

Report on the Monitoring of the Media Content from the Point of View of Observing Gender Balance and Equal Opportunities

(6 November 2017-3 December 2017)

The Report on the Monitoring of the Media Content from the Point of View of Observing Gender Balance and Equal Opportunities was developed as part of the 'Media for Gender Balance' Campaign, implemented by the Independent Journalism Center with the financial support of the Swedish International Development Cooperation Agency, through the Swedish Embassy in Chisinau.

Methodology

The Purpose of Monitoring: assess media products (broadcast in newscasts on TV channels and on news sites) in terms of gender balance (in both qualitative and quantitative terms) and promotion of positive models of women and men involvement in social, political, family, business life, etc.

Criteria for Selecting Media Institutions:

- general informative format;
- broadcast language;
- area covered by the TV channels;
- number of visitors on the online media.

Monitored Mass-Media:

TV:

NPAI, Moldova 1 TV channel – *Mesager [The Messenger]* newscast at 7.00 p.m., three talk shows of *Moldova in direct [Moldova Live]* and one of *Buna seara [Good Evening]*; period between 6 November 2017 and 12 November 2017;

Prime TV – *Primele stiri [First News]* newscast at 9.00 p.m.; four social-political talk shows of *Replica [The Reply]*; period between 6 November 2017 and 12 November 2017;

Canal 2 – *Reporter [The Reporter]* newscast at 7.00 p.m.; four talk shows of *Tema zilei [The Topic of the Day]*; period between 6 November 2017 and 12 November 2017;

PRO TV – *Stirile PRO TV [PRO TV News]* newscast at 8.00 p.m.; four talk shows of *In profunzime [lit. In Depth]*; period between 6 November 2017 and 3 December 2017;

Jurnal TV – newscast *Journalul orei 19.00 [The 7 O'clock News]*, three talk shows *Ora expertizei [lit. Expert Review Hour]* and one talk shows *Cabinetul din umbra [lit. Office from the Shadow]*; period between 6 November 2017 and 12 November 2017;

NTV – *Stiri [News]* newscast at 7.00 p.m.; one talk show of *Megafon [Megaphone]*, two talk shows of *Главный вопрос [IPA: Glavnyj vopros] [The Main Question]*; and one talk show of *Access Direct [Direct Access]*; period between 6 November 2017 and 12 December 2017.

Online portals:

agora.md

deschide.md

diez.md

unimedia.md

Object of Monitoring: local news and journalistic materials from all the fields, dealing with topics about events happening in the Republic of Moldova or impacting Moldovan citizens, as well as social-political talk shows.

Quantitative Assessment:

We collected data about the number of journalistic materials broadcast in a newscast or posted online; data about the duration of coverages or length of articles (amount calculated in hours, minutes and seconds; number of standard pages¹, number of images), all disaggregated by subject matter. We classified all the journalistic materials according to the following themes: *politics, social life, economics, education, culture, science, information technology, sports, life-style or society*.

The general quantitative indicator is the *number of women's and men's direct or indirect appearances on TV* as sources or protagonists. At the same time, we collected data on the status of persons portrayed in media and their attitude towards power – *the power indicator: decision-execution* – which were collected in order to obtain data on the visibility and access of female and male decision-makers to media sources. Thus, the persons holding a leading position in state institutions, in private organizations, irrespective of their legal form of organization and their purpose (commercial, industrial, public, non-governmental institution, association, etc.) and those with expertise in scientific fields, academics, lecturers, PhDs were regarded as persons having power. The ordinary people working in various fields, as well as victims or people suspected of crimes were listed in the group of people holding executive positions and performing daily activities.

Qualitative Assessment:

The articles reflecting the achievements, performances and successes of some people in various fields or in social life, the gender balance promoting or domestic violence combating campaigns, as well as charities were classified as positive.

The journalistic products reflecting people in dramatic or embarrassing circumstances or the ones suspected or accused of committing contraventions and crimes, and the news about work, road traffic and domestic accidents, about offenses and crimes, as well as the ones in which at least one form of discrimination was present were classified as negative.

¹For the purposes of this Report, the amount of online news was calculated in standard pages according to ¹editorial rigidity, one standard page being the equivalent of 2000 characters.

General Trends on Observance of Gender Balance and Equal Opportunities

The monitoring of 10 media institutions showed gaps in ensuring equal opportunities and concerns in relation to the gender perspective reflected in journalistic products. The contribution of media institutions and the involvement of journalists in achieving this goal is uneven both in terms of achieving gender balance and in terms of how men and women are portrayed in media.

The collected and analyzed data revealed the following overall picture:

- ✓ On TV, the highest share of women (38.8%) is ensured by PRIME and Canal 2. The visibility of women in newscasts on Moldova 1 public TV channel is 35%, on NTV Moldova – 33.3%, on PRO TV – 30.5%, on Jurnal TV – 25%.
- ✓ The presence of women and men is uneven and it depends on the topic of coverages. Thus, the gender gap in *the political news* is high: on Moldova 1, men appear as sources and protagonists 3.8 times more often than women (79.2% vs 20.8%); on PRIME, the presence of men is more than twice as much as women's: 69.4% vs 30.6%; on Canal 2, the share of men is three times higher: 74.5% vs 24.5%; on PRO TV, men are portrayed in the media 3.6 times more often than women (78.3% vs 21.7%); on Jurnal TV, the share of men is 3.7 times higher than that of women (78.7%, vs 21.3%); at NTV, the share of men is 3.7 times than that of women – 78.8% vs 21.2%.
- ✓ In *the coverages on social issues*, some TV channels were close to achieving gender balance: on Moldova 1, the share of men was 54%, while women's share was 46%; on PRIME – 55.5% vs 44.5%; on NTV – 55.4% vs 44.6%. The presence of women at Canal 2 accounted for 42.7%, while that of men – 57.2%. The share of men, in social coverages at PRO TV channel, is more than twice as big as women's – 64.8% vs 35.2%, while at Jurnal TV – 69.9% vs 30.1%.
- ✓ Women appear more as sources and protagonists in the news related to the *education area*, in some cases men and women are portrayed almost equally (Canal 2, Pro TV, while in other cases, women outnumber men (Moldova 1, Prime TV, NTV, Jurnal TV).
- ✓ As for *the on-line press*, 25% of the articles posted on the above-mentioned news websites show women as sources and protagonists: agora.md – 25.3%; deschide.md – 22.11%; unimedia.md – 24.7%; the editorial agenda of which is dominated by political news that exceeds 50%. On the diez.md website, which targets young people and has a diverse and balanced editorial agenda in terms of topics, the share of women is 39.5%.
- ✓ Men prevail in the *political coverages posted online*: 79.6% men versus 20.4% women sources and protagonists on agora.md; 89.4% men versus 10.6% women on deschide.md; and 78.8% men versus 21.2% women sources and protagonists on unimedia.md. On diez.md, men account for 60.1%, while women for 31.9%.
- ✓ In the *social news* posted on all four sites, the proportion of women is about two times lower than that of men. Only in *education* pieces the proportion of women exceeds that of men. The *sports news* posted on monitored sites reflected only men's performances, with one exception – one piece of news reflecting the performance of female judo player, which was posted on diez.md.

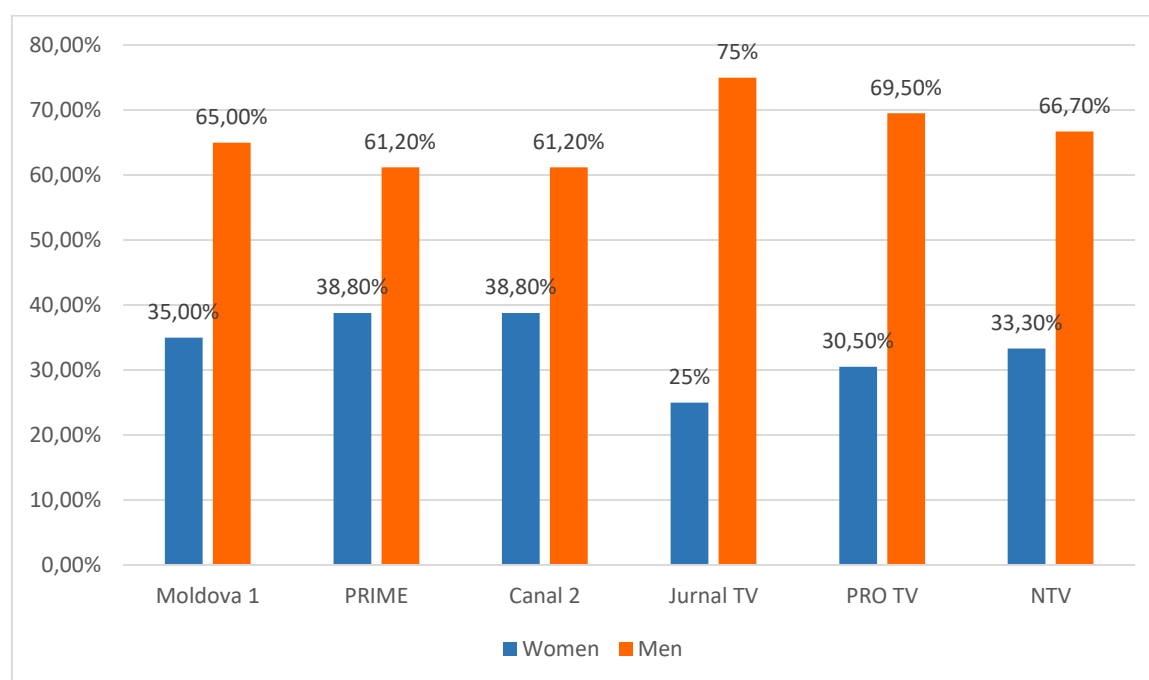
The analysis of the coverages' content in terms of compliance with the legislation in force and with the *Deontological Code of the Journalist* in terms of recommendations on gender perspective revealed that these are the trends on the way women and men are reflected in the media:

- ✓ As a rule, women appearing in coverages as sources or protagonists are always introduced via their positions or their professional status that define them as experts in certain areas of activity. In some coverages the professions of both men and women were not specified. Such situations can be explained by journalists' negligence or rush, than by their disregard for female protagonists.
- ✓ Although the share of female politicians is lower compared to men, note that male and female journalists met the ethical standards (with a few minor exceptions) on the way female politicians are reflected in the media, and referred to their professional skills, political choices and visions, promoted projects, in the context that during the monitored period, one woman was appointed, in controversial circumstances, as interim mayor of the capital – a decision stirring up sharp disputes in society.
- ✓ Some coverages reflecting surveys and studies presented these data taking into account gender disaggregation.
- ✓ A series of coverages having the intention to deconstruct gender-related stereotypes and promoting positive models of women's and men's involvement in social life were broadcast and posted. However, the broadcasting of coverages promoting positive models is not a general trend, but rather a rare manifestation.
- ✓ In most cases, gender perspective is neglected in coverages about events, in which men are predominantly interviewed to the detriment of women, even there where they participate.
- ✓ Gender balance is often not taken into account when conducting surveys out in the street.
- ✓ Experienced women are mostly present in social coverages about education, social assistance or healthcare. Women's expertise lacks or is rarely encountered in coverages on topics related to economics, administration, finances, foreign policy, electoral reform, etc.
- ✓ It is a common practice in coverages about car accidents, crimes and other unfortunate events to distinguish the protagonists even from the headline or from the leads.
- ✓ From the linguistic point of view, both male and female journalists use both masculine and feminine forms for the names of professions and positions of women, however, preference is given to masculine forms, especially in the news tickers. Often, both masculine and feminine forms of professions and positions were used in relation to women in one and the same coverage: *craftswoman* and *craftsman*; *MP [TN: The masculine and feminine forms of the Romanian nouns were in the source text]*; *chairwoman* and *chairman*. The masculine form of the nouns was also used sporadically for: *minister of culture*, *deputy minister of finance*, *mayor of Chisinau*, but most often the *leader [TN: The feminine form of the Romanian noun was used in the source text]*. The feminine forms for mayor and driver were used rarely, in some cases, to mark the feminine form, and only in a few cases they have been used in a negative context to emphasize or ironize people.
- ✓ Gender stereotypes were promoted in very few cases. In some of these cases this was done unknowingly and appeared in the context of coverages which were meant, in fact, to brake the stereotypes.
- ✓ The only case of disseminating stereotypes and using sexist language (the verbal duel between PCRM leader Vladimir Voronin and PL representative, Alina Zotea, who insulted one another using sexist allusions and age considerations) was mainly represented on online media (agora.md, unimedia.md, deschide.md) and on two TV channels (PRIME and Canal 2).

Part I: Share of Women and Men in Newscasts Broadcast by Moldova 1, Prime TV, Canal 2, Pro TV, Jurnal TV and NTV TV Channels

According to the monitoring data, the highest media coverage of women is reported at Prime – 38.81% and Canal 2 – 38.78%. The share of women in newscasts on the public TV channel is 35%, while on other TV channels it drops below a third: on NTV Moldova – 33.3%, on PRO TV – 30.5%, on Jurnal TV – 25%.

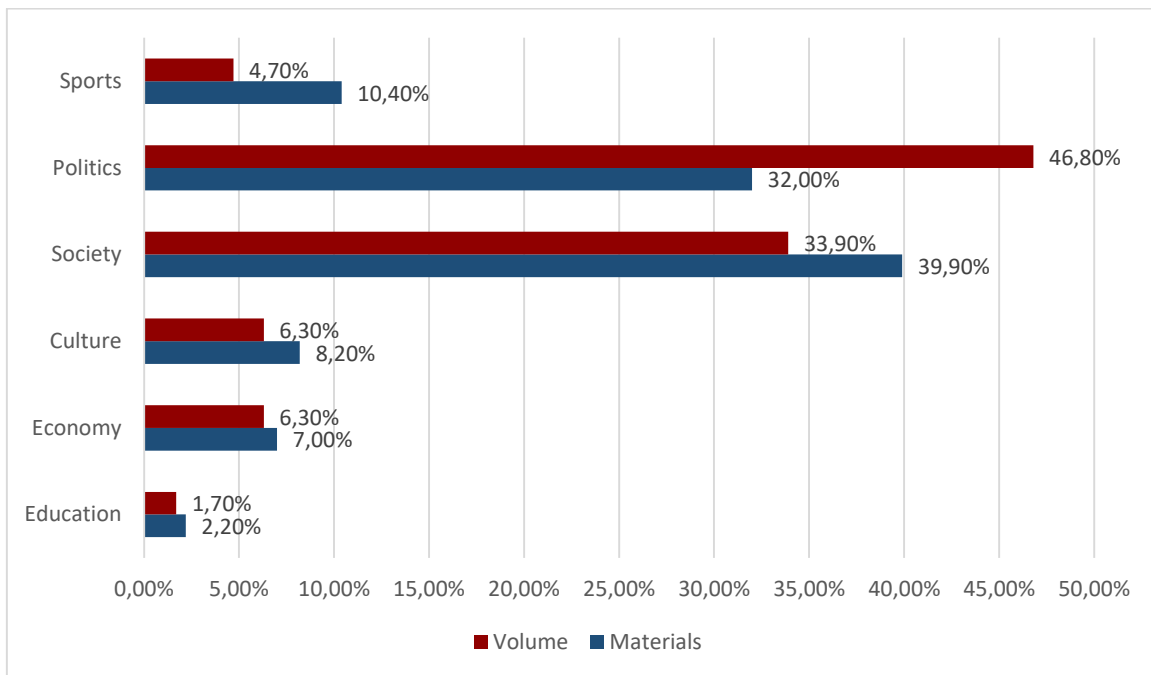
Share of Women and Men in Main Newscasts from TV Channels (General Data)



Moldova 1 Public TV Channel

At the National Public Broadcasting Institution – Moldova 1 TV channel, 24 newscasts of the 7 p.m. *Mesager* and four summary newscasts of *Mesager Stop Cadru [Freeze-frame Messenger]*, totaling 316 coverages (16 hours 39 min.) relevant to the topic of monitoring, were monitored. With a total of 1,260 appearances in newscasts on this TV channel, men constituted 65% of the sources and protagonists appearing in direct synchronizations and quotations or in indirect mentions and references, while women accounted for 35%.

Distribution of Air Time and Number of Pieces of News by Topics



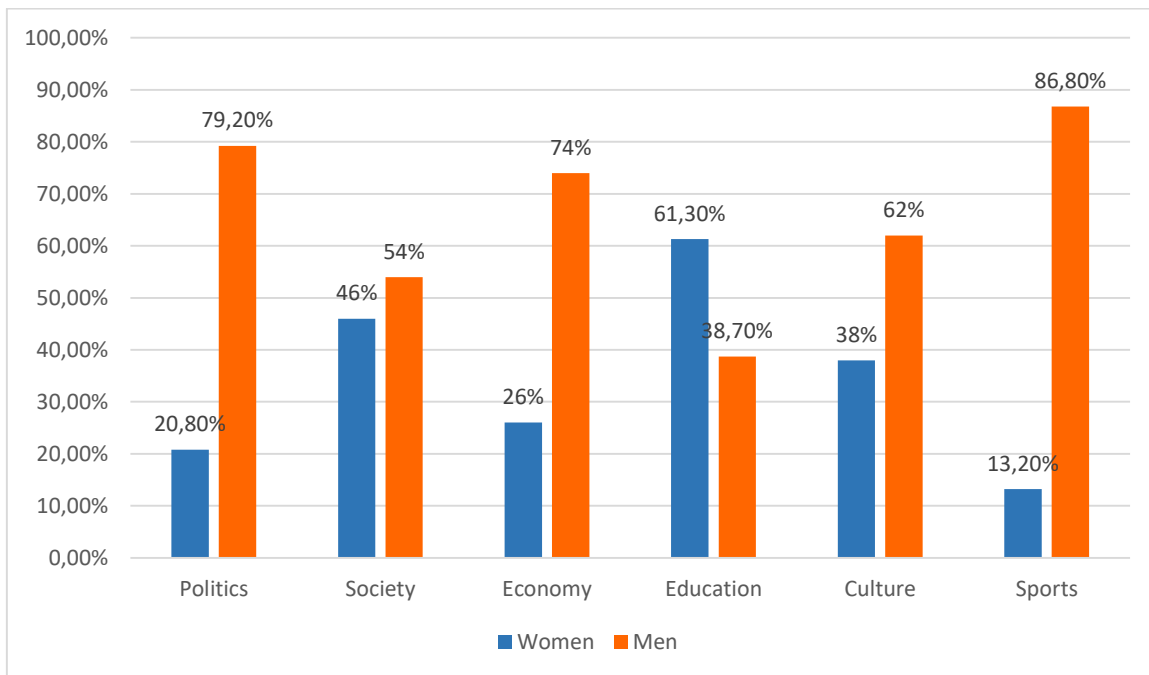
Considering the topics, the visibility of men in political news is four times higher than that of women, with a share of 79.2% (290 appearances) vs 20.8% for women (76 appearances). Men and women are portrayed almost equally in social coverages: men – 54% (308 direct nominations and synchronizations) vs women – 46% (263 appearances).

