

Association of Independent Press (API)

ANNUAL REPORT 2011

Annual General Assembly Meeting of API members, May 3, 2012



I. ACTIVITY FIELDS IN 2011:

- Unfolding thematic training for various categories of employees from independent mass-media institutions
- Providing editorial support to API-members
- Promoting ethical journalism and professional deontology
- Continuing the resounding media campaign and the advocacy activities for improving the legal framework and economic status of the media
- Intensifying API's publishing and investigation/analysis activity
- Carrying out the thematic monitoring of mass-media institutions, including the internal monitoring of API-member mass-media institutions
- Stimulating the professional growth of journalists
- Ensuring institutional support for Moldova Press Council and Anti-Corruption Alliance Secretariat
- Mediating the provision of advertising services

II. QUALITY INDICATORS, REGISTERED IN 2011

- 14 seminars and training sessions which were attended by about 250 journalists from API-member newspapers and other mass-media institutions
- One edition of "OBIECTIV" supplement
- 16 editions of ACTIV page (anti-torture, anti-discrimination, anti-corruption, electoral education)
- Three unfolded resounding media campaigns ("Call to account for public money!", "Fortune at sight", "Interests at sight")
- Three studies and four monitoring reports
- Three professional contests for journalists, including the contest "API's yearly awards for 2011"
- Five "press tours" for journalists
- 10 thematic sittings, „round tables" and debates
- Six editions of non-discriminatory journalistic practices e-newsletter
- Money transfers to API members amounting to 722,180.85 MDL
- Including transfers for providing publicity services amounting to 244,062.66 MDL

Studies conducted in 2011:

- „The impact of economic crisis upon local press from Republic of Moldova”
- „Observing journalistic ethics in local press from Republic of Moldova: principles and reality”
- „Evolution of local press in Moldova throughout the period 1990-2010”

Publications:

- Guidelines on style containing ethical norms for journalists
- Guidelines on good journalistic practices „Mass-media and presumption of innocence”
- Guidelines on good journalistic practices „Tolerance and non-discrimination in mass-media”
- Guidelines on good journalistic practices „Protection of infants in mass-media”
- Poster “Ten „golden” rules for journalists writing about children”

Thematic supplements to newspapers:

- ACTIV non-discrimination - 5 editions
- ACTIV anti-torture - 6 editions
- ACTIV electoral education - 4 editions
- OBIECTIV World Press Freedom Day -1 edition
- Newsletter „Non-discriminatory good practices” - 6 editions

Training sessions/workshops:

- „Book-keeping and performing payments within media organizations”;
- Training on the collection of statistical data for the study „The impact of economic crisis upon local press”;
- „Ethical norms for placing publicity in local newspapers”;
- „Ethical norms for writing articles about children’s rights/condition”;
- „Human rights and child’s rights”;
- „Ethical norms for producing articles about the condition/rights of disfavored and minority group persons” - 3 training sessions;
- “Techniques for covering the Election Day and organizing election debates”;
- „Writing and documenting upon subjects related to human trafficking and domestic violence” - 2 training sessions;
- „Producing articles on controversial subjects, observing the presumption of innocence principle”;
- „API’s financial viability, by augmenting the income generated from alternative profitable activities - publicity”;
- “Developing business models and strategies for newspapers”.
- “**Press tours**” taken to centers for supporting human trafficking and domestic violence victims from Căușeni, Drochia, Bălți, Vulcănești, Rezina.

III. PROJECTS IMPLEMENTED IN 2011:

„Developing study and analysis capacities of the Association of Independent Press”

*Implementation period: June 2010 – May 2012,
Financing organization: AED- Moldova*

Goal of the project: Enhancing media’s analysis and documentation capacities for studying local press problems, by means of establishing the Study and Documentation Department within API.

Activities accomplished under the project:

- Establishing the Study and Documentation Department within API;
- Studying the general condition of local press;
- Drafting and presenting thematic research papers „Evolution of local press throughout the period 1990-2010” and „The impact of the economic crisis upon local press”;
- Elaborating API’s Development Strategy and Advocacy Agenda;
- Conducting activities for API’s institutional development (English language courses for API employees, courses for accountants of API-member editorial offices, courses for sales managers, sharing managerial experience among newspaper directors).

„Strengthening regional print press capacity while observing journalistic ethics”

*Implementation period: January – December 2011,
Financing organization: Civil Rights Defenders (Sweden)*

Goal of the project: Enhancing the professionalism level of local print press journalists for observing ethical norms.

