and Council of Europe regional studies on regulation and implementation of participation;
- MPSCS will distribute comments to the draft Law on NCOs and coordinate with local stakeholders to respond to the restrictive provisions;
- ECNL will distribute its paper on CSOs’ access to funding.
ATTACHMENTS

- Annex 1: MPSCS Subaward Database
- Annex 3: CJI’s Monitoring Report No. 5, Elements of Propaganda, Information Manipulation and Violation of Journalism Ethics in the Local Media Space, February 1, 2017 - April 1, 2017
- Annex 4: CJI’s Monitoring Report No. 6, Elements of Propaganda, Information Manipulation and Violation of Journalism Ethics in the Local Media Space, April 1, 2017 - June 1, 2017
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<td>implementation period</td>
<td>description of project</td>
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<td>funding title</td>
<td>funding agency</td>
<td>implementation period</td>
<td>description of project</td>
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**Description of Project:**

- **Name of Organization:** The producing citizens and young people have been involved in training camps and workshops with highly experienced instructors as well as from the media world. The goal is to provide a platform where young people can learn how to communicate effectively and to create a media literacy culture. The project focuses on developing skills in critical thinking and problem-solving, as well as promoting creativity and innovation in the media industry. The project aims to strengthen the role of the media in promoting social cohesion and democratic values.

- **Funding Title:** MDL 3,045,065.00

- **Funding Agency:** National Level

- **Implementation Period:** Aug 1, 2014 - Aug 31, 2016

- **Website:** www.tdvmoldova.wordpress.com

- **Activities:**
  - Workshops followed by infographics, CSOs non-discrimination, awareness, and reform of the legal framework.
  - Development of capacity building materials for journalists on topics of major interest about the media and concentrate its efforts raising awareness about civil society efforts in promoting EU integration
  - Creation of a civic platform named - Voice of Roma Coalition - consisting of CSOs working with Roma people
  - CSOs will work with the local authorities to promote ERASMUS + in local schools and universities in order to connect youth to opportunities provided by EU in terms of youth mobility, skills building and employment
  - Casmed will focus on reinforcing the network of 10 CSOs that operate in the communities from south of the Nistru River and raises awareness in these communities about the work of local CSOs. Casmed focuses on consolidating the network of 10 CSOs that operate in the communities from south of the Nistru River and raises awareness in these communities about the work of local CSOs.
  - APT worked with Radio Moldova to produce and distribute three radio programs and with regional TV outlets to produce in Romanian and Russian media pieces (TV, printed and radio) to dispel misinformation; undertake media monitoring by presenting cases of manipulation and propaganda through media; organize public discussions about false information and protection measures against information manipulation. In addition, APT promotes non-discrimination and equal rights of people with disabilities through four roundtable meetings, six press clubs and radio programs.
  - The organization will hold a civic platform named - Voice of Roma Coalition - consisting of CSOs working with Roma people
  - APT will work with Radio Moldova to produce and distribute three radio programs and with regional TV outlets to produce in Romanian and Russian media pieces (TV, printed and radio) to dispel misinformation; undertake media monitoring by presenting cases of manipulation and propaganda through media; organize public discussions about false information and protection measures against information manipulation. In addition, APT promotes non-discrimination and equal rights of people with disabilities through four roundtable meetings, six press clubs and radio programs.
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1. **ESTA**
   - **Contact**: Vitalie Mester, Vitaliepostu@yahoo.com
   - **Address**: Comrat, Gagauzia, MD-3800, Republic of Moldova
   - **Website**: www.motivatie.md

   **Activities**
   - **Target group**: CSOs
   - **Objective**: To improve the management quality within educational institutions in accordance with EU standards and promote transparency in education. FDRM focuses on bringing closer to them the positive message of EU integration, benefits and values. All participants receive promotional materials and information about the EU.
   - **Achievements**
     - Around 1,000 schools were involved and over 150,000 students and 1,000 teachers improved their knowledge about the EU. The EU Weeks campaign took place at the same time in all participating regions, including schools and other educational institutions.

2. **Centrul Regional de Asistență și Promovare a Copiilor și a Femeilor-Întreprinzătoare din Moldova**
   - **Contact**: Vitalie Postu, Vitaliepostu@yahoo.com
   - **Address**: Comrat, Gagauzia, MD-3800, Republic of Moldova

   **Activities**
   - **Target group**: CSOs
   - **Objective**: To engage Program Partners in the Identifying and Justifying of CSOs’ Sector Specific Needs. The organization develops skills of representatives of local partner agencies, the Ministry of Education and the National Youth Council of Moldova. The National Youth Council of Moldova will continue local budget monitoring to influence the distribution of local resources and develop 5 infographics to increase awareness of budgeting.
   - **Achievements**
     - The National Youth Council of Moldova will continue local budget monitoring to influence the distribution of local resources and develop 5 infographics to increase awareness of budgeting.

3. **Contact**
   - **Contact**: Vitalie Postu, Vitaliepostu@yahoo.com
   - **Address**: Comrat, Gagauzia, MD-3800, Republic of Moldova

   **Activities**
   - **Target group**: CSOs
   - **Objective**: To engage Program Partners in the Identifying and Justifying of CSOs’ Sector Specific Needs. The organization develops skills of representatives of local partner agencies, the Ministry of Education and the National Youth Council of Moldova. The National Youth Council of Moldova will continue local budget monitoring to influence the distribution of local resources and develop 5 infographics to increase awareness of budgeting.
   - **Achievements**
     - The National Youth Council of Moldova will continue local budget monitoring to influence the distribution of local resources and develop 5 infographics to increase awareness of budgeting.

4. **National Youth Council of Moldova**
   - **Contact**: Vitalie Postu, Vitaliepostu@yahoo.com
   - **Address**: Comrat, Gagauzia, MD-3800, Republic of Moldova

   **Activities**
   - **Target group**: CSOs
   - **Objective**: To engage Program Partners in the Identifying and Justifying of CSOs’ Sector Specific Needs. The organization develops skills of representatives of local partner agencies, the Ministry of Education and the National Youth Council of Moldova. The National Youth Council of Moldova will continue local budget monitoring to influence the distribution of local resources and develop 5 infographics to increase awareness of budgeting.
   - **Achievements**
     - The National Youth Council of Moldova will continue local budget monitoring to influence the distribution of local resources and develop 5 infographics to increase awareness of budgeting.

5. **Centrul Regional de Asistență și Promovare a Copiilor și a Femeilor-Întreprinzătoare din Moldova**
   - **Contact**: Vitalie Postu, Vitaliepostu@yahoo.com
   - **Address**: Comrat, Gagauzia, MD-3800, Republic of Moldova

   **Activities**
   - **Target group**: CSOs
   - **Objective**: To engage Program Partners in the Identifying and Justifying of CSOs’ Sector Specific Needs. The organization develops skills of representatives of local partner agencies, the Ministry of Education and the National Youth Council of Moldova. The National Youth Council of Moldova will continue local budget monitoring to influence the distribution of local resources and develop 5 infographics to increase awareness of budgeting.
   - **Achievements**
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6. **Contact**
   - **Contact**: Vitalie Postu, Vitaliepostu@yahoo.com
   - **Address**: Comrat, Gagauzia, MD-3800, Republic of Moldova

   **Activities**
   - **Target group**: CSOs
   - **Objective**: To engage Program Partners in the Identifying and Justifying of CSOs’ Sector Specific Needs. The organization develops skills of representatives of local partner agencies, the Ministry of Education and the National Youth Council of Moldova. The National Youth Council of Moldova will continue local budget monitoring to influence the distribution of local resources and develop 5 infographics to increase awareness of budgeting.
   - **Achievements**
     - The National Youth Council of Moldova will continue local budget monitoring to influence the distribution of local resources and develop 5 infographics to increase awareness of budgeting.

7. **Contact**
   - **Contact**: Vitalie Postu, Vitaliepostu@yahoo.com
   - **Address**: Comrat, Gagauzia, MD-3800, Republic of Moldova

   **Activities**
   - **Target group**: CSOs
   - **Objective**: To engage Program Partners in the Identifying and Justifying of CSOs’ Sector Specific Needs. The organization develops skills of representatives of local partner agencies, the Ministry of Education and the National Youth Council of Moldova. The National Youth Council of Moldova will continue local budget monitoring to influence the distribution of local resources and develop 5 infographics to increase awareness of budgeting.
   - **Achievements**
     - The National Youth Council of Moldova will continue local budget monitoring to influence the distribution of local resources and develop 5 infographics to increase awareness of budgeting.
<table>
<thead>
<tr>
<th>Project Title</th>
<th>Funders</th>
<th>National level</th>
<th>Management, Monitoring and Evaluation</th>
<th>Duration</th>
<th>Achievement Goals</th>
<th>Impact</th>
<th>Key Activities</th>
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<td>Strengthening the negotiation power</td>
<td>Fundatia Est-Europeana (FEE)</td>
<td>MDL 7,690,911.25</td>
<td></td>
<td>Feb 1, 2015 - Jan 14, 2017</td>
<td></td>
<td></td>
<td>Comrat, Ialoveni, Anenii Noi, Straseni, Donduseni, Orhei and their communities</td>
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<td>MPIA</td>
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<td>Gathering information Moldova Fruct elaborates a study on advantages and benefits of EU integration for Moldova fruit growers. All information and learnt</td>
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<td>INTERACT MEDIA Ltd</td>
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<td>As well, the CSO increases the support and understanding of business people regarding the benefits of the European integration of Moldova. The aim is achieved by producing</td>
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<tr>
<td>Fundatia Est-Europeana (FEE)</td>
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<td>Attendance of events and meetings of the national and international experts, coordinates six meetings of the inter-ministerial working group and six meetings of the technical working group, and organizes</td>
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<td>Fundatia Est-Europeana (FEE)</td>
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<td>The CSO organizes a roundtable and two trainings to mobilize and ensure participation of people with disabilities and civil society in developing public policies for people with disabilities in the Anenii Noi and Ialoveni districts, supporting development of local Strategies on inclusion of people with disabilities. The CSO ensures accessibility and easy-to-read materials, organizing an Open Day at the National Institute of Standardization and organizing 5 information campaigns at 5 universities of Moldova. As well, the CSO increases the support and understanding of business people regarding the benefits of the European integration of Moldova. The aim is achieved by producing 10 online-TV episodes dedicated to the Association Agreement and its benefits; by producing and placing online 10 infographics about the economic benefits of EU integration for Moldova and Moldovan businesses; by developing 10 online-TV episodes dedicated to the Association Agreement and its benefits; by producing and placing online 10 infographics about the economic benefits of EU integration for Moldova and Moldovan businesses; and by developing 10 online-TV episodes dedicated to the Association Agreement and its benefits;</td>
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<td>Subcontractor</td>
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<tr>
<td>CONTACT CENTER</td>
<td>Centrul Național de Asistență și Informare a Organizațiilor Neguvernamentale din Moldova</td>
<td>CONTACT CENTER</td>
<td>Serghei Neicovcen, Executive Director</td>
<td>83, Bucuresti Street, MD-2012, Chisinau</td>
<td>Tel: (373 22) 233 947; e-mail: <a href="mailto:info@contact.md">info@contact.md</a></td>
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<td>Support to the local market for capacity development services and providers</td>
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<td>Contact Center in partnership with CTO Caraseni work on improving the skills of capacity building service providers. Initially, CTO Caraseni conducts a Needs Assessment Survey to identify strengths, weaknesses, opportunities, and challenges to CSO’s capacity development marketplace. The findings of the assessment are presented during three round tables organized in Balti, Cahul and Chisinau. CTO Caraseni organizes cycle of trainings and cluster clubs in CSO organizational development and capacity building for trainers. Moreover, Contact Center improves and promotes capacity building/trainers and journalist databases. The database of trainers will be a major step toward creating a functional and competitive market of capacity building services for Moldovan CSOs. The database of journalists covering civil society topics will help CSO to access journalists and to improve the media coverage of their activities.</td>
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<tr>
<td>ECNL</td>
<td>European Center for Not-for-Profit Law</td>
<td>ECNL</td>
<td>Hanna Asiovich, Policy Officer</td>
<td>Apaczai Csere Janos u.17, 1st floor, 1052, Budapest</td>
<td>Tel: (361) 318 6923 / 483 1774; e-mail: <a href="mailto:hanna@ecnl.org">hanna@ecnl.org</a></td>
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<td>Enable legal environment for CSOs</td>
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<td>ECNL assists local stakeholders in adapting civil society legislation to European standards. ECNL works on supporting the drafting, improvement, and implementation of civil society legislation (2% mechanism, amending the Law on Public Associations and Fiscal Code to increase CSOs’ financial sustainability, and reviewing the Civil Society Strategy Development 2012-2015); building the capacity of local partners to carry out legal reform and advocacy activities; and providing resources and promote the sharing of comparative expertise.</td>
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<tr>
<td>PARC COMMUNICATION</td>
<td>Societate Comerciala Parc Comunicatii SRL</td>
<td>PARC COMMUNICATION</td>
<td>Alexandru Bejenari, Director</td>
<td>89/1 Vasile Alexandri Street, MD-2012, Chisinau</td>
<td>Tel: (373 22) 855 151; e-mail: <a href="mailto:abejenari@parc.md">abejenari@parc.md</a></td>
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<td>Produce and disseminate a set of videos about civil society achievements</td>
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<td>E1 Parc Communicatii designs, produces and broadcasts a set of five 3-minute videos that will inform the public about CSOs’ efforts and accomplishments in changing or improving the lives of their beneficiaries. E1 Parc Communicatii shoots the videos during spring-summer 2017 and starts broadcasting them on national and local TV stations in fall 2017.</td>
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<td>* Average Oanda USD Exchange Rate for the last quarter (April 1 – June 30, 2017; <a href="http://www.oanda.com">www.oanda.com</a>).</td>
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MONITORING AND EVALUATING
THE IMPLEMENTATION OF THE EU-RM ASSOCIATION AGREEMENT
PROVISIONS ON MASS-MEDIA SEGMENT

Report No. 1,
March – May 2017

This report is made possible by the generous support of the American people through the United States Agency for International Development (USAID). The contents are the responsibility of Association of Independent Press and do not necessarily reflect the views of USAID or the United States Government.

www.api.md
Monitoring and evaluating the implementation of the EU - RM Association Agreement provisions on mass-media segment.

