

Media institutions gender self-assessment

(September 2015 – April 2016)

Final report

*Mass-media institutions support program in ensuring gender equality is implemented by API, with the support of UN Programme „Women in Politics”, implemented by the United Nations Entity for Gender Equality and Women Empowerment (UN Women) and the United Nations Development Programme (UNDP), in partnership with East European Foundation and "Partnership for Development" Centre, financed by the Government of Sweden. **Total or partial reproduction of fragments from this report is authorized only on condition that the source is clearly and exactly indicated. The opinions expressed in the report belong to the authors and do not necessarily reflect the point of view of UN Women, the Programme or donor organization.***

I. Executive summary

During the period 5 June 2015 – 5 October 2016, the Association of Independent Press (API) has implemented *Mass-media institutions support program in ensuring gender equality* within the framework of UN Program „Women in Politics”, implemented by the United Nations Entity for Gender Equality and Women Empowerment (UN Women), and the United Nations Development Programme (UNDP), in partnership with East Europe Foundation and "Partnership for Development" Centre, financed by the Government of Sweden. Program activities were implemented basing on Professional Services Contract No: PSC2015-020.

Within the framework of *Mass-media institutions support program in ensuring gender equality*, API launched an open contest for all mass-media institutions in Republic of Moldova. As a result of specialized training sessions carried out during August – September 2015, thirty mass-media institutions were selected as Program beneficiaries, including 10 television channels and radio stations. These are: Radio Chişinău, Radio Moldova, SorTV (Soroca), Radio Orhei, Media TV (Cimişlia), Noua Televiziune de Sud (Taraclia), Drochia TV, TV 7, TV Moldova 1, PRO TV Chişinău; 10 newspapers and press agencies: „Jurnal de Chişinău”, „Natura”, „Vocea Poporului”, „Cuvântul” (Rezina), „Gazeta de Sud” (Cimişlia), „Glia Drochiană” (Drochia), „Observatorul de Nord” (Soroca), „Unghiul” (Ungheni), „SP” (Bălţi), news agency IPN; 10 information websites/portals: www.Unimedia.info, www.Diez.md, www.Realitatea.md, www.Everydayjournalism.md, www.Gagauzinfo.md, www.lalovenonline.md, www.Rasputin.md, www.Stirilocale.md, www.Trm.md, www.Ziuadeazi.md. Throughout 10 September 2015 – 10 April 2016, those thirty beneficiary media institutions performed the self-assessment of their editorial product in terms of gender equality, and basing on the methodology prepared by API.

In order to assess the results and provide assistance to beneficiary media outlets, API established an Evaluation Council, composed of the following persons: Alexei Buzu, executive director of „Partnership for Development” organization, Loretta Handrabura, gender expert, Ion Bunduchi, executive director of Association of Electronic Press, Ludmila Andronic, chairperson of Press Council, Daniela Terzi-Barbăroşie, gender expert, Olga Nicolenco, gender expert, Alina Radu, director of weekly „Ziarul de Gardă”, Lilia Pascal, head of Division at Ministry of Labor, Social Protection and Family. The members of the Evaluation Council examined the monthly reports submitted by beneficiary media institutions, issued recommendations to improve the self-assessment indicators, visited editorial offices for discussions with journalistic staffs on importance of ensuring gender equality in media products. Each Evaluation Council member “tutored” specific media outlets, checking their progress as regards equality in covering genders as sources and protagonists, the context in which genders were presented, journalistic language, etc.

During March – September 2016, API organized and developed a cycle of five “round tables”, examining the intermediary and final results of self-assessment at these events, and sharing experience and good practices among Program-participating editorial offices. Simultaneously, throughout December 2015 – April 2016, a qualitative analysis was carried out for the publishing content of the 30 Program-involved mass-media institutions, and the results were also discussed during the “round tables”.

In addition to the activities stipulated by Professional Services Contract No: PSC2015-020, API rolled out a series of other activities meant to stimulate and fortify the journalists and mass-media institutions’ involvement in promotion of gender equality principle. Thus, the events developed during the campaign „16 days of activism against gender-based violence” were covered (by means of posting promotional banners, writing articles, reflecting the thematic flash mob); a group of reporters was set up, who promoted the adoption by Republic of Moldova’s Parliament of amendments to legislation on gender equality and women’s representation in politics (Law no. 71 of 14 April 2016¹, also known as Draft Law 180); various articles on this topic were sent for publication, etc. API and the members of

