

Annual Report 2016

NGO „Youth Media Center“



Centrul Media



www.voceatinerilor.md
Chisinau, 2017

What does Youth Media Center represent?

Youth Media Center has become a resource center for children and young people that are passionate about media literacy, journalism, blogging, social media and for the professionals that are active in promoting children's rights and their voice.

CMT has developed knowledge and communication skills to more than 10 000 children and young people across the country. The organization has conducted over 250 trainings, workshops and hundreds of radio and TV shows, video products, articles and social spots.

Today, the Youth Media Center is promoting media literacy among students and teachers in the country. It promotes social inclusion of children and youth, civic participation and activism using communication tools.

With Youth Media Center, children and youth have the opportunity to develop their potential using the latest multimedia technologies and have the opportunity to be heard and consulted by policymakers on the issues they are facing.

Since its establishment in 2003, the NGO "Youth Media Center" implemented dozens of projects that promoted the rights of children and young people to freedom of expression, opinion, participation, association, protection, inclusion and the right to a healthy lifestyle.

The mission of the organization

NGO "Youth Media Center" promotes young people's access to useful information at an appropriate age, to prepare them to make responsible decisions and defend their rights through media tools, demonstrating civic responsibility and knowledge in media literacy.

The vision of the organization

Youth Media Center is a national platform for children and youth in Moldova. They demand their rights and promote their opinion through media tools.

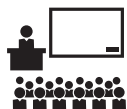
What do we do?



We promote and develop media literacy and digital media skills among children, young people, teachers and other specialists;



We provide information and educational resources for children and young people to help them develop their potential and freely express their views;



We organize interactive communication workshops and media literacy trainings for children and youth;



We promote participation, civic involvement non-discriminatory attitude and healthy behavior among children and young people;



We contribute to the social inclusion of children and youth with special needs;



We guide young people in becoming professionals in the field of media;



We produce multimedia content - photos, videos, graphics etc.

Strengths of our organization



Experience working with children and youth from different regions of the country;



Responsible attitude, honesty and transparency in development of activities;



Promoting media literacy skills among children and young people in the country through non-formal trainings;



Innovative and original activities;



Direct involvement of children and youth in the use of multimedia technologies in order to promote their opinions through visual messages;



Rich portfolio of implemented projects and a large number of quality media products;



A team of trainers with skills in media and information technologies, a multimedia studio and appropriate equipment that can help produce any kind of media product.

Fields of activity in 2016

Media Literacy

New technologies and changes in the informational field require the development of media literacy more than ever. In some countries, media literacy has become an integral part of the curriculum. Youth Media Center is a promoter of media literacy in Moldova.

The trainings in media literacy for children, youth and teachers aim to develop critical thinking communication and socialization skills. During the trainings, the participants are developing media products that are later promoted on the web platform voceatinerilor.md and aired on



Social inclusion

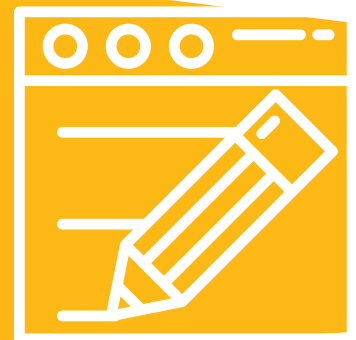
Social inclusion requires a series of actions aimed at the social integration of vulnerable people. It aims to abolish stereotypes and promote their individual character.

Through workshops, media campaigns and events, YMC is promoting the rights of children and youth with special needs. The trainings aim to develop participative and communication skills using media tools so that children and young people with special needs would make decisions and demand their rights,



Multimedia production

YMC has become a producer and promoter of media products that convey social messages. We create media products (photo, video, graphics) and formulate messages together with other partners and civil society organizations. The multimedia studio of the organization has advanced production equipment, involving professional young journalists and volunteers.