Sports news holds an important place in the main newscasts of the public TV channel (33 news during the reporting period). With a share of 86.8%, men dominate women – 13.2% in terms of their presence in news as such. Note that the public TV channel made more coverages about sports involving women than other TV channels.

With 26 coverages, the subjects related to culture and economy ranked fourth in the thematic top of Moldova 1 TV channel, portraying men (88 appearances) more than women (54 direct appearances or mentions) in two-thirds of the cases. This gap is even more obvious in economic coverages: men appear in 74% of economic coverages, while women in 26%.

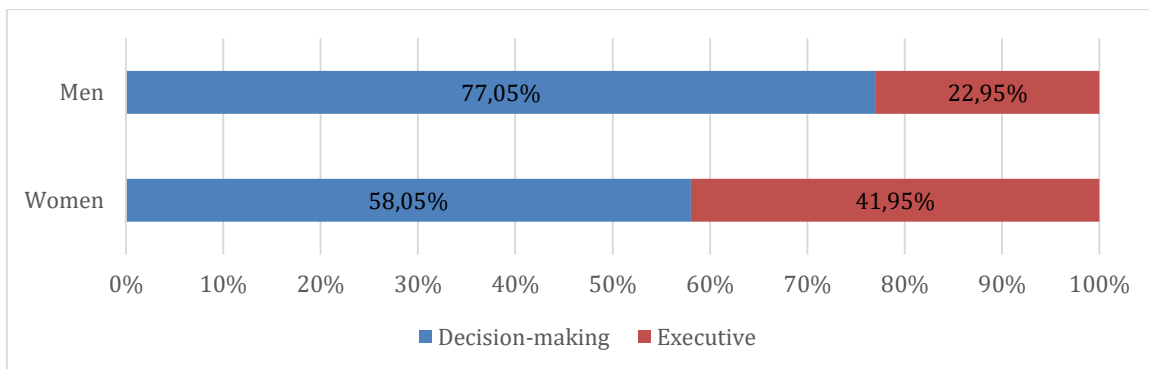
A reversed ratio is found in news on education (7 journalistic pieces, lasting for 17 minutes), where women are present more than twice as much as men, with a visibility of 61.3% up against 38.7%.

Share of Women and Men in the News, by Topics



Of the total number of 441 women’s appearances, a little more than half constitute women holding a leading position (256 appearances or 58.5%), while the percentage of male decision-makers is over three quarters (77.05%).

Women’s and Men’s Share Depending on the Status: Decision-Execution



Women’s and Men’s Presence in Talk Shows

We monitored social-political talk shows broadcast during one week, 6 November 2017-12 November 2017: three talk shows of *Moldova in direct* and one *Buna seara*. Only in one talk show of *Moldova in direct*, broadcast on 7 November 2017 and hosted by Liliana Barbarosie, the topic of which was *the First House Project*, out of four guests attending the talk show one was a woman – the Prime Minister’s Councilor on Economic Issues. In the rest of the *Moldova in direct* talk shows, broadcast on 8 November 2017 and 9 November 2017, the topic of which was *the Establishment of the Agency for Public Services according to the One-Stop Shop Principle* and *A Retrospective of the Agricultural Year*, only men were invited – 3 at each talk show. Four experts and officials, all men, were the guests of the *Buna seara* show that was broadcast on 10 November 2017 and the topic of which was *Torture*.

Notes on and Analyses of How Women and Men are Portrayed in the Media

The editorial policy of the Moldova 1 public TV channel consists in broadcasting the coverages about initiatives, projects and events declared to be in the interest of citizens, as well as about famous people. Some of them also emphasized the merit of women, who were usually portrayed in media as experts in education, childcare, social care or handicraft.

Of the 316 coverages broadcast during the reporting period, 29 had positive content, 19 – negative, and the rest – neutral. Women's performance was portrayed in some of the positive coverages: *Antreprenoriatul feminin, potential de dezvoltare [Female Entrepreneurship, Development Potential]* (25 November 2017); *Un copil cu autism a inceput sa vorbeasca dupa mai multi ani de tratament [A child with autism began to talk after several years of treatment]* (9 November 2017); *Tortura la ea acasa in tara noastra [Torture a common phenomenon in our country]* (7 November 2017, containing synchronizations with the experts who participated in the meeting, even though most of them were men); *Comemorarea victimelor holodomorului [Holodomor victims' Memorial]* (27 November 2017, from the event organized by the Ukrainian Women's Community).

Some coverages portrayed women who are outstanding personalities: *Intilnirea tinerilor jurnalisti de la Radio (copii) cu reprezentanta UNICEF [Meeting of the Young Journalists (Children) from Radio Moldova with the UNICEF's Female Representative]*, organization that contributed to the creation of the radio studio for children (18 November 2017) *Omagierea Verei Mereuta [Paying Tribute to Vera Mereuta]* (28 November 2017); *75 de ani de la nasterea Margaretei Cemartan [75 Years Since the Birth of Margareta Cemartan]*, survivor of deportations, author of several books about the life of Moldovans exiled to Siberia (24 November 2017); *Expozitia Ninei Sibaeva [The Exhibition of Nina Sibaeva]* (23 November 2017).

The presence of women in actions or events was emphasized in some coverages, where they were placed on an equal footing with men and their personal merits and efforts were highlighted: *Noi punti de cooperare peste Prut [New Bridges of Cooperation over Prut]* – a piece of news about the Moldovan-Romanian agricultural forum (10 November 2017) in which two farmers, including a woman, were interviewed; *Mai multe localitati din UTAG si tara vor beneficia de investitii europene [Several Settlements from UTAG and Taraclia will Benefit From European Investments]* (18 November 2017) – a piece of news about a woman holding a management position and a man living in a village. Besides the female student's comment provided in the *Aniversarea colegiului de medicina din Orhei [The Anniversary of the College of Medicine in Orhei]* coverage (18 November 2017), a male student's comment was also included in the synchronization, although the video supporting that piece of news showed that the female students outnumbered significantly male students, promoting in this was men's involvement in feminized areas. The sources appearing in the coverage were male graduates and well-known persons.

Positive models were reflected in the *Nu renunta la ceea ce iti doresti sa faci [Do not Give up on What You Want To Do]* coverage about the vocational forum organised in Chisinau (11 November 2017). Two young female students, one of whom is with disabilities, two male students, including two male and two female organizers were interviewed in the coverage.

16 zile impotriva violentei fata de femei [The 16 Days of Activism Against Gender-Based Violence] Global Campaign was portrayed in media through two coverages on the actions of some political actors: *Spotul in care spicherul Andrian Candu transmite un mesaj de*

solidaritate si implicare [The Spot where Speaker of the Parliament, Andrian Candu, Sends a Message of Solidarity and Involvement] (24 November 2017) and *Au spus nu violentei [They Said No to Violence]* (25 November 2017) about an action of the Action and Solidarity Party.

The sports coverage about the *Festivalul National de Judo la a 5-a editie [The 5th Edition of the National Judo Festival]* (11 November 2017) is one of the coverages that can serve as an example to combat stereotypes. Although boys outnumbered girls, as the video showed, the coverage portrayed two girls that won. Note that a few video sequences portraying the girls at that competition also were included in the coverage. Two male organizers also spoke in the coverage. The stereotypes related to this kind of sport are combated by the optimism and confidence of the two sportswomen.

Notes on Stereotypes and Discrimination

The Mesager of 24 November 2017 portrayed the transparent cars' windows campaign, organized by the General Police Inspectorate. The positive intent of the GPI's PR team was undermined once it chose a stereotype for a slogan of the campaign: *Attractive boys and girls do not tint the windows*. Even if at first glance this slogan seems to be gender-balance given the same criterion attributed both to girls and boys (*Attractive boys do not tint the windows* and *Attractive girls do not tint the windows*), discrimination occurs against those who are not considered attractive (by others or by themselves), this criterion being a relative and subjective feature, which is not a person's own merit and does not depend on their will.

Even if the editorial office bears no responsibility for the content of this campaign, once it portrayed it in media, it promoted the stereotype that physical attractiveness is an advantage, an asset. In this situation, the role of male and female journalists was to ask GPI officials: *Does it mean that unattractive boys and girls can tint the windows?*

Notes on Language

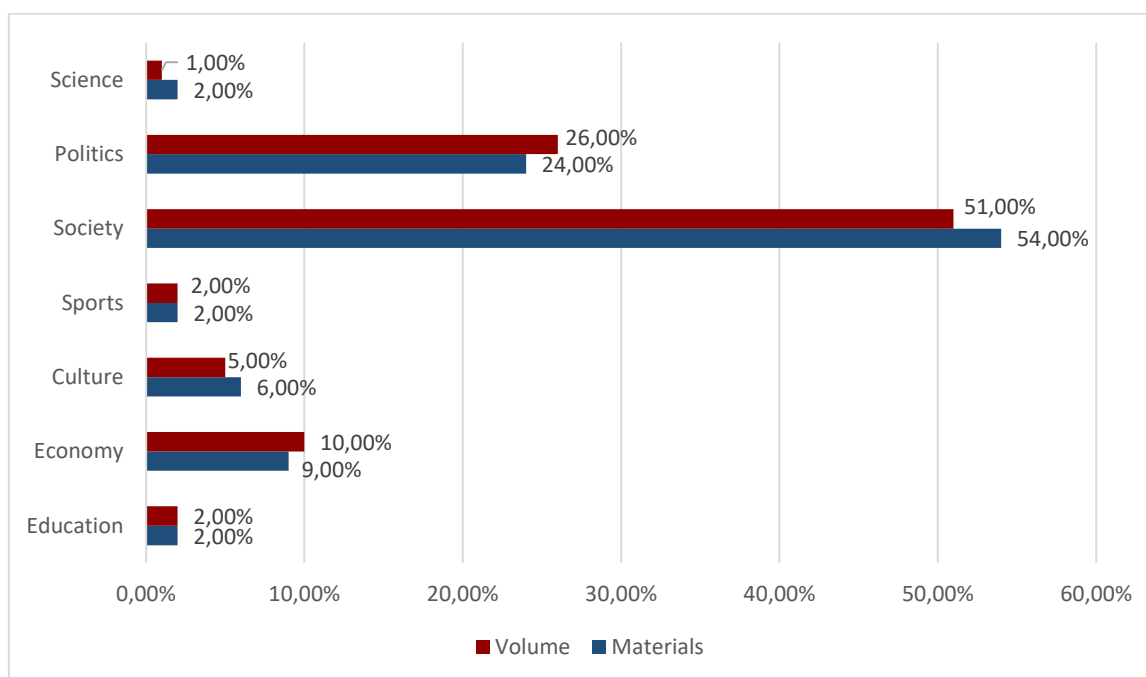
As a rule, both in the news and on the news tickers the masculine form of professions and positions is used even when their feminine forms exist too: *Desiree Jongsmas, UNICEF representative, Moldova*; *Nina Cotovanu, Director, Blue Bird Center*; *Vera Tanase, Deputy-president of Hancesti District*; *Liliana Rotaru, Chairperson of CCF Moldova*; *Adela Uja, foster carer*; *Olesea Perean, project coordinator*, etc. [TN: the masculine form was used in the source text]

In several cases the speakers were not presented. For instance, there was a coverage entitled *Malurile raului Raut vor fi mai verzi [The Banks of the Raut River will be Greener]*, in which a woman speaks without being presented, but from her speech it felt like she was one of the project coordinators. In the piece of news *Parcurile din capitala s-au imbogatit azi cu noi copaci [The Parks in the Capital were Enriched Today with New Trees]* (18 November 2017) two men, a woman and a child participating in this activity were interviewed, but they were not presented. The event organizer – a woman, is again not introduced as such, which diminishes the impact of the information and the importance of the interviewees.

Prime TV

The main newscast of Prime TV – the 9 p.m. *Primele stiri* – was monitored. There were 325 relevant journalistic pieces with a duration of 13 hours and 19 minutes in the reporting period. Of the total of 1662 appearances (direct synchronizations and quotations or in indirect mentions and references), women accounted for 38.81% and men – for 61.19%.

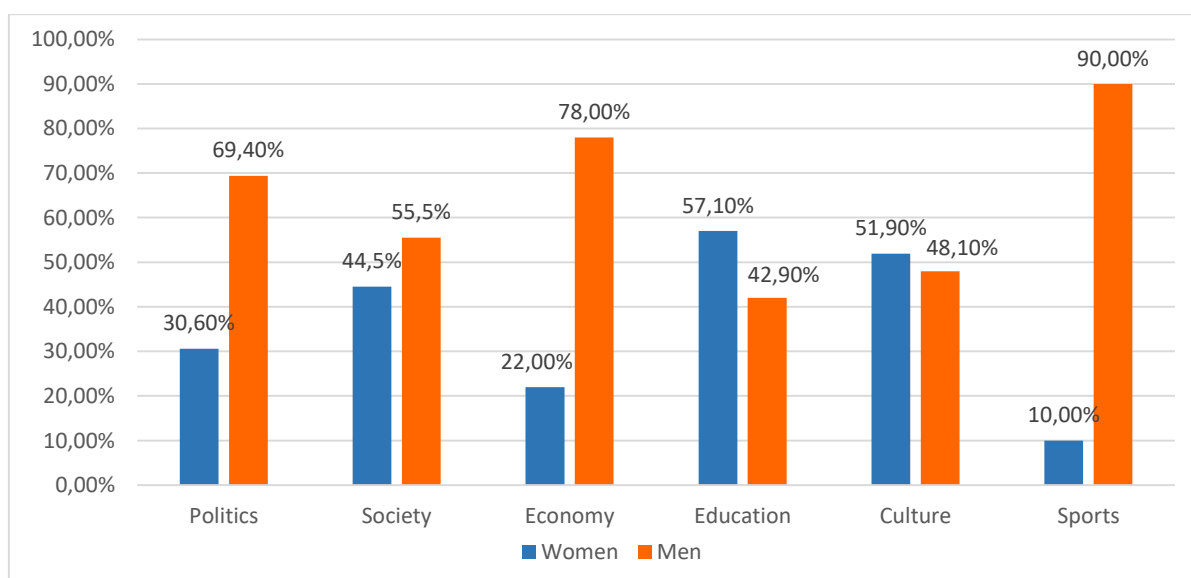
Distribution of Air Time and Number of Pieces of News by Topics



The 173 social coverages, with a duration of 6 hours and 53 minutes, take up half the volume of the pieces monitored on Prime TV. Men and women are portrayed almost equally in social coverages: women – 44.5% (406 appearances) and men – 55.5% (507 appearances). Political topics rank second on Prime TV’s editorial agenda: 77 coverages, with a duration of 3 hours 27 minutes. Of the 421 people involved in political coverages, men are portrayed in the media twice as often as women (69.35% vs 30.64%).

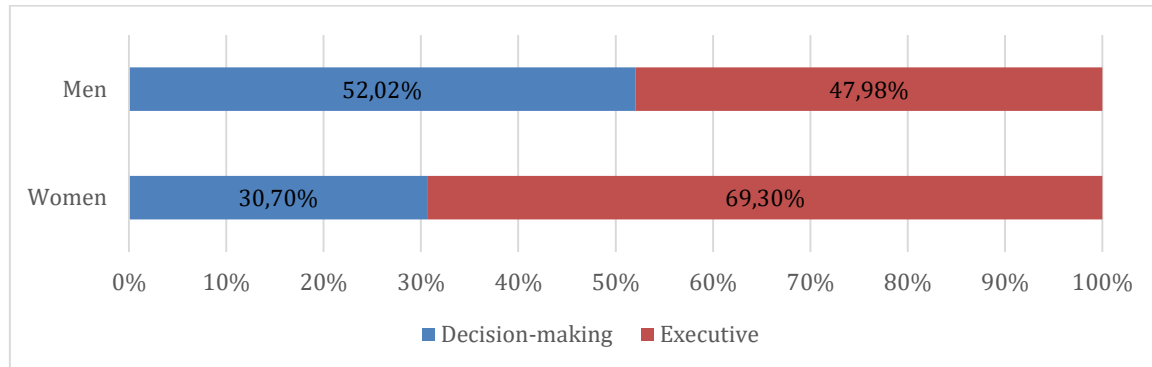
The biggest gap is in the economic area: women appear in 22% of the total 112 appearances and mentions of protagonists. Gender balance was achieved in coverages about culture, while in the area of education – women slightly outnumbered men by about 14 percentage points: 57.1% vs 42.9%. During the reporting period, 8 pieces of news about local sport, in which men predominated, were broadcast on Prime.

Share of Women and Men in the News, by Topics



In 30.7% of the total 645 direct and indirect appearances of women they had decision-making positions. Men in decision-making positions accounted for 52.02% (529 appearances) of the total number of appearances (1017).

Women's and Men's Share Depending on the Status: Decision-Execution



Women's and Men's Presence in Talk Shows

Four *Replica* socio-political talk shows were monitored. Each lasted about 50 minutes and were broadcast on a weekly basis. The only time when a woman was invited – the councilor of the prime minister – was on 12 November 2017, at the talk show about the *Prima casa [First House]*. The other guests were three men. In the other talk shows of 19 November 2017 (on economy), 26 November 2017 (about the results of the Eastern Partnership Summit in Brussels) and 3 December 2017 (about the electoral system), two and three men were invited, respectively. They were either officials or experts.

Notes on and Analyses of How Women and Men are Portrayed in the Media

Most of the social coverages with a positive message were about charitable activities, anniversaries of outstanding people or about cultural events organized by some communities, including with the involvement of the Edelweiss Foundation or of PD members.