¹ <http://lex.justice.md/md/365019/>

the Evaluation Council compiled a database with women-experts in various fields² and published this database on its website www.api.md, as well as the best photographs submitted for „Equality via lens” contest, organized by UN Programme „Women in politics”. To strengthen journalists’ knowledge in gender equality sector, API prepared and published the guidelines „Gender balance in media products”³ which was launched during the “round table” organized on occasion of finalizing the *Mass-media institutions support program in ensuring gender equality* (19 September 2016). During this event, beneficiary mass-media institutions received participation diplomas, and media outlets which scored the highest increase in gender-representation indicators received excellence diplomas and prizes. Altogether, 29 beneficiary mass-media institutions have publicly signed a Commitment to further promote gender equality in journalistic products (10 online portals: Diez.md, Unimedia.info, Rasputin.md, Stirilocale.md, Ialovenionline.md, Realitatea.md, Everydayjournalism.md, Gagauzinfo.md, Ziuadeazi.md, Trm.md; 9 television channels and radiostations: Radio Chişinău, Redacţia Actualităţi Radio Moldova, SorTV Soroca, Radio Orhei, Media TV Cimişlia, Noua Televiziunea de Sud NTS Taraclia, Drochia TV, TV7, Department for News and Debates TV Moldova 1; 9 newspapers: „Vocea Poporului”, „Glia Drochiană”, „Jurnal de Chişinău”, „Unghiul”, „SP”, „Observatorul de Nord”, „Cuvântul”, „Gazeta De Sud”, „Natura” and press agency IPN). The office of ProTV Chişinău television channel refrained from signing the Commitment, but ensured us verbally that they would promote gender equality in journalistic materials, encourage the participation of both genders at debates about the problems in the society, make use of a correct and non-sexist language, and balanced images when reporting about men’s and women’s activity. During the same event, the Commitment was signed by three media institutions that were not part of the program: publication “Gazeta Satelor”, Radio Moldova Tineret station, Zugo.md portal. Further on, the Commitment was endorsed by five additional media outlets outside of the Program: newspapers “Expresul”, “Ecol nostru”, “Adevărul de Anenii Noi”, “Cuvântul Liber” and the portal Agrobiznes.md. In total, on report submission date, the commitment to promote gender equality in journalistic products was signed by 37 mass-media institutions.

II. Methodology

2.1 Mass-media institutions self-assessment from gender equality viewpoint

The methodology for mass-media institutions self-assessment from gender equality viewpoint was produced by the expert Vasile Cantarji basing on a methodology used by API in a previous project of this kind, which API implemented during February – October 2013 as a component part of “Women’s economic empowerment by enhancing employment opportunities in Republic of Moldova” Programme, implemented by United Nations Entity for Gender Equality and Women Empowerment (UN Women) jointly with Ministry of Labor, Social Protection and Family and Ministry of Economy, with the financial support of Swedish Government.

Data within this self-assessment have been collected individually by project-involved mass-media institutions. For this purpose, each media outlet appointed one person responsible for gender self-assessment. The competent persons introduced the data systematically into an Excel database following several pre-set parameters, they rounded up the figures and produced the tables for the monthly self-assessment report (*the methodology is attached – Annex 1*).

The process of content self-assessment of journalistic materials, published by beneficiary mass-media institutions within *Mass-media institutions support program in ensuring gender equality* during 10 September 2015 – 10 April 2016, was grounded on quantitative data capturing and their primary statistical analysis. In the broadcasting mass-media (television channels and radio stations), the news of the main prime-time news program and talk-shows broadcast by mass-media institutions were assessed (without repetition); in print press (newspapers, magazines, news agencies) – all materials published at Politics, Economy and Social columns; in online media (websites and information portals) – all materials published at Politics, Economy and Social.

² <http://www.api.md/page/ro-mass-media-pentru-egalitatea-de-gen-295>

³ http://www.api.md/upload/Ghid_gender_2016.pdf

The monthly self-assessment report included a series of basic parameters. Beside the data for identifying the journalistic material (date of publication, type and format of journalistic material, brief description of the subject, etc.), the following basic indicators were measured:

- subjects of journalistic reporting (the journalistic products have or have not been signed/authored, gender of authors: man, woman or non-personified),
- content indicators (*column*: Politics, Social, Economy; *people present in the material*: a single person is presented, more persons are presented, no people are presented; *gender of main character*: man, woman, men prevail, gender parity, women prevail, non-personified; *image of the main character*: positive, neutral, negative, in public, in private, social status; *secondary characters*: men, women, men prevail, women prevail, impossible to identify; *surface of material in print press and online media*: square centimeters (in print press), word count (in online media); *announcement on the front page in print press and online media*: yes or no);
- image/illustration/photograph indicators (*presence of images that accompany the journalistic material*: yes or no; *presence of people in images*: yes or no; *gender of people present in images*: man, woman, men prevail, gender parity, women prevail; *brief description of material's subject*);
- general indicator addressing migration issue (*material concerns migration phenomenon directly or indirectly*: yes or no).

Note. The image of main character/protagonist was assessed in terms of circumstances in which he/she had been presented by the author of the journalistic material. Respectively, if the protagonist (man or woman) had been illustrated as a person violating laws or behavior norms, or charges/accusations had been brought to him/her (e.g. for reason of corruption, violence, abuse), then this protagonist was associated to a negative image. The exhibition of the protagonist in a positive context (for instance – when his/her success is noted) confers a positive image to him/her. Accordingly, the protagonist's coverage mainly in "ordinary" circumstances, when fulfilling daily duties, was associated to a neutral image.