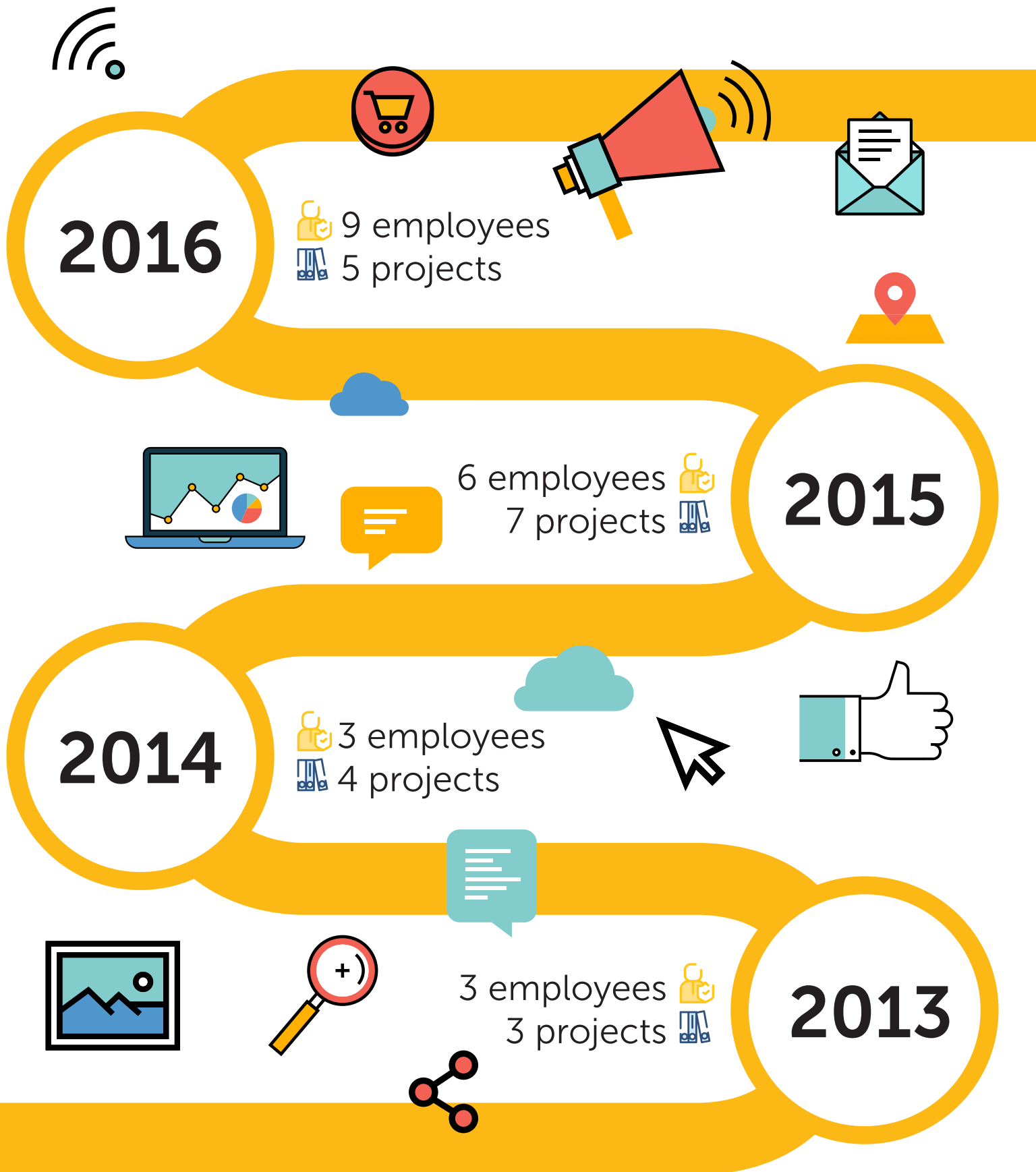


In 2016 we set these goals:



1. YMC promotes the concept of media literacy among students and teachers in the country, by involving them in the creation of media products for children and youth.
2. Children with special needs demand their rights to be respected through media products, their dignity and autonomy to be respected. They become more active and participate in the community life.
3. Our improved institutional performance allows us to promptly and professionally respond to the needs of the target groups.
4. YMC becomes an important provider of video production, audio and photo services.

This is how we grew in 2016



The Team of Youth Media Center is growing!

As a leader, this is my conclusion for 2016. We become stronger, more present in the lives of young people that we support to express their opinion, be active in the public life, take action and create!

We stand by youths over 14 years and the novelty this year is that we diversify our activities in the region.

This brings us to young people who have never had a non-formal education or a training. They have not ever imagined that a movie, a story or some photos can express thoughts, problems and their opinions.

Last year we reached the young and talked about new technologies and the fact that social networks are not just for likes and comments. They can become a platform to promote positive examples of the right to expression and a good perspective of their own image.



The important words that created the atmosphere at Youth Media Center in 2016 were - media literacy, children and youth in the region, young people with special needs, self-represent, public events, media content created by my colleagues and young people (videos, photos, articles).