ABBREVIATIONS
AA - Association Agreement
API - Association of Independent Press
NAP - National Action Plan
RM – Republic of Moldova
EU - European Union

This report, being the first of the four reports to be issued on a quarterly basis within the framework of a project of API, includes a recollection of the accomplishment of NAP for the implementation of EU-RM AA during the years 2014-2016, and an assessment of the fulfilment of actions planned for March through May months this year, which are included in the current NAP foreseen for the years 2017 - 2019\(^1\), with reference to the media sector.

The report represents a monitoring and an evaluation of the degree of implementing the EU - RM AA provisions on mass-media segment in compliance with the enclosed methodology.

I. Methodology for monitoring and evaluating the implementation of the EU - RM Association Agreement provisions on mass-media segment.

Introduction

The monitoring of the implementation of EU - RM Association Agreement provisions on mass-media segment, initiated by API, is necessary and appropriate for several reasons, including:
- It stands for an instrument to raise the awareness of stakeholders involved in mass-media system reform in accordance with European standards and best practices;
- It determines the degree of fulfilment of commitments which RM took on for the implementation of AA on the media segment;
- It provides additional data / results to the official ones, which, upon need, can be useful in order to review, supplement, adjust the commitments and expedite the reforms;
- It maintains the manner of fulfilling the commitments in the public light, together with the stage and degree of their achievement.

Plenty of internal and external monitoring exercises have been conducted so far, with reference to the accomplishment of AA provisions on the media segment, and the results have been presented publicly. Without any exception, all monitoring activities have revealed a chronic delay in the commitments’ fulfilment, on the other hand, and an insignificant impact from the accomplished commitments for the improvement of mass-media condition.

The monitoring conducted by API on the grounds of a properly-drafted methodology is aimed to display a comprehensive evaluation of the state-of-play in this domain. The authors of the monitoring and methodology set out from the understanding that the implementation of AA provisions on the media segment must result in an independent, pluralist,

---

qualitative mass-media, which operate under such circumstances as freedom, transparency, and sound competition environment, as well as act to the benefit of citizens and society. Consequently, the actions devised for each stage should be targeted at the expected result – a truly democratic mass-media. Hence, the performance indicator for each planned and fulfilled action must logically coincide with its real impact on mass-media condition.

The monitoring, however, just as the NAP, does not stand for a goal in itself, but is rather a way of improving the overall situation of Moldovan mass-media.

**The purpose of monitoring:**
The monitoring aims to determine the extent to which the implementation of NAP actions brings closer the pursued objectives to the AA provisions and, depending on results, to issue recommendations for decision makers. The implementation of AA provisions must ultimately ensure a real development of mass-media on democratic principles.

**The object of monitoring:**
- The number and relevance of actions included in the NAP
- The manner and degree of accomplishment
- The real impact after completion / non-completion of actions undertaken

**Period of monitoring:**
March 2017 - February 2018 (four stages, each covering three months)

**The monitoring methodology:**
The methodology comprises two basic indicators included in a monitoring sheet: a quantitative one and a qualitative one. At the initial stage of monitoring, the two indicators cumulatively contain four statements each, with three possible answers. Each answer corresponds to a specific score on a three-to-one scale, „three” meaning “the best” and “one” - “the worst” (see please the sheet below).

### Monitoring sheet

<table>
<thead>
<tr>
<th>Indicators</th>
<th>Statements</th>
<th>Score</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Quantitative</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1. Sufficiency of actions planned and performed</td>
<td>1.1. The actions planned for the implementation of the AA provisions are sufficient, satisfactory, insufficient</td>
<td>3,2,1</td>
</tr>
<tr>
<td></td>
<td>1.2. The actions planned for the reporting period are sufficient, satisfactory, insufficient</td>
<td>3,2,1</td>
</tr>
<tr>
<td></td>
<td>1.3. The actions planned for the reporting period are accomplished, partially accomplished, non-accomplished</td>
<td>3,2,1</td>
</tr>
<tr>
<td></td>
<td>1.4. Unplanned but timely actions for the reporting period are accomplished, partially accomplished, non-accomplished</td>
<td>3,2,1</td>
</tr>
<tr>
<td><strong>Qualitative</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2. Actions: conformity, relevance, accomplishment, impact</td>
<td>2.1. The actions planned and the AA provisions are fully compliant, partially compliant, non-compliant</td>
<td>3,2,1</td>
</tr>
<tr>
<td></td>
<td>2.2. The actions planned for the reporting period are relevant, partially relevant, irrelevant</td>
<td>3,2,1</td>
</tr>
<tr>
<td></td>
<td>2.3. The actions planned / unplanned for the reporting period are accomplished properly, partially properly, improperly</td>
<td>3,2,1</td>
</tr>
<tr>
<td></td>
<td>2.4. The actions planned / unplanned and accomplished during the reporting period have the expected impact, the partial-to-expected impact, the null impact</td>
<td>3,2,1</td>
</tr>
</tbody>
</table>
Quantitative analysis:
Quantitative analysis refers to the planned NAP actions for the implementation of AA provisions; actions planned to be accomplished during the reporting period; actions planned for the reporting period and the degree of their accomplishment; unplanned but timely actions and the degree of their accomplishment.

Qualitative analysis:
Qualitative analysis refers to the compliance of NAP actions with AA provisions, and the relevance of the actions for the real pursued goal; the modality of actions’ fulfilment in order to achieve the real pursued goal; the real impact of actions upon the fulfilment of pursued goal.

Monitoring results:
The monitoring results are based on a pertinent quantitative and qualitative analysis of the following: the actions undertaken through NAP, the modality of their accomplishment and the real impact upon mass-media condition from the fulfilled actions. As soon as the quantitative and qualitative analyses are finalised, the monitoring sheet is filled in. Finally, a numerical value shall be assigned to the degree of NAP implementation for the monitoring period, which is obtained by summing up the points given to each statement. Another numerical value can also be deduced: the total score is divided by the number of statements. In both cases, the result would generally serve as an indicator of NAP implementation. Since four stages of monitoring are foreseen, it will be possible to compare the indicators among each other beginning with the second stage, with a view to identify the progress / regress in NAP implementation.

At each stage, the authors of monitoring may involve stakeholders, such as broadcasters, regulatory authority, specialised parliamentary committee, civil society etc., in the qualitative and quantitative analyses, and, respectively, in filling in the monitoring sheet. In such cases, the necessary clarifications shall be made and the monitoring result will represent a numerical value equal to the average score obtained by dividing the total score to the number of filled-in monitoring sheets.

Interpretation of results:
(Score)
17-24 - NAP implementation occurs in a dynamic way that should be maintained
9-16 - NAP implementation occurs at a pace that requires acceleration
1-8 - NAP implementation is stagnating

Resolutions
The methodology allows for the adjustment of Monitoring fiche content in terms of the goal pursued at each stage. Thus, certain statements deemed irrelevant may be excluded and/or replaced with others. The methodology provides for the possibility to make an overall assessment of NAP implementation process, of each action or group of actions. The monitoring results may suggest recommendations and solutions to improve the situation signalled during specific stages of action implementation, meant to ensure the development of democratic mass-media.
II. Recollection of the accomplishment of NAP for the implementation of EU-RM AA during the years 2014-2016 on the media segment

Overview

The provisions of the Association Agreement between the European Union and Republic of Moldova are the result of 15 rounds of negotiations between the parties, which commenced in 2010 and were completed in 2013 when the document was initialled in Vilnius. Afterwards, it was signed (on 27.06.2014), ratified and provisionally enforced as of 1.09.2014, entering into force on 1 July 2016. The agreement sets the framework for cooperation between our country and the EU on all major segments, without offering Republic of Moldova the prospects of adhering to the organization. From the 465 articles of the document, the mass-media sector is referred to in four such articles: 130, 131, 132, 133 (Chapter 25 of Title IV, entitled Cooperation in the field of culture, audio-visual policy and mass-media). Additionally, two provisions are detailed in Annex XIV regarding legislation: the first addresses the adjustment of Moldovan legislation to provisions of Directive 2007/65/EC of the European Parliament and of the Council of December 11, 2007, amending Directive 89/552/EEC on trans-border television. It is weird that the text of the Agreement makes reference to these documents, when the two have been earlier codified in 2010 in a third Directive, entitled Directive 2010/13/EU of the European Parliament and of the Council of 10 March 2010 on the coordination of certain provisions laid down by law, regulation or administrative action in Member States concerning the provision of audio-visual media services (Audio-visual Media Services Directive). Meanwhile, following the signing and ratification of AA, the European Commission proposed to amend the Directive of 2010 given the significant and rapid developments in the broadcasting landscape. Under any circumstances, the adjustments to Moldovan legislation are to be implemented in two years since the coming into effect of the Association Agreement, i.e. until 1 July 2018. The second provision refers to the 2005 UNESCO Convention on the protection and promotion of the diversity of cultural expressions, which was ratified by our country in 2006, without providing for any timelines for implementation.

On June 26, 2014, the parties adopt the Association Agenda between Republic of Moldova and the European Union, which formulates a list of priorities for years 2014-2016 with a view to prepare the implementation of AA. This list, in its Basic human rights and freedoms column, in sub-point entitled Freedom of expression, specifies two universal priorities: 1) Continue the work to ensure freedom of expression and mass-media independence in accordance with Council of Europe recommendations; and 2) Establish a permanent dialogue to exchange best practices on mass-media freedom, mass-media pluralism, mass-media exculpation of defamation, protection of journalists' sources and cultural diversity issues of mass-media. The first commitment could have been complemented with recommendations issued by other international organizations, including OSCE and European Union, which had been repeatedly worded out for the media sector in our country. The second one is also vague and general, as Republic of Moldova has been part of European Union’s Neighbourhood Policy since 2004, it had an Action Plan with it and has also been part of the EU’s Eastern Partnership established in 2008, and for a period Republic of Moldova was viewed as the "success story" of such a cooperation format. Therefore, the provision meant to "Establish a permanent dialogue" might be at least outdated. In the same document, at point 2.4. Economic cooperation, there appears the column Audio-visual and mass-media policy, which states that: Parties shall cooperate to prepare the implementation of the EU acquis mentioned in the relevant annexes to the foreseen Association Agreement, and shall support Republic of Moldova in: • its activity targeted at the adoption of broadcasting legislation in line with European standards, inter alia via exchange of opinions/views on audio-visual policy, relevant international standards, including cooperation in the fight against racism and xenophobia; • building the capacity and independence of mass-media regulatory authorities/bodies and, in particular, investing efforts in order to ensure the full independence of Broadcasting Coordination Council. • amending the legislation to guarantee that the public financial support for mass-media would be allocated in accordance with strict objective criteria that are equally
applicable to all media entities. These priorities should have been reflected in the National Action Plan for the implementation of the EU-Moldova Association Agreement 2014-2016, approved on 7 October 2014 (Government Decision no. 808), and the actions foreseen for each priority/goal should have been fulfilled until 31 December 2016. Nevertheless, this is how and what happened in this period:

Quantitative analysis:
NAP on mass-media segment is presented in the table below:

<table>
<thead>
<tr>
<th>Table</th>
<th>Provisions of the AA</th>
<th>National Action Plan 2014-2016</th>
<th>Degree of implementation reported by authorities</th>
<th>Responsible institutions</th>
<th>The deadline for measure implementation and deadline for implementation according to AA</th>
<th>Estimated costs Source of Expenditure Coverage</th>
</tr>
</thead>
<tbody>
<tr>
<td>131</td>
<td>(1) The Parties shall develop a regular dialogue and cooperate to promote the audio-visual industry in Europe and encourage co-production in the fields of cinema and television.</td>
<td>1. Approve the public policy for the development of creative and cultural industries in Republic of Moldova</td>
<td>Ministry of Culture, Ministry of Economy, State Agency for Intellectual Property</td>
<td>2016</td>
<td>Within the limits of budgetary means and extra-budgetary funds</td>
<td></td>
</tr>
<tr>
<td></td>
<td>(2) Cooperation could include, inter alia, the issue of the training of journalists and other media professionals, as well as support to the media, so as to reinforce their</td>
<td>2. Harmonize national legislation to stimulate the dissemination of “European works”</td>
<td>Decisions, recommendations of BCC</td>
<td>Broadcasting Coordination Council</td>
<td>2015-2016</td>
<td>Within the limits of budgetary means and extra-budgetary funds</td>
</tr>
</tbody>
</table>