The social status of the main character was decided by the fact whether he/she himself/herself generated actions (presented something; spoke/pleaded for something; criticized a phenomenon or a person, etc.) – in such a case, the protagonist played an active social role. When the protagonist was influenced/affected by actions produced by others (he/she was criticized, referred to, noticed, etc.), then he/she acted as a person with socially passive status.

Traditionally, in media products, women are more portrayed in a passive role (as an object of an action and not as an action generator) and in private aspects (as housewives). During the monitoring process, related to activism, from the beginning it has been found that even from September women protagonists have been presented in an active depiction more often than men (as actions' generators), despite the fact that this situation is not available in case of public/ private aspects. In print media, in September there were 91% women protagonists and 84% men protagonists, in on-line media- 92% women protagonists and 84% men protagonists, and in audio-visual media- 92% women protagonists and 89% men protagonists. During the project implementation, the progresses in this field are not very promising, ranging between the decrease with 2 percentage points and increase with 3 percentage points of the share of main characters depicted as actions' generators.

Related to public/ private aspects, in all three types of media, at the beginning of the project women registered a bigger share in private aspect (22% of women and 17% of women in print media, 29% of women and 17% of men in on-line media and 11% of women and 7% of men in audio-visual media). During the project implementation, the evolutions are different. The print media has reached a leveling (15% in case of both genders, in on-line media the gap has been reduced with 5 percentage points cumulative (17% in case of men and 28% in case of women), and in audio-visual media it has registered an increase of share of presentation in private aspects (13% in case of men and 16% in case of women).

Traditionally, in media women are portrayed less critical than men are. In all types of media, in more than a half of all articles having women as protagonists, they are presented in a positive light,

meanwhile in case of men, share of such kind of articles varied in September between 31% (print media) and 41% (audio-visual media). As progresses, related to men, the share of men positively portrayed has increased during the project (+6 percentage points in print media, +14 percentage points in on-line media and +2 percentage points in audio-visual media). In case of women, the share of their presentation in a positive light increased in on-line media (+16 percentage points), remained stable in audio-visual media (+1 percentage point), and in print media it has been registered a decrease with 6 percentage points of articles which present women protagonists positively.

The monthly self-assessment report included a chapter of conclusions, and each editorial office had to explain the main gender discrepancies in journalistic materials published, the reasons for such and steps taken inside the media outlet to diminish the discrepancies.

The collected information enabled to perform a general analysis of gender occurrence in mass-media, as well as of the way in which mass-media were concerned to ensure gender equality in their journalistic products. The self-assessment results were examined during the planning sittings of each editorial office, and solutions were proposed for balancing the gender occurrence in journalistic materials. At the same time, the recommendations made by the Council members who “tutored” the media institutions were studied by the journalists, and these recommendations were often of a great help for balancing publishing policies from gender perspective.

2.2 Monitoring the content of beneficiary mass-media institutions

The methodological framework necessary to analyze the content of mass-media institutions, which are beneficiaries of Mass-media institutions support program in ensuring gender equality (*see please attached – Annex 2*), was prepared by the expert Loretta Handrabura, after having conducted three case studies on various mass-media institutions: TV, online and print press. This methodology enables to detect how many materials have explicit gender relevance, how many of them report about migration in general, how many of them are about migrant women and what the potential work bulk for content analysis is. Having performed these case studies, API suggested to Evaluation Council members to involve personally in content monitoring, to study some journalistic materials selectively and provide answers to monitoring questionnaires, prepared by expert Loretta Handrabura.

In such a way, the methodological framework for analyzing the content of mass-media institutions was grounded on performance of some case studies by Evaluation Council members, after having analyzed, on a monthly basis, two journalistic materials relevant from gender viewpoint from each mass-media institution, and journalistic materials about migrant women. The journalistic materials subject to analysis covered mainly the political and economic fields. In the case of media institutions that focus only on the social aspects of public life, relevant journalistic products from the social sphere were also accepted for analysis.

The qualitative analysis methodology consisted in applying two open-question questionnaires against the two types of selected materials. After having studied the relevant journalistic materials, the Evaluation Council members had to come up with answers for the questions. One questionnaire included questions for analyzing products that approach gender aspects in politics, economic or social spheres (topic/issue addressed, profile of characters/main and secondary characters, roles and gender proportions, models and gender values, stereotypes, prejudice, detected/promoted clichés, gender language, gender differences and factors producing them, common and specific gender needs, gender messages). The other comprised questions meant to analyze products that address the complex and current issue of migrant women (coverage of migrant women in mass-media, including public perception and stereotypes which exist in relation to this category of people).