Activities accomplished under the project:

- Monitoring 15 local newspapers in the view of observing the presumption of innocence, human rights and ways of placing hidden publicity;
- Training local press journalists and editors on producing controversial subjects (the presumption of innocence, human rights, placing hidden publicity);
- Revising and re-publishing „The Guidelines on Style containing ethical norms for journalists”;
- Elaborating a research on the observance of ethical journalism in local print press.

„Institutional support for the Press Council from Republic of Moldova”

*Implementation period: January 2011 – February 2012,
Financing organization: East-European Foundation*

Goal of the project: Building quality journalism and good practices in Moldova, by ensuring the operation and promotion of the Press Council as a self-regulation mechanism settling the disputes arisen between press institutions and media consumers, in the spirit of a mutual dialogue and respect shared by press and the readers.

Activities accomplished under the project:

- Organizing and unfolding current sittings of the Press Council as well as activities for mediating disputes arisen between media product consumers and mass-media institutions;

- Organizing and unfolding round tables in order to debate the most acute problems associated to media professional ethics and its awareness towards the public;
- Organizing and unfolding four meetings with the students of Journalism Faculties from Chisinau and Baltsi, in order to inform them about the journalist's professional ethics and media awareness towards the public;
- Publishing a special edition of OBIECTIV supplement on the occasion of World Press Freedom Day, containing „The journalist's deontology code from Republic of Moldova” (new edition);
- Publishing three guidelines specialized on good journalistic practices;
- Elaborating a study on the perception of plagiarism in mass-media.

„Monitoring the expenditure of public money in Chisinau and Baltsi”

Implementation period: January 2011 – March 2012,

Financing organization: Soros-Moldova Foundation

Goal of the project: Strengthening the local-level participation process by promoting positive practices for involving citizens and representatives of non-governmental organizations in monitoring the efficiency of public money expenditure.

Activities accomplished under the project:

- Setting up mixed monitoring groups;
- Unfolding practical activities for monitoring the use of public money by mixed monitoring teams;
- Advertising the campaign in the news of project mass-media institutions (Ziarul de Gardă, SP, Moldova 1, Radio Moldova);
- Submitting quarterly monitoring reports during press conferences;
- Shooting two documentaries about the public control over the use of public financial sources.

„Human trafficking and domestic violence in local mass-media”

Implementation period: March – August 2011,

Financing organization: UNDP-MOLDOVA

Goal of the project: Building journalists' professional capacities for writing and documenting upon subjects on human trafficking and domestic violence.

Activities accomplished under the project:

- Organizing two training sessions on the topic „Writing and documenting upon subjects on human trafficking and domestic violence”;
- Providing consulting services to journalists while elaborating media products on human trafficking and domestic violence;
- Organizing documentation trips to territorial centers for protecting victims of human trafficking and domestic violence;
- Awarding the best articles /reports on human trafficking and domestic violence, published in local media.

„Supporting the activity of Anti-Corruption Alliance Secretariat”

Implementation period: April 2011 – March 2012,

Financing organization: East-European Foundation

Goal of the project: Strengthening civil society capacities to enforce anti-corruption efforts in

Republic of Moldova.

Activities accomplished under the project:

- Logistic support for ACA Secretariat;
- Developing the anti-corruption media campaigns „Fortune at sight” and “Interests at sight”;
- Publishing one edition of „ACTIV anti-corruption” page.

„Electoral debates and civic education in print press”

*Implementation period: April – July 2011,
Financing organization: East-European Foundation*

Goal of the project: Civic education of entitled voters for participating actively in local general elections by means of an information campaign and electoral debates within API-member independent newspapers.

Activities accomplished under the project:

- Unfolding one seminar for API-member newspaper journalists on the modalities and techniques for organizing and conducting electoral debates with the participation of candidates running for mayors / councilors, as well as techniques for writing articles on local general elections;
- Organizing electoral debates by 14 local national and local newspapers, members of API, with the involvement of electoral competitors from the newspaper distribution area (each editorial office organized 4 debates);
- Publishing one civic and electoral education page “ACTIV” in the 14 local and national API-member newspapers.

„Strengthening ethical journalistic practices for covering sensitive child-related issues”

*Implementation period: August 2011 – March 2012,
Financing organization: UNICEF*

Goal of the project: Improving practices and strengthening professional abilities of journalists and press services from public institutions specialized in covering sensitive subjects related to children.