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2 http://www.mfa.gov.md/img/docs/Agenda-de-Asociere-RO.pdf
<table>
<thead>
<tr>
<th></th>
<th>Moldova Partnerships for Sustainable Civil Society</th>
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<tbody>
<tr>
<td></td>
<td>independence, professionalism and links with EU media in compliance with European standards, including standards of the Council of Europe (CoE) and the 2005 UNESCO Convention on the Protection and Promotion of the Diversity of Cultural Expressions.</td>
</tr>
<tr>
<td>3.</td>
<td>Identify mechanisms to promote the broadcasting of European channels/stations on Moldovan audio-visual market</td>
</tr>
<tr>
<td></td>
<td>BCC recommendations. BCC collaboration with EU partners</td>
</tr>
<tr>
<td></td>
<td>Broadcasting Coordination Council</td>
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<td></td>
<td>2015-2016</td>
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<td></td>
<td>Within the limits of budgetary means and extra-budgetary funds</td>
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<tr>
<td>4.</td>
<td>Establish the National Cinematography Centre and institutionalise the mechanism for supporting cinema co-productions</td>
</tr>
<tr>
<td></td>
<td>It was not created</td>
</tr>
<tr>
<td></td>
<td>Broadcasting Coordination Council</td>
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<td></td>
<td>Quarter IV, 2015</td>
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<td></td>
<td>The Parties shall concentrate their cooperation on</td>
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<tr>
<td>a number of fields:</td>
<td></td>
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<td>--------------------</td>
<td></td>
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<tr>
<td>(C) policy dialogue on cultural policy and audio-visual policy</td>
<td></td>
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<tr>
<td>(E) Cooperation in the field of media</td>
<td></td>
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<tr>
<td>5. Examine Republic of Moldova’s possibility to adhere to the European Audiovisual Observatory</td>
<td></td>
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<tr>
<td>The adherence has been postponed for an undetermined period, due to lack of money</td>
<td></td>
</tr>
<tr>
<td>Broadcasting Coordination Council, Ministry of Information Technology and Communication, Ministry of Foreign Affairs and European Integration</td>
<td></td>
</tr>
<tr>
<td>2015</td>
<td></td>
</tr>
<tr>
<td>Within the limits of budgetary means and extra-budgetary funds</td>
<td></td>
</tr>
<tr>
<td>6. Conduct surveillance, by regular monitoring, of the social-political balance, impartiality and objectivity of programs’ content</td>
<td></td>
</tr>
<tr>
<td>Monitoring conducted</td>
<td></td>
</tr>
<tr>
<td>Sanctions applied</td>
<td></td>
</tr>
<tr>
<td>Broadcasting Coordination Council</td>
<td></td>
</tr>
<tr>
<td>2014-2016</td>
<td></td>
</tr>
<tr>
<td>Within the limits of budgetary means and extra-budgetary funds</td>
<td></td>
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<tr>
<td>7. Develop the Conception for coverage of the electoral campaign</td>
<td></td>
</tr>
<tr>
<td>Conception developed, approved and entered into force</td>
<td></td>
</tr>
<tr>
<td>Broadcasting Coordination Council</td>
<td></td>
</tr>
<tr>
<td>Quarter III, 2014 - semester II of 2015 (period of local elections)</td>
<td></td>
</tr>
<tr>
<td>Within the limits of budgetary means and extra-budgetary funds</td>
<td></td>
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<tr>
<td>8. Monitor the election campaign coverage by broadcasters as regards their compliance with social and</td>
<td></td>
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<tr>
<td>Monitoring conducted</td>
<td></td>
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<tr>
<td>Broadcasting Coordination Council</td>
<td></td>
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<tr>
<td>Quarter IV, 2014</td>
<td></td>
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<tr>
<td>Within the limits of budgetary means and extra-budgetary funds</td>
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<tr>
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</tr>
<tr>
<td>political balance, impartiality and objectivity</td>
<td>Guidelines prepared by BCC</td>
</tr>
<tr>
<td>9. Develop the Guidelines on the regulatory framework in the audio-visual sector in Moldova</td>
<td></td>
</tr>
<tr>
<td>10. Approve the amendments for the completion of Broadcasters’ Code of Conduct with the gender dimension</td>
<td>Amendments approved</td>
</tr>
<tr>
<td>11. Include gender dimension in the monitoring methodologies (for the social and political balance, impartiality and objectivity)</td>
<td>Indicators included in the methodologies</td>
</tr>
<tr>
<td>12. Study the European countries’ practices to ensure and improve the access of disabled people to program services</td>
<td>BCC decisions</td>
</tr>
<tr>
<td>13. Monitor the broadcasters’ compliance with ensuring the access to information for disabled people</td>
<td>Monitoring conducted, Sanctions applied, BCC recommendations, Regulation on the access for</td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td>---</td>
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</tr>
<tr>
<td>14.</td>
<td>Identify instruments to stimulate and promote media products with a view to ensure the access to information in the languages of co-inhabiting ethnic groups</td>
</tr>
<tr>
<td>15.</td>
<td>Launch a new website of BCC to ensure decisional transparency and streamline the communication with the public</td>
</tr>
<tr>
<td>16.</td>
<td>Draft proposals for supplementing and amending the Broadcasting Code in order to harmonize the national legislation with the European one, especially with Media Services Directive 2010/13/EU</td>
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<td>---</td>
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</tr>
<tr>
<td>17. Organize regional seminars with holders of broadcasting licenses and retransmission authorizations, with a view to address issues related to the implementation of broadcasting legislation, execution of decisions issued by Broadcasting Coordination Council, etc.</td>
<td>Seminars organized</td>
</tr>
<tr>
<td></td>
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</tr>
<tr>
<td>133</td>
<td>The Republic of Moldova shall carry out approximation of its legislation to the EU acts and international instruments referred to in Annex XIV to this Agreement according to the provisions of that Annex.</td>
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</tbody>
</table>


Changing Broadcasting Code

Broadcasting Coordination Council

2014-2015

Within the limits of budgetary means and extra-budgetary funds

Statement 1.1. - "The actions planned for the implementation of the AA provisions are sufficient, satisfactory, insufficient " and Statement 1.2. - "The actions planned for the reporting period (2014-2016) are sufficient, satisfactory, insufficient" are credited with 1 point and they signify the insufficiency and/or lack of planned actions for the reference period.

Rationale: From the 39 actions foreseen to implement the provisions of Chapter 25 - Cooperation in the field of culture, audio-visual policy and mass-media, less than half (18) refer to the media sector, and only one action addresses very vaguely other segments of mass-media, except broadcasting. In addition, BCC is regarded as the responsible institution in charge of all actions’ implementation, even if BCC regulates only the audio-visual sector, and not the entire mass-media domain.

In plus, the only action envisaged to implement provision 131 (1): The Parties shall develop a regular dialogue and cooperate to promote the audio-visual industry in Europe and encourage co-production in the fields of cinema and television relies in the following: „Approve the public policy for the development of creative and cultural industries in

3 https://monitorizare.gov.md/reports/Raport%20PNAAA.html
Republic of Moldova, and the institutions responsible for implementation do not include any institution from the broadcasting sector. Nevertheless, the authorities present as a fulfilled action the fact that BCC, for instance, selected several broadcasting programs on a contest basis in 2014, 2015 and 2016, with a view to provide financial resources for production from Broadcasters Support Fund (decisions no. 33/192 of 05.12.2016, no. 27/126 of 14.07.2015, no. 192 of December 3, 2013). The contest was intended for regional/local broadcasters and, in the opinion of the regulatory authority, corresponded to the activity foreseen in Article 131 (1) AA. It is unclear how this action is related to the provision regarding cooperation (between Republic of Moldova and the EU) in order to promote the audio-visual industries in Europe and, especially, co-productions. Most probably, by stipulating Contest-winning audio-visual programs shall be free to listen for diaspora (p.11), BCC meant the European-level dialogue.

As regards provision 131 (2), three actions were planned: Harmonize national legislation to stimulate the dissemination of “European works”; Identify mechanisms to promote the broadcasting of European channels/stations on Moldovan audio-visual market and Establish the National Cinematography Centre and institutionalise the mechanism for supporting cinema co-productions. The issue of training the journalists and other professionals in the field is not addressed, and no actions are foreseen to provide support for reinforcing their independence and professionalism, as well as for establishing links with EU mass-media, actions covering all media segments.

Provision 132 had to be implemented by means of 13 actions, all referring to point (e) - Cooperation in the field of mass-media, and none to point (c) - Political dialogue on cultural and audio-visual policy. From the 13 actions, more than a half relate, in fact, to the duties of BCC in accordance with the legislation.

Provision 133 stipulated a single action - Develop and adopt proposals for amending and supplementing the Broadcasting Code in order to harmonize legislation with Directive 2010/13 / EU of the European Parliament and of the Council of 10 March 2010 on the coordination certain provisions laid down by laws, regulations or administrative action in member states concerning the provision of audio-visual media services (Audio-visual Media Services Directive). Considering the timeframe for implementation and the fact that EU plans to amend the Audio-visual Media Services Directive, as well as bearing in mind the evolving rhythm in the field, “Develop and adopt proposals for amendment” are clearly insufficient actions.

Statement 1.3. - "The actions planned for the reporting period are accomplished, partially accomplished, non-accomplished", is credited with two points and it signifies partially accomplished actions.

Rationale: The authorities present the following as achievements of AA provisions and NAP: BCC’s proposals, decisions or recommendations with reference to various topics (e.g. by BCC decision no.167 of 14.11.14, it forwarded the proposal: "(2) Beginning with July 1, 2015, at least 50% of the program services of broadcasters shall be European works, and at least half of them shall be broadcast during prime time"); discussions conducted with a Romanian broadcaster and the Romanian broadcasting regulatory authority on the possibility to re-transmit several TV channels in Republic of Moldova, or the fact that BCC is constantly collaborating with mass-media regulatory authorities in European countries, as well as identification of broadcasting / re-transmission sources of European works / stations on the territory of Republic of Moldova. Moreover, the following statement is regarded as implementation: Article 3 of the Broadcasting Code stipulates the following: (7) Since the date of Republic of Moldova’s adherence to European Union, the broadcasters under the

4 http://lex.justice.md/index.php?action=view&view=doc&lang=1&id=367475
5 http://lex.justice.md/index.php?action=view&view=doc&lang=1&id=368377
jurisdiction of Republic of Moldova shall devote not less than 51% of their emission time to European works, excluding
the time dedicated to news programs, sports events, entertainment shows, advertising, teletext and teleshopping services.
(8) Until the date of adherence, a significant proportion of time shall be reserved to national and own audio-visual works.
Bearing in mind the broadcaster’s informational, educational, cultural and entertainment responsibilities towards the
public, this proportion should be achieved progressively, according to provisions of Article 11. At the same time, while
issuing broadcasting licenses, BCC shall recommend to broadcasters to disseminate audio-visual works from European
countries.

We recall that the Association Agreement does not provide our country with EU membership prospects, and the
Broadcasting Code is currently in the process of total amendment. Other actions, such as Establish the National
Cinematography Centre and institutionalise the mechanism for supporting cinema co-productions or Examine Republic
of Moldova’s possibility to adhere to the European Audio-visual Observatory, were partially fulfilled. In December 2015,
the National Cinematography Centre was established and, one year later, the Centre signed its first cooperation
agreement with the similar institution in Romania. Other actions are related to BCC’s legal obligations (e.g. monitor the
programs, develop the Conception for coverage of the elections, monitor the election coverage, etc.). Also, the action for
creating a new version of BCC’s website, whose importance for NAP is questionable, was partially accomplished.
However, CCA claims that on October 13, 2014, the Broadcasting Coordination Council released a new version of its
webpage: www.cca.md. The new webpage contains several new sections, and the information is structured in a way that
the program consumer can access it simply and quickly. Thus, the new columns will provide more detailed information
on the activity conducted by both the broadcasting regulatory authority and the service distributors under the jurisdic-
tion of Republic of Moldova, but, in reality, the information on the authority’s website is difficult to access and the updating
leaves much to desire.

Statement 1.4. - “Unplanned but timely actions for the reporting period are accomplished, partially accomplished, non-accomplished”, is credited with two points and signifies the partial implementation of unplanned, but necessary actions.

Rationale: Several actions, which are not expressly stipulated in the NAP, were fulfilled. One such action refers to Law
no. 28 of March 5, 2015 on amendment and completion of the Broadcasting Code of RM no. 260-XVI of July 27, 2006, in
effect as of 1 November 2015. The law obliged mass-media owners to submit a declaration on their own accountability
with regard to their possessions in the field. The second action relates to the amendment and completion of the
Broadcasting Code by Law 167 of July 31, 2015, which regulates the transition from analogue terrestrial television to the
digital system. The adoption of these laws, however, did not bring added value to local media system development. In
plus, the second action falls under the provisions of another chapter of AA (see the Note below). The following issues
come into the same order of ideas: amendment and completion of Art. 66 of the Broadcasting Code on returning to
maximum two broadcasting licenses that a media owner can own; amendment of Art. 71 of the Contravention Code,
which foresees ten times bigger fines for violating the Law on access to information; or approval by BCC of the Strategy
for covering the national territory with audiovisual program services (2016-2018).

Note: NAP also stipulates four actions whose implementation is the responsibility of BCC. They relate to Article 102 of
AA Chapter 18 - Information Society. The Article stipulates the following: The Republic of Moldova shall carry out
approximation of its legislation to the EU acts and international instruments referred to in Annex XXVIII-B to this
Agreement, according to the provisions of that Annex. Annex: Decision No 676/2002/EC of the European Parliament and
Enforcement of the following provisions of Directive: - adopt a policy and regulation to ensure the harmonised availability and efficient use of radio frequency spectrum.

The actions foreseen for the enforcement of this Article were: 1) Draft and approve the Regulation on the procedure for issuing licenses for TV program services on the use of multiplex; 2) Organize contests to issue emission licenses for TV program services on the use of multiplex; 3) Implement the Program on transition from analogue terrestrial television to digital terrestrial one, produced by the Ministry of Information Technology and Communications in compliance with the competence field of Broadcasting Coordination Council; 4) Organize and conduct public awareness campaigns on digital terrestrial television and consumer rights in the process of transition to digital terrestrial television. The actions were partially accomplished with a big delay.

Thus, the answers to the statements regarding the quantitative analysis of NAP implementation receive a number of 6 points out of maximum 12.

Qualitative analysis:
Statement 2.1. - "The actions planned and the AA provisions are fully compliant, partially compliant, non-compliant" is credited with two points and denotes a partial compliance.