III. Gender stereotypes in media

The examination of monthly self-assessment reports submitted by the 30 mass-media institutions, which are beneficiaries of Mass-media institutions support program in ensuring gender equality, reveals a multitude of reasons hindering the achievement of gender balance in journalistic products.

The majority of invoked reasons are groundless and rely on the lack of a good documentation of journalistic issues. Such reasons stand, in fact, for some gender stereotypes and professional myths, by which the journalists and mass-media institutions try to justify gender discrepancies in media products and stereotyped journalistic approaches. The most frequently heard justifications that, in the opinion of some publishers and journalists, would obstruct gender balance in mass-media are:

- the majority of public events are attended almost exclusively by men, and mass-media have the obligation to present the facts as close to reality as possible; in consequence, in most cases more men than women are covered in journalistic materials;
- mass-media must demand and present opinions of experts in various fields, but the experts' community counts more men than women; accordingly, the same is reflected in journalistic materials;
- in the absolute majority of cases, women are less willing to share opinions and expertise as compared to men, the latter showing a wider openness for collaboration with mass-media institutions, making them appear more often in the media;
- to ensure credibility and audience, mass-media institutions frequently appeal to well-known and reliable-as-source persons, and such persons count more men than women;
- the activism level of men is higher than that of women, fact which explains a greater presence of men in the media environment; if they were much more active, women would appear more in the media products;
- by the essence of their job, journalists are reporting more about the activity of public institutions, but most of the public institutions are run by men; provided that more women held ruling positions, they would be more present as well in the media products;
- standard Romanian language does not allow for womanizing some jobs and professions, for this reason the language employed might seem sometimes insensitive to gender.

To dismantle such stereotypes that had been artificially leaked into journalists' and media institutions' mentality and actual practice, API produced the guidelines „Gender balance in media products”, intended for journalists and mass-media publishers. The guidelines were written and prepared by two members of the Evaluation Council of *Mass-media institutions support program in ensuring gender equality* – Ion Bunduchi and Loretta Handrabura. One of its chapters refers to gender-related language in mass-media and illustrates examples of: sexist language; qualifiers meant to fortify some stereotypes; sexually-stereotyped references about clothes, body shape, jokes; sexually-associated allusions; use of generic names and names of jobs/professions only in masculine, including the invalidation of statement that Romanian language does not allow for womanizing some jobs and professions.

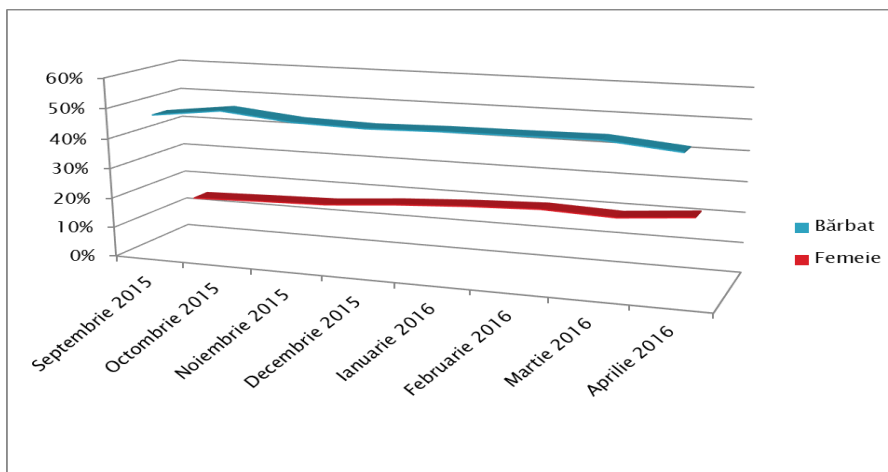
IV. Brief presentation of obtained results

Mass-media institutions support program in ensuring gender equality has positively influenced mass-media in Republic of Moldova, the impact of performed activities was huge, and the expected results were achieved to a great extent. The assistance ensured by API within the framework of this Program was welcomed and highly appreciated by all beneficiary media institutions; the media outlets' capacities to self-assess their own publishing products were considerably improved and might be used in the future. The main quantitative indicators related to women's presence in journalistic products scored substantial progress, especially in more problematic fields from this viewpoint, such as „Politics” and „Economy”, and a large number of editorial offices, including 8 media institutions not involved in the Program, undertook concrete commitments for the upcoming years with a view to continuously promote gender equality in mass-media. The quality of language used by journalists improved a lot.

According to existing data at the end of *Mass-media institutions support program in ensuring gender equality* (10 May 2016), the discrepancy in gender coverage by mass-media institutions can still be

detected, and editorial policies of many mass-media institutions are (still) misbalanced in terms of gender equilibrium: in almost half of the published articles, the protagonists are men (in September 2015 – 47%, in April 2016 – 46%, the average for 8 months of self-assessment – 48%), and the presence of women-protagonists is 2.2 times smaller (in September 2015 – 14%, in April 2016 – 21%, the average for 8 months of self-assessment – 18%).