The team from Youth Media Center makes me proud! I'm happy when things are done with dedication and perseverance, and I appreciate every opportunity that leads to new challenges and experiences.

Teamwork and successful partnerships energizes me every day and increases my desire to do even more things for children and youth in the country.

For 2017 we have a full agenda that includes lessons learned in 2016. We work for our purposes, we strive to become better and gain the confidence of the partners and those who share our values.

Thank you for supporting the activity of Youth Media Center.

**Veronica Boboc,
president of Youth Media Center**

The Team of Youth Media Center



Natalia Gribineț

„During the two years that I have been part of the YMC team, I interacted with a community of ingenious and creative young, with enormous and valuable potential for the society”.



Gabriel Enceș

„2016 was a great year that pushed me out from the comfort zone. I met people who influenced my professional activity. Due to the projects that I have been involved in, I realized that photography can tell stories, build illusions or hide the truth”.



Alina Găină

„In 2016 at Youth Media Center I improved my skills as a trainer. I participated in trainings and understood better how to be a trainer. In 2016, I realized that the things made together with our partners can make you feel better and have better results”.



Ana Gurdiș

„In 2016, I became a person with three eyes, one of them being the lens of the camera. Through the lens of the camera I was able to show the public how I feel the life. We had no limits in our creativity. On the contrary, the YMC has allowed me to leave the usual patterns and highlight the simple things that we forget to appreciate”.



Cristina Cucos

„No one is born a parent, you become one. Being a mother or a father is not taught in any educational institution, so we need as a parent to learn throughout our life and pay attention to the examples we give to our children”.



Diana Bulai

„I learned that when we are mature, we start to learn more and more, especially when there are children in the family”.

The most important results



845 young people trained from **42** localities



65 trainings conducted in **27** localities from the country



38 trainings organized in Chisinau



1 summer camp (Media Camp) for **33** young people, five days of trainings and media production



4 editions of Media Lab, **1** month (each) for **120** youngsters



123 reports created by young people



23 editions of the TV Show „Abraziv” lasting 20 minutes (each) on TV Moldova 1



Two photography exhibitions „Choose a profession for you”, publicly displayed in Chisinau and Balti, which aimed to promote vocational education and colleges



6 trainings in advocacy, communication, social media, financial management and digital marketing, organized for the YMC team in order to develop our organization



2 developed web platforms - www.voceatinerilor.md, **160** articles published in 2016



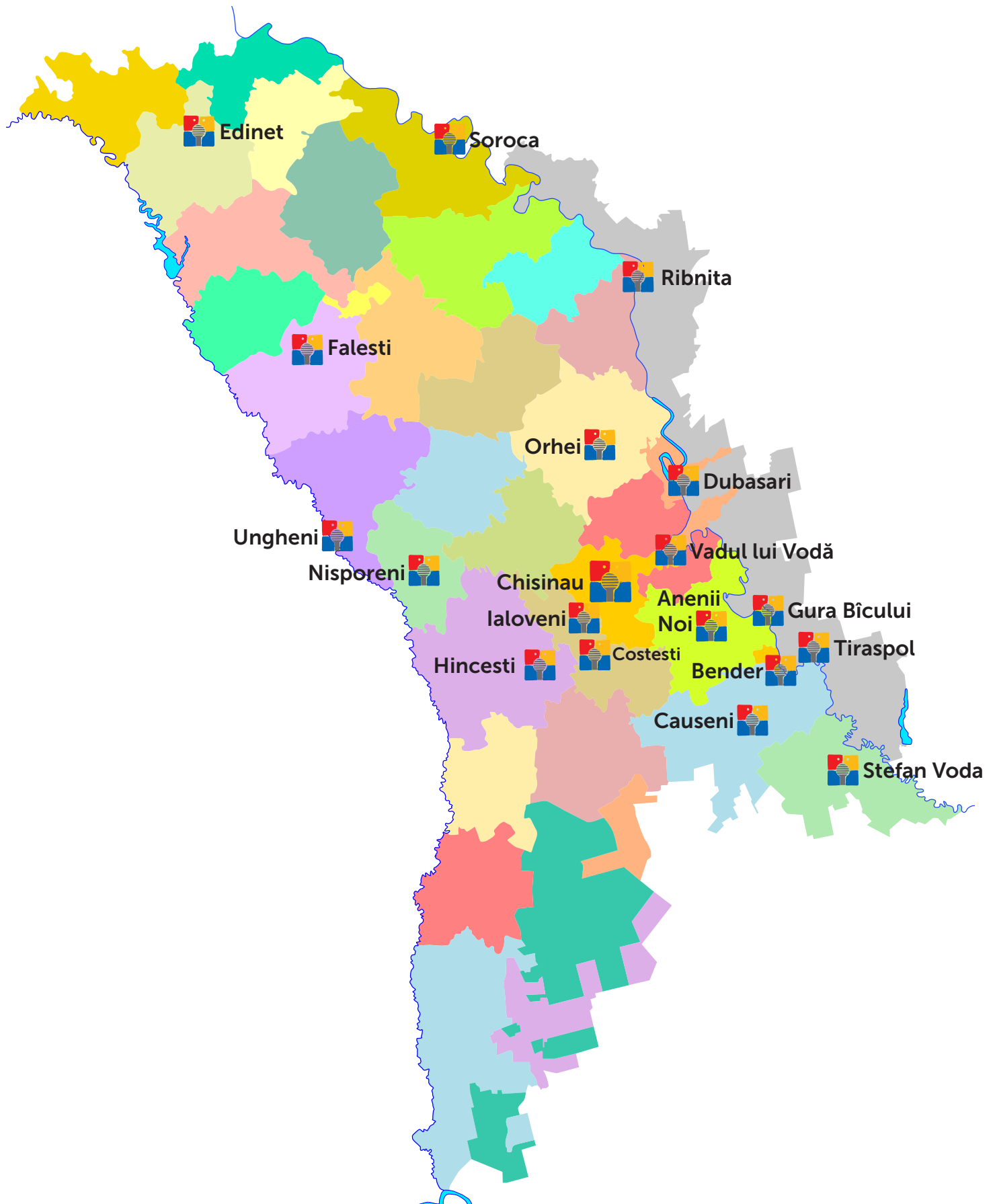
www.suntparinte.md - **285** articles, more than **50** video products