Rationale: Provision 131 (1) is ignored on the media segment in the NAP, but at the reporting stage, the authorities present the allocation of financial resources for production of shows by regional/local broadcasters as accomplishment. None of the variants complies with AA provisions, which imply, in particular, the dialogue between the parties, i.e. European Union and Republic of Moldova. Although being important and timely, the three actions intended to achieve provision 131 (2) do not cover a basic need for mass-media in Moldova - the support for reinforcing independence and professionalism, as well as for establishing links with EU mass-media in compliance with European standards. In addition, the most serious discrepancy is noticed in the uncovering of other media segments except broadcasting.

The next 13 actions planned for the implementation of provision 132 should be compliant with paragraph (e) Cooperation in the field of media. However, 10 of these actions relate to BCC obligations established by law, and one action, which would have been significantly compliant with the wording Parties shall concentrate their cooperation in a number of fields and, namely, aimed at joining the European Audiovisual Observatory, was postponed for an undetermined period, due to lack of money.

The single action foreseen for provision 133 is insufficient for at least two reasons: the Directive referred to is no longer actual for the EU and the developments at this chapter in the Community area, as well as in the country, should be followed closely; AA stimulates as well other EU legal acts to which our legislation should be adjusted, i.e. documents covering other issues except the audio-visual.

Statement 2.2. - "The actions planned for the reporting period are relevant, partially relevant, irrelevant", is credited with two points and present partial relevance.

Rationale: Monopolizing the NAP space with actions targeting at the audiovisual sector, as well as filling it in with more than 50% commitments that are already duties of BCC, makes the actions become partially relevant up to totally irrelevant.
Statement 2.3. - "The actions planned / unplanned for the reporting period are accomplished properly, partially properly, improperly", is credited with 2 points and corresponds to the "partially properly" answer.

Rationale: Having regard to the partial consistency of NAP actions with AA provisions, the delayed achievement of certain actions, failure to accomplish others, lack of consistency and coherence between the actions, the chaotic fulfillment of actions, particularly with regard to the legal framework, we cannot state that planned and especially unplanned actions, or those achieved as a result of pressure from the European community, were properly accomplished.

Statement 2.4. - "The actions planned / unplanned and accomplished during the reporting period have the expected impact, the partial-to-expected impact, the null impact", is credited with 2 points and corresponds to "the partial-to-expected impact" answer.

Rationale: The impact of legal provisions, for example (number of licenses held by an owner, transparency of ownership, etc.), should be analyzed in terms of the contribution to the development of a democratic, pluralist and professional media system. For the time being, neither the fact that media owners are known, nor the restriction in the number of licenses have changed things essentially. In addition, the law does not refer to the online segment, which is a serious gap, favoring, on the one hand, the massive concentration of ownership on this segment, and on the other hand, perpetuating phenomena such as manipulation, misinformation, falsehoods, plagiarism, etc. Other actions, either unaccomplished (adherence to the European Audiovisual Observatory) or related to BCC duties (monitoring, methodologies, conceptions for coverage of elections), had a null and partial impact, given the fact that BCC is too late in applying sanctions and fails to master the quality of audiovisual content, although it has permanent and continuous evidence on derogations from the legal framework. BCC’s website, being as well an action for AA implementation, has not been achieved and maintained as the institution reports and information is often more easily accessible through search engines. The impact of harmonizing national legislation with the EU one will be measured and analyzed when such harmonization actually takes place.

Thus, the answers to the statements regarding the qualitative analysis of NAP implementation receive a number of 8 points out of maximum 12.

Quantitative and qualitative assessments of the NAP and the implementation of the activities planned for the years 2014-2016 cumulate 14 points. According to the methodology, such a state-of-play shows that NAP implementation during 2014-2016 went at a pace that required acceleration.
III. Evaluation of actions foreseen in NAP on mass-media segment for implementation of EU-RM AA during the period 2017-2019.\textsuperscript{6}

This chapter presents the actions planned to be achieved, in general, and those planned for the period March to May 2017, in particular.

Quantitative analysis:
NAP on mass-media segment is presented in the table below.

<table>
<thead>
<tr>
<th>Provisions of the AA</th>
<th>National Action Plan</th>
<th>Performance indicator</th>
<th>Responsible institutions</th>
<th>The deadline for measure implementation and deadline for implementation according to AA</th>
<th>Estimated costs Source of expenditure coverage</th>
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<tbody>
<tr>
<td>131</td>
<td>(1) The Parties shall develop a regular dialogue and cooperate to promote the audio-visual industry in Europe and encourage co-production in the fields of cinema and television.</td>
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<td></td>
<td>(2) Cooperation could include, inter alia, the issue of the training of journalists and other media professionals, as well as support to the media, so as to reinforce their independence, professionalism</td>
<td>I2. Organize and conduct training activities for journalists on observance of human rights in audio-visual services</td>
<td>Broadcasting Coordination Council</td>
<td>Quarter IV 2017 Quarter II 2019</td>
<td>State Budget (Broadcasters Support Fund)</td>
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</tbody>
</table>

and links with EU media in compliance with European standards, including standards of the Council of Europe (CoE) and the 2005 UNESCO Convention on the Protection and Promotion of the Diversity of Cultural Expressions.

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<tbody>
<tr>
<td>132</td>
<td>The Parties shall concentrate their cooperation on a number of fields: (C) policy dialogue on cultural policy and audio-visual policy</td>
<td>SL1. New document Draft decision issued by BCC on approval of model of service offer for programs retransmitted in Moldova</td>
<td>BCC normative decision entered into force</td>
<td>Broadcasting Coordination Council</td>
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<tr>
<td></td>
<td>SL2. New document Draft decision issued by BCC on the access for</td>
<td>BCC normative decision entered into force</td>
<td>Broadcasting Coordination Council</td>
<td>Quarter I 2017</td>
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<tr>
<td><strong>Moldova Partnerships for Sustainable Civil Society</strong></td>
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<tr>
<td></td>
<td>hearing-impaired and sight-impaired persons to program services</td>
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<tr>
<td><strong>SL3.</strong></td>
<td>New documents</td>
<td>Methodologies entered into force</td>
<td>Broadcasting Coordination Council</td>
<td>Quarter IV 2018</td>
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<tr>
<td></td>
<td>Draft methodologies for monitoring the mass-media audiovisual services aired by broadcasters</td>
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<tr>
<td><strong>E</strong></td>
<td>Cooperation in the field of media</td>
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<tr>
<td><strong>I4.</strong></td>
<td>Organize regional seminars for holders of broadcasting licenses and retransmission authorizations, during which issues related to the implementation of broadcasting legislation, execution of BCC decisions, etc., will be addressed.</td>
<td>Seminars organized</td>
<td>Broadcasting Coordination Council</td>
<td>Quarter III 2017 Quarter III 2018 Quarter III 2019</td>
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<tr>
<td><strong>I5.</strong></td>
<td>Develop national audiovisual space and allocate financial means for production of program services</td>
<td>Contests organised for broadcasters</td>
<td>Broadcasting Coordination Council</td>
<td>Quarter III 2017 Quarter III 2018 Quarter III 2019</td>
</tr>
<tr>
<td><strong>I6.</strong></td>
<td>Draft the Conception for coverage of the election campaign</td>
<td>Conception entered into force</td>
<td>Broadcasting Coordination Council</td>
<td>Quarter III 2018 Semester I 2019</td>
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<td></td>
<td></td>
<td>I7. Monitor the coverage of election campaigns by broadcasters</td>
<td>Monitoring conducted</td>
<td>Broadcasting Coordination Council</td>
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<td>I8. Monitor how broadcasters ensure the access to information for people with special needs</td>
<td>Monitoring conducted</td>
<td>Broadcasting Coordination Council</td>
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<td></td>
<td></td>
<td>I9. Ensure the protection of linguistic, cultural and national heritage by the broadcasters in the country</td>
<td>Monitoring conducted</td>
<td>Broadcasting Coordination Council</td>
</tr>
<tr>
<td>133</td>
<td></td>
<td>The Republic of Moldova shall carry out approximation of its legislation to the EU acts and international instruments referred to in Annex XIV to this Agreement according to the provisions of that Annex.</td>
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</tbody>
</table>
Statement 1.1. - "The actions planned and the AA provisions are fully compliant, partially compliant, non-compliant", is credited with 1 point and signifies the insufficiency of actions planned for such an extensive period - three years.

Rationale: provision 131 (1) - "The Parties shall develop a regular dialogue and cooperate to promote the audio-visual industry in Europe and encourage co-production in the fields of cinema and television" is unjustly ignored. Since 2011, BCC has been a member of EPRA (European Platform of Regulatory Authorities), along with similar regulatory authorities of 46 countries; it is a member of Black Sea Broadcasting Regulatory Authorities Forum (BRAF), Francophone Network of Media Regulators (REFRAM), Mediterranean Network of Regulatory Authorities (MNRA). In 2016, BCC had the presidency of Black Sea Broadcasting Regulatory Authorities Forum (BRAF) and Chisinau hosted BRAF annual meeting, at its seventh edition.

A proactive position of BCC, both within European bodies and while implementing provisions of signed bilateral agreements, could have generated the launching, maintenance and development of an efficient cooperation, able to encourage and foster television co-productions, for example. Such opportunities have not been capitalised so far and, in this respect, no actions have been planned in the NAP although they are necessary.

Provision 131 (2) - "Cooperation could include, inter alia, the issue of the training of journalists and other media professionals, as well as support to the media, so as to reinforce their independence, professionalism and links with EU media in compliance with European standards, including standards of the Council of Europe (CoE) and the 2005 UNESCO Convention on the Protection and Promotion of the Diversity of Cultural Expressions" from the AA is "covered" in NAP with 2 actions: training of journalists and development of draft National Conception for mass-media development. More aspects of the provision remain not addressed, such as: other possibilities (except training) for formation of journalists; other media professionals are left aside; actions to support the local media in strengthening ties with EU media; actions to implement certain RM's commitments undertaken by having ratified in July 2006 the "2005 UNESCO Convention on
the Protection and Promotion of the Diversity of Cultural Expressions", such as e.g. the one stipulated in Art. 6, p.2. h) ("measures aimed at enhancing the media diversity, including through broadcasting public services").

Provision 132 - "The Parties shall concentrate their cooperation on a number of fields", including:"(c) policy dialogue on cultural policy and audio-visual policy" and "(e) Cooperation in the field of media" seems to be implemented through nine actions. However, they are insufficient if we consider that the dialogue on "audio-visual policy", in European meaning and context, means that the respective dialogue would refer to coordinating the national legislation, so as:

- to create comparable conditions in all countries for new audiovisual media,
- to protect children and consumers,
- to ensure mass-media pluralism,
- to fight racial and religious hatred,
- to maintain cultural diversity
- to ensure the independence of national mass-media regulatory authorities.

Euro-compliant audio-visual policy should lead to compliance with some minimum standards in the following fields:

- advertising - regulations and restrictions for certain products (e.g., alcohol, tobacco, drugs, etc.) and for a limited bulk of advertising per hour,
- major events - important events, like the Olympic Games or Football World Cup, should be accessible to an audience as wider as possible, and not just to subscribers to paid TV channels,
- child protection - violent or pornographic programs should be broadcast late at night and the access to them should be restricted using parental control mechanisms,
- promotion of European films and European audiovisual content - on TV channels, at least half of emission time should be devoted to European films and TV productions. Video-on-demand services should also promote European productions,
- accessibility – mass-media institutions should ensure access for sight-impaired or hearing-impaired people to their audiovisual content.

Generally speaking, the audiovisual policy should ensure:

a) a comprehensive framework that reduces the burden of regulation, covering, at the same time, all audio-visual media services;
b) updated norms/rules on television advertising that will improve the financing of audiovisual content;
c) the obligation to encourage media service providers to improve access for sight-impaired or hearing-impaired people to their services.

As regards "cooperation in mass-media field", it might include the most diverse aspects, such as the exchange and transfer of experience and best practice with regard to: regulation and self-regulation; economic condition, including advertising; operation of regulatory and media-supervising authorities, and not only for broadcasting sector; ensuring media pluralism; encouraging loyal competition; counteracting negative phenomena, including propaganda and misinformation; use of information technologies, etc. In another order of ideas, cooperation in mass-media sector could imply as well actions that result in, at least, the presence of media content in national information space of the biggest European news agencies, as well as expansion of national media contents beyond the boundaries of RM.

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8 https://europa.eu/european-union/topics/audiovisual-media_ro
9 http://www.europarl.europa.eu/atyourservice/ro/displayFtu.html?ftuId=FTU_5.13.2.html
From this viewpoint, the nine actions planned to implement provision 132 p. (C) and (e) are insufficient.

**Provision 133** - "The Republic of Moldova shall carry out approximation of its legislation to the EU acts and international instruments referred to in Annex XIV to this Agreement according to the provisions of that Annex" is specified with a point from Annex XIV to the Agreement, and, namely "Directive 2010/13/EU of the European Parliament and of the Council of 10 March 2010 on the coordination of certain provisions laid down by law, regulation or administrative action in Member States concerning the provision of audio-visual media services (Audio-visual Media Services Directive)". This provision, according to NAP, will be implemented by a single action aimed at the adoption of a modification for amending and completing the actual Broadcasting Code. The Directive has 12 chapters and 36 articles. The document is very consistent in terms of content. Meanwhile, EU initiated comprehensive discussions for completing or reviewing the AVMSD, with key points referring to: (1) changing the limit of commercial communications from 12 minutes per hour to 20 % per day, between 7.00 and 23.00; (2) protection of minors against the content likely to "affect" them, the same regulation applying to traditional programs and on-demand services; (3) extending the provisions on European works to on-demand service providers, who must ensure that European works represent at least 20% of their catalogues and show appropriate visibility for these works; and (4) integration of video sharing platforms under AVMSD to fight hatred speeches and protect minors against harmful content. Therefore, the commitment "Republic of Moldova shall approximate its legislation to EU legal acts and international instruments listed in Annex XIV to the Agreement" requires much more feasible actions to be accomplished in three years. One single action on approximating national legislation to EU regulations is definitely not enough.