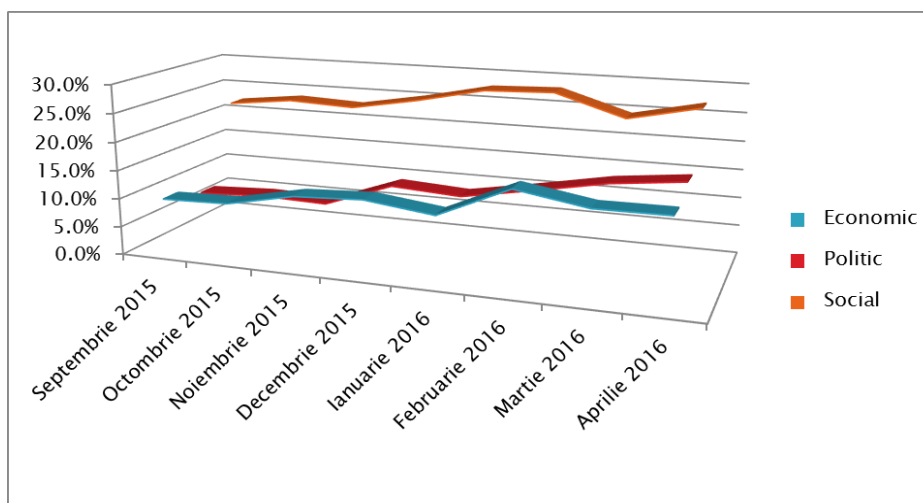
Gender of journalistic materials' protagonists (09.2015 – 04.2016)



At the same time, during the self-assessment period there was an increase in women’s presence in media production, the general proportion of women-protagonists growing by seven per cent (September 2015 – 14%, April 2016 – 21%).

“Politics” column registered the highest increase (the situation was totally different at the beginning of the project, when the political sector counted the highest sub-representation of women). Respectively, the presence of women-protagonists in articles and reports under “Politics” column increased by 9.6 per cent (September 2015 – 7.6%, April 2016 – 17.3%), “Economy” – by 5.4 per cent (September 2015 – 9.6%, April 2016 – 15%), “Social” – by 4.7 per cent (September 2015 – 22.2%, April 2016 – 26.9%).

Occurrence of materials with women-protagonists, divided by columns (09.2015 – 04.2016)



	September 2015	October 2015	November 2015	December 2015	January 2016	February 2016	March 2016	April 2016
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Economy	9.6%	9.9%	12.3%	12.9%	11.5%	17.0%	15.0%	15.0%
Politics	7.6%	8.2%	7.9%	12.2%	11.5%	13.6%	15.9%	17.3%
Social	22.2%	23.5%	23.0%	25.1%	27.6%	28.0%	24.3%	26.9%

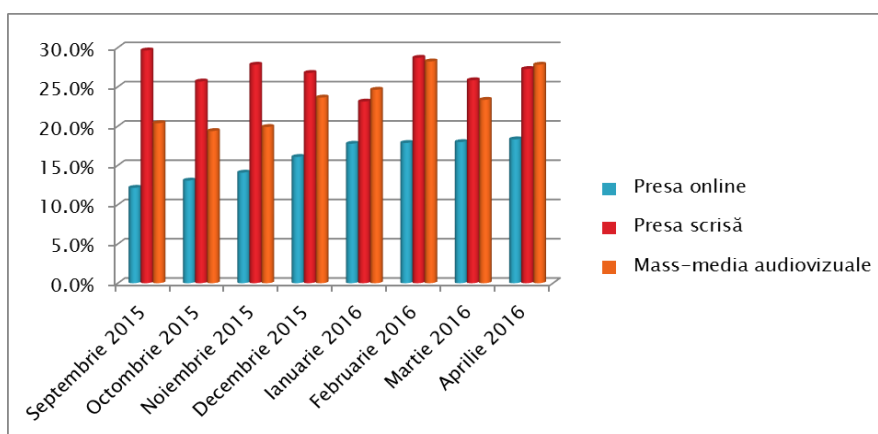
Although national mass-media generally produce more misbalanced materials as local mass-media, nevertheless national media outlets scored remarkable progress in balancing the situation. In such a way, the ratio between articles about women and articles about men improved by 1.6 times in national mass-media institutions' offices. In regional mass-media, this ratio increased by 1.4 times.

The presence of women-protagonists in broadcasting mass-media also increased by 7.2 per cent (September 2015 – 20.4%, April 2016 – 27.8%), whereas in online media – by 6.2 per cent (September 2015 – 12.1%, April 2016 – 18.3%), in print press the presence decreased by 2.4 per cent (September 2015 – 29.6%, April 2016 – 27.3%).