2 pages created on Facebook - www.facebook.com/centrul.media.pentru.tineri

www.facebook.com/suntparinte.md

Places where we conducted trainings





3 public events by YMC in 2016

TALK FORUM

SELF REP, EDIȚIA A II-A

Six self-representative young people from different regions of Moldova, told about themselves, their needs and success during the second edition of the Talk Forum 2016. Being involved in the social life of the community they belong to, they spoke about the way in which they have been integrated into the school, about the opportunity to find a job and people's attitude towards them. The event was organized in collaboration with local partner organizations.



- 6 speakers, young people with special needs from 6 different regions told stories about their life in front of an audience;
- 6 organizations / working groups we worked with;
- 6 video presentations for promotion;
- 8 artists;
- Over 100 guests;
- One institution that covered the event – The public television channel M1;
- 8 articles about the event on voceatinerilor.md.

YOUTH MEDIA AWARDS

THE ONLY CONTEST FOR YOUNG IN MOLDOVA

Youth Media Award is a contest first held by YMC that started with no theme. The contest aims to promote youth participation and their interest in various media projects and improve the quality of media products made by youth and promote the voice of youth in public. Meanwhile, Youth Media Center proposes to launch a national media competition for a greater im-



pact among young people, so it would become a tradition supported by the Ministry of Education, Youth and Sports.

- 8 young winners (5 for the Photography section and 3 for Video);
- 102 submitted forms;
- 18 articles of visibility in the media.

PUBLIC CAMPAIGN FOR ADMISSION TO VOCATIONAL EDUCATION

„CHOOSE A PROFESSION FOR YOU”

Parteneri



The most demanded professions on the labor market were presented during the launch of the campaign for admission into vocational education for the academic year 2016-2017. Youth Media Center, together with the Ministry of Education, together with the Austrian Development Agency and the Center for Entrepreneur-

ship Education and Business Assistance, asked young people who study in vocational schools to speak publicly about their professions. During the campaign, two photo galleries were exhibited in Chisinau and Balti. The banners can be found center of the two municipalities.

Organizational development

In 2016, the YMC team has developed the following knowledge and skills:

„Voice of Youth Video Workshop”, training

Trainers: Abi Daruvalla, Jeroen Westerbeeck, Lely Djuhari, Alexia Dickinson, UNICEF.

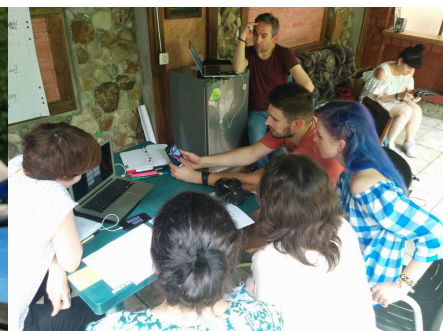


„Team Building”, training
Trainer: Peter-Vlad Ianusevici, Dumitrescu Academy.