The following were among the coverages underscoring the involvement and performance of women: *Crazy Kart 1000 [Crazy Kart 1000]* (12 November 2017) – about a carting competition involving 20 amateur pilots, including a woman, who was interviewed alongside a man and a child; *Cele mai noi inventii [The Latest Inventions]* (12 November 2017) – about the invention fair held in Chisinau, where among the 4 experts who spoke on the spot were two female inventors; *Se cauta politisti tineri [Looking for Young Police Officers]* (12 November 2017) – the coverage shows more young women who participated in the event, and two of the four interviewed people are women. The coverage would have been a good example promoting equal opportunities if the news tickers or the reporter's text, which said – *100 de tineri au petrecut o zi cu mascotii din BPDS „Fulger” [100 young people spent a day with ‘Fulger’ special forces]* and *La actiune au participat 100 de tineri din toata Moldova... [100 young people from all over Moldova participated in the event ...]* would have actually said ‘*100 young men and young women...’*.

The *16 Days of Activism Against Violence Campaign* was portrayed in media through the coverage entitled *Nu violentei [No to Violence]* (25 November 2017) about the action of PD representatives.

When the WHO Survey on Child Abuse was made public (30 November 2017) the data were disaggregated by gender.

In a number of pieces, journalists missed the chance to devote space to women even though the events provided this opportunity, as is the case with the coverage of *the Forumului mass-media [Media Forum]*, in which only four men were interviewed, although the Press Council, is led by a woman, and in pictures it is seen that the number of women exceeded that of men both in the room and among the officials and experts invited.

Notes on Stereotypes and Discrimination

O raza de speranta [A Ray of Hope] (12 November 17) is a coverage about the program that gives couples the chance to undergo the in vitro fertilization procedure for free. The female reported initially pointed out that the program was for *couples* and exemplified the case of some *happy parents*, but then emphasized: *Women who cannot conceive a child naturally claim that this program is their last chance*. However, the wording and the fact that the interviewees were all women (3), perpetuate the stereotype that only women suffer from sterility and it is only their fault when a couple does not have children. The symbolic images in the video portrayed mostly women.

Sfaturile expertului [Expert Tips] (27 November 2017), in which the key message also appears on the news tickers: *Rolul tatalui in educatia copilului este crucial [The Role of Father in Child Education is Crucial]* would have been a good coverage to promote fathers' involvement in child education and to combat the stereotype that child education relies solely on women's shoulders. Still, the message of the whole story was overturned by a *stereotype* promoted by a father who answers himself (instead of the expert Dr Komarovsky) to why it is important for the father to be involved in children's education: *Because every child needs protection and advice, because mothers cannot always give an objective advice, while the fathers are severer*. In such cases, it is good to be careful and not to admit the subjective opinion of one participant in one hundred to become dominant and thus completely change the message.

The case when the PCRМ leader Vladimir Voronin and the PL representative, Alina Zotea, insulted one another, using sexist and offensive language, was broadcast in the *Circ in parlament [Circus in the Parliament]* coverage (16 November 17), without broadcasting after that (20 November 2017) the response of the Platform for Gender Equality, which asked for sanctioning this behaviour.

In the *PSRM criticat de Voronin [lit. PSRM criticized by Voronin]* coverage (22 November 2017) made at a press conference, the phrase in which he used an offensive language in regard to Zinaida Greceanii was selected from the entire speech of the PCRМ leader: *How much does Zina want to gather, a million signatures, right?*

Musafiri scandalagii [lit. Troublemaker Guests] (19 November 2017) is the title of a coverage about a case of domestic violence reported to the police. The perpetrator was caught drunk on camera. His speech contained accusations and threats addressed to his wife, but also intimate details, and his identity was not protected. In her turn, the woman, covering her face, along with a child, accused the man of violence. A relative of her also accused the man of sexual violence and harassment. A policeman retold the content of the complaint and the situation he found. The female journalist concluded in the following way: *The man risks being punished for domestic violence*. Such coverages feed the public's appetite for scandal and spying on some details from private life – a feature rather characteristic for the reality show format than for newscasts.

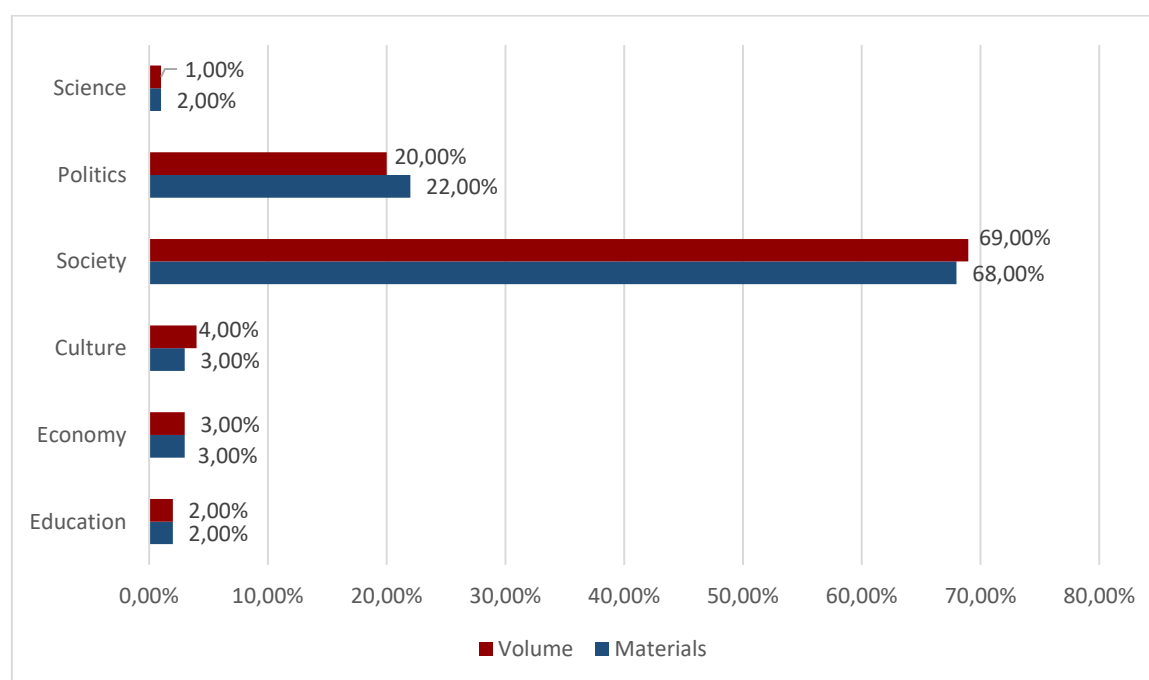
Notes on Language

The PRIME TV channel usually prefers the masculine form of positions, social status or professional status, even in cases where Romanian grammar provides for the feminine forms, which are used very rarely and only in occupations traditionally associated with women: **former Chairperson** of Gas Natural Fenosa, *Silvia Radu*; **head** of UNDP programs, *Valeria Ieseanu*; **director** of the Organ Hall, *Larisa Zubcu*; **Member of Parliament**, *Valentina Stratan*; **the headteacher** of the preschool institution, but also the **cook** were sanctioned.

Canal 2

On Canal 2, 260 coverages relevant for gender balance, with a total duration of 9 hours 30 minutes, the *Reporter* newscasts at 7 p.m. were monitored. In total, the sources and protagonists appeared 1,382 times in synchronizations and direct quotations or indirect mentions and references, of which women accounted for 38.78% and men – 61.22%.

Distribution of Air Time and Number of Pieces of News by Topics

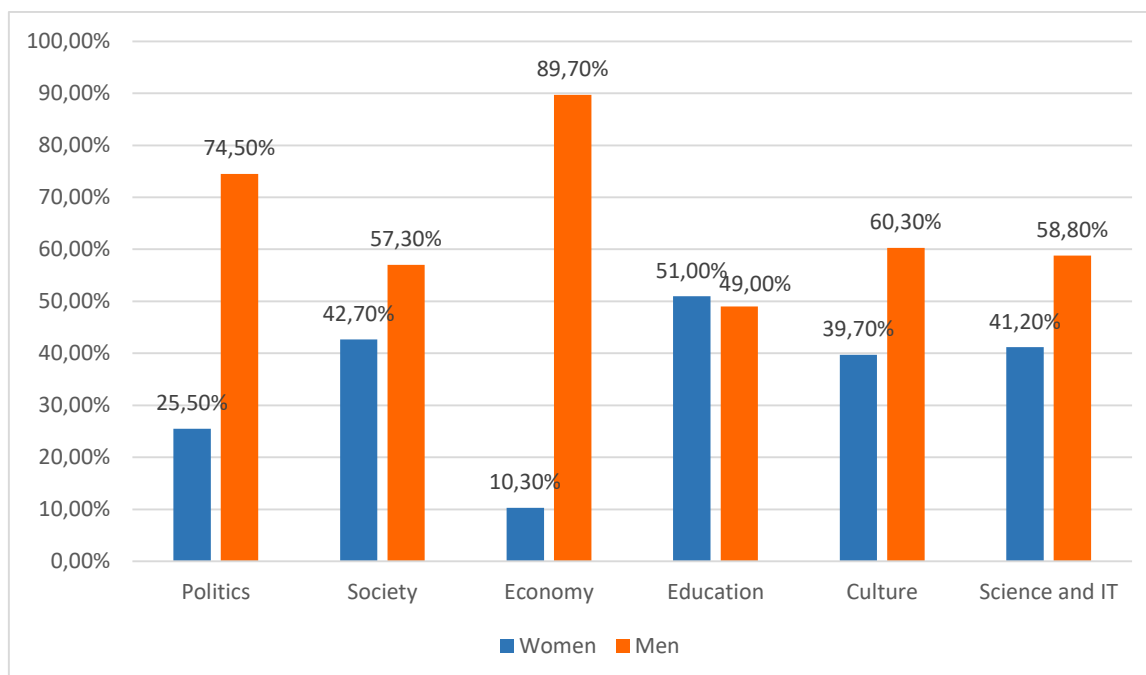


The editorial agenda for the *Reporter* newscast on Canal 2 is dominated by social news, to be more precisely 177 news items, in which women and men are portrayed almost equally: with 426 direct statements and indirect mentions, women accounted for 42.7%, while men, with 571 appearances, accounted for 57.2%.

Men's presence in political news outnumbered women's presence three times (24.5% of 237 quotations and statements registered in the 56 political coverages). Men dominate overwhelmingly in economic news (8 pieces news), accounting for 89.7%, being quoted or intervening live 26 times, while women appeared only three times, accounting for 10.3%. In those 5 news items, women and men appeared almost equally, women – 16 times and men – 15 times. In those 9 news items related to culture, of the 63 statements and references to persons, the visibility of women accounted for 39.7%, while that of men – 60.3%. In three news stories about scientific and IT achievements, men appeared 10 times, while women – 7 times, accounting for 58.8% and 41.2%, respectively.

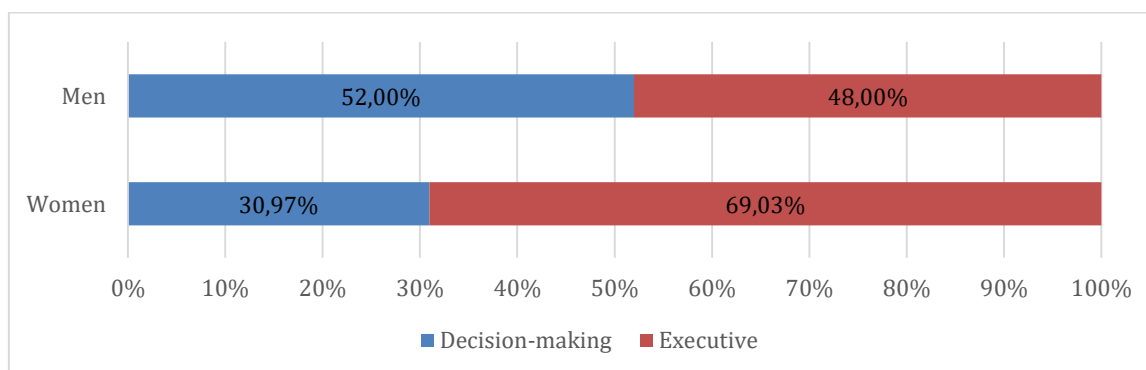
Reporter newscast does not contain sports news.

Share of Women and Men in the News, by Topics



One third of the women in the 536 appearances and mentions held management positions (166 women, i.e. 30.97%), while more than half of the men were decision-makers (440 men, i.e. 52%).

Women's and Men's Share Depending on the Status: Decision-Execution



Women's and Men's Presence in Talk Shows

In total, four *Tema zilei* [Topic of the Day] talk shows, 30 minutes long each, moderated by Viorica Turtureanu, were monitored during the reporting period. At the talk show of 6 November 2017, the topic of which was the children who run away from home, two men were invited in the studio: one expert and one official. At the talk show of 7 November 2017, the topic of which was the centenary of the 1917 Bolshevik Revolution, two guests were invited in the studio: one female expert in history and one male political commentator. The topic of the talk show of 8 November 2017 was *Prima casa* [First House] project, where two officials were invited: the female Prime Minister's Counselor and the Deputy Minister of Finance. At the talk show of 9 November 2017, the topic of which was the establishment of the Public Service

Agency, two men were invited: the head of the Ministry of Economy and the director of the Moldovan Businessmen's Association.

Thus, in the four consecutive talk shows broadcast during one week, out of 8 persons invited in the studio as officials and experts, only two were women.

Notes on and Analyses of How Women and Men are Portrayed in the Talk Shows

The Canal 2 *Reporter* newscast focused primarily on social news. Of the 176 monitored pieces, 35 were about community holidays and festivals, charity activities, tributes to remarkable people, the vast majority underscoring the involvement of the Edelweiss Foundation or PD members.

Several coverages highlighted the involvement of women in various fields, including those traditionally associated with men: *Profesia ca vocatie [One's Profession as Vocation]* (11 November 2017) – about the vocational forum held in Chisinau, brought in the limelight three women interviewed as sources: the organizer of the meeting, a young entrepreneur, a female student and a male student; *O zi împreună cu mascatii de la „Fulger” [A day with the special task force ‘Fulger’]* (12 November 2017), a coverage made at an event organized by the ‘Fulger’ Special Task Force, which included several pictures of young participants, two of the four interviewees being women; *Ziua agricultorului la Sireti [Farmer's Day at Sireti]* (26 November 2017) – of the five interviewed sources, three were female entrepreneurs, an entrepreneur and the mayor; the coverage entitled *Retete impotriva violentei [Recipe Against Violence]* (26 November 2017) is about the initiative to invite several Italian chefs to a charity event in the village of Ciuciuleni, Hancesti District, in order to raise money for the ‘Helmut Wolf’ anti-violence social center. Five women appeared as sources: two of them, who said they have contributed financially, were not introduced in any way, two other women were introduced as *organizer of the event*, and the fifth was a PD MP, Valentina Buliga.

Notes on Stereotypes and Discrimination

Several coverages broadcast during the reporting period attempted to combat declaratively some stereotypes. Thus, in the coverage entitled *A demonstrat ca poate manui o arma la fel de bine ca barbatii! Secretele singurei femei lunetist din Moldova. [She Proved that She Can Handle a Gun Just as Skillfully as Men! The Secrets of the Only Female Sniper in Moldova]* (18 November 2017), the intention to combat stereotypes is stated by the reporter: ‘... we want to meet the only Moldovan woman who broke all the stereotypes and proved she could handle a weapon just as skillfully as men do and maybe even better.’ The young woman talked about the efforts she has to make, although at one point her speech goes back to the stereotype that girls have to play with dolls and boys with guns: ‘*When I was little, I did not actually have dolls, as the young ladies are supposed to have. I played with toys that usually boys played with. We played with improvised wooden guns and knives. I liked adrenaline more.*’

Canal 2 broadcast several coverages that were similar to those broadcast by Prime TV which sent out the same stereotype messages, such as the coverage entitled *La sfat cu pediatrul Komarovsky [Advice From Doctor Komarovsky]* (26 November 2017), the piece of news about the PCRM leader, Vladimir Voronin and the PL Member of Parliament – Alina Zotea who insulted one another using sexist and swearwords (20 November 2017), the coverage entitled *Voronin rade de initiativa socialistilor [Voronin Laughs at the Initiative of the Socialists]* (22 November 2017), the piece of news *A facut scandal pentru ca l-a refuzat nevasta [He Made a Scandal Because His Wife Rejected Him]* (19 November 2017).

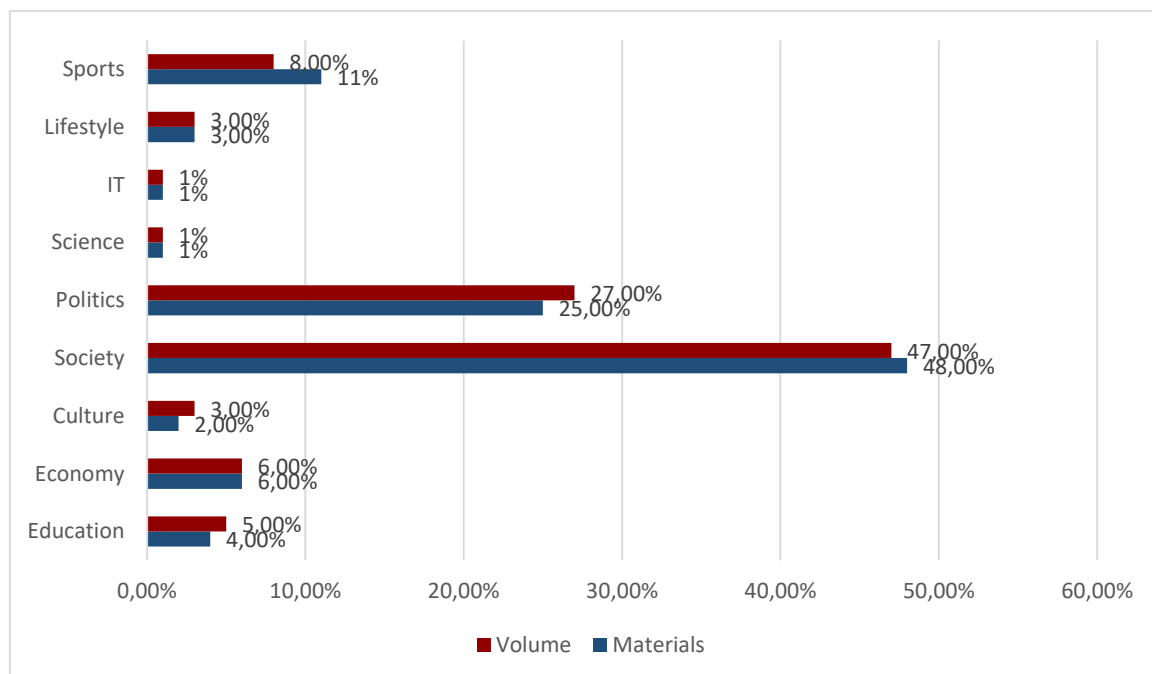
Notes on Language

From linguistic point of view, the masculine form of professions and positions, the feminine form of which is acknowledged in the dictionary, is used nevertheless more often. The masculine form is used more often on the news tickers: *the MP Valentina Stratan participated; Viorica Turtureanu, producer; Veronica Midari, expert on the EU project; entrepreneur, Natalia Vrancean; the organizer said, Valentina Geamana, the organiser* [TN: the masculine form was used in the source text].