If we are to analyse the trends per type of media, we may notice that on-line media has progressed from 11 percentage points of women protagonists in September, 2015 to 17% in April 2016. An increase of 6 percentage points has been registered also by audio-visual media (from 14% to 20%). Print media had the biggest share of women as protagonists throughout the whole program and registered an increase of 3 percentage points (from 23% in September, 2015 to 26% in April, 2016). Leaders among online media were Rasputin.md and Ziuadeazi.md, for audio-visual- TV7 and Radio Orhei, and for print media- Vocea Poporului, Unghiul (Ungheni) and Observatorul de Nord (Soroca). Media institutions with the lowest results are: for on-line media- Everydayjournalism.md and lalovenionline.md, for audio-visual media– Radio Moldova and NTS Taraclia. Taking into account the specifics of Everydayjournalism.md webpage, which has mainly women as sources and as journalists, the decreasing of women's share in various categories is actually a positive result.

Institutions that had the lowest results were: for online media- Everydayjournalism.md and lalovenionline.md, for audio-visual media - NTS Radio Moldova and Taraclia.

Women protagonists in various types of media (09.2015 – 04.2016)



	September 2015	October 2015	November 2015	December 2015	January 2016	February 2016	March 2016	April 2016
Online media	12.1%	13.1%	14.1%	16.1%	17.8%	17.9%	18.0%	18.3%
Print press	29.6%	25.7%	27.8%	26.8%	23.1%	28.7%	25.8%	27.3%

Broadcasting mass-media	20.4%	19.4%	19.9%	23.6%	24.6%	28.2%	23.3%	27.8%
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The publishing equilibrium (ratio between the number of materials about men and number of materials about women) increased in all types of media, the most significant growth – at “Politics” column.

Ratio between the number of materials about men and number of materials about women divided by columns, media type and distribution area of mass-media institutions (09.2015 – 04.2016)

	September 2015	October 2015	November 2015	December 2015	January 2016	February 2016	March 2016	April 2016
Column								
Economy	0.18	0.20	0.24	0.36	0.23	0.27	0.30	0.30
Politics	0.11	0.12	0.12	0.17	0.17	0.20	0.25	0.27
Social	0.47	0.50	0.50	0.57	0.65	0.60	0.51	0.61
Media Type								
Online media	0.23	0.23	0.27	0.31	0.36	0.34	0.35	0.36
Print press	0.58	0.55	0.69	0.62	0.48	0.59	0.53	0.65
Broadcasting mass-media	0.35	0.33	0.32	0.42	0.44	0.48	0.41	0.54
Distribution area								
National	0.21	0.23	0.24	0.29	0.31	0.30	0.29	0.34
Regional	0.57	0.52	0.58	0.63	0.65	0.77	0.69	0.81

V. Analysis of quantitative data presented by the media institutions

Analysis of quantitative data presented by each media institution is attached – *Annex 3*.

VI. Analysis of qualitative data

Qualitative content analysis performed on mass-media institutions that are beneficiaries of *Mass-media institutions support program in ensuring gender equality* revealed the following general tendencies/conclusions:

- the general topics/problems addressed in gender-suggestive journalistic materials, published in mass-media in the monitoring period (December 2015 – April 2016), tackled the political and social actualities in respective months. The most relevant subjects from gender viewpoint were: debates on the need to amend the legislative framework on gender equality promotion and enhancement of women’s participation in the decisional process (Law no. 71 of 14 April 2016); establishment, composition and operation of the new Government; issues about the economic empowerment of women/female entrepreneurship;
- the profile of main and secondary characters, the gender roles and proportions were generally typical of patriarchic gender mentality. Thus, the political „tribune” was mainly given to men at the central and local levels, while women deputies, ministers, deputy ministers, as well as women heads of agencies were invisible in the political sector with their attitudes, opinions, initiatives, and various-level women-advisers came up with their opinions very rarely on political agenda issues. At the same time, the female potential domineered as experts in the field of services, education, culture, social assistance. The majority of journalistic products intercepted the main and secondary actors whether as serving their role of public persons (women and men - deputies, ministers, party leaders, mayors, councilors, debating specific political or social subjects and sharing opinions), or while performing their job duties (women and men – police people, political commentators, heads of divisions, etc.);

- models of family or private relationships based on well-balanced coverage and gender partnerships were reflected by mass-media institutions very seldom;
- the maximum amount of gender prejudice and stereotypes/clichés were noted at the chapter of journalistic materials' production and were expressed and fortified by journalists (men and women) who express the hint that, frequently, women holding administrative duties should devote more time to the family, or overreact with the women's reproductive role, or lay the entire responsibility for children's bringing-up on mother's shoulders;
- both journalists (men and women) and opinion-sharing persons were bearers of some gender patriarchic norms, deriving from the culture and background of a still-patriarchic society. In this sense, they promoted, either conscientiously or unconscientiously, stereotypes and clichés with regard to roles, gender relationships, and specialized expertise. Nevertheless, some positive changes in the media development were also registered during the monitoring period, when both men and women-journalists reported about the breaking of patterns in different sectors and professions, deemed previously to be typical only of men or women, or as regards family roles;
- in some cases, the images/photos used by mass-media institutions did not meet the gender coverage criteria in terms of equal and content-adequate principles;
- in most cases, Program-beneficiary mass-media institutions and journalists from media outlets adopted a gender-sensitive language, but the names of many jobs and professions are still masculinized;
- in the monitoring period, the number of journalistic materials about migrant women was low, but the big majority of journalistic products conveyed a positive image about professional women who managed to become someone and integrate themselves outside the country, but never forget to return home to support their peers or colleagues in the field.