„Social Media and online communication”, workshop

Trainers: Julia Bayer, Julia Donchenko, Onnik James, DW Akademie.



„Advocacy and Lobby through Communication”, 2 trainings

Trainers: Florin Gîscă, Mariana Iațco, CICO Moldova.





Project: „STRENGTHENING FREEDOM OF EXPRESSION IN MOLDOVA”

Financier: Deutsche Welle Akademie

Duration: March-December 2016

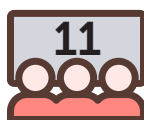
The goal: Promoting media literacy among young people, so that they properly inform themselves from the media sources - newspapers, radio, TV and online - and develop their critical thinking.



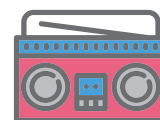
The most important results



363 young from all around the country (132 boys and 231 girls) trained and involved in media literacy



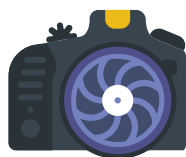
11 trainings in media literacy (two days each) held in seven cities of the country



1 Media Summer Camp attended by 35 young people from across the country, selected from 227 candidates who submitted the forms for participation



152 media products made by the young



70 photo reportages published on voceatinerilor.md



100 de storytelling-uri published on voceatinerilor.md



123 TV reports included in the **23 editions** of „Abraziv” with a duration of 20 minutes each



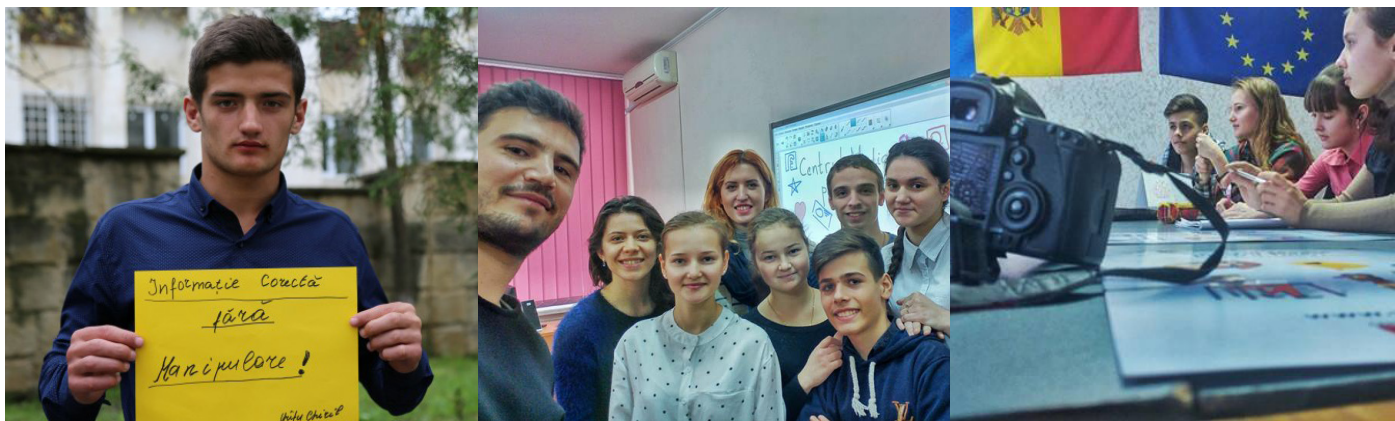
1 national contest - Youth Media Award - attended by 102 young people from across the country, with photo and video products



Improving the Facebook page of YMC and increasing the number of followers 2899 in (March) 4304 (December).

Articles:

1. <http://voceatinerilor.md/article/nu-as-fi-crezut-ca-jurnalistii-pot-minti---iuliana-nisporeni-568.html>
2. <http://voceatinerilor.md/article/as-recomanda-media-camp-si-altor-tineri-madalina-gustiuc-536.html>
3. <http://voceatinerilor.md/article/premiul-media-pentru-tineri-2016-si-a-desemnat-castigatorii-617.html>
4. <http://voceatinerilor.md/article/video---jurnalismul-si-retelele-de-socializarea---subiecte-de-interes-pentru-elevii-de-la-causeni-589.html>



Project: „MEDIA LITERACY AND CIVIC JOURNALISM FOR YOUNG PEOPLE IN TRANSNISTRIA”

EUROPEAN
ENDOWMENT OF DEMOCRACY

Financier: European Endowment for Democracy

Duration: April 2016 - March 2017

The goal: The project aims to increase youth involvement in civic activities at a community level. The YMC supports this initiative by providing small grants to the teams of young people involved in their community to develop small projects.