Activities accomplished under the project:

- Organizing and unfolding a theoretical-practical training course for 25 journalists and press service representatives from public institutions of R. Moldova on the topic „Ethical norms for production and documentation of articles covering child’s rights/condition”;
- Developing a contest of articles/reports on child’s rights;
- Elaborating and distributing a special poster entitled „10 golden rules for journalists writing about children”;
- Organizing and unfolding 3 public debates in Chisinau, Baltsi and Comrat.

„Preventing discrimination through print press”

*Implementation period: October 2011 – September 2012,
Financing organization: Soros-Moldova Foundation*

Goal of the project: Promoting the rights of disadvantaged and minority groups, and improving print press capacities to cover issues involving categories of people subject to unequal treatment.

Activities accomplished under the project:

- Two-month monitoring of the way in which national and local print press (including information web-portals) mirror the condition/rights of people belonging to disfavored and minority groups;
- Drafting a report on the monitoring of national and local print press in the view of observing the rights of disadvantaged and minority groups, by introducing good and less good practices of media publishing;
- Organizing two public debates („round tables”) with the involvement of journalists, editors and experts in the field of protection of rights of disadvantaged and minority groups people, meant to examine the discrimination phenomenon in press basing on the monitoring results and progress of non-discriminatory public policies;
- Publishing a thematic page - „ACTIV” non-discrimination, throughout 6 months, being distributed by means of 18 local and national periodicals, including a newspaper from TAU Gagauz-Yeri and one from Transnistria, mirroring the condition/rights of people belonging to disadvantaged and minority groups;
- Organizing an award-based contest of articles for local and national mass-media, on the topic „Promoting the rights of people belonging to disfavored and minority groups”.

„Promoting human rights and torture prevention through print press”

*Implementation period: September 2011 – April 2012,
Financing organization: UNDP-MOLDOVA*

Goal of the project: Raising the information level of the public opinion in relation to human rights and defense mechanisms, namely the mechanisms contributing to the prevention and fighting of torture and other cruel, inhuman and degrading forms of treatment by means of a complex media campaign.

Activities accomplished under the project:

- Publishing a thematic page - „ACTIV” anti-torture, throughout 6 months, in 13 national and local distribution newspapers, centered upon the objective information of citizens with regard to their rights and defense mechanisms;
- Producing a permanent interactive column „Legal advice”;
- Publishing a specialized legal education column „Law dictionary”;
- Publishing contact information of defense mechanisms.

„Disseminating good journalistic practices for covering the discrimination phenomenon”

*Implementation period: September 2011 – February 2012,
Financing organization: UNDP-MOLDOVA*

Goal of the project: Preventing the discrimination phenomenon by strengthening media capacities for covering the condition/rights of disfavored and minority group persons in press.

Activities accomplished under the project:

- Organizing 3 training sessions for 36 local and national mass-media journalists;
- Publishing and distributing 6 editions of the anti-discrimination E-Newsletter.

IV. PUBLISHING SUPPORT FOR API MEMBERS

- **Special Reporter**
 - 29 reports submitted for publication throughout the year 2011
- **Communiques of media campaigns**
 - 14 communiques of „Interests at sight” campaign
 - 11 communiques of „Fortune at sight” campaign
- **OBIECTIV supplement**
 - one edition of the supplement, dedicated to World Press Freedom Day (3 May 2011)
- **ACTIV page**
 - 15 editions of this page approaching various topics
- **Independent regional media magazine**
 - 40 editions of „regional media magazine” produced and distributed to national mass-media

V. MASS-MEDIA MONITORING

- **Internal monitoring of 18 local newspapers within API as well as from outside the organization throughout February-September 2011:**
 - Regarding the coverage of controversial issues related to the observance of presumption of innocence
 - Regarding the coverage of subjects related to human rights, highlighting child's rights
 - Regarding the modality of placing publicity in local newspapers

The monitoring reports were submitted to editorial offices, and thematic training sessions were organized basing on such reports.

- **Monitoring of print press and information portals „Disadvantaged persons covered by the media” (22 mass-media institutions monitored throughout November - December 2011);**

The monitoring report was made public at the round table in February 2012.