VII. A good practice case

While implementing *Mass-media institutions support program in ensuring gender equality*, API registered numerous cases of positive evolution, confirming the impact of conducted activities. In such a way, many beneficiary mass-media institutions improved their gender indicators, and their journalistic products became more balanced as regards coverage of men and women. The editorial equilibrium, i.e. the ratio between the number of materials featuring men as protagonists and the number of materials with women as main characters, scored progress for the absolute majority of mass-media institutions, in some cases the evolution of this basic indicator being absolutely outstanding. Respectively, if at the outset of the program (September 2015) the local newspapers „Observatorul de Nord” from Soroca district published 0.6 materials about women for each material about men, then at the end of the program (April 2016), the ratio reversed and constituted 2.1 materials about women versus one material devoted to men, scoring thus an increase by 2.3 per cent for this indicator. The portal www.Ziuadeazi.md in Cahul also succeeded in enhancing the publishing balance by 2.2 per cent, from 0.4 articles about women for one article about men it reached 1.2 articles on women for one article about men. An almost perfect equilibrium was noted at the end of the program for the portal www.Gagauzinfo.md in Comrat, which began with a ratio of 0.5:1 in favor of men and ended with 0.9:1, raising by one per cent. Other beneficiary mass-media institutions also introduced examples of good practices: the portal www.Rasputin.md (from the proportion of 0.6:1 to 1.5:1, the increase being equal to 1.7 per cent); in April 2016 the newspaper „Vocea Poporului” registered a ratio of 0.6 articles about women for each article about men, compared to 0.3:1 at the beginning of the program, the growth being equal to 0.9 per cent; the radio station „Radio Orhei” and television channel TV7 progressed in their editorial balance from gender perspective by 2 per cent and, accordingly, by 1.5 per cent (September 2015 – 0.2:1, April 2016 – 0.5:1). The above-mentioned media outlets have been awarded by the Evaluation Council with excellence diplomas and prizes.

Another example of good practice is the signing by Moldovan mass-media institutions of the Commitment to promote gender equality in journalistic products. Signatory editorial offices

committed to cover, in the most possible balanced way, both genders in journalistic products, including: to devote at least 30% of publishing space or broadcasting time to articles/reports/shows (list of signatory institutions is attached – Annex 4) featuring women as main characters, to report about women-entrepreneurs and women's involvement in politics and public administration on a constant basis, to promote the importance of having both parents involved in children's bringing-up, to encourage women-experts' participation in traditionally-masculinized sectors and men-experts' involvement in traditionally-womanized fields. Moreover, the journalists will use a correct and non-sexist language, plus proportional images when reporting about women and men's activity, and come up with statistical data split by gender criterion more often. One week prior to the „round table” for finalizing *Mass-media institutions support program in ensuring gender equality*, API published a call on all media institutions in R. Moldova to join this journalistic appeal on gender equality promotion and subscribe to a specific commitment in this field. Thus, on 19 September 2016, thirty two media institutions endorsed this Commitment, including 29 Program beneficiaries and additional 3 media outlets outside the project: radio station „Radio Moldova Tineret”, newspaper „Gazeta Satelor” and portal www.Zugo.md. Later on, API was contacted by other 5 media institutions that subscribed to the commitment: newspapers „Expresul” (Ungheni), „Adevărul de Anenii Noi” (Anenii Noi), „Cuvântul Liber” (Leova), „Ecol Nostru” (Sângerei) and portal www.Agrobiznes.md. In such a way, all mass-media institutions were informed about the possibility to sign the text of the Commitment, and eight editorial offices which had not taken part in the self-assessment exercise showed interest towards gender equality issue in journalistic products, expressing their willingness to adopt this Commitment. API will further promote the signing of this Commitment by other media institutions.

VIII. Visibility of the activities and promoting gender equality through media

The visibility of activities developed within the framework of *Mass-media institutions support program in ensuring gender equality* was constantly insured by means of materials published by Program-beneficiary media institutions, which regularly inserted articles and reports on the events organized by API. At the same time, API produced a special banner entitled „Mass-media for gender equality” and posted it on its website, and various press releases plus relevant materials about the activities were regularly published at the Program's column. Throughout the entire Program period, altogether 21 thematic materials were published on API's website that gathered, in total, more than 17 thousand views. The same column hosted a database with women-experts in various fields and a gallery of the best photographs presented for the contest „Equality via lens”, organized by UN Programme „Women in politics”, and media institution offices have the possibility to download and publish these images free of charge. API published relevant information also on its Facebook page and in the public group „Mass-media for gender equality” on Facebook. The press releases from „round tables” organized within the program were sent via email to all mass-media institutions from API's database. The final event of the Program, organized on 19 September 2016, was heavily reflected by Moldovan mass-media, being broadcast live by online transmission platforms. Later on, about 30 articles and reports were published in various mass-media.