**Statement 1.2.** - "The actions planned for the reporting period are sufficient, satisfactory, insufficient", is credited with 1 point and signifies the insufficiency of actions planned for the reporting period, i.e. March to May, 2017. For this period, three actions were foreseen (see table below).

<table>
<thead>
<tr>
<th>National Action Plan</th>
<th>The deadline for measure implementation and deadline for implementation according to AA</th>
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<tbody>
<tr>
<td>SL2. New document Draft decision issued by BCC on the access for hearing-impaired and sight-impaired persons to program services</td>
<td>Quarter II, 2017</td>
</tr>
</tbody>
</table>

**Rationale:** From the three foreseen actions, the National Conception for Mass-media Development is the most complex and, therefore, it will would require much more time and efforts. The second action concerning a draft decision of BCC is irrelevant: BCC on May 17, 2016 adopted the Decision no.14/81 on access to program services for hearing-impaired and

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10 idem
sight-impaired persons, published in the Official Gazette no. 169-183 on June 24, 2016. Consequently, only two actions are left for three months, which does not certify the firm and plenary commitment to speed up the implementation of AA provisions on the media segment.

Statement 1.3. - "The actions planned for the reporting period are accomplished, partially accomplished, non-accomplished", is credited with 1 point and means unfulfilled actions.

Rationale: During the reporting period, none of the two actions were accomplished. It should be noted that even on 1 November 2016 the Parliamentary Commission for mass-media examined and gave a positive opinion to the proposals for amendment and completion of Articles 2, 3, 6, 13, 22 and 40 of the current Broadcasting Code, which had been drafted by the Broadcasting Coordination Council and presented as legislative initiative by the Government on October 19 last year. In fact, the proposals for amendments were included since 2013 in the Action Plan for the implementation of the Association Agreement and were intended to contribute to the harmonization of legislation. The provisions focused on the modality of providing audiovisual media services on demand, as well as conditions for dissemination of short extracts from the program service signal, which performs the broadcasting of major importance events. In 2013, after three years since the adoption of Audio-Visual Media Services Directive, the proposals were still timely. Meanwhile, however, it became absolutely necessary to update those proposals, taking into account the developments in Europe. The Directive of the European Parliament and of the Council amending Directive 2010/13/EU of 25 May 2016 on the coordination of certain provisions laid down by law, regulation or administrative action in Member States concerning the provision of audiovisual media services in view of changing market realities is already operating with "video-on-demand providers and videosharing platforms" and not "on-demand audiovisual services".

Statement 1.4. - "Unplanned but timely actions for the reporting period are accomplished, partially accomplished, non-accomplished", is credited with two points and signifies the partial implementation of some unplanned but necessary actions.

Rationale: Two actions that are not included in the NAP for the reporting period have been achieved. They are: the adoption of Law no. 218 on amendment and completion of the Broadcasting Code, which, inter alia, stipulates that owners holding more than two broadcasting licenses should decline them immediately and not when their validity term expires. The second action aims to create a working group on adjustment of national mass-media legislation EU standards and best practices.

Thus, the answers to the statements regarding the quantitative analysis of NAP implementation receive a number of 5 points out of maximum 12.

Qualitative analysis:

Statement 2.1. - "The actions planned and the AA provisions are fully compliant, partially compliant, non-compliant", is credited with two points and denotes a partial compliance.

Rationale:
NAP includes 12 actions with a view to implement three provisions of AA on mass-media segment.

Provision 131 (1) - "The Parties shall develop a regular dialogue and cooperate to promote the audio-visual industry in Europe and encourage co-production in the fields of cinema and television", was ignored, although being very important in a field where cooperation, promotion and co-production are in the pipeline in an era of convergence.
Provision 131 (2) - "Cooperation could include, inter alia, the issue of the training of journalists and other media professionals, as well as support to the media, so as to reinforce their independence, professionalism and links with EU media in compliance with European standards, including standards of the Council of Europe (CoE) and the 2005 UNESCO Convention on the Protection and Promotion of the Diversity of Cultural Expressions", would be implemented, according to the NAP, via the actions "Organize and conduct training activities for journalists on observance of human rights in audio-visual services" and "Draft Government Decision on the approval of National Mass-media Development Conception". The actions as foreseen in NAP do not provide a clear understanding as being in full compliance with the AA provision. Although the training of journalists in terms of human rights is very important, provision 131 (2) is much more comprehensive, and most of its aspects remained uncovered. Training activities are necessary always and everywhere, but the "performance indicator" should rely in strengthening the independence, professionalism and links of Moldovan media with the EU one. In other words, a change in the view over the performance indicators is required. The two training sessions planned on human rights in the audio-visual, one in 2017 and another in 2019, will not ensure the fulfillment of much more ambitious goals of provision 131 from the AA, regardless of the number of participants attending them. The planned National Mass-media Development Conception could "cover" the currently missing aspects from the NAP for the moment.

The second action intended for implementing the provision 131 (2) would mean a draft government decision, entered into force, and a responsible institution - BCC. Definitely, the action should imply a national strategy / conception for mass-media development adopted and the performance indicator - its fulfilment, by which mass-media independence and professionalism should be reinforced, as well as their links with EU mass-media. A strategy / conception or a government decision does not necessarily mean that it will be functional. BCC is the institution responsible for the draft Government decision. Technically speaking, the preparation of a draft Government Decision does not require too much effort and time. Most probably, the authors of NAP had in mind the development of a national concept for mass-media development, which is an appropriate conception for Republic of Moldova. BCC is appointed as the responsible institution, which, in fact, covers only the broadcasting, whereas mass-media as a system includes as well the print press and online media. Under such circumstances, the relevance of planned actions is diminished even more.

The actions planned to implement provision 132 (c) and (e) - "Policy dialogue on cultural and audiovisual policy" and, consequently, "Cooperation in the field of media", are in partial compliance. Firstly, we will notice the fact that, even though provision 132 (e) targets at media, in general, the planned actions refer only to broadcasting. In addition, the same actions target at cooperation inside the country, although provision 132 is explicit and univocal: "The Parties shall concentrate their cooperation in a number of fields". Hence, the "Parties" focus on cooperation between signatories of AA. Some actions, as a matter of fact, repeat several BCC duties set by law, such as: "Develop the draft Concept for coverage of the election campaign", "Ensure the protection of linguistic and cultural-national heritage by broadcasters in the country", etc.

Three actions meant to support the political dialogue on audiovisual policy (provision 132 (c)) refer to several new normative documents, including a decision of BCC on the approval of model of service offer for programs retransmitted in Moldova; a decision of the BCC on the access for hearing-impaired and sight-impaired persons to program services, and Methodologies for monitoring audio-visual mass-media services aired by broadcasters. The normative acts in force are set as performance indicators. Respectively, we face the same viewpoint over the issue, when it is erroneously believed that the existence of a normative document would make it functional. The model of service offer for programs retransmitted in Moldova follows to be approved in the second quarter of 2018. The timeframe is not justified if this model, although requiring insignificant efforts, is to be approved after 23 years since the first law on broadcasting and after 11 years since the adoption of the Broadcasting Code.
As regards the "new" normative act on the access for hearing-impaired and sight-impaired persons to program services, foreseen for approval in the first quarter of 2017, it is irrelevant since BCC in May 2016 adopted another decision in this respect. Referring to approval of Methodologies for monitoring audiovisual media services aired by broadcasters, it would be necessary to indicate their number. In October 2010 BCC had already adopted a new methodology for monitoring the program services of broadcasters. Thus, the commitment is unclear. The deadline for implementation also raises doubts - the fourth quarter of 2018. For the fourth quarter of 2018, ordinary parliamentary elections are envisaged. In this context, if BCC has the obligation to monitor program services, it would have been relevant that the "methodologies" were adopted, tested and exploited earlier, given the fact that it is during the election campaigns that broadcasters commit the most numerous and serious mistakes.

Six actions planned to implement provision 132 (e) have minimal relevance. The first action includes the organization of three regional seminars per year, with holders of emission licenses and re-transmission authorizations. The other five actions refer to BCC duties, stipulated in the Broadcasting Code. The mechanical transfer of some obligations from the law into the NAP does not add any relevance to the planned actions. The planned actions should bring added value, but not duplicate those of BCC. Organised seminars/contests or conducted monitoring are mistakenly set as performance indicators of performance, just as before. It is the effect of actions that matters, but not the actions themselves. For instance, "Ensure the protection of linguistic and cultural-national heritage by broadcasters in the country" cannot be guaranteed by "Conducted monitoring", but by the actions to be taken based on the monitoring results. The relevance of NAP actions decreases even more, if we consider that they would refer to RM - EU cooperation in the media field. Therefore, they refer neither to the entire media sector, nor to the cooperation of AA signatories.

The only action planned for implementing the provision 133 - "The Republic of Moldova shall carry out approximation of its legislation to the EU acts and international instruments referred to in Annex XIV to this Agreement according to the provisions of that Annex" is partially compliant and cannot ensure the approximation of national norms to the EU ones. Even if it had become a law in the first quarter of 2017 as set in NAP, BCC initiative on provision of audiovisual media services on-demand would still have required shortly an updating. The situation remains uncertain including for reason that the transition to digital terrestrial television is delayed, and the development of information technologies brings about new and more attractive opportunities than audiovisual media services on-demand.

Provision 133 from the AA refers as well to "EU normative acts", not only to "international instruments listed in Annex XIV to the Agreement", as planned in the NAP.

**Statement 2.2.** - "The actions planned for the reporting period are relevant, partially relevant, irrelevant", is credited with two points and signifies partial relevance.

**Rationale:** Three actions are planned for the period March-May 2017. One of them referring to the access to program services for hearing-impaired and sight-impaired persons lost its relevance, since such a decision was taken by BCC one year ago. The most relevant action foresees the development and adoption of a national conception for mass-media development. Such a document is timely and would stand for a general vision on how the national media field will evolve on a medium and long-term basis.

**Statement 2.3.** - "The actions planned / unplanned for the reporting period are accomplished properly, partially properly, improperly", is credited with 2 points and corresponds to the "partially properly" option.

**Rationale:** The accomplishment of the three actions is inadequate. One action was fulfilled a year ago and, therefore, cannot be taken into consideration. Although are important, the other two actions are just under way.

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The implementation of two unplanned actions may be qualified as partially proper. Here we refer to adoption of Law no.218 on the amendment and completion of Broadcasting Code, and the establishment of a working group, at Parliament’s initiative, for adjusting national media legislation to European standards. The Law no.218 causes reluctancy in appreciation. For example, it provides for a new Article -661 that stipulates: "The measurement of audience percentage shall be done by a selected company following a transparent tender, at least once in 5 years, in accordance with procedures and conditions set by a regulation approved by the Broadcasting Coordination Council". This provision is very important, but it may not generate the expected effects, unless the law sets certain special limits for audience percentage permitted to a broadcaster. The law includes as well other gaps, fact which does not enable the unplanned action to be regarded as appropriate.

The implementation of the second unplanned action may be regarded as adequate: a public announcement was issued, the goal for establishment of the working group was clarified, the categories of representatives to be part of the group were indicated, the mechanism for delegating representatives was decided, as well as an acceptable timeframe for delegation, the group was created and its members were publicly announced.

Statement 2.4. - "The actions planned/unplanned and accomplished during the reporting period have the expected impact, the partial-to-expected impact, the null impact", is credited with 2 points and the corresponding answer would be "partial-to-expected impact".

Rationale: Two of three planned actions were not implemented, and, therefore, we cannot judge their impact on mass-media condition, in general, and on the audio-visual, in particular. The third action planned, but actually fulfilled a year ago (BCC decision on the access to program services for hearing-impaired and sight-impaired persons), may also not be assessed in terms of impact.

One month after the entry into force of new amendments to the Broadcasting Code, (one of which was intended to prevent the ownership concentration in mass-media system by allowing an owner to hold no more than two emission licenses), the biggest owner, leader of Democratic Party of Moldova (DPM), requested and obtained, in BCC open session, the cession of two from the four television channels, which he held at the time of entry into force of amendments (Law no.218). The television channels became property of a company, the manager of which is an advisor to DPM’s leader. Hence, it might be the case that legislation is complied with, but the real impact upon the field is not the expected one.

The real impact of the second unplanned action, referring to the working group created by Parliament, shall be evaluated when the documents prepared by the group are taken over, voted for and implemented.

Thus, the answers to the statements regarding the qualitative analysis of NAP implementation receive a number of 8 points out of maximum 12.

Quantitative and qualitative assessments of the NAP and the implementation of the activities planned for the months March to May 2017, accumulate 13 points. According to the methodology, such a state-of-play shows that NAP implementation flows at a pace that requires acceleration.

Conclusions:

- the actions planned in the NAP for the years 2014-2016 on the media segment have focused mostly on the audiovisual and did not fully comply with the AA provisions;
- the actions planned were either partially accomplished or not accomplished at all;

13 http://lex.justice.md/document_rom.php?id=041D82D8:3A07C731
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- the impact of actions’ fulfillment was partial-to-the-expected one and, since not the entire media sector was targeted, these actions were unable to respond efficiently both to AA provisions and the necessity to establish and develop a democratic, pluralist and professional media system;
- while planning actions for the next implementation period (2017-2019), the above provisions were not taken into account, and some irrelevant actions are repeated;
- the formulation of actions and the manner of reporting on their accomplishment generally creates the impression that NAP (on the media segment) represents a goal in itself and not a tool for propelling positive developments in the media sector, based on democratic principles, which are conscientiously undertaken by the authorities;
- the actions planned in the NAP for the period 2017-2019 on the media segment and those planned for the reporting period are insufficient, targeting mostly the audiovisual and not being in full compliance with the AA provisions;
- the actions planned for the reporting period were not fulfilled;
- in the reporting period, two unscheduled actions were fulfilled, but which are appropriate for the stated purpose of the NAP;
- the impact of implementing unplanned activities during the reporting period is partially-to-the-expected one.