Pro TV

The 8 o'clock *Stirile PRO TV* newscast were monitored on **PRO TV**. There were as many as 366 relevant coverages, the total duration of which was 13 hours and 9 minutes. The sources and protagonists appeared 2197 times in synchronizations and direct quotes or in statements and indirect references, women appearing in 30.5% of them and men – in 69.5%.

Distribution of Air Time and Number of Pieces of News by Topics



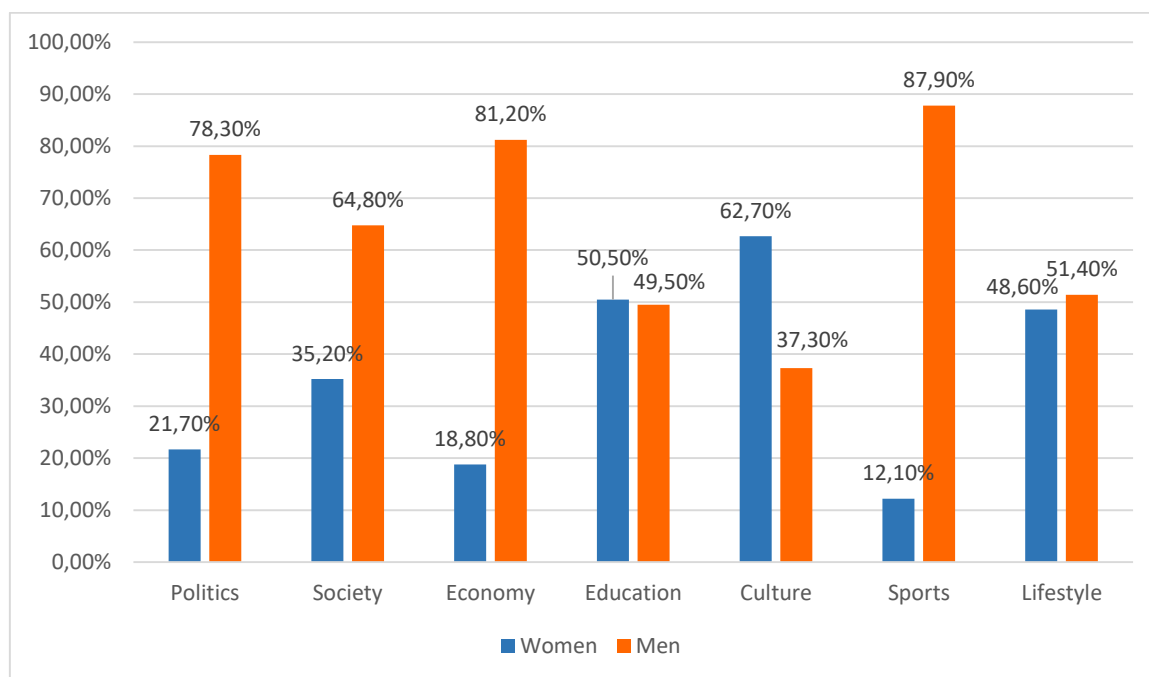
Social media coverages take up about half of the editorial agenda of the newscast – 177 pieces. Men appear almost twice as often as women in the 1,055 appearances and mentions (by 64.8%).

The political news on Pro TV (90 pieces of news) take up a quarter of the monitored news items and ranks second, after social issues, on the editorial agenda. In terms of direct appearances and mentions, the share of women is 21.7%, i.e. – 124 cases, and that of men – 78.3%.

A clear gap between men and women is obvious in terms of economic news (21 pieces): women appear only in a fifth of 101 interviews and references to people. Gender balance is reached in the 14 coverages that address education topics, while in culture pieces (8 pieces) women are ahead of men by 25 percentage points. The visibility of women and men is almost equal in the 10 pieces of news about lifestyle. In the two pieces of news about IT and in the three pieces about science, women acquire cumulatively a share of 32%, while men – of 68%. Most of the news (41 in total) about local sports were broadcast by PRO TV, where male athletes and female athletes have multiple direct appearances. Of these, a few were about female performance: news

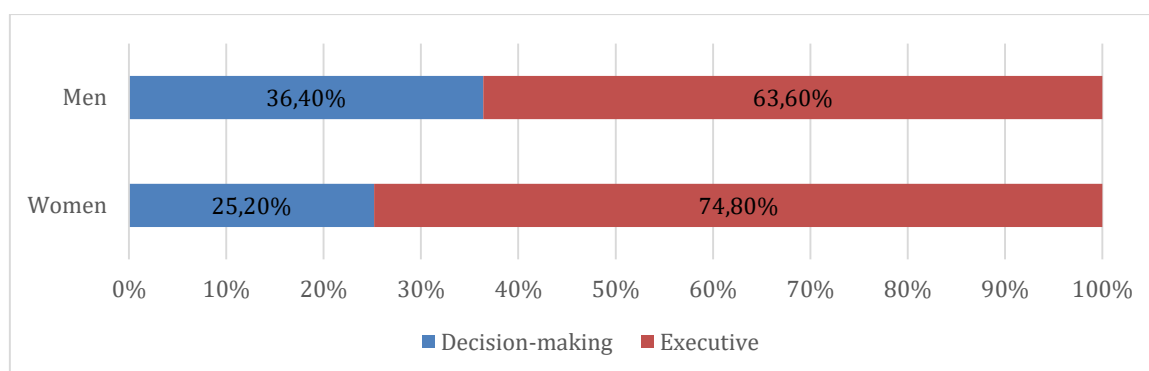
about the women’s football team, the performance of female tennis players, martial arts female athletes, thanks to which share of women reached 12.1%.

Share of Women and Men in the News, by Topics



Women had 671 direct appearances and indirect mentions, and 25.2% of them were in leadership positions. Men in decision-making positions represented a share of 36.4% of the 1526 direct or indirect appearances.

Women’s and Men’s Share Depending on the Status: Decision-Execution



Women’s and Men’s Presence in Talk Shows

Four *In profunzime* talk shows (with an average duration of about an hour) broadcast consecutively were monitored during this period: 9 November 2017 – about the appointment of Silvia Radu as Acting Mayor (three men were invited, but only two showed up); 16 November 2017 – a debate with the participation of Ion Ceban and Vasile Botnaru; 23 November 2017 – the guest in the studio was the suspended Mayor Dorin Chirtoaca; 30 November 2017 – PAS leader Maia Sandu was invited to the show.

Notes on and Analyses of How Women and Men are Portrayed in the Talk Shows

The PRO TV channel broadcast some unusual coverages about couples who make joint efforts, showing mutual respect and commitment in dealing with hardships or developing social projects for the good of the community: *The love story of two orphans trying to survive after they grew up in orphanages* (11 November 2017); *A couple in which he is French and she is Moldovan have been developing social projects at Horodiste, Rezina District for seven years* (11 November 2017).

Other coverages promoting positive models of involvement include: *Ajutor pentru cei patru copii din familia Saharneau* [*Support for the Four Children of Saharneau Family*] (09 November 2017, 12 November 2017) in which men were interviewed, thus promoting the idea that both family care and charity are the responsibility of both men and women alike; the coverage on the *opening in Chisinau of a sensory room for children with autism* (17 November 2017) in which two men and two women were taken as sources, although it was not clear who they are, either parents or therapists because they were not introduced; *Rochii de mireasa cu fir fosforescent* [*Phosphorescent bridal gowns*] (23 November 2017) – about starting up a business from European grants tells us, as background information, that 70 young women have received such grants, etc.

In the *Spune nu violentei* [*Say No To Violence*] coverage (25 November 2017) a flashmob was organized by a group of women from the Action and Solidarity Party.

In the coverage entitled *Forumul dedicat oportunitatilor oferite de invatamantul profesional* [*Forum on Opportunities Provided by Vocational Education*] (11 November 2017), it is clear that a relatively equal number of girls and boys participates, with more long shots of girls than of boys. However, more male young people were interviewed – six students and one pupil – compared to one female pupil and one female teacher.

One of the pieces about *Vocea Romaniei* [*Voice of Romania*] told us that: *Five Moldovans performed on the stage, but only two of them were chosen to go on* [TN: masculine forms in the source text] – which gives the impression that only men participated in the contest. In fact, of *the five – four were women and one – a man* (11 November 2017), but in the following coverage, the gender distinction was clear: *Two Moldovans in the semifinal* (02.12.2017) [TN: feminine form used in the source text].

Notes on Stereotypes and Discrimination

The coverage entitled *Doua cupluri din Lozova, raionul Straseni, nasi si fini, care au sarbatorit impreuna nunta de aur si cea de safir* [*Two Couples in Lozova, Straseni District – Godparents and Godchildren – Celebrated Their Gold and Sapphire Wedding Anniversaries*] (12 November 2017) brings to the fore the models of cohabitation. One of the protagonists supported the stereotype of the ‘*patient wife who has to wait on her husband*’, but it was somewhat balanced out by the opinion of the ‘groom’, who underscored the importance of patience in the life of couples too.

The coverage about the 25th anniversary of the Presidential Orchestra breaks some stereotypes as the reporter underscored that there are *four women in the Presidential Orchestra*. The montage shows a close-up of one of the trumpeters, while another one is being filmed saying she was selected after having passed the contest for the position. Still, the reporter insisted that it must be unusual to be surrounded by so many men every day, and the answer was: *Every day is like March 8th*. It is good to remark on the presence of women in a field that was traditionally dominated by men, but in combating stereotypes, it is advisable not to emphasize the discrepancies so much.

Notes on Language

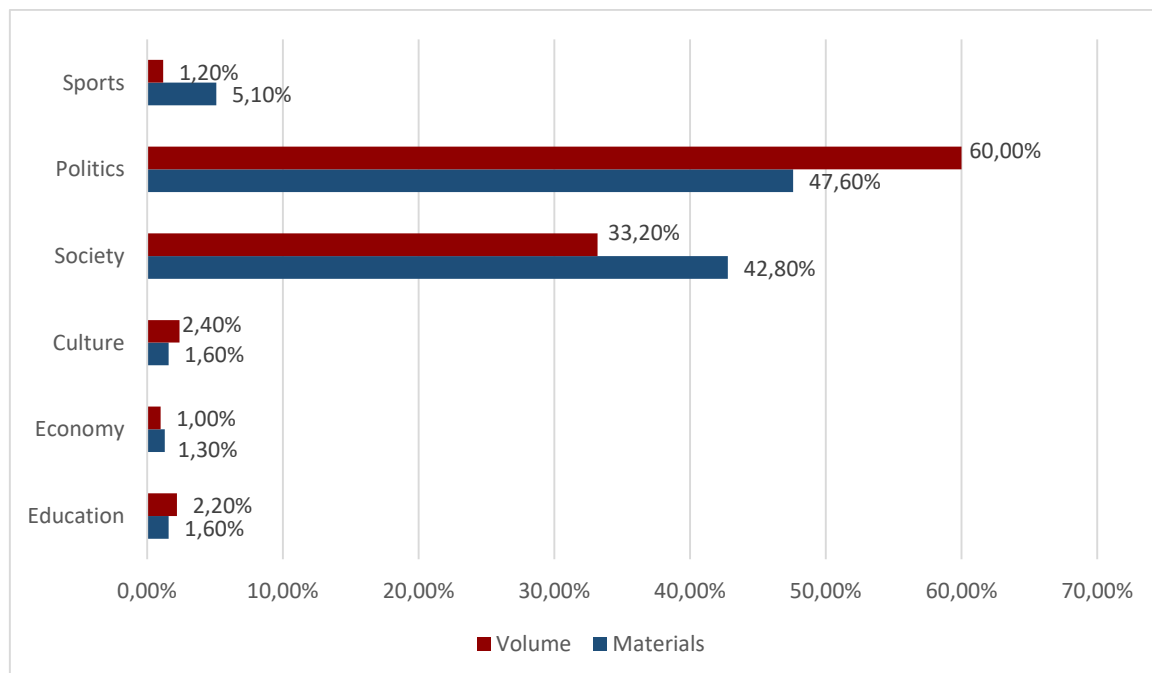
From the point of view of linguistics, although female journalists use both masculine and feminine forms, the masculine forms of the professions and positions are often used, including in the case of those that have a feminine form. Also, the masculine form is used, as a rule, on news tickers. Often, the feminine and the masculine forms of a noun are used alternately when speaking about women: craftswoman and craftsman; PAS leader [TN: in Romanian, the masculine and feminine forms of this noun slightly differ]. Other examples: Doina Gherman, *PAS member* [TN: the feminine form is used in the source text]; *Ionela Titirez, organizer* [TN: the masculine form is used in the source text]; *Elena Botezatu, jurist, author of the coverage* [TN: the feminine form is used in the source text]; *Veronica Tomescu, local project coordinator* [TN: the masculine form is used in the source text]; *Rodica Carutu, winery representative* [TN: the masculine form is used in the source text]. Silvia Radu was the protagonist of the daily news about how things were going at the City Hall. She was referred to as *Acting Mayor* [TN: the masculine form is used in the source text], *Mayor* and *Mayoress*, particularly in reporters' articles: *The Mayoress is out inspecting EXDRUPO* (14 November 2017), *Who is the boss?* (TN: feminine form of the noun used in the source text) (27 November 2017) and in female journalists' articles: *A week ago, Poiata was scolded by the mayoress*.

Jurnal TV

On **Jurnal TV**, the 7 o'clock *Jurnalul de stiri* and the Saturday *Jurnalul saptamanii* were monitored. There were 311 coverages relevant for gender balance, with a total duration of 14 hours 34 minutes.

The sources and protagonists appeared 1517 times in synchronizations and direct quotes or in statements and indirect references, women appearing in 25.05% of them and men – in 74.95%.

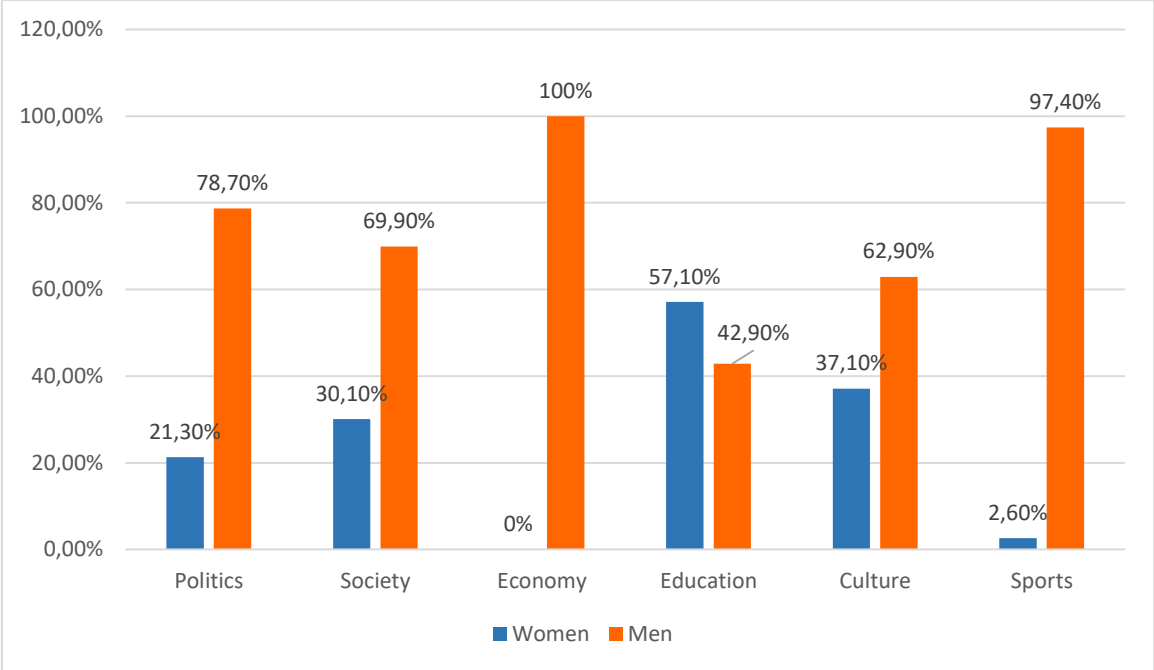
Distribution of Air Time and Number of Pieces of News by Topics



Political news (148 media products) represent almost half (48%) of the monitored news and take 60% of the allotted air time. In the 863 appearances and mentions recorded in the coverages in this field, the share of men exceeded more than 3 times that of women.