VI. PROFESSIONAL CONTESTS

- **National contest of articles /reports „Promoting the child’s rights in mass-media”**
 - Portfolios were submitted by 13 candidates, and seven winners were appointed, including Tatiana Ețco, „Ziarul de Gardă” (Ist Award - laptop), Svetlana Panța, „Jurnal de Chișinău” and Luminița Netedu, „Gazeta de Sud” (IInd Award - photo cameras);
- **National contest of articles /reports on the topic of human trafficking and domestic violence**
 - Portfolios were submitted by 13 candidates, and five winners were selected, including Luminița Netedu, „Gazeta de Sud” (encouragement award - 1000 MDL).
- **National contest „10 top journalists of the year 2011”**
 - Winner - Ruslan Mihalevschi („SP”)
- **„API’s yearly internal awards for 2011” (the festivity took place on March 16, 2012)**
 - „The best reporter” (10 candidates, winner - Victor Moșneag, „Ziarul de Gardă”)
 - „The best investigation” (5 candidates, winner - Natalia Petrusevici, „SP”)
 - „The Manager of the year” (2 candidates, winner - Nicolae Sanduleac, „Unghiul”)
 - „The best impact-bearing action” (7 candidates, winner - Redacția ziarului „Cuvântul”)
 - „The best photograph” (4 candidates, winner - Nicolae Cușchevici, „Ziarul de Gardă”)
 - „The best website” (13 candidates, winner - www.esp.md)
 - „Pubication with the best design” (14 candidates, winner - Ziarul „Jurnal de Chișinău”)

(Note: For organizing the festivity - rent of hall, catering services, covering transportation costs, procurement of prizes etc., the amount of 22706 MDL was spent)

VII. MEDIATING ADVERTISING SERVICES 2011

- Amount transferred for providing advertising services: 244,062.66 MDL (as compared to 216,059.41 MDL in 2010)
- Increase by 13% as compared to the year 2010
- Decrease as compared to the years 2009 and 2008

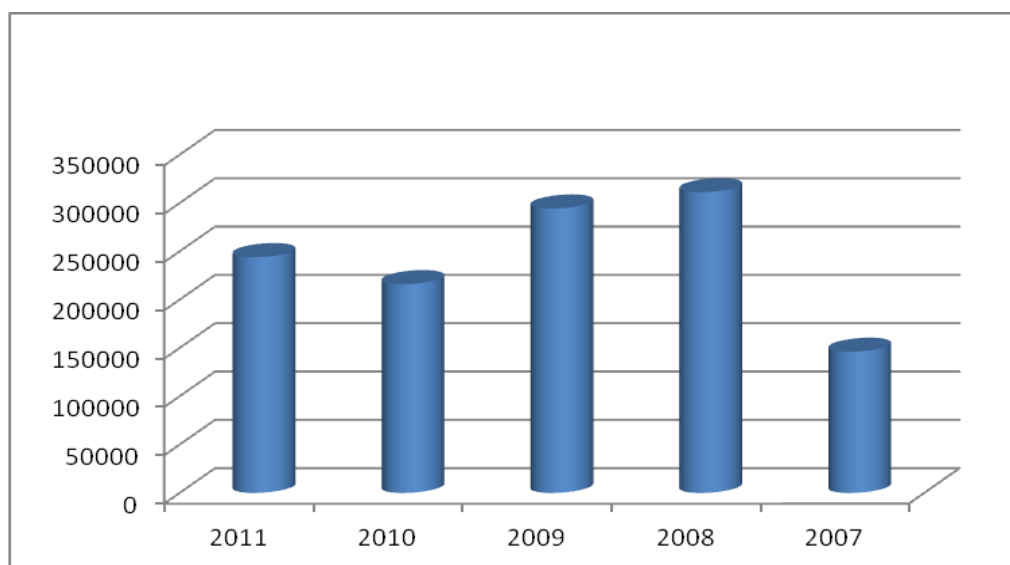
2011 - 244,062.66 MDL

2010 - 216,059.41 MDL

2009 - 294,387.42 MDL

2008 - 311,279.08 MDL

2007 - 146,123.02 MDL



(Annex 1: Transfers of publicity to newspapers in 2011)

VIII. TRANSFERS TO API MEMBERS IN 2011

- Total amount transferred: 722,180.85 MDL (as compared to 789,562.86 MDL in 2010)
- Decrease by 9.3% as compared to the year 2010