Recommendations:
- The NAP, in its part covering the mass-media segment, should be reviewed and complemented, so that the actions: a) include the entire field of mass-media, b) are in full compliance with the AA provisions, c) do not duplicate the duties of responsible institutions, set by law, d) are exact, feasible and measurable;
- The performance indicators must be reviewed in a manner that takes into account the real effects of actions implementation, but not the actions themselves should generate the impact;
- The rhythm of properly fulfilling timely and relevant actions for mass-media development should be accelerated.

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Monitoring Report No. 5

Elements of Propaganda, Information Manipulation and Violation of Journalism Ethics in the Local Media Space

February 1, 2017 - April 1, 2017

The report was developed by the Independent Journalism Center within the Media campaign against false and biased information - STOP FALS!, conducted by the Association of Independent Press (API), Independent Journalism Center (IJC) and Association of Independent TV Journalists (ATVJI).
I. GENERAL INFORMATION

From 1 February 2017 to 1 April 2017, the Independent Journalism Center monitored 12 media institutions – news portals and TV channels, to identify whether the broadcast journalistic materials contained violations of deontological rules and/or elements of informational manipulation. IJC analyzed how these media outlets reflected events of public interest in politics, the economy, and foreign policy; if they respected the journalistic rules on verification of information from several sources and diversity of opinions in order to ensure the balance of the conflict news, etc. Invoking the Journalist’s Ethical Code and scientific reference works allowed the IJC to detect methods and techniques used by Moldovan media outlets to influence the wider public by spreading manipulating messages.

The Purpose of Monitoring

To establish whether the media, in addressing issues of public interest, respected professional ethics or used techniques of manipulation - and to identify those processes. Monitoring also aimed to expose the mistakes of journalists, deliberate or not, in fact stating, so that case studies and reports would have an instructive role. Another purpose of the monitoring was to help increase media consumers awareness of the risks of unsafe information sources. Thus, the monitoring helps consumers to understand how the media can manipulate, to be able to distinguish between a manipulative journalistic story and a story that covers reality in an equidistant way.

The selection criteria of the media outlets monitored were:

- Coverage area – national;
- Language: Romanian and Russian;
- Impact – circulation and audience.

Media outlets monitored:

Broadcast media - Publika TV (news on the website Publika.md), Prime TV, Jurnal TV, Accent TV, RTR (newscasts prepared in Republic of Moldova), REN TV;

Online press - Ziarulnațional.md, Pan.md; Gagauzinfo.md, Novostipmr.com, Sputnik.md, Deschide.md.

Methodology

The reported focused on political, economic and social events of major public interest these that occurred during the monitoring period, and analyzed the way the media covered events. IJC investigated language and images used by journalists, the way they selected events to cover, accuracy of source quoting, tone of exposure etc., - all, in the light of the Journalist’s Ethical Code¹, of guidelines and recommendations on

high quality and responsible media\textsuperscript{2}, and with respect to manipulation and propaganda definitions, as determined by the Dictionary of Sociology\textsuperscript{3}.

Manipulation: "the act of making a social actor (person, group, community) think and act in a manner compatible with the interests of the initiator and not with his/her interests, by using persuasion techniques that intentionally distort the truth giving the impression of freedom of thought and decision. Unlike the influence of the rational persuasion type, manipulation is aimed not to a more accurate and deeper understanding of the situation but to imprinting in the mind of a convenient understanding, falling back both on the misleading by using forged arguments and on the emotional non-rational levels'."

Propaganda: "the systematic activity of transmission, promotion or dissemination of doctrines, theses or ideas from the standpoint of a particular social group and ideologies, in order to influence, change, form concepts, attitudes, opinions, beliefs and behaviors. The propaganda is performed in such way as to lead to the realization of the goals and interests of the group it serves, and there is no value-neutral or objective propaganda."

**Main subjects monitored between 1 February 2017 and 1 April 2017:**

- Price increase of medical services for persons without health care insurance;
- The proposal of PDM leader, Vlad Plahotniuc, to introduce a single member constituency system;
- Parliamentary debates on the bill providing for the change to a single-member constituency system;
- Approval in the final reading of the bill on amending Broadcasting code.
- Approval in the first reading of the bill on lifting MPs immunity.

**II. GENERAL TRENDS**

Monitoring data shows that some journalistic materials created contained deviation from the deontological rules. The following elements featuring information manipulation, propaganda practices, and infringements of the Code of Ethics were identified:

**Ignorance** during newscasts and in news building - Publika TV, Prime TV, Accent TV (all three in news stories on medical services);

**One sided coverage of the issue** – Publika TV, Prime TV (in news reports on single-member constituency);

**Quoting anonymous experts** – Publika TV, Prime TV (in news reports on single-member constituency);

\textsuperscript{2} Style Guidelines Containing the Ethical Rules for Journalists, API, http://www.unicef.org/moldova/Ghid_Etica_Jurnalist_RO.pdf 
**Facts Opinions combined with facts** - Accent TV, Publika TV (in news stories on single-member constituency);

**Selective presentation of the facts** - Accent TV, Publika TV (in news stories on single-member constituency and on Broadcasting code amendment);

**Generalization** - Publika TV (in news stories about Moldovans supporting change of election system and Diaspora welcoming PDM initiative to introduce single-member constituency).

**Propaganda** – Publika TV, Prime TV (in news reports on single-member constituency);

**Truncating and taking quotes out of context** - Publika TV, Prime TV (in news stories on single-member constituency and on lifting MPs immunity);

**Distortion, through text, of messages of the source,** - Publika TV (in news on on lifting MPs immunity);

**Labelling** - "fugitive criminal RenatoUsatâi" (Publika TV), "the oligarch Vladimir Plahotniuc" (Jurnal TV).

### III. DATA ANALYSIS

1. **Price increase of medical services for persons without health care insurance**

On 10 February 2017, the Government amended the **Registry of unique tariffs for health care services**, by increasing prices for persons without healthcare insurance. The press took up this subject only on 20 February; most media outlets covered the issue in their news reports during 20-24 February. On 20, 21 and 22 February, when discussions on increased prices on health care gained momentum in society and press, **Publika TV** did not report on the subject. Only on 23 February, when the Minister of Healthcare issued a press release, and socialist MPs and supporters organized a protest at the Healthcare Ministry, demanding cancellation of tariff increases and resignation of minister RuxandaGlavan, did [Publika.md](http://mediacritica.md/ro/?s=studiu+de+caz) post one news story on this matter; **Minister of Healthcare: 86 % of population will have access to free of charge medical service.** Journalists did not bother to inform the public about price increases and the reasons for them, but limited themselves to presenting Minister's standpoint only, publishing the full text of the press release. Other pieces of information on this matter, including the protest by the socialists, were **ignored**.

**Publika** presented a short news item on this issue the next day as well, on 24 February. Both online and during televised broadcasts, it presented only RuxandaGlavan;s reaction towards socialists' discontent; **Healthcare Minister, RuxandaGlavan: Socialists’ Motion, CHEAP POPULISM.** The TV channel sidestepped the subject to protect the image of Minister Glavan, who, in this case,
had to face an "unpleasant" situation. Moreover, Publika TV, in its broadcasts, completely ignored the information about the press release of National Healthcare Insurance Company (NHIC) issued on 21 February, where the company provided explanations for the price increases.

*Prime TV* also ignored this subject in its daily agenda and bypassed several relevant details of the news report. The channel aired only one news piece on 23 February, which briefly reported on the clarifications of Healthcare Minister from her own press release. Other pieces of information, including on socialists' protest, were missing.

*Accent TV* aired a news story on 22 February that contained several minor comments of the reporter: "It looks like institutional modernization in the Republic of Moldova begins rather with price increases than with reforms". On 23 February, the TV channel aired a comprehensive report on the socialists' protest in front of the building of Healthcare Ministry; however, this coverage ignored the response of Healthcare Ministry that was expressed in a press release issued earlier that day.

Other media monitored, including *Deschide.md* or *Ziarulnational.md*, covered the issue in several news stories in detail and with different points of view. E.g.: "DOC/The State "makes us ill" with new prices for health care services. At a dentist's office, the health insurance is of no use"; "SPRM will file a simple motion. I demand to put down RuxandaGlavan" (Deschide.md); "Important. Prices for health care services in hospitals increased by several times", "Case study: The way prices for health care were increased ON THE QUIET" (Ziarulnational.md).

2. The proposal of PDM leader, Vlad Plahotniuc, to introduce single member constituency system

On 6 March 2017, leader of Democratic Party, Vladimir Plahotniuc, announced that his party would submit a bill on amendment of Election Code pursuing to change the system of electing MPs: shifting from party lists to single-member districts.

News reports on *Publika* and *Prime*, covered the subject from a single stand point, focusing exclusively on positive aspects of the amendment. News stories that employed election propaganda techniques were: "WHAT SINGLE-MEMBER CONSTITUENCY VOT IS. Details that each citizen must be aware of " (Publika, 6 March); "National campaign for signature collection in favor of single-member constituency began. What people say" (Publika, 9 March). For instance, on the first day the initiative was launched, six news stories about the proposal of Vladimir Plahotniuc, most of them accompanied by video, were posted on *Publika.md* portal. There were two more news items: one about the reaction of Igor Dodon and a few MPs, and the other one "Citizens support the initiative on single-member constituency and dismissal of MPs." In total, seven "positive" news stories that promote the initiative, and one with feedback about it. From 7 March, on a daily basis one to three news stories promoting a single-member constituency, without

5http://mediacritica.md/ro/studiu-de-caz-lansarea-de-catre-liderul-pdm-vladimir-plahotniuc-initiativei-de-introducere-votului-uninominal/
presenting controversial opinions were posted to the Publika.md portal. Based on the definitions in the Dictionary of Sociology[1], it can be concluded that this systematic repetition and persistent promotion of the idea that single-member constituency is an exclusively beneficial matter for Republic of Moldova - is a sample of propaganda.

As well, it was found that news stories on Publikacited anonymous experts, which is a manipulation technique. In news item "PLDM Leader, ViorelCibotaru, about single-member constituency: It is a more human feature, it will bring personalities to the Parliament," aired on 7 March, it said: "Political observers claim that each of the three politicians have their own interests to reject amendment of the election system: Andrei Năstase criticized anything coming from Vlad Plahotniuc, Maia Sandu doesn't have a team across the country, thus the chances of anybody on behalf of PAS to getting into Parliament diminish; and Viorel Cibotaru is interested in preserving the existing system, which proved to be a vicious one, hoping to make an election block with PAS and PPDA, to maintain PLDM in the Parliament." The fact that "observers" are not given a name and aren't precisely quoted - when exactly and what exactly they said, proves that it was intended to convey an opinion (that may be reporter's opinion), shedding negative light on opponents of the idea of introducing single-member constituency. Reporters of this media outlet, as well produced a voxpopuli with selective opinions based on the message, contrary to the principle of opinion diversity, and generalized without justification: "Citizens support the initiative on single-member constituency and dismissal of MPs" (6 March); "Diaspora welcomes PDM initiative to introduce single-member constituency during parliamentary elections" (8 March). In both news stories, only positive opinions featured, both in the title and in the generalized text. The statements in the title aren't accurate, because, according to opinion polls, not all "citizens support", and in the second news story, no interviewed person spoke on behalf of the entire diaspora.

Also on Accent TV, its newscast on 6 March quoted anonymous experts, however with a different purpose, to blame the PDM initiative: "For a long time experts predicted this scenario, stressing it as the only feasible way for the Democratic Party to stay in power." "The Experts" are cited once more in a news report on 7 March: "To note that this isn't the first attempt of the government to promote "weird", as qualified by the experts, initiatives. Moreover, in the news item broadcast on 6 March in several cases opinions were mixed with the facts: "He promised that Democratic Party would be closer to people, and after he took his mask off, he announced the main news." Same technique was employed by reporter in the text of the news story broadcast by Accent TV on 7 March: "Socialist Party in Republic of Moldova said a solid "No" to the perspective of further remaining under the thumb of PDM regime".

Accent TV and Sputnik.md covered the subject with selective presentation of opinions about PD's initiative. In the news stories disseminated by Sputnik.md only Igor Dodon's point of view was presented, even though several leaders of parliamentary fractions or of opposition parties made statements on that matter on the same day.
3. Parliamentary debates on the bill providing for change to single-member constituency

The first Parliamentary debate about the Election Code amendment took place on 31 March 2017. Several media outlets covered this event with deviations from the Ethics Code and employed techniques of information manipulation.

This subject was also covered through one-sided presentation of opinions, combined with generalizations and selection. On Publika and Canal 3, presenters introduced the news reports on this matter with the following phrases: "Today parliament organized first public debates on the bill pursuing the introduction of single-member constituency. Participants discussed the advantages of changing the election system and citizens' expectations from the political class." This is a one-sided approach and reflects a selective presentation of the facts, as not all participants spoke about "the advantages of changing the election system." By generalizing one sentence in this news story on PublikaTV, the statement became false: "Civil society representatives believe that implementation of single-member constituencies will grant access to Parliament for people loyal to the country." In fact, at least six participants at the debate, whose opinions were covered in news reports by other media than Publika, stated they were against single-member constituency system.