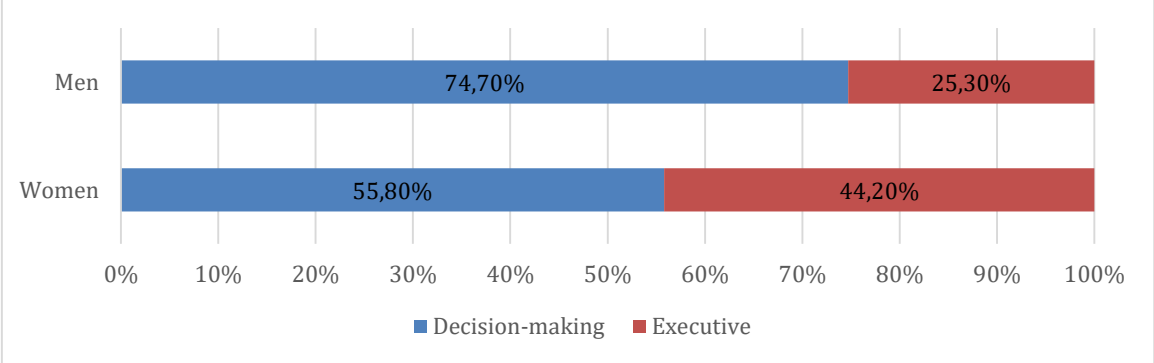
In social coverages (133), women appear two times less than men and only in coverages on education (5 coverages) women appear more than men by 14 percentage points. In the five news about cultural events, women appeared in 37.1% of them, and in the four coverages on economic issues – all sources and protagonists were men. The 16 pieces of sports news generally tell about football, which results in an overwhelming masculine presence: 97.4% are men, with only one sportswoman being interviewed in a coverage.

Share of Women and Men in the News, by Topics



Women had 380 direct appearances and indirect mentions, and 55.8% of them were in leadership positions. Men in decision-making positions represented a share of 74.7% of the 1137 direct or indirect appearances.

Women’s and Men’s Share Depending on the Status: Decision-Execution



Women's and Men's Presence in Talk Shows

During the reporting period, three *Ora Expertizei* talk shows, 50 minutes long each, were monitored. On 6 November 2017, the statements made by Vitalie Proca were the subject of discussions. The guests at the talk show were four experts and political commentators – all men. The topic tackled on 7 November 2017 was the appointment of Silvia Radu as Mayor. The guests were four men again. On 8 November 2017, of the three participants, two were women experts in the judiciary area. At *Cabinetul din umbra* of 9 November 2017, a woman was the protagonist of the show, but as a victim and a persecuted person, and the three participating men were experts.

Of the 14 experts and political commentators invited to the talk shows of that week, only two were women, the third woman being in the position of a victim.

Notes on and Analyses of How Women and Men are Portrayed in the Media

Of the 311 coverages, 16 had a positive message, while 55 coverages were about accidents and other unfortunate events.

Among the coverages promoting civic engagement and activism models or fighting stereotypes, there was one of charitable nature entitled *Isi creste singur fiica de doi ani [Bringing up His Two-Year-Old Daughter Alone]* (10 November 2017) which shows a man who strives to be a good parent and make do in poor living conditions. This is a model promoting paternal responsibility for children. Jurnal TV covered the *Campania pentru protectia femeilor [Women's Protection Campaign]* (22 November 2017) conducted by the Action and Solidarity Party and that the Leader of the Action and Solidarity Party was named 'The Personality of the Week' by the Tribuna Portal (*Maia Sandu, Personality of the Week*, 27 November 2017). The voice-over-type resource was relevant for the campaign supporting women who are domestic violence victims, entitled *Inchisoare pentru violenta in familie [Prison for Domestic Violence]* (24 November 2017).

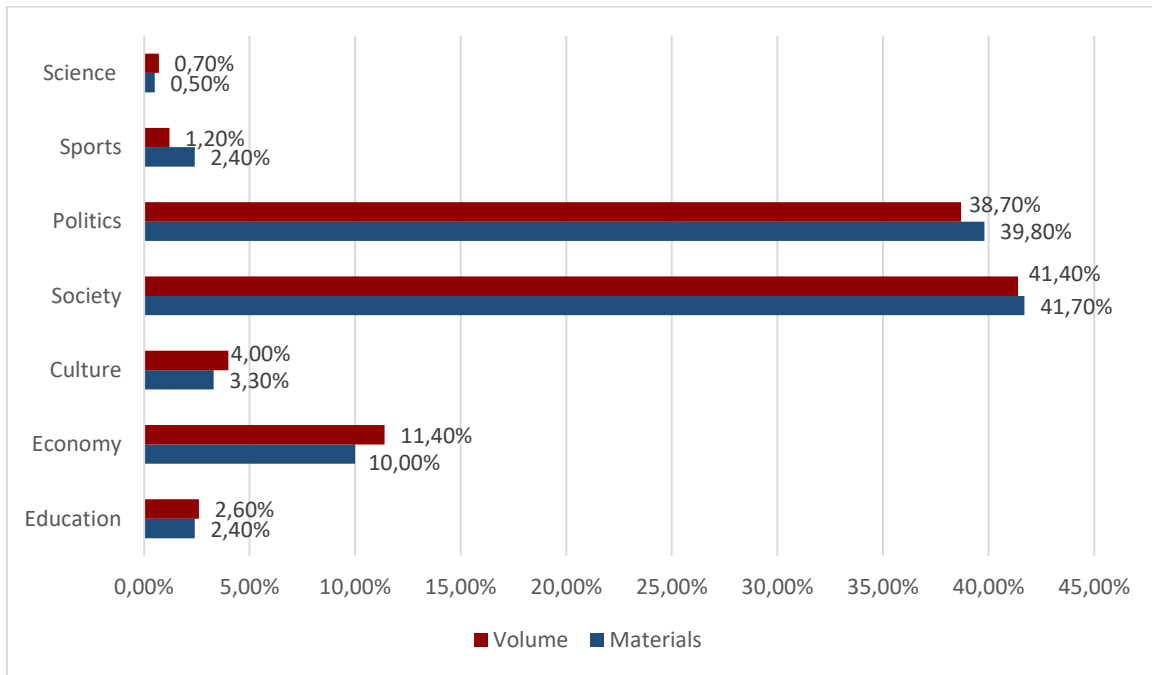
Notes on Language

From a linguistic point of view, both masculine and feminine forms are used for the names of positions and professions, preference being given though to masculine forms: *the leader of the Action and Solidarity Party* [TN: the feminine form of the noun was used in Romanian]; *PAS leader* [TN: the feminine form of the noun was used in the source text]; *Maia Sandu, leader of PAS* [TN: the masculine form of the noun was used in the source text]; *Mariana Kalughin, expert at the Corruption Prevention Centre* [TN: the masculine form of the noun was used in the source text]; *Nina Cernat, member of the Superior Council of Magistracy* [TN: the masculine form of the noun was used in the source text]; *Doina Onofrei, Jurnal TV reporter* [TN: the masculine form of the noun was used in the source text].

NTV

As many as 22 newscasts of the *7 O'clock News* broadcast on NTV were monitored. Such newscasts do not appear on Saturdays, but summaries of the news are broadcast on Sundays. They contained 211 coverages relevant for the topic of the monitoring, with a total duration of 10 hours and 53 minutes. The sources and protagonists appeared 858 times in synchronizations and direct quotes or in statements and indirect references, women appearing in 33.3% of them and men – in 66.7%.

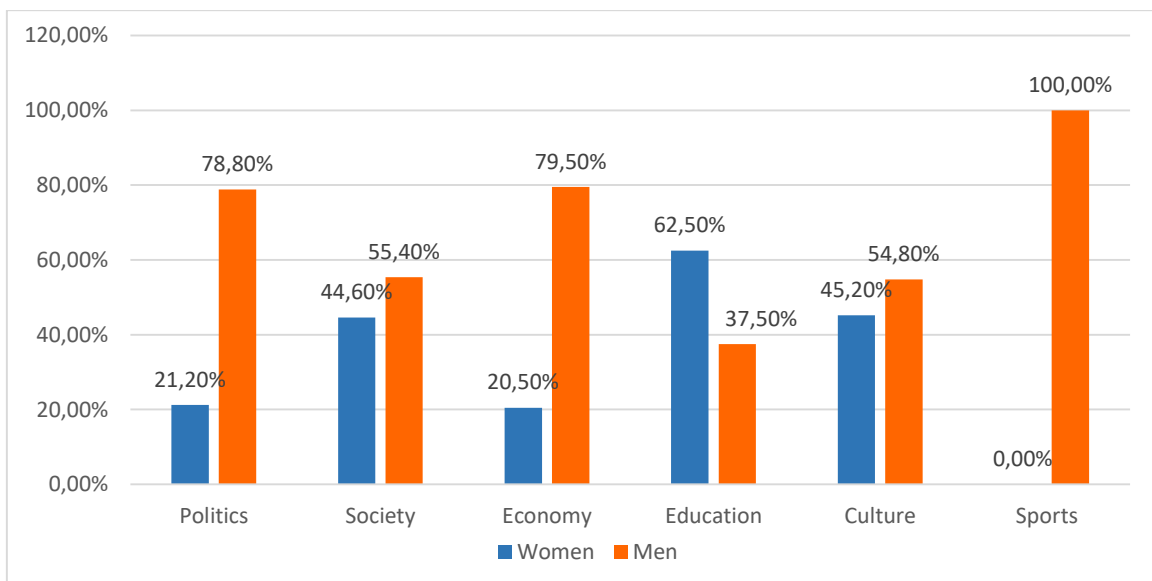
Distribution of Air Time and Number of Pieces of News by Topics



Political and social news predominate on the editorial agenda of the newscasts on NTV. We need to specify that most of the social news are about the charity actions that President Igor Dodon and his wife, Galina Dodon or other PSRM members participate in.

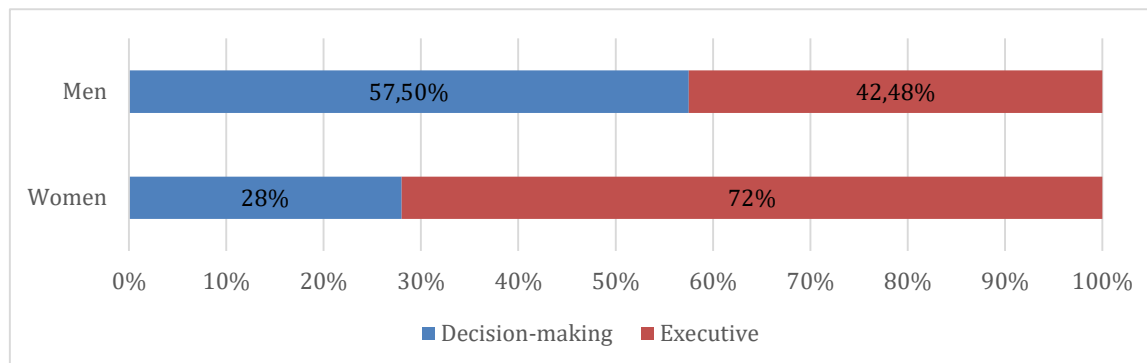
In the political coverages, which were as many as 84, with a duration of 4 hours and 13 minutes, men outnumber women about 4 times: 241 appearances and mentions, compared to women, which had 65 appearances and mentions. In the 88 social news that had a duration of 4 hours and 30 minutes, women and men appear in an almost balanced way (women – 44.6% and men – 55.4%). The economic news (21 pieces) are dominated by men, while women predominate in the area of education-related news (5 pieces). Women and men had a balanced appearance in the 7 piece of news in the area of culture, while the 5 piece of sports news related exclusively to male performances, typically at chess and football.

Share of Women and Men in the News, by Topics



In the 286 direct appearances and indirect mentions of women, almost one third (28%) of them were in decision-making positions, while men in decision-making positions accounted for 57.5% of the 572 appearances or mentions.

Women's and Men's Share Depending on the Status: Decision-Execution



Women's and Men's Presence in Talk Shows

Social-political analysis programs were monitored during the first week, 06 November 2017 – 12 November 2017. In the talk shows *Megafone* of 6 November 2017, *Главный вопрос [IPA: Glavnyj vopros]* of 8 November 2017, *Acces direct* of 9 November 2017 and *Главный вопрос* of 8 November 2017, all officials and experts were men (a total of eight people).

Notes on and Analyses of How Women and Men are Portrayed in the Talk Shows

The only woman that appeared as a model of involvement in charity in social news was the first lady – Galina Dodon: *Conditii mai bune in gradinite [Better Conditions in Kindergartens]* (9 November 2017), about the fund of Galina Dodon in the village of Dezghingea; *Cadouri din partea primei doamne a tarii [Gifts From the First Lady]* (12 November 2017); „*Din suflet*” *pentru gradinita „Andries” [‘With all One’s Heart’ for ‘Andries’ Kindergarten]* (11 November 2017); „*Din Suflet*” *pentru satul Petresti [‘With all One’s Heart’ for Petresti Village]* (17 November 2017); *Ajutor pentru gradinitele din Gagauzia [Support for Gagauz Kindergartens]* in Dezghingea again (24 November 2017); „*Din suflet*” *pentru Basarabeasca* (27 November 2017) [‘*With all One’s Heart*’ for *Basarabeasca Village*]; *Iserlia Kindergarten; Hundreds of kindergartens supported via „Din Suflet” [‘With all One’s Heart’]* (28 November 2017).

Women appearing and participating in events are pictured in pieces such as: *Initiativa de amenajare a unui parc [Park Cleaning Initiative]*, launched by an association led by a woman; *Teatrul Guguta a implinit 25 de ani [The 25th Anniversary of Guguta Theatre]*, which shows the director of Guguta Municipal Theatre, Gabriela Lungu, making a statement; *Orchestra prezidentiala, la 25 de ani [The 25th Anniversary of the Presidential Orchestra]* (18 November 2017), when the reporter did not mention that there are four women in the orchestra band, although he interviewed one of them, who was introduced in the following way: ‘It is easy to spot out from the 85 instrumental performers the silhouette of a particular trumpeter because the trumpeter is a young woman’;

Notes on Language

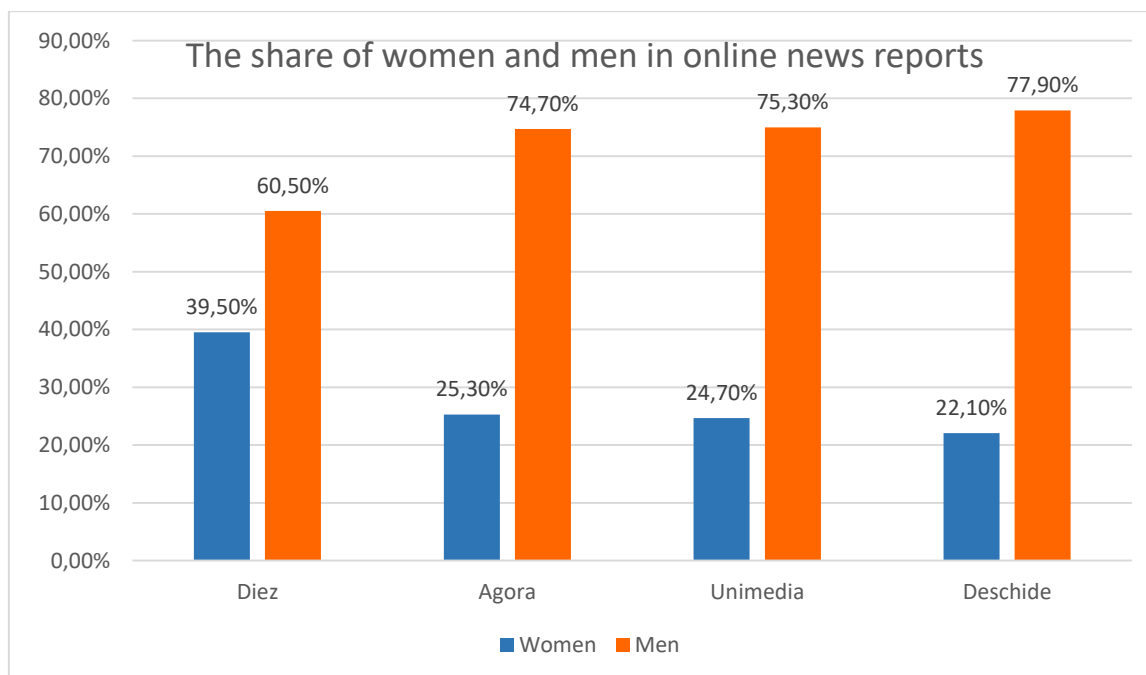
From the linguistic point of view, the masculine forms of professions and positions are used more often than the feminine ones: *the Chairperson of the Urbanism Association of the Capital, Ecaterina Stratan; Violeta Andries, Member of the Court of Accounts; LDPM MP, Maria*

Ciobanu; producer and screenwriter Elena Pahomova; Svetlana Bolocan, Head of Directorate at Ministry of Agriculture; Ecaterina Ivanova, Director of the Iserlia Kindergarten [TN: the masculine form of the noun was used in the source text].

The journalists use both the masculine and feminine forms of the noun ‘mayor’ in Romanian. *The decision of the mayor was criticized* [TN: the feminine form of the noun was used in the source text].

Part II: Share of women and men and their coverage in the news and journalistic materials posted on websites agora.md; deschide.md; diez.md; unimedia.md

Women have a representation of about 25% on the pages of the news websites agora.md, deschide.md, unimedia.md, the editorial agenda of which is dominated by news on politics (over 50%). A balanced gender perspective has been noted on diez.md, the target audience of which are young people and which has a varied editorial agenda, balanced in terms of topics. The ratio of coverage of women and men on this website is about 40% to 60%.