The list with links to relevant press materials about the activities developed within the framework of the Program is attached.

IX. Challenges, unexpected results, and lessons learned from the project

Mass-media institutions support program in ensuring gender equality was generally implemented in accordance with the initial planning, but, during the development, API and UN Programme „Women in politics” intervened with small adjustments and completions to ensure and amplify the impact of conducted activities. In such a way, some additional activities were coordinated and carried out, such

as: organizing visits to media outlets for Evaluation Council members, providing relevant materials for publication, developing an additional training session on topic of innovations and innovative approach of the current activity, awarding editorial offices with the best results from balancing journalistic products in terms of gender, preparing a commitment for continuous promotion of gender equality principle and signing it by media institutions. Taken as a whole, these accomplishments produce the confidence that the efforts invested during the Program have had an impact and built a qualitatively-new approach for Moldovan mass-media as regards journalistic subjects from the perspective of ensuring gender equality. The support provided by API to beneficiary media outlets was decisive for the success of the Program, and the acquired experience as well as lessons learnt allow for the strategic planning of future activities in this field.

API and the Evaluation Council had to face some challenges, the main challenge being the rigidity of editorial offices' management, especially big media companies, as regards the need to adjust editorial policies for purpose of ensuring gender equality. By the contracts signed with each media outlet, API requested that media institutions examine the recommendations of the Evaluation Council during the sittings for planning; additionally, visits of Evaluation Council members have been organized, as well as discussions at editorial offices, including talks with managers, and directors together with editors-in-chief of media institutions have been invited at each round table organized within the framework of the project. As a result of these activities, some managers changed their approaches, undertaking the final commitment to carry on the efforts to promote gender equality in mass-media.

In the future it is important to develop activities targeting the top management of big media companies and, first of all, of the National Public Broadcasting Institution „Public company „Teleradio-Moldova” and Regional Public Broadcasting Institution „Public company „Teleradio-Găgăuzia”, which are financed from the state budget. These institutions must undertake concrete responsibilities for ensuring gender equality in their media products offered to the public. Such activities could be developed by means of the councils of observers from the two public broadcasting companies. At the same time, it is important that specific awareness-raising activities should be also conducted for top managers of private media companies. Under circumstances when the impact of online mass-media and social media is in a permanent growth, it is highly relevant that special programs for promoting gender equality in such media are initiated/continued.

X. Sustainability and next steps

API considers that the support to mass-media for promoting gender equality should continue, since the shaping of public opinion in favor of gender equality and dismantling of gender stereotypes may occur only owing to the active involvement of journalists and media, receptive to the need for such changes and aware of their importance. In API's opinion, the development of a new program is very important – a program of journalistic excellence in gender equality, by which those journalists and media institutions who/which are showing devotedness and quality in journalistic messages conveyed to the public on gender equality would be stimulated. This encouragement might happen in various ways, including in form of contests with awards, multiplication of some materials (such as examples of best practices), visits abroad and meetings with resource-persons in the field etc. Additionally, API suggests to develop a comprehensive mentorship program in gender equality, intended for journalists and students of journalism/communication faculties, with a view to educate gender-sensitive media people, so that they become supporters and promoters of gender equality principle within editorial offices where they work or are to work in the future. API deems it necessary to implement a program for public radio and television companies, with the support of such companies' councils of observers, aiming, thus, to fulfil two general objectives: 1) to ensure gender equality in news programs and debates conducted by such companies, and 2) to promote the gender equality principle by means of series of shows and thematic debates.

To achieve the long-term sustainability of the scored results, it is of great importance that the assistance provided to media outlets is further ensured under various forms, the media's compliance with its commitments is monitored and the monitoring results are subject to public debates. Respectively, API shows its availability and willingness to pursue the Mass-media institutions support program in ensuring gender equality, which would include the fulfilment of above-stated suggestions,

as well as other activities for strengthening the publishing policies of mass-media, in order to promote gender equality as a sine-qua-non premise for the democratic development of Republic of Moldova.

Petru Macovei,
API Executive Director

List of annexes

Annex 1. Methodology for mass-media institutions self-assessment from gender equality viewpoint

Annex 2. Methodological framework for content analysis for mass-media institutions that are beneficiaries of Mass-media support program in ensuring gender equality

Annex 3. Analysis of quantitative data presented by each media institution

Annex 4. List of institutions that have signed the Commitment to promote gender equality in their journalistic products

Annex 5. List of links to relevant press materials about Program activities is attached.