The most important results



4 media literacy trainings conducted in **4 schools with Romanian tuition from Transnistria**



70 young people trained and improved their knowledge and skills in media literacy (58 girls, 12 boys)



7 projects initiated and implemented with the involvement of over 90 students from four high schools in Transnistria:

- „Lucian Blaga” High School, Tiraspol;
- „Mihai Eminescu” High School, Corjova village, Dubasari;
- „Evrika” High School, Rabnita;
- „Alexandru cel Bun” High School, Bender.



1 web platform created by youth for youth
proevrika.wordpress.com



35 media products published and promoted on
www.voceatinerilor.md



Articles:

1. <http://voceatinerilor.md/article/elevii-din-bender-isi-doresc-un-curs-de-educatie-mediatica-in-scoala-524.html>
2. <http://voceatinerilor.md/article/elevii-de-la-liceul-lucian-bлага-din-tiraspol-imbratiseaza-microfonul-radio-586.html>
3. <http://voceatinerilor.md/article/ziarul-evrikapro-renunta-la-tipar-si-trece-pe-online-598.html>



PROJECT: „EMPOWERMENT THROUGH COMMUNICATION”



Financier: IM Swedish Development Partner

Duration: January-December 2016

The goal: The project aimed to develop communication skills for children and youth with special needs, who can claim their rights and encourage them to be active and participate in the community life.

The most important results



Over 50 direct beneficiaries, children and young with special needs, who have improved their knowledge and skills during four communication workshops;



4 videos made with the involvement of people with special needs that aired on the show Abraziv on TV M1.



Over 20 media materials about the rights and achievements of people with special needs and other sources published on voceatinerilor.md.



6 partnerships developed with local and national organizations from the domain of Inclusion;



1 „Talk Forum” organized with the participation of six representatives from different regions and with an audience of over 100 people;



2 trainings for the development of the skills of the Youth Media Center team, including the domain of inclusion;



- A group of youths who demanded to represent themselves through communication and ask for the right to have an accessible infrastructure in Hincesti. The results of the actions are the achieved four goals.

Organizations that worked with Youth Media Center: AO Motivatie, Chisinau; AO Dorinta, Călărași; CAJPD, Chisinau; AO FCPS, Criuleni; AO ACHFP, Orhei; AO Azi, Cahul; AO SOS Autism, Chisinau; AO Copiii Ploii, Chisinau; AO Eco-Răzeni, Ialoveni; Key Stone Moldova, Chisinau; Group of self-representatives from Hîncești; Group of self-representatives from Fălești; Group of self-representatives from Ungheni.

Articles:

1. <http://voceatinerilor.md/article/video---au-fost-premiati-angajatorii-remarcabili-din-republica-moldova-613.html>
2. <http://voceatinerilor.md/article/6-tineri-si-au-spus-povestile-de-viata-si-au-motivat-publicul-603.html>
3. https://www.youtube.com/watch?v=e_1EFgQ2zrg



Project: „SUPPORTING VOCATIONAL EDUCATION THROUGH MEDIA TOOLS“

WITH FUNDING FROM

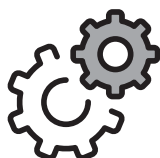
Financier: Austrian Development Agency (ADA)

Duration: April-November 2016

The goal: The project aims to inform young people aged between 15 and 19 years and their parents about the benefits and opportunities of the vocational-technical education in the country and help them choose a profession needed in the labor market.



The most important results



Launching the first time in Moldova a campaign for admission to technical vocational education involving institutional partners - the Ministry of Education and organizations - CEDA, ADA, LED;



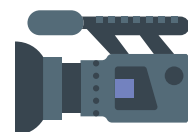
Promoting for the first time some professions that are not so popular, but that can be practiced in Moldova: butcher and meat slicer, floriculture, auto electrician;



Creating a social spot to promote vocational and technical education, distributed on TV Moldova 1, Jurnal TV.