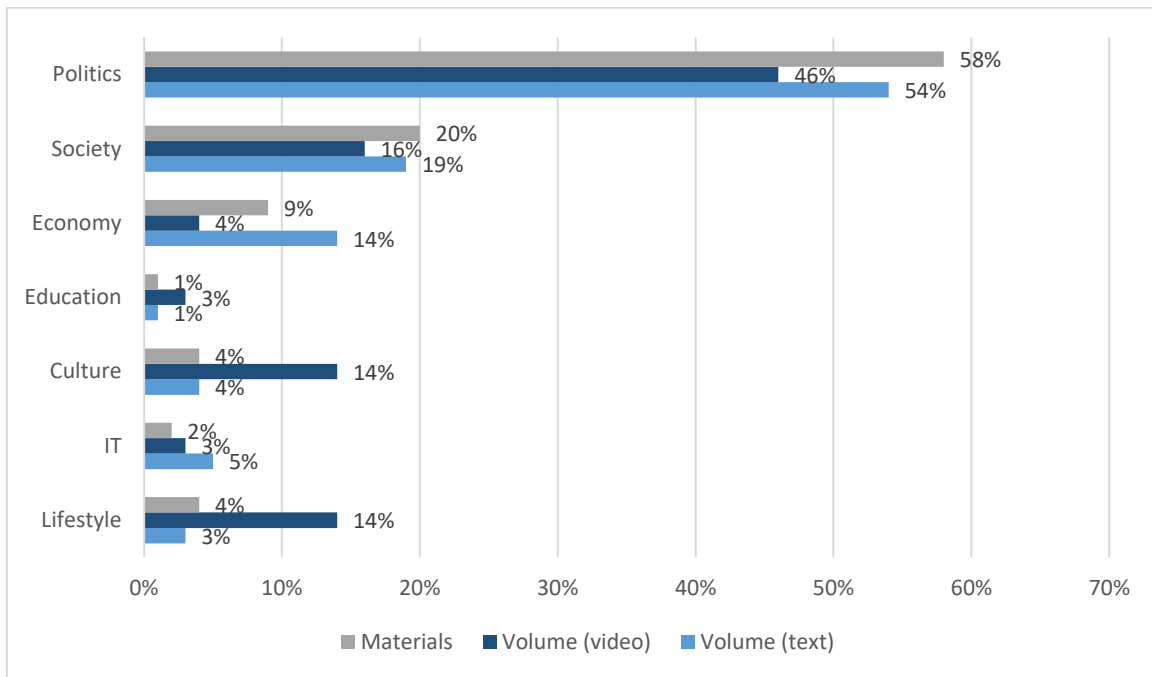


Agora.md

In the reporting period, 515 relevant materials were monitored, with a volume of 362 standard pages², accompanied by video clips with a total duration of 7 hours 17 minutes.

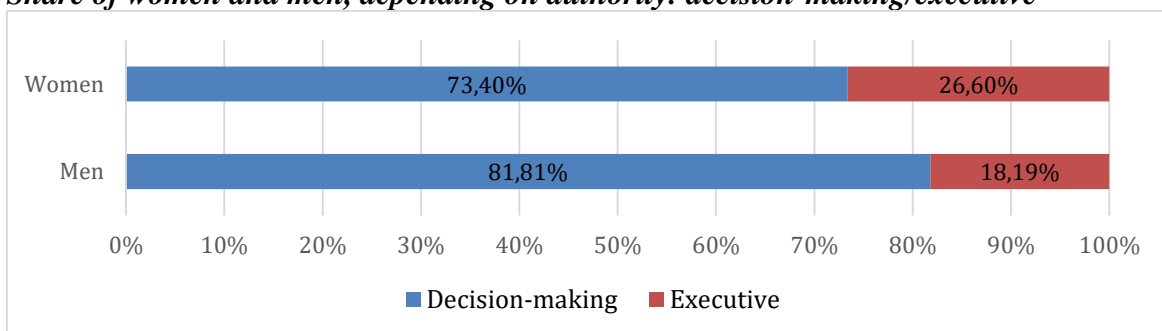
Distribution of space and number of journalistic materials per topics

² For the purpose of this study, the volume of online news reports was counted in standard pages according to editing requirements, one standard page being equal to 2,000 symbols.



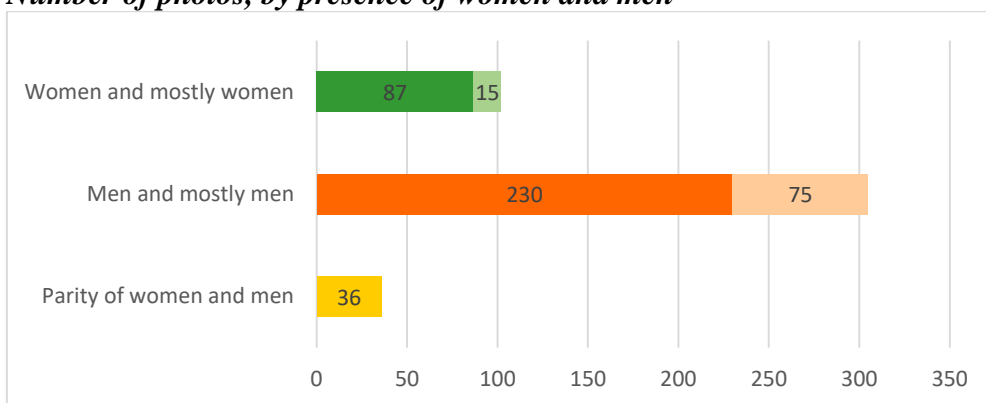
Overall, sources and protagonists were directly/indirectly cited or mentioned 1,973 times; among them, 74.66% were men and 25.34% were women. Women in senior positions had a share of 73.4% of the total 500 interventions and references. Men with decision-making powers had 1,205 interventions and mentions, or 81.8% of all appearances by men (1,473).

Share of women and men, depending on authority: decision-making/executive



Relevant information was accompanied by 443 photos of people.

Number of photos, by presence of women and men



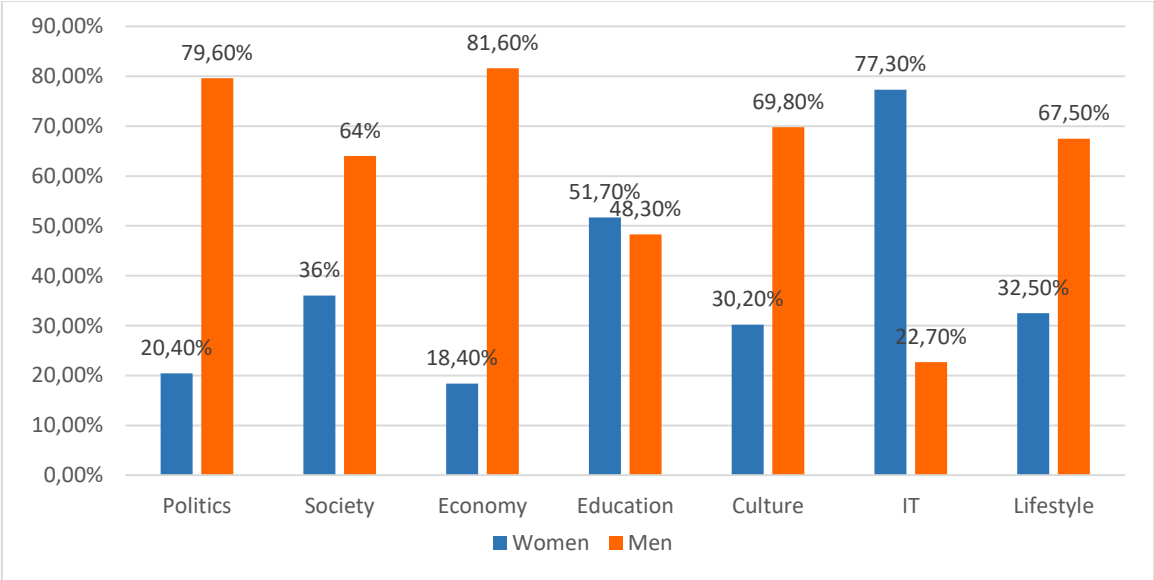
In the monitoring period, the website *agora.md* posted 297 materials related to politics. Men intervened and were mentioned the most often in such news reports – 970 times, nearly four times more often than women. In the photos that illustrated materials on politics, the presence of men was dominant: only men and mostly men appeared in 166 photos, while only women and mostly women – in 43 photos; 19 photos showed an equal number of men and women.

In the 105 materials on social topics, women had a representation of 36% and men – 64% (with 137 appearances). Illustration was somewhat gender-balanced: 20 photos with only women and 21 with only men.

Economy news is an important segment in the editorial policy of *agora.md*, but many of those stories are made on the basis of studies, polls, documents, so only 46 news stories were relevant for this monitoring report. In them, the presence of men was several times greater than the presence of women, with a ratio of 81.6% men to 18.4% women. In news on culture and lifestyle, women were twice less present than men; however, in the photos that illustrate these two categories the gender distribution was almost equal: 27 photos showed mostly women or only women, 32 – mostly men or only men, while 14 photos showed an equal number of women and men.

The area in which women had a greater visibility is technology: in the 12 relevant stories, women appeared 34 times (77.3%), and men – 10 times (22.7%). There was gender balance in the seven materials on topics related to education: women intervened and were mentioned 15 times, and men – 14 times.

The share of women and men in journalistic materials, by topics



Notes and analyses on the coverage of women and men

The *agora.md* editors’ pursuit of bringing into the light women who manage to gain visibility in their professional lives and in society materialized in several articles produced by the portal and in some materials taken from other sources.

Thus, the *Chisinau Startup Week 2017* event, which gathered people interested in launching business in IT, was not only covered as such, but also served as a “startup” for approaching gender issues, formulated in the headline: *Why there are less women than men in business* (November 11, 2017).

The intention to challenge stereotypes and to promote women in jobs traditionally associated with men was also noted in the headline *Dozens of girls have broken stereotypes and transformed science into passion* (November 29, 2017). The story “*Roboclub*” grows: *36 more educational institutions joined the program and got sets of new equipment* (November 24, 2017) presented the opinions of three women in senior positions and of one teacher.

In the presentation of the study *Youth on the labor market in Moldova: skills and aspirations*, produced by the Youth-Centered Skills Observatory, created by UNDP Moldova and the National Institute for Economic Research, gender issues were emphasized in the headline: *Study: Young women and youth from villages are the most discouraged on the labor market* (November 27, 2017).

The website agora.md covered the UN civic activism campaign on the issue of violence against women: on November 24, 2017, it published an article presenting information from the organization’s website: *UN Campaign: 16 days of civic activism to stop violence against women*. In the same context, they published a video, where the Speaker of Parliament expressed his adherence to this campaign: *Andrian Candu: I’ve never beaten my wife, but it doesn’t give me the right to remain uninvolved*.

A positive model of involvement and perseverance of women in business was covered in the news story taken from agrobiznes.md: *A Moldovan woman from Balti city, owner of the largest and most modern greenhouse in Romania* (November 24, 2017).

An example of success, cooperation, and involvement of the citizens who went abroad and of those who stayed in the country was presented in the article *The sports complex in Telenesti, opened with migrants’ help* (November 13, 2017). Out of the four photos with people playing on the field, two showed girls’ teams, and two – boys’ teams.

The website agora.md published three news stories about the performance of Moldovan men and women at the singing contest Voice of Romania, in most cases adding videos. One of the headlines suggested an exclusively male presence: *Two eliminated, two go on. The Moldovans who remained in the Voice of Romania* (November 25, 2017). Only upon opening the story and reading the entire material it becomes clear that, in fact, **two young women go on**, so the **Moldovan women** remained in the contest.

It is important to mention that in a video material analyzing the results of the referendum – *What is the price of each vote* (November 20, 2017) – the journalist refuted the information that *women were more active in the referendum*, which circulated in Facebook, by presenting statistics.

The website also presented the young woman who responded to President Igor Dodon that the ballots had been edited only in Russian and Romanian: *“Only in Romanian.” A member of an electoral bureau who contradicted Dodon* (November 19, 2017).

Notes about stereotypes and discrimination

Agora.md covered the mutual verbal attacks of the Party of Communists' leader V. Voronin and of the Liberal Party MP A. Zotea – “*Training bar*” and “*oaf*” in the Parliament. Exchanges between Vladimir Voronin and Alina Zotea (November 16, 2017) – and the reaction of the Gender Equality Platform – *Proposal to sanction sexist MPs, after Voronin said that Zotea needs a bar in the Parliament* (November 21, 2017).

By means of a material based on speculation from Facebook – *Netizens' question for Silvia Radu: How much did your bag cost? It is more expensive than the Christmas Tree* (November 03, 2017), – the website perpetuated a stereotype related to women: labeling and judging a person for the accessories they wear instead of their actions.

The website agora.md hosts a section of vlogs: Hy No Rock, Ionela Hadârcă, and Zerodoi. Although the vlogs are managed by third parties, we considered that since the website shares them, it assumes responsibility for the messages they deliver.

In this context, we would like to mention the originality of the MonoVlog project by Gheorghe Urschi, which sometimes can be an efficient tool for fighting stereotypes. For example, in the issue of November 7, 2017, the author ridiculed the behavior and relationship stereotypes of two mothers-in-law and false faith: *MonoVlog with Gheorghe Urschi about the most religious men of the country and love for “holy church.”*

Notes about language

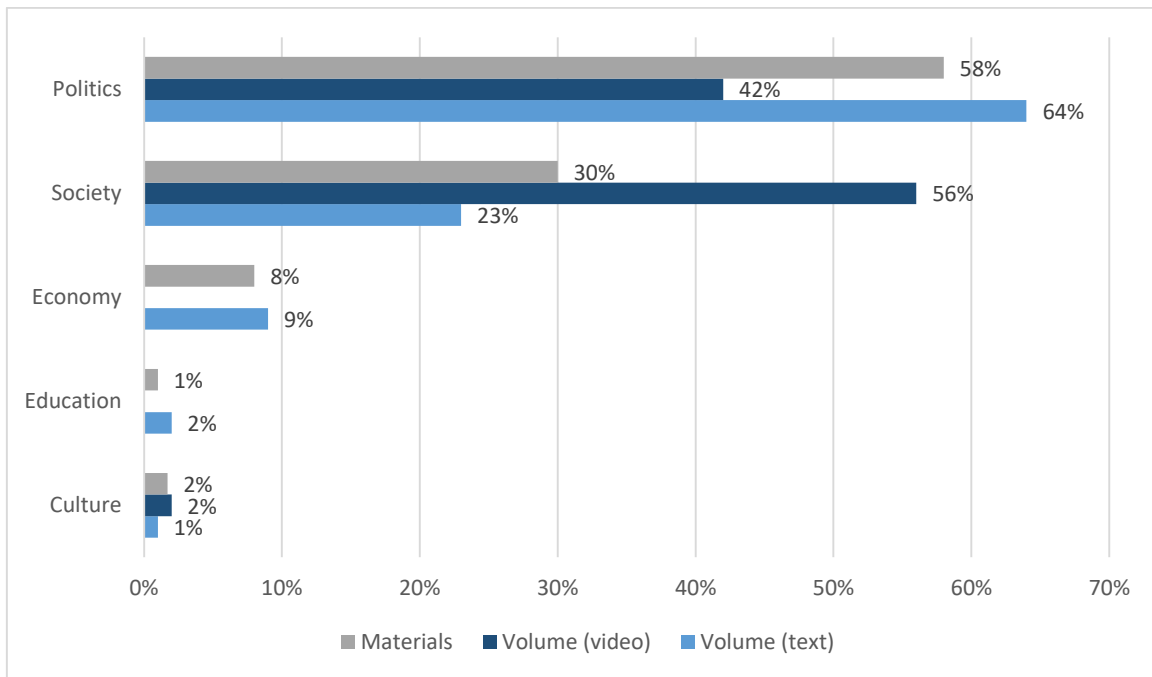
In terms of language, the journalists of agora.md often used, especially in text, female forms for names of professions and jobs, including the female form for *minister*, which is not supported by dictionaries: **head** of the USAID Mission in Moldova Karen Hilliard; **General Director** of UN Women; **the official** referred to; **Minister of Education** Monica Babuc [in Romanian the words in bold are used in their female forms – translator's note].

Along with that, sometimes male forms are used even when female forms exist: **Irina Strajescu, ATIC chairman.**

Deschide.md

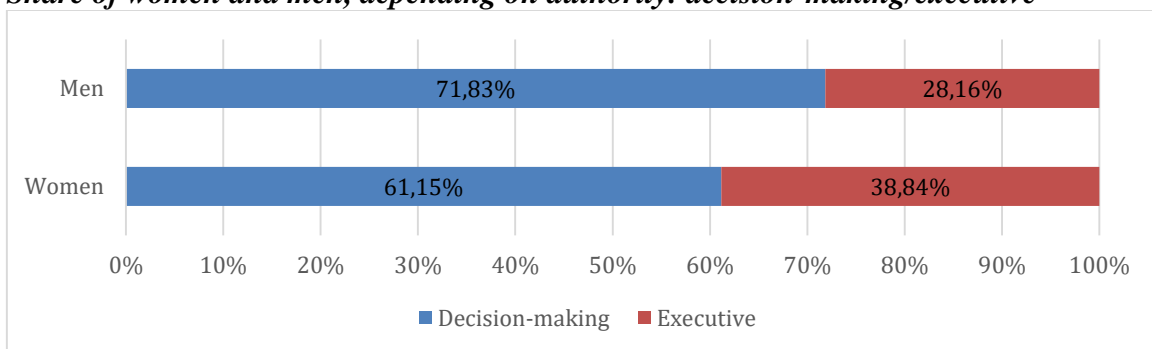
The news portal deschide.md in the reporting period published 598 relevant media products, with a volume of 633 standard pages, accompanied by 7 hours 33 minutes of video.

Distribution of space and number of journalistic materials per topics



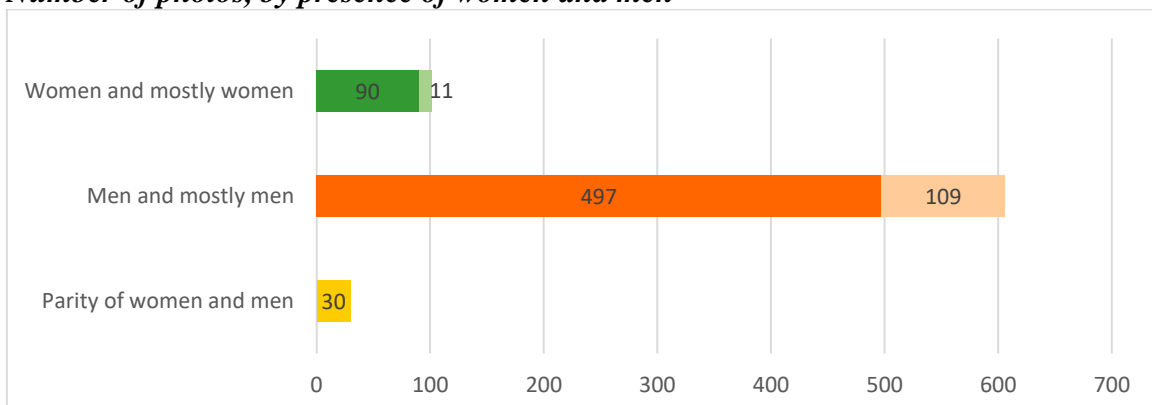
Overall, the persons mentioned as sources and protagonists were directly/indirectly cited or mentioned 2,110 times. Out of them, women had 466 appearances (22.09%) and had senior positions in two-thirds of cases, and men had 1,644 appearances and mentions (77.91%), and in 72% of those cases they were decision-makers.