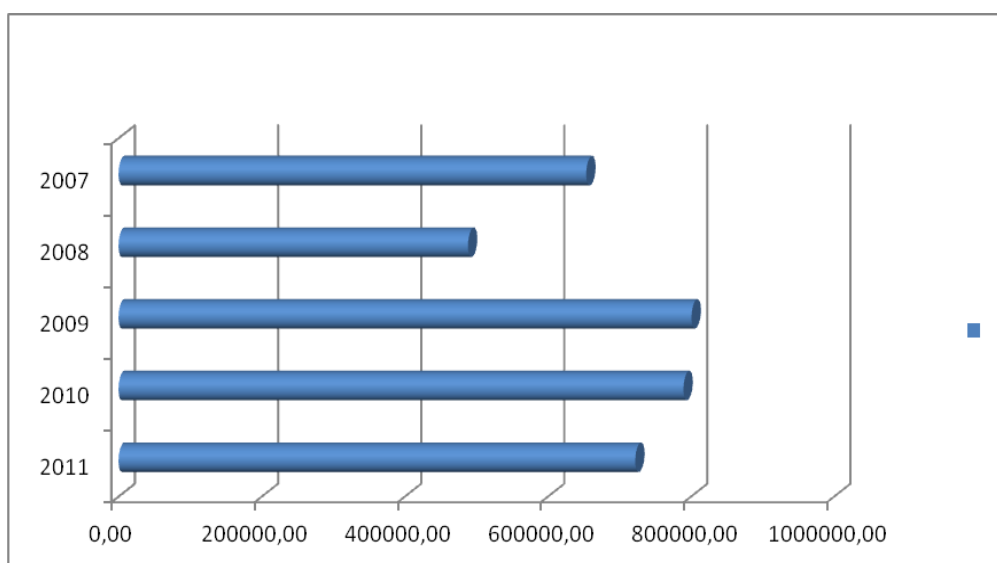
2011 - 722,180.85 MDL

2010 - 789,562.86 MDL

2009 - 800,853.93 MDL

2008 - 488,391.90 MDL

2007 - 653,683.85 MDL



(Annex 2: Transfers to newspapers in 2011)

IX. FINANCIAL STATEMENT 2011

TOTAL RECEIPTS: 5,754,707.87 lei, including:

- Grants/projects/institutional contracts - 5,295,934.39 MDL
- Provision of publicity services - 436,902.48 MDL
- Services for newspaper subscription- 6,291.00 MDL
- Membership fees - 15,580.00 MDL

OVERALL COSTS: 3,938,850.29 lei, including:

- *Program/project costs* - 3,480,455.58 MDL, including:
 - Consumables- 235,914.66 MDL
 - Salaries and taxes - 1,473,710.43 MDL
 - Printing/insertion/distribution („OBIECTIV”) - 56,748.50 MDL
 - Publishing „ACTIV” page - 99,282.24 MDL
 - Publishing the column „Call to account for public money!” - 161,657.10 MDL
 - Telephone, internet, postal services - 50,585.62 MDL
 - Transportation, fuel - 82,118.40 MDL
 - Rent, communal services - 139,648.46 MDL
 - Banking costs - 14,017.74 MDL
 - Other costs - 1,166,772.43 MDL
- *Publicity production costs* - 344,010.40 MDL, including:
 - Transfers to newspapers for providing publicity services - 244,562.66 MDL
 - Salaries and taxes managers - 71,812.80 MDL
 - Telephone services - 446.14 MDL
 - Rent, communal services - 22,715.14 MDL
 - Banking costs - 4,473.66 MDL.
- *General and administrative costs* - 114,384.31 MDL, including:
 - Salaries and taxes - 14,486.14 MDL
 - Wear and tear of fixed means; non-material assets - 55,284.32 MDL
 - Other costs - 44,613.85 MDL

- **Profit in accordance with the balance sheet for the year 2011 - 3819.00 MDL**

X. OBJECTIVES FOR 2012-2013

- Strengthening API and the communication with its members
- Diversifying API's sources of financing by providing services
- Continuing the activities for training staffs under API-member editorial offices
- Providing assistance for improving the publishing content of API-member newspapers. Setting up a resource center meant to help API members (legal advisor, designer, economist/accountant)
- Prolonging internal monitoring and making the application of recommendations/results more efficient
- Consolidating self-regulation mechanisms within API and in Moldovan media on the whole. Hiring API's ombudsman
- Advocacy for previously elaborated draft laws and other initiatives aimed at developing independent press. Back-up for privatizing public periodicals
- Program for stimulating the establishment of several press distribution networks in big towns
- Developing web resources and new technologies to the benefit of API-members
- Extending API by means of attracting websites/portals created in rural areas
- Developing and augmenting the spectrum of services provided by API's Publicity Department
- Procuring a head office for API

Acknowledgements to:

- API team
- API Chairman
- API Board of Directors
- Partners
- Financing organizations



FOR A PROFESSIONAL, UNBIASED AND STRONG PRESS

(Report elaborated and presented by Petru Macovei, API Executive Director)