Journalists from Publika were also blamed for truncating quotes in this news story, aiming to change the statement meaning. By cutting off a sequence from Nicolae Panfil's discourse, "Promo-Lex" representative, held during the debate, the meaning of his message was denatured. "Promo-Lex" organization put forward arguments to request the withdrawal of bill on single-member constituencies. However, the news story featured Panfil expressing an opinion favoring the bill: "Yes, we have to realize and voice it: the opinion poll commissioned by "Promo-Lex" confirm the fact that citizens perceive a need and an opportunity in changing the election system." A few days later "Promo-Lex" reported that their message was distorted and they issued a press release containing the full discourse, including the truncated sequence.

Several media institutions - Accent TV, in their newscast on 31 March and Sputnik.md ignored the subject about the parliamentary debate in their news programs. Other media outlets ignored relevant elements of the news story. Publika and three TV channels from GMG group - Prime, Canal 2 and Canal 3 - ignored at least one significant fact: The Head of "Transparency International Moldova", Lilia Caraşciuc, left the debate, as a sign of protest, after she held her discourse criticizing the initiative. Selection and ignorance of facts aimed to hide from viewers or readers that there is a strong resistance from active civil society organizations towards the bill proposed by PDM.

The TV channels, also employed labeling when covering the debate- "fugitive criminal Renato Usatîi" (Publika TV), "the oligarch Vladimir Plahotniuc" (Jurnal

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TV) and mixed facts with opinions: "While most parliamentary and extra-
parliamentary parties debated the bill, several members of "Our Party" lead by fugitive criminal Renato Usatâi, also this time preferred to make a scandal and protested in front of the Parliament" (PublikaTV and Canal 3).

The above mentioned techniques employed by Publika, Prime, Canal 3 and Canal 2 - promoted exclusively the advantages of single-member constituency system, while excluding the opinions about the disadvantages of this initiative, all together served as propaganda within the campaign of introducing single-member constituency system, proposed by Democratic Party in Moldova.

4. Approval in the final reading of the bill on amending Broadcasting code.\(^7\)

On 30 March 2017, Parliament approved the bill on the Broadcasting Code amendment that binds TV stations to air eight hours a day of national content, six of them to be aired during prime-time. Earlier on, several TV stations criticized this provision, which was also put forward to public opinion in 2015, claiming that by removing highly popular programs from their viewing grid, they would lose advertising clients. As well as that, they argued that TV channels without secure funding from owners - persons or groups, will face unfair competition, as they wouldn't be able to afford to produce a large volume of their own programs. Several media experts expressed their concern of the risks entailed by this bill.

Both Publika TV and Accent TV - channels owned by persons or groups related to PDM, and PSRM, respectively, - covered exclusively the parts considered positive of the bill, and ignored critical opinions. Moreover, the opinion of concerned stakeholders was not requested - owners or managers of TV and radio stations. Publika TV presented only the government's position, though AndrianCandu's statement, and the standpoint of several Opposition representatives expressed on that day, were ignored by the channel. Vadim Pistrinciuc, PLDM MP, stated for journalists that the bill wouldn't solve the problem of information security in Republic of Moldova, on the contrary it would strengthen the presence in themedia market of two monopolies - media groups related to PDM and PSRM. As well, according to Ethics Code, journalists must request the opinion of "all parties involved in the matter" (p.2.2), in this case of owners and managers of broadcast media outlets. Earlier on, several of these managers, along with media organizations, criticized this bill. A news item with similar content about Broadcasting Code amendment was aired by Prime.

Accent TV emphasized in its report that in particular, the amendments to Broadcasting Code proposed by socialists were approved. The opinion of MPs who voted against the bill and of broadcasters was ignored. Everything was presented as an exclusive success of socialists, "who were persistent" and obtained four hours of locally produced content in "state language" and two hours in Russian.

RTR Moldova, in its news program in Russian at 19.45, aired a news story detailing the amendments and the way in which they will be applied. Journalists reminded that "earlier on, during public hearings, broadcasters stated that these amendments will favor certain channels," however, they ignored the opinion of opposing MPs.

5. Approval in the first reading of the bill on lifting MPs immunity

On 30 March 2017, a Parliamentary majority voted in the first reading for a draft amendment to the Constitution pursuing lifting MPs immunity. The opposition MPs criticized the document submitted by Democratic Party, saying that under current circumstances in the Republic of Moldova, such an amendment might create a tool to persecute disturbing MPs.

The news story during the main newscast of the day at Publika TV, Newsroom, distorted the messages of sources. Reporters included sequences of opinions expressed by MPs during the examination of the bill in the plenary meeting. However, the way reporters introduced some quotes, distorted the original message of MPs VasileBolea and Elena Bondarenco, who were against the adoption of this bill. The statements of both Bolea and (especially) Bondarenco, were truncated and taken out of context. Reporter of Publika TV said: "Several MPs swore they haven't committed any crimes", and inserted the opinion of communist MP Elena Bondarenco: "I have stolen nothing in my life, I haven't killed anybody, I haven't taken any bribes, I do not disturb my neighbors after 11 PM, I always cross the street on green light and on crossing for pedestrians, and now, without too much fuss, any morning, at a bus stop, without my party colleagues; knowledge, I might be arrested."

The intention of the speaker is not to admit the fact that she had not committed any crime, but to mention that once the immunity is lifted, that MPs may be abused. However, this message has been distorted and trunked. As a proof of that is continuation Elena Bondarenco's discourse, aired by Jurnal TV: "...simply, on a beautiful morning, at a bus stop, as MrDiacov suggests, I might be stopped and arrested to become obedient or to give up my seat to an obedient MP." In fact, journalists from Publika selected sequences that didn't clearly convey the idea expressed by the speaker, and commented what was said as best suited them, thus misleading the audience. Distortion, truncation and taking quotes out of context are not only information manipulation techniques; they are also infringements of Ethics Code, point 2.3 whichstates: "The journalist shall accurately assign quotations. The quotations shall be precise and in case of partial quotations, the journalist shall be obliged to not distort the message of the person quoted."

Also on Prime,a reporter commented and interpreted the words of Elena Bondarenco: "In spite of swearing they had never infringed the law, some MPs hold on to immunity with all their strength." Other media outlets covered this issue in a more or less impartial manner.

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CONCLUSIONS

TV channels *Publika TV* and *Prime TV* disseminate, with small exceptions, the same content in their news stories on major public interest events, and especially, on political subjects, presenting facts from a single stand point, favoring the Democratic Party. Their news reports on a single-member constituency system and lifting of MPs immunity employed several manipulation techniques and committed infringements of the Ethics Code including *ignorance, generalization, distortion of the message of the quoted person, truncation of quotes and labelling.*

Both TV stations, *Publika* and *Prime,* broadcast on a daily basis news items on the benefits of single-member constituencies, employing manipulation techniques, thus revealing their involvement in a campaign of political *propaganda.*

In their news programs, *Accent TV* displayed selective coverage of subjects; it shed more light on the Socialist Party activity, and highlighted actions of its representatives, ignoring other opinions and relevant facts. In the case of *Accent TV* – the following deviations were revealed: *one-sided presentation of facts, ignorance, quoting of anonymous experts.*

Unlike the previous monitoring period (December 2016 - January 2017), during February-April 2017, new and more serious forms of information manipulation were employed - *truncation of statements, distortion of the message of the quoted person and taking out of context* - and *propaganda,* usually, this is occurring during election periods.

Monitoring data reveals that journalists are *involved in propaganda campaigns.* As well as this, many journalists employ a selective approach towards facts and opinions; they protect the image of certain politicians instead of providing objective coverage of reality.

Other media institutions than the ones previously mentioned above showed no significant deviations from deontological norms in covering monitored subjects; or depending on their specific focus and area of coverage, they did not include these subjects in their news.

RECOMMENDATIONS

Media institutions and especially journalists should refrain from participating in propaganda campaigns, and report facts in an objective manner, presenting different points of view. Editorial offices must select subjects pursuant to their level of public interest rather than the media owners' interests.

Journalists should give up on dishonest practices of one-sided presentations of facts, truncation of source statements and taking quotes out of context, as these actions not
only mislead media consumers, they also signal lack of professionalism and bad faith, and hamper consumers' trust in press and damage professional reputations.

Managers should stop using their own press institutions as tools for propaganda and promotion of interests, to the detriment of equidistant information of public.

The Coordinating Council on Audiovisual will continue to monitor the way, in which the broadcasting organizations cover the subject of changing the election system by introducing a single-member constituency or a mixed one, to ensure that people are not manipulated, but rather properly and objectively informed about the advantages and disadvantages of these systems.

Media consumers are urged to get information from several media sources, in order to avoid the risk of receiving erroneous and manipulating information.
Monitoring Report No. 6

Elements of Propaganda, Information Manipulation and Violation of Journalism Ethics in the Local Media Space

April 1, 2017- June 1, 2017

The report was developed by the Independent Journalism Center within the Media campaign against false and biased information STOP FALS!, conducted by the Association of Independent Press (API), Independent Journalism Center (IJC) and Association of Independent TV Journalists (ATVJI).
I. GENERAL INFORMATION

From 1 April 2017 to 1 June 2017, the Independent Journalism Center continued monitoring 11 media institutions – news portals and TV channels, to find out whether the broadcast news stories contained violations of deontological rules and elements of informational manipulation. The monitoring team analyzed the way these media institutions covered events of public interest in politics, economy, foreign policy, and other fields. As well, it was analyzed whether journalists observed the rules on verification of information from several sources, on opinion pluralism, on balance in news about conflicts, and so on. Manipulation methods and techniques employed by Moldovan media to influence the audience were identified by referring to the Journalist’s Ethical Code and relevant scientific works in this field.

The Purpose of Monitoring

The monitoring aimed at finding whether media observed professional ethics in addressing issues of public interest, and used any manipulation techniques. Specifically, the monitoring focused on exposing the mistakes made by journalists intentionally or unintentionally when reporting facts, so that case studies and reports would serve an educational purpose. Another objective of the monitoring was to help increase media consumers awareness of risks involved by relying on unsafe information sources. Thus, the monitoring helps consumers understand how media can manipulate, and enables them to distinguish between a manipulative journalistic story and a one that covers reality in an unbiased manner.

The selection criteria of the media outlets monitored were:
• Coverage area – national;
• Language – Romanian and Russian;
• Impact – circulation and audience.

Audiovisual: Publika TV (news on the website Publika.md), Prime TV, Jurnal TV, Accent TV, RTR (newscasts produced in Republic of Moldova), REN TV;

Online press: Ziarulnațional.md, Gagauzinfo.md, Novostipmr.com, Sputnik.md, Deschide.md.

Methodology

Political, economic and social events of major public interests that occurred during the monitoring period were selected, as well as the way these events were covered by media. The language and
images used by journalists, the selection of events for coverage, the accuracy of source quoting and the tone of reports were analyzed in terms of the Journalist’s Ethical Code\(^1\), of the guidelines and recommendations in the field of quality and responsible media\(^2\), and confronted against the notions of **manipulation** and **propaganda**, based on the *Dictionary of Sociology*\(^3\).

**Manipulation** is defined as: "the act of making a social actor (person, group, community) think and act in a manner compatible with the interests of the initiator and not with his/her interests, by using persuasion techniques that intentionally distort the truth giving the impression of freedom of thought and decision. Unlike the influence of the rational persuasion type, manipulation is aimed not at a more accurate and deeper understanding of the situation but at imprinting a convenient understanding, resorting to misleading by using forged arguments and by appealing to emotional non-rational levels of conscience'."

**Propaganda**: "the systematic activity of transmission, promotion or dissemination of doctrines, theses or ideas from the standpoint of a particular social group or ideology, in order to influence, change, form concepts, attitudes, opinions, beliefs and behaviors. The propaganda is carried out so as to lead to the achievement of the goals and interests of the group it serves, and there is no value-neutral or objective propaganda."

Main subjects monitored between 1 April 2017 and 1 June 2017:

- Veaceslav Platon sentenced to 18 years of imprisonment (20 April);
- Liberal MP Lilian Carp left the ruling majority (28 April);
- Approval, in the first reading, of the bill on election system amendment (5 May);
- "Without Fear!" Solidarity March (21 May).

**II. GENERAL TRENDS**

Monitoring data shows that some stories were made with deviation from deontological rules, and elements of manipulation techniques were employed. The following elements characteristic of information manipulation and infringements of the Code of Ethics were identified:

**Selective presentation of facts**: Publika TV, Prime TV, Accent TV, Sputnik.md (in news stories
about the conviction of Veaceslav Platon; Lilian Carp leaving the ruling majority; approval of bills on elections system amendment);

**Truncation of source statements and taking quotes out of context: Accent TV** (in news report about Lilian Carp leaving the ruling majority)

**Distortion of quoted messages by interpreting or by removing from the context: Publika TV, Prime TV, Accent TV, Sputnik.md** (in news stories about the conviction of Veaceslav Platon; Lilian Carp leaving the ruling majority);

**False statements/information: Publika and Prime** (in the news story about the conviction of Veaceslav Platon);

**Mixture of truth and lie: Sputnik.md, Accent TV** (in the news report about Lilian Carp leaving the ruling majority)

**Labeling: Publika TV, Prime TV, Deschide.md** (in the news story about the conviction of Veaceslav Platon);

**Ignorance of relevant details in the news story: RTR Moldova, Gagauzinfo.md** (in the news story about the conviction of Veaceslav Platon);

**Exaggeration of facts: Accent TV** (in the news story about the approval of bills on elections system amendment);

**Employing irony to subdue a person's authority - Publika and Prime** (in the news story about the "Without Fear!" Solidarity March);

**Elements of bias: Accent TV** (in the news story about the approval of bills on elections system amendment).

### III. DATA ANALYSIS

1st Subject. **Veaceslav Platon sentenced to 18 years of prison time (20 April)**

On 20 April 2017, Buiucani District Court in Chișinău found businessman and former MP Veaceslav Platon

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4 Case study, http://mediacritica.md/ro/studiu-de-caz-condamnarea-lui-veaceslav-platon-la-18-ani-de-inchisoare/
Platon guilty of swindling and money laundering in considerable amounts. He was sentenced to 18 years of detention. Allegedly, Platon took away MDL 800 million from "Banca de Economii". While entering and exiting the courtroom in the aftermath of the verdict, he shouted in front of cameras: "This is Plahotniuc's circus", "Today not only I was convicted, but entire Moldova as well." This was the only statement he made while he was led and supervised by police officers.