Share of women and men, depending on authority: decision-making/executive



Articles on deschide.md were illustrated by 737 photos representing people, two thirds of which showed only men, according to the diagram below:

Number of photos, by presence of women and men

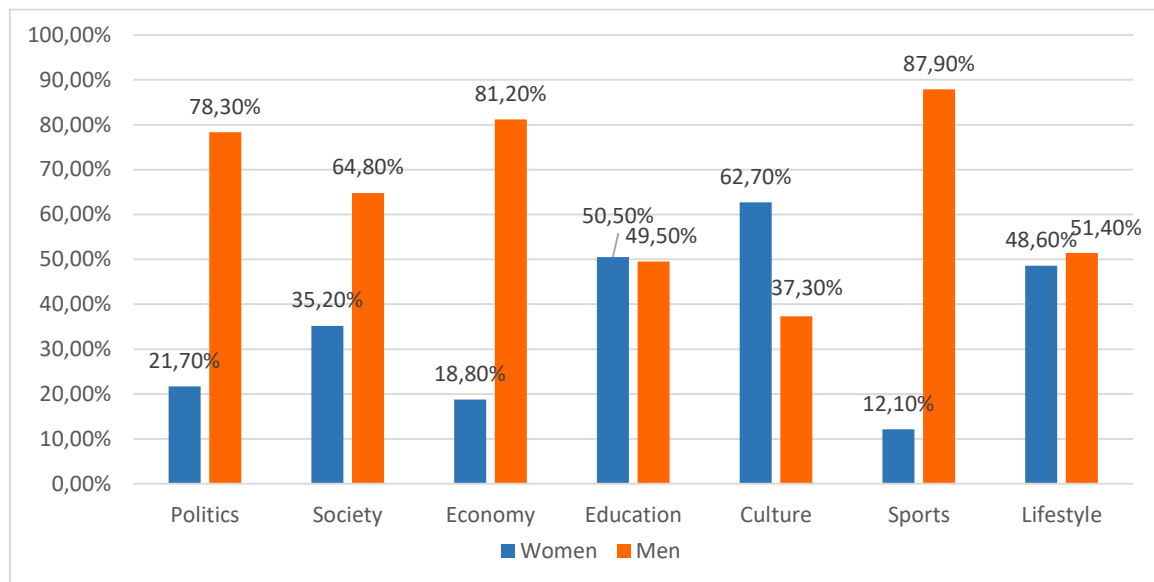


Over half of the total number of news stories published on deschide.md were on politics (347), where men had 1,074 appearances (82.49%), and women – only 228 (17.5%). Among the 566 photos that illustrated materials on politics, the tenth part showed only women (44 photos), while 311 showed only men, and 15 had an equal number of women and men. The remaining photos showed mostly men.

Social topics come next, with 610 interventions in 179 materials in this section, where women were offered a little more than one third of the editorial space, so the share of men was 65.9%, with 402 direct citations and mentions. Social news stories were illustrated by 330 photos, 34 of which showed only women, 97 showed only men, and 14 showed gender parity.

There were more men than women in the 48 news stories on economy, where they appeared 92 times, while women were cited and mentioned 12 times, so the ratio was 81.2% to 18.8%. In the 7 news stories on education men also were referred to more often than women (11 appearances against 3 citations). In the 7 news stories on domestic sports, only one spoke about female sports.

The share of women and men in journalistic materials, by topics



Notes and analyses on the coverage of women and men

The website deschide.md differs from other online news resources by the fact that it constantly offers analyses and comments on social and political events and interviews with experts and representatives of various official institutions or non-governmental organizations. In this respect, the vision and point of view is exclusively male: the section of Editorials presents only the opinions of men.

Alexandru Solcan’s article *On the political project “Silvia Radu,” hot on the trail* (November 07, 2017) was considered relevant and positive for this monitoring report. PhD and university lecturer Solcan analyzes the political implications of Silvia Radu’s appointment to the position of interim mayor, thus recognizing her weight on the political arena. The gender criterion is also taken into consideration:

At the same time, Ms. Radu's candidacy fits well with the efforts to promote women in politics. This campaign is trendy now in our country and is supported by many representatives of civil society. Chisinau has not had a woman as mayor for two centuries now. It is different. (...) Ms. Silvia Radu will probably try to take on a different image of woman in politics. Without insisting on convincing us that she is more "manly" than men, the new interim mayor will have to do concrete things.

In the reporting period, 5 interviews with decision makers were produced, including one with a woman: *Silvia Radu: My policy at the mayor's office will be citizen policy* (November 15, 2017).

Out of the 13 news stories with positive messages or information, only some refer to women: *"Phosphorescent brides."* *A young woman from Orhei makes gowns that shine in the dark* (November 23, 2017) is a story taken from stirilocal.ro about a young woman from the town of Orhei, who got a small business support grant; *Ana Nichita: Igor Dodon knows the language is Romanian, but doesn't want to disappoint his voters* (November 21, 2017), taken from evzmd.md, about a member of an electoral bureau, who corrected Igor Dodon, saying that ballots are edited in Romanian; *A Bessarabian woman, the owner of the largest and most modern greenhouses in Romania* (November 23, 2017) taken from a Romanian website; *Bessarabian student at the Campina police school: I say that Bessarabia is Romanian land* (November 26, 2017) taken from agerpres.ro and relevant by the fact that it brings to the fore a young woman who breaks professional stereotypes, choosing a military career. An example of a business successfully managed by a woman was promoted in the story *A local luxury underwear brand, launched with the support of PARE 1+1* (November 25, 2017).

Notes about stereotypes and discrimination

Out of the 179 stories published in the section of social news, 42 had a negative emotional impact, reporting about accidents, wrongdoings, and crimes.

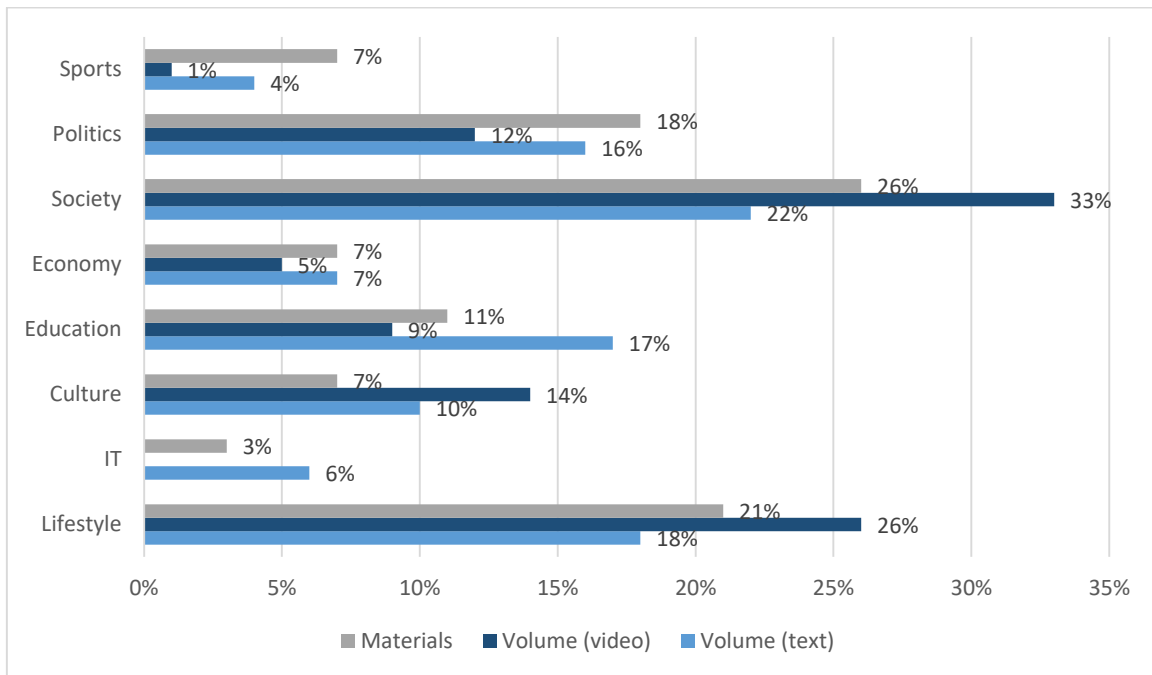
In a news story that took 1/3 of a page, there were deviations from journalistic standards. They began from the headline: ***The price of the "pleasure" of raping an old woman in Straseni. A resident of Straseni district sentenced for the rape and murder of a 65-year-old woman from the town*** (November 06, 2017). The publication outstepped the freedom of setting up its own editorial policy and ignored the deontological obligation to avoid discriminatory attitude and to treat any person (alive or deceased) respectfully, regardless of age and circumstances.

The behavior of MPs in the Parliament on November 16, 2017 was reported in two posts: *Voronin's indecent proposal for Alina Zotea* and *Zotea's answer to "Voronin the oaf."* None of them, however, presented the reaction of the Gender Equality Platform (November 20, 2017).

Diez.md

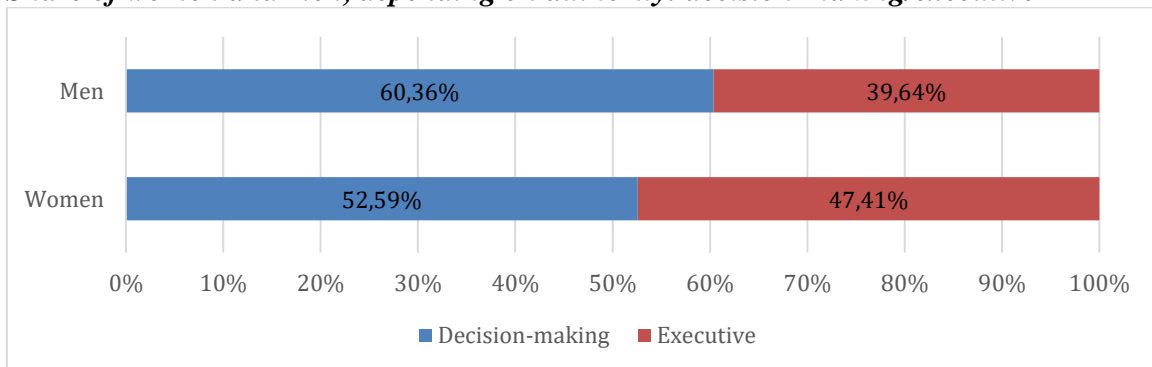
In the reporting period, 372 media products of diez.md were monitored, with a volume of 373 standard pages, accompanied by 17 hours 8 minutes of video.

Distribution of space and number of journalistic materials per topics



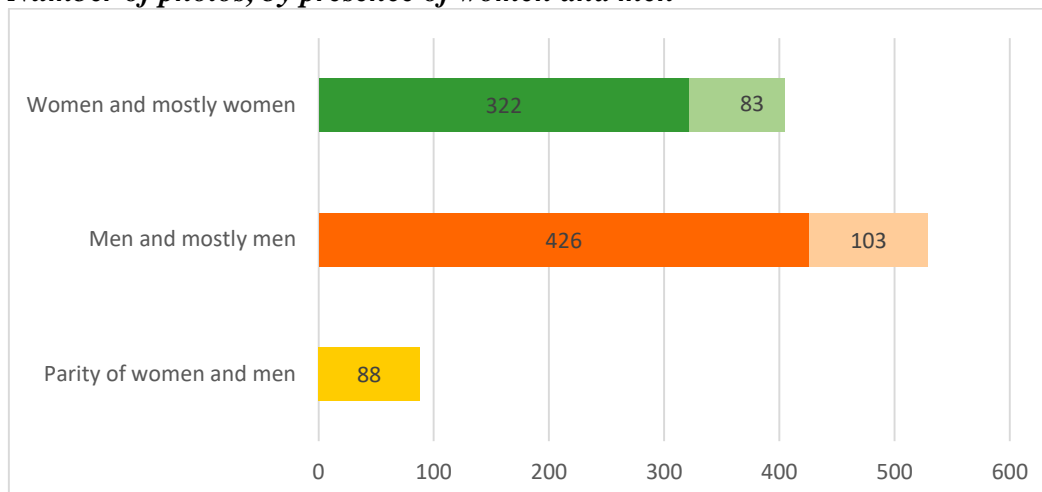
Overall, sources and protagonists were directly/indirectly cited or mentioned 1,564 times, where women represented 39.51% and men – 60.49%, and decision makers had a share of a little more than half of the total number of interventions and references, according to the diagram below.

Share of women and men, depending on authority: decision-making/executive



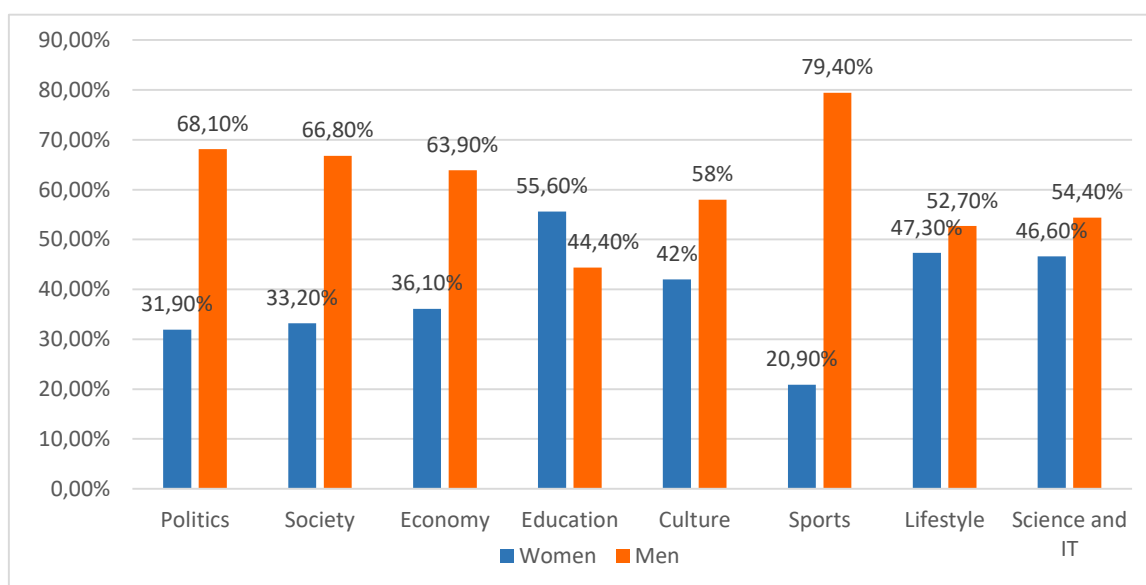
In the 1,022 relevant photos, men were shown a little more often than women, but more balanced that on other monitored portals.

Number of photos, by presence of women and men



In terms of topics, the most materials (95) covered social issues, and women were represented in them with 82 citations and references (33.2%), while men – 165 (66.8%). Social news stories were illustrated by 281 photos, of which 23 showed an equal number of women and men. Women prevailed in 66 photos, and men – in 107.

The share of women and men in journalistic materials, by topics



News on lifestyle was covered in 77 articles, which were gender balanced and also the most illustrated – with 509 photos, among which 158 showed only women and 182 showed only men. In the 68 news stories on politics, men had priority, with 194 direct citations and mentions, while women got 31.9%, with 91 recorded appearances. In the 153 photos that accompanied political news, women were shown in 20 photos and men – in 98, while 8 photos were gender balanced.

The share of women is 10 percentage points greater than that of men in reports on education, which exceed political news in terms of the space they were given. Such stories were illustrated by 136 photos, 54% representing women and 13 photos showing an equal number of women and men. In reports on culture (27 stories), science and IT (14 stories), the disparity between

the presence of women and men is 10 percentage points in the favor of men. Materials were accompanied by 161 photos: 24 showed only women, 16 – mostly women, 28 – only men, 13 – mostly men, and 14 photos had a parity of genders. In news stories on economy, women had a share of 36.1%, being cited or mentioned 26 times, while men – 46 times, or 63.9%. Among the 53 photos illustrating materials on economy, 11 showed only women, 15 – only men, in 3 photos men dominated, and the rest were symbolic images.

Men had a dominating position in the 25 news stories on sports, where they appeared 127 times (79.4%), while women appeared 33 times, or 20.6%.

Notes and analyses on the coverage of women and men

The data collected and the analysis of the materials posted on diez.md in the reporting period reveal the fact that the promotion of positive models of involvement of proactive people in social, professional, and creative life are not accidental posts that appear from time to time, but are part of the portal's editorial policy. It should be mentioned that the website diez.md is receptive to and supports the *Divided by Two* campaign, with the program *Gender Inequalities in the Health System* of 15 minutes 43 seconds, which was posted on November 09, 2017.

Out of the 372 journalistic products published on diez.md, 67 were qualified as positive, because they reported on events, initiatives, manifestations, and stories that are useful, necessary, successful, or able to inspire and generate activities of positive public and personal interest. The majority of them were published in the *lifestyle* section (21 articles).

Several news stories on social issues and education were also qualified positive – 13 and 11 materials, respectively. The website diez.md has the least materials about road accidents, wrongdoings, and crimes, about sad or fatal events – only 10 stories.

We noted several materials covering the problems of women that engage in fighting gender stereotypes: *A Moldovan woman was included in the BBC list of 100 most inspiring women in the world* (November 06, 2017), about Maria Scorodinschi, a woman from Moldova who, together with her three children, had the courage to oppose violence from her husband, to fight for her right to be respected and treated with dignity, and to speak about it publicly.

The story of Olga Berdeu – *“I am different, but it doesn't mean that I should be condemned”* (November 15, 2017) – tells about one of the 40 women with disabilities, participants in the *“We Have Abilities – We Want Possibilities”* program, who, despite obstacles in the system, has a family with two children and is projecting a business.