Launching two photo exhibitions, 32 images each in Chisinau and Balti;



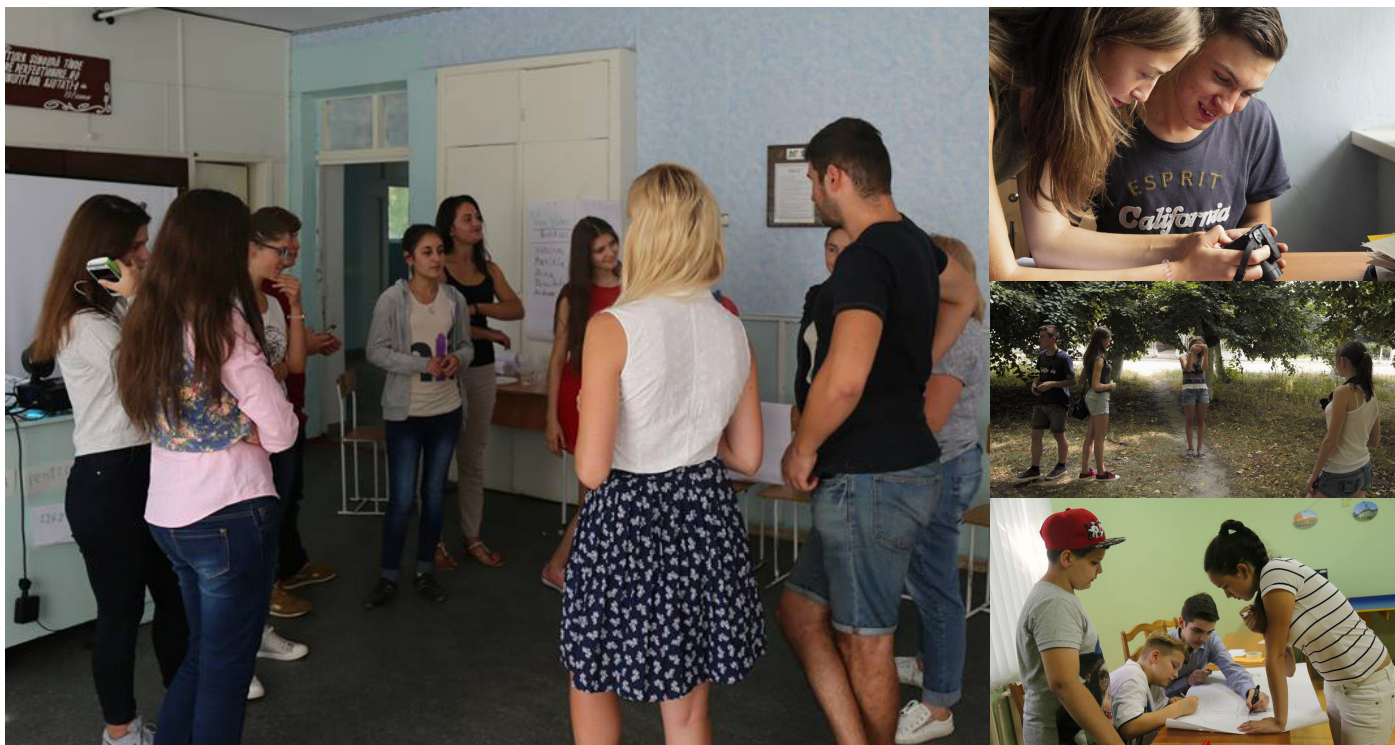
Production of 16 video successful stories and airing them on the program „Abraziv“ on M1 TV and social media;

Partners: Center for Entrepreneurship Education and Support Business (CEDA), Liechtenstein Development Service (LED), Ministry of Education (ME).

Center of Excellence in Textile Industry, Professional School from Bubuieci; Vocational School no. 5; Vocational School no. 6; Vocational School no. 4 from Balti, Vocational School no. 3, Balti Railway College; Riscani professional school; Center of Excellence in Horticulture and Farm Technology Taul, Donduseni.

Articles:

1. https://youtu.be/p_t4od37MAs?list=PLvcVspC_0-EmE0NvUUfTkdwG5BA8rae;
2. <http://voceatinerilor.md/article/foto---invata-o-meserie-pentru-viata-576.html;>
3. [http://voceatinerilor.md/article/foto---invata-o-meserie-pentru-viata---expozitie-foto-la-balti-577.html.](http://voceatinerilor.md/article/foto---invata-o-meserie-pentru-viata---expozitie-foto-la-balti-577.html)



Project: „CHILDREN’S ACCESS TO SOCIAL OTHER MEDIA”

Financier: Global Fund for Children

Duration: January 2016 - December 2016

The goal: The project aims to improve the skills of informing and expressing of the children from Moldovan regions, using media tools and social media.