Overall, Jurnal TV, Ziarulnational.md and Sputnik.md covered the subject in a balanced manner. Both Publika TV and Prime announced that the defendant has been sentenced and part of his goods would be seized; however the opinion of the concerned person was ignored, namely the video sequence when Platon shouted in Russian: "This is Plahotniuc's circus", "Today not only I was convicted, but the entire Moldova as well." Also, from the discourse of Platon's lawyer the reporters selected only one sequence where he said that he would appeal the sentence and removed the comment about lodging a complaint with the European Court of Human Rights and the allegedly unfair treatment in Veaceslav Platon's case. In the same news story, the reporters used the label "the convicted Țopa mafiosi", followed by an unsubstantiated statement and one false statement, obtained by distorting the quoted message. Reporters said that the leader of DA Platform, Andrei Năstase, "expressed his compassion towards Platon" in a Facebook post. In fact, Andrei Năstase called Platon a "gangster", along with the owner of Publika TV and Prime TV, Vlad Plahotniuc. Here is Năstase's Facebook post that Publika TV and Prime referred to: "In 2013 we exposed the two gangsters, Plahotniuc and Platon, as the beneficiaries of the billion-dollar Russian money laundering scheme, carried out along the raider attacks with the complicity of Tănase, Muruianu, Colenco, Poalelungi, Draguțan, Harunjen, Pleșca, Zubco, Gurin and many other so called judges, executors, prosecutors. Of all, Plahotniuc picked the most dangerous one for his security - Platon, to convict him and seize his property for himself, not for the state, to acquire capital and political PR in the eve of holidays, trampling with his dirty hooves over the European Convention of Human Rights, the Constitution and the Codes of our country...."

Deschide.md covered this subject in two news reports: "Veaceslav Platon sentenced to 18 years of jail" and "Platon owes Republic of Moldova over MDL 800 million. List of seized goods." The portal reported the most relevant information, however it employed a label that was recurrent on Publika TV and Prime: "No 1 Raider of CIS". News stories on this issue reported by Gagauzinfo.md and RTR Moldova removed a part of the defendant's short statement, namely: "This is Plahotniuc's circus!"

2. Liberal MP Lilian Carp left the ruling majority (28 April)\(^5\)

On 28 April 2017, Liberal MP Lilian Carp announced his leaving the ruling majority, reasoning that coalition partners pursued the annihilation of his party. Allegedly, it was all part of a "project to annihilate traditional parties" and replace them with "loyal political partners". This statement was made after the arrest of Liberal Minister of Transportation Iurie Chirinciuc by Anti-corruption officers. Carp also said that parties supposedly were “in Plahotniuc's grinding machine" and that PDM was destroying the Liberal Party through the ruling majority established by Democrats together with non-affiliated MPs.

Publika TV broadcast one news story during the Newsroom edition of 28 April 2017, where it extracted one sentence from the politician's statement, and the phrasing used by the reporter distorted his message: "Liberal MP Lilian Carp announced today leaving the ruling majority because his opinions were not taken into account. Mihai Ghimpu, leader of the PL, considered that to be a hasty decision," said the anchor.

This formulation suggested that Mihai Ghimpu is the one who fails to take into account his opinions. In fact, the MP made reference to their coalition partner PDM and its leader, Vlad Plahotniuc, who reportedly had double standards and aimed on the one hand to eliminate the ever-dropping in polls traditional parties, comprising the Liberal Party, and on the other hand to create new parties for political partnership. When broadcasting Lilian Carp's argumentation, Publika removed his statements about the PDM and Vlad Plahotniuc. Therefore, Publika distorted the message by employing such techniques as truncation of statements, mix of truth and lies, and selective choice of facts / cherry picking (in this case, of bits of statements). The news report aired by Prime was nearly the same as Publika’s, but slightly shorter.

Accent TV also truncated Lilian Carp's statements and distorted his message. Various parts of his discourse were taken out of context and merged into a single piece, thus distorting the message and voiding it of its meaning, since the MP's main arguments were not presented. The reporter inserted Carp's statements only in reference to the detention of PL representatives (Iurie Topala and Iurie Chirinciuc), and completely ignored the message of Liberal MP about "PDM plan" (as called by Carp) and the PDM's leader to reshape the political arena. Accent TV infringed Article 2.3 of Moldovan Journalist Code of Ethics [1], and also Article 7 of Broadcasting Code [2].

Reporters of Sputnik.md portal made several untruthful statements: "Carp harshly criticized how the

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6 Article 2.3 of Moldovan Journalist Code of Ethics: "The journalist shall accurately assign quotations. The quotations shall be precise and in case of partial quotations, the journalist shall be obliged to not distort the message of the person quoted." [https://consiliuldepresa.md/fileadmin/fisiere/documente/cod_d_rom.pdf](https://consiliuldepresa.md/fileadmin/fisiere/documente/cod_d_rom.pdf)

7 Article 7 of Broadcasting Code: "(4) In order to ensure in the broadcasters’ informative programs the principles of social-political balance, fairness and objectivity, they shall ensure that: a) each news story shall be accurate; b) the sense of reality will not be distorted through editing tricks, commentaries, manner of formulation or headlines.” [http://lex.justice.md/document_rom.php?id=041D82D8:3A07C731](http://lex.justice.md/document_rom.php?id=041D82D8:3A07C731)
current ruling majority works and suggested that Liberal Party is in trouble because of its leader." According to the original discourse broadcast live by Realitatea TV, Lilian Carp did not say anything about the party's situation, or Mihai Ghimpu. He only mentioned that two or three political parties have high ratings in polls, and that people had no trust in traditional parties anymore. Journalists from Sputnik interpreted as well other statements of Lilian Carp (to the detriment of the Liberal Party and its leader), thus producing a manipulative news story by mixing truth and lies. Deschide.md portal covered the event based on main statements of Carp's discourse, and Ziarunational.md mentioned the event in a short news story based on information taken from Deschide.md. Ziarul Național, by and large, passed on Lilian Carp's message, however did not cover in detail the explanation and arguments presented by the Liberal MP. Gagauzinfo.md hasn't published any news reports on this matter. RTR Moldova covered the subject, but it was not clear enough from the news story that Lilian Carp accused the PDM and Vlad Plahotniuc of the troublesome situation faced by "traditional parties".

3. Approval, in the first reading, of the bill on elections system amendment

On 5 May 2017, Parliament passed two bills on elections system amendment: the first one proposed by the PDM (on single-member constituency) and the second one by the PSRM (on the implementation of the mixed electoral system), which later were merged and would be examined in second reading. Both bills were put on Parliament's agenda in haste, without compliance with compulsory procedures, which led to discontent among civil society organizations that organized a protest in front of the Parliament building.

In news reports on Publika and Prime facts were presented in a selective manner, the merge of bills was featured as a compromise achieved by the PDM with "those who were discontent". Viewers of the two channels did not learn anything either about the conditions under which the two bills were passed or the opposition's comments. As well, reporters made a false statement about the ad-hoc protest in front of the Parliament building: "During the debates, several dozens of persons protested against citizens' right to elect directly the MPs." As covered by other media outlets and as written on demonstrators' banners, participants demanded to stop the amendment of election system altogether, regardless of whether that change foresaw single member constituency or mixed electoral system.

Accent TV presented the story exclusively from socialists' perspective, ascribing the victory to President Igor Dodon and the PSRM Parliament group, which was said to have 'saved democracy'." Journalists resorted to exaggerations and irony, thus transforming the news report into a propagandistic text. "Socialists managed to overthrow the government's plans, which was not an easy task when you dare to declare war to political groups that subdued an entire country during seven

8 Case study, http://mediacritica.md/ro/studiu-de-caz-adoptarea-prima-lectura-proiectelor-de-modificare-sistemului-electoral/
years. Socialists were the first ones to say NO to coward methods of the Democrats satisfying their interests, whereupon other political parties followed Socialists’ example. (...) However, their courage didn't last long. Instead of persisting in their position till the end, Liberals chose an easier way -- to back down. Socialists decided to stay and face the battle.”

The news report about the protest in front of the Parliament building organized by several NGOs presented facts in a selective manner. Images were edited in such a way they did not capture banners with critical messages towards Igor Dodon and the Socialist Party. Other TV channels showed images of participants holding such banners as: "Plahotniuc-Dodon deal”, "PDM and PSRM same mafia.”

Portal Sputnik.md also used selective presentation of facts / cherry picking to highlight the position of President Igor Dodon concerning the vote in the Parliament and completely ignored opposition opinions. None of the news reports posted by Sputnik on voting day contained information on how parliamentary and non-parliamentary opposition reacted towards the approval in first reading of elections system amendments.

Both Ziarul Național and Deschide.md broadcast live and covered the vote and Parliamentary debates in other news stories, by and large reporting on all facts and opinions on the subject.

Jurnal TV reported extensively on this subject, but failed to present the reaction of President Igor Dodon, who held a briefing about the vote in Parliament. The news report broadcast by RTR Moldova contained most facts and opinions.

Gagauzinfo.md portal published a news story that mislead the audience, as the headline said "MPs voted in favor of single-member constituency system.” Nothing was mentioned about the approval of mixed elections system in first reading, nor that the two bills were merged. This news report was the only one covering the vote on that day, and was published at 5.28PM, when the matters were settled (thus, there was no way reporters didn't know the bill on mixed elections system was also approved), adding to the fact that the text was taken over from Point.md without any active links.

4. "Without Fear!” Solidarity March

"Without Fear!” Solidarity March was organized on 21 May in Chișinău at the initiative of "Gender-Doc-M”. Several media outlets used this event to ridicule and shed negative light on people opposing government. Additionally, one monitored media institution exposed a negative/discriminatory approach towards the event and used defamatory language.

In the news story broadcast on Prime, entitled "'Without Fear!' Solidarity March organized by representatives of the gay community and their supporters", reporters needlessly focused on well known opponent of government Grigore Petrenco's presence at the manifestation, subsequently inquiring the opinion of President Igor Dodon about Petrenco's participation in the event, thus suggesting that it would be a wrongdoing. Dodon, also known for his position against homosexuals, responded ironically: "I have known Grigore Petrenco for a long time, it's good he showed the cloven hoof. I did not know he also was one of...." Thus, it was suggested that the entire march was something shameful, and Petrenco, in turn, was discredited for his participation at the event. The same news was broadcast on Publika TV.

Sputnik.md portal covered the event in a biased and unbalanced way, focusing instead on the actions of counter-protesters (priests and of Orthodox Church), and used defamatory language: "supporters of immoral sexual practices", "participants at the march of dissoluteness", "supporters of pervert sexual practices". Reporter stigmatized and discriminated in the news story "Moldova, an Orthodox country and Moldova without homosexuality." Similar to Prime, Sputnik highlighted the presence of Grigore Petrenco at the event: "Among the participants in the march of supporters of perverse sexual practices was noticed Grigore Petrenco, a civic activist and one of the critics of current government."

Deschide.md provided extensive coverage of the event with detailed text and images, and Jurnal TV broadcast a balanced news report. RTR Moldova, in its second newscast on 22 May, briefly reported on the event in a news story, and Ziarul Național live streamed the event through privesc.eu portal. Regional websites Gagauzinfo.md and Novostipmr.com did not report on this event.

CONCLUSIONS

TV channels Publika TV and Prime, with few exceptions, broadcast similar content in their news stories on events of major public interest. Reports on political subjects favored the Democratic Party by employing various manipulation techniques, selective presentation of facts being the most frequent one. Also, these channels distorted messages of the quoted persons, going as far as to falsify their statements, and resorting to labeling.

TV channel Accent TV was biased in favor of the Socialist Party, which was particularly obvious in the news story about the approved bill on introducing mixed voting system. In addition, Accent TV exaggerated facts and distorted the messages of their sources by truncation of statements.
Sputnik.md used discriminatory language towards sexual minorities in news stories, thus imposing an attitude of condemnation of this social group.

Monitoring data revealed that certain journalists are biased when writing news stories, showing their support for a political party in news texts.

Several newsrooms breached both the Ethics Code in terms of accuracy and balance, and the Broadcasting Code provisions that forbid distorting the sense of reality "by editing tricks, comments, and the formulation or headlines."

Other media institutions besides the ones mentioned above showed no significant deviations from ethical norms in covering monitored subjects; or, depending on their specific focus and area of coverage, they did not include these subjects in their news.

**RECOMMENDATIONS**

Media institutions and journalists in particular should give up on selective choice of facts / cherry picking in news stories according to their owners' interests. They should inform the public in a balanced and neutral way, and not protect or promote the image of a certain party or political leader.

The TV newsrooms that truncate statements of sources, distorting their messages and misleading media consumers, should be penalized according to the Broadcasting Code provisions.

We recommend members of the Broadcasting Coordinating Council to watch newscasts on TV channels produced in the Republic of Moldova and make inquiries in order to penalize falsehood and other manipulative actions committed by journalists that breach Broadcasting Code.

The Council for Prevention and Elimination of Discrimination and Ensuring Equality should monitor the way press covers events related to social groups vulnerable to discrimination, and penalize infringement of rules that prohibit propaganda of stereotypes and defamatory language.

Media consumers are recommended to seek information from several media sources, in order to avoid the risk of receiving erroneous and manipulative information.