One of the most important materials produced by journalists from diez.md spoke about the life of an HIV-positive woman, who found the energy to fight for a decent life and for a family: *The story of a woman who is “woken up” by an alarm clock six times a day* (November 22, 2017).

The website covered a lot the campaign *Stop Violence. The society of Moldova solidarizes with the women and girls who are victims of abuse* (November 26, 2017).

[Diez.md](http://diez.md) brings onto the public agenda the social problems faced by women: *The National Social Insurance Company demands a mother to return the maternity benefit. How much the woman has to return* (November 13, 2017).

One of the original editorial projects developed by diez.md is called *University #diez* and aims to bring to the fore the experience of young men and women who study abroad. In the six materials published in this period, protagonists were seven young women and six young men.

In addition to materials that portray female protagonists who are successful in the areas that are traditionally associated with women (tailoring, handicraft, cooking), the website contains lots of large articles about women who break professional stereotypes, gaining visibility in such areas as entrepreneurship, business, or technology: *Diana Marusic about IT: "I know what motivation is, and I'm inspired by daily needs* (November 29, 2017). Another material was aimed at fighting stereotypes: *Nicoleta Țirdea: "IT is not a field for men – it is a field for people who think, create, and are in step with innovations"* (November 30, 2017). Two young women were protagonists of the article under the headline *Are you from Cahul? Come to "I Want to Be an Entrepreneur" and learn how to launch a business* (November 06, 2017).

The success of some young women in international contests was the topic for two other articles: *A young lawyer from Moldova has become national champion in academic debates in Romania* (November 24, 2017, 1,359 characters); *Ana Cucos, GirlsGoIT ambassador: "Self-accomplishment means to love what you do and to contribute to changing things"* (November 27, 2017); *Alexandrina Robu, the first young woman from Moldova chosen for a senior position in the largest organization of young entrepreneurs in Europe* (November 21, 2017).

Promoting the fifth edition of the *Global Entrepreneurship Week - #GEW2017Moldova*, authors brought to the fore the actions intended for women (November 13, 2017). The website covered the National Forum of Moldovan Women: *The Women Entrepreneurs Gala 2017 named its winners. The successful women of Moldovan business* (November 27, 2017).

In the coverage of the conclusions of studies or opinion polls, information was classified according to sexes. Here are some examples of articles written in a traditionally female way: *(photo) Earrings in the form of paintings. A young woman from Moldova encourages wearing great painters to embellish the daily attire* (December 01, 2017); *Several young women who graduated the Technical University of Moldova received awards at the ARTPODIUM-2017 Festival* (November 13, 2017); *Young female designers got awards at a fashion event. Just a few days left until the Miss World 2017 contest. Final preparation for the Moldovan representative.*

One of the materials about the achievements of young men and women from Moldova abroad sets the problem rhetorically from the very headline: *Where the youth are. The story of Ana Daud, Moldovan actress who conquered the French cinema* (November 07, 2017), or *The pursuit of awesome. How Diana Bunici, a young woman from Moldova, got to join the BBC team* (November 29, 2017); *Cristina Caldararu was named the best actress at the Sylhet Film Festival in Bangladesh for her role in a Portuguese short film* (November 09, 2017).

Notes about stereotypes and discrimination

The material *The second year at the Academy+ Moldova: Students will study IT, entrepreneurship, and foreign languages* (November 17, 2017) reports about study offers, interviewing a young man and a young woman, aware of the stereotype they are trying to break, saying: *Girls can do beautiful things in IT, too.*

We should mention the positive practice of publishing the materials that fight stereotypes, produced by vlogger Ion Andronache, e.g.: *Violence has no excuses. Ion Andronache speaking about abuse against women and girls* (November 24, 2017); *The Golden Book. Lauren Wolfe – the journalist with Bessarabian roots, on the list of 100 Most Influential People on Twitter* (December 03, 2017).

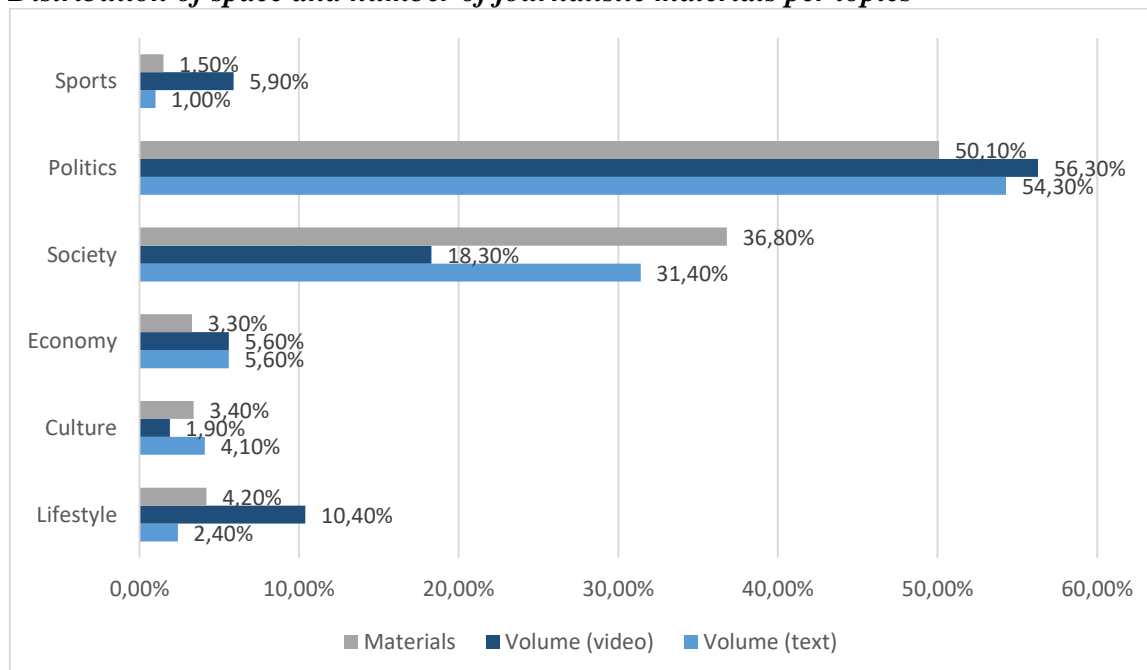
On the other hand, the pictorial *Back in USSR. The entertainment of young people “in the absence of sex”* (November 15, 2017), built of 12 photos made by Serghei Chilikov in 1989, during a trip in USSR, had 8 photos with only women, and 4 – together with undressed men, all in erotic positions. The sexist approach is obvious, although the photographer and editors supposedly intended to fight the stereotypes and myths of Soviet ideology about the puritanism and the exemplary morality of the society at that time, as well as about the asceticism of the Komsomol youth.

Like other websites, diez.md made use of a funny photo that it posted and commented laconically, avoiding gender-based qualifications: *Photo of the Day. The new idea of a driver in Chisinau. A sweep as the wiper. One statement, however, – Contacted by AutoBlog.MD, an eye witness said that the car was driven by a young woman* – reminds of the gender stereotype about the clumsiness of women and about the domestic environment a woman is traditionally associated (November 14, 2017).

Unimedia.md

In the reporting period, 669 relevant media products published by unimedia.md were monitored, with a volume of 462 standard pages, illustrated by 507 photos and accompanied by videos with a duration of 18 hours 17 minutes.

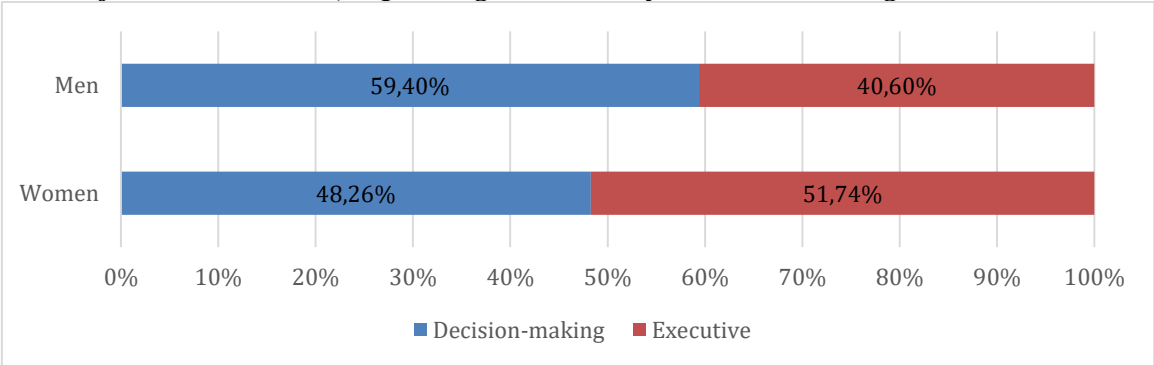
Distribution of space and number of journalistic materials per topics



Overall, sources and protagonists were directly/indirectly cited or mentioned 2,308 times, where women made up 24.87%, and men – 75.13%. Women in senior positions had a share of

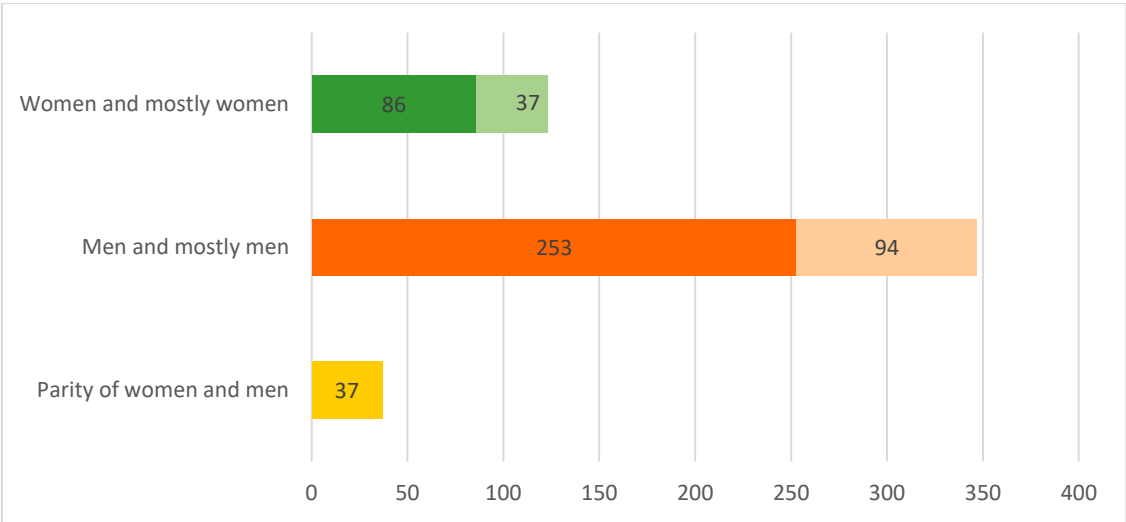
48.26% in the 574 interventions and references relevant for women. Men in decision-making positions had 1,030 interventions and mentions, or 59.4% of the total number of appearances by men (1,734).

Share of women and men, depending on authority: decision-making/executive



Out of the 507 photos with people, 253 showed only men and 86 showed only women.

Number of photos, by presence of women and men



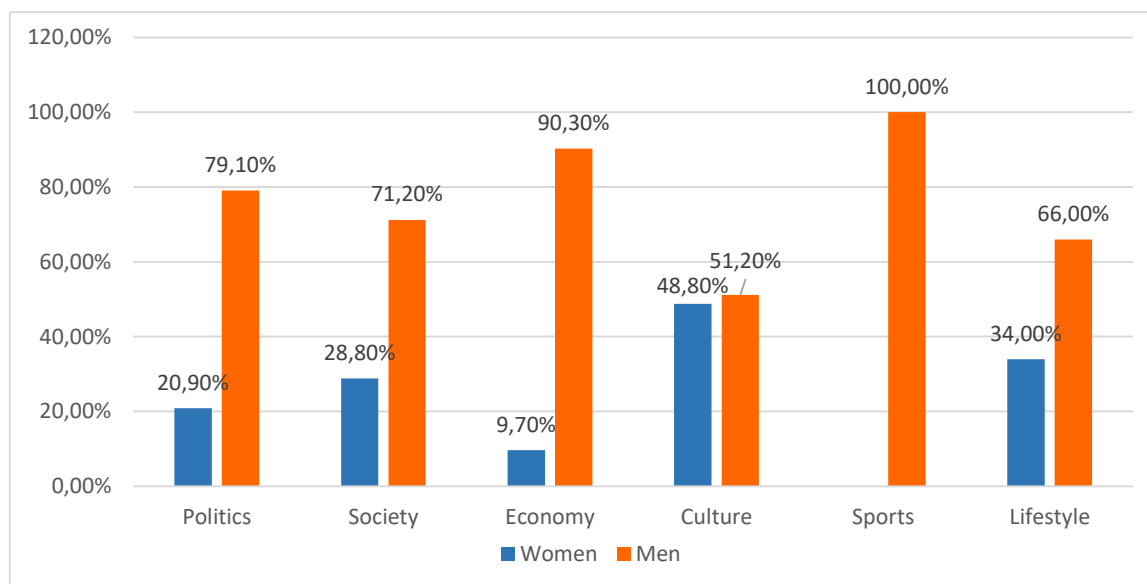
Men had a dominant share of 79.1%, with 995 appearances, in political news (335 materials, or half of the total number of news stories), while women appeared 263 times, or 20.9%. Out of the 354 photos illustrating news on politics, about half (165 photos) showed only men; calculating together with the 51 group photos which showed mostly men, we found that men take 80% of the photos on political topics that showed people.

The segment of social news comes next, with 246 journalistic products, where women were represented in the proportion of 20.9% (205 appearances), while the share of men was 71.25% (508 interventions and mentions). Out of the 343 photos illustrating materials on social topics, 35 showed only women and 25 showed mostly women.

The least women appeared in news stories on economy, where they were cited or mentioned only 9 times, while men appeared 56 times. Accordingly, the share of women is 9.7% and the share of men is 90.3%. The 23 reports on culture were gender balanced: 48.8% for women and

51.2% for men. In the lifestyle segment women appeared 31 times, or 34%, while men appeared 60 times (66%). The 10 stories on sports spoke only about the performance of men.

The share of women and men in journalistic materials, by topics



Notes and analyses on the coverage of women and men

The website unimedia.md draws increased attention to news with negative emotional impact about traffic accidents, domestic accidents, wrongdoings, and crimes, with negative messages (94 stories). On the other hand, there were 39 materials on news with a positive message, only several of which targeted women directly.

A short news story informed about the fact that a business woman from Ialoveni town offered help to a family with four children, who lost their house in a fire: *She helped them go to school: A family in Ialoveni, whose house was destroyed, got social aid* (November 9, 2017). We would also like to mention the story titled *Moldovan woman Mariana Dahan is at the forefront of the digital identification project, aimed at combating global child trafficking* (November 11, 2017). The website also posted a large material about the civic resistance and managerial qualities of the director of a Romanian high school from the Transnistrian region, Maria Roibu, which originally appeared on the website digi24: *Interview with the director of a Romanian high school from the Transnistrian region, whose housing bill was increased 166 times by separatists* (November 15, 2017).

The website also reported information about Alexandrina Robu, elected as the chairperson of the Commission for Women Entrepreneurs within the Young Entrepreneurs of the European Union (JEUNE) – *A first for Moldova. A Moldovan woman became the president of JEUNE’s Commission for Women Entrepreneurs* (November 21, 2017) – and a similar story – *The Centennial Tram to be launched in Iasi. Two young women from Moldova participated in the decoration of the vehicle* (November 21, 2017).

Unimedia also got involved in the coverage of the national awareness raising campaign *No to Family Violence: PAS representatives are joining the campaign of 16 days of activism against*

gender violence (November 22, 2017); *The Ministry of Interior says NO to violence against women* (December 01, 2017).

The list of news stories about traffic victims included a story that had a happy ending due to the involvement of a woman: *A woman saved the life of an old man who had a heart attack after being hit by a car* (November 18, 2017). The journalist pointed out that it was a model behavior: *An admirable gesture*.

The material titled *Dumitru Diacov about Dorin Chirtoaca's case: "Mihai Ghimpu is a relative of the suspended mayor and sees things differently"* (November 17, 2017) presented Dumitru Diacov's opinion about the candidacy of Silvia Radu for the post of mayor. In the interview taken from TV21, the politician speaks about Silvia Radu only through the prism of professional qualities: *I believe that my colleagues from the Government will support her, because **she is, first of all, a lady, she is a woman with a rich experience in international management.** (...) **It is a pretty nice example, when you look at it from a distance, a woman becomes the senior manager** (...).*

Notes about stereotypes and discrimination

The case of four children who were left home alone was covered by unimedia.md (November 22, 2017) with a reference to the source (a woman), who reported the problem in a social network. Although information about the reason of parents' absence was not presented, the headline condemned the mother in an ironic way: ***A mother's "love": A woman from Nisporeni abandoned her children, leaving home.*** Although the circumstances – *Social workers found the baby full of wounds and in diapers unchanged for a few days* – indicate that the children were not cared for, it is not fair to link the mother's absence with her irresponsibility (the woman could have had an accident, for example). Although suspicions about the woman's irresponsibility were later confirmed, journalists should have avoided accusatory headlines.

Mutual verbal attacks of Party of Communists leader Vladimir Voronin and the Liberal Party MP Alina Zotea were covered in two news stories: *Voronin's proposal for Zotea: "Let a bar be installed in the Parliament for her to train at it"* (November 16, 2017), and *Alina Zotea's reply to "Voronin the oaf": "The Parliament needs young MPs, not spoilt MPs."* Unimedia.md posted the reaction of the Gender Equality Platform, which called for *sanctioning the MPs who use sexist language and perpetuate gender stereotypes* (November 20, 2017).

A funny photo with a Skoda Felicia car that had a sweep as a wiper, became a trigger of discriminatory remarks and dissemination of stereotypes. This ironic attitude is evident already in the headline: *A young woman, beginner driver, got into the focus of attention on the streets of Chisinau* (November 14, 2017). Although information about the gender of the person driving the car was not certain, as it was based only on the statement of a witness (... *contacted by AutoBlog.MD, an eyewitness assured us that the car was driven by a young woman*), the author of the report decided to speculate this hypothesis already in the headline.