THE GLOBAL FUND FOR
Children

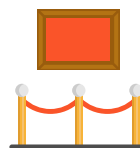
The most important results:



30 children trained in 2 media workshops organized for the children from regions - Gura Bicului, Orhei.



Two localities where the freedom of expression of the children and the right to have an opinion been promoted through articles and photos;



1 photo exhibition made by 14 children (boys and girls)





**Proiectul: „CHANGING SOCIAL NORMS THROUGH
PHOTOGRAPHY AND SOCIAL MEDIA”**
Media platform „Suntparinte.md”

Financier: UNICEF Moldova

Duration: December 2015 - February 2017

The goal: The project aims to promote the positive role models in the family, strengthen the roles of mother and father in the educational process and reduce the presence of stereotypes that divide our society and affects children's education.



The most important results:

- 77 873 unique visitors on the page suntparinte.md, according to data provided by Google Analytics;
- 285 published articles;
- 28 themed photo galleries with families and institutions from all around the country - a first for the web platforms for parents in Moldova;
- 4130 Likes and 4131 Followers on Facebook; 162 members of the group on Odnoklassniki; 104 followers on Instagram;
- Partnerships with online communities: „Ask a Mom”, „Ask a Woman”, „Ask Mom and Dad”, „Clubul Nostru”, „Părinți mai buni”, „Mămici din Orhei”, „Super Mame”, and with the blogs „Sunt TATĂ”, „Sunt MAMĂ”;
- Partnerships with specialists in different fields: health, pediatrics, dentistry, neonatology, psychology, education, pedagogy, nutrition, social work and parenting, etc.;
- Partnerships with social institutions: CCF Moldova, CNPAC, International center „La Strada”, SOS „Autism”, AO „Copiii Ploii”, Early Intervention Center „Voinicel”, Association of Youth with Diabetes Moldova (DIA), Charity Center for Refugees Organization „Terre des hommes Moldova”, Social mission „Diaconia”, Regional Social Center for People with HIV „Renașterea” etc.

3 of the most accessed articles in 2016



- A day spent with the parents Ana and Pavel Ciorici at their home
<http://suntparinte.md/gallery/o-zi-petrecuta-cu-parintii-ana-si-pavel-ciorici-la-ei-acasa/>
- TOP 4 most dangerous cartoons. The negative effects on children
<http://suntparinte.md/top-4-cele-mai-periculoase-desene-animat-e-efectele-negative-asupra-copilului/>
- Three vaccines were canceled! A new National Immunization Program approved
<http://suntparinte.md/trei-vaccinari-au-fost-anulate-un-nou-program-national-de-imunizari-aprobat/>

Balance Sheet 2016 in MDL

Fixed assets	635147
Intangible assets	43082
Tangible assets	545207
<i>Fixed assets</i>	<i>545207</i>
Current assets	425038
Materials	220
Receivable trades and granted advances	1742
Claims of the budget	4811
Cash	415546
Home	0
Current accounts in national currency	354860
Current accounts in foreign currency	5
Bank cards	2740
Other current assets	2719
Current prepaid expenses	2550
Special regime forms	169
TOTAL ASSETS	1013327
Personal capital	696849
Net surplus of the reporting period	107960
Funds	588889
Fund of fixed assets	588289
Self-financing fund	600
Current Liabilities	316478
Trade payables and advances received	5576
Trade payables	5576
Current advances received	0
Current anticipated revenues	9492
Current special purpose financing and receipts	301410
TOTAL LIABILITIES	1013327

Information on the budget execution of the projects / programs and other special missions carried out in 2016 are presented below:

Nr. crt.	Financier	Project and No. of grant	Balance at the beginning of the reporting period (lei)	Entries in LEI	Outputs used LEI	Balance at end of reporting period LEI
1	2			3	4	
1	SOIR Moldova	SOIR	7437	527563	527229	7771
2	Ambasada SUA in RM	SUA	72085	3140	75225	0
3	Fondul Global pt Copii	GFC15 GFC16	5882	82131	46252	41761
4	Deutsche Welle Akademie	DW	0	413171	413171	0
5	Council of Europe Office in Chisinau	CoE	560	0	560	0
6	Austrian Development Agency	ADA	0	211350	211350	0
7	European Endowment for democracy	EED	0	356764	359705	-2941
8	Ministerul Tineretului si sportului	MTS	-61109	62125	1016	0
9	UNICEF Moldova	UNICEF	218900	658215	730612	146503
10	Program dezvoltare CMT	CMT	-230282	404952	66156	108316

Some opinions of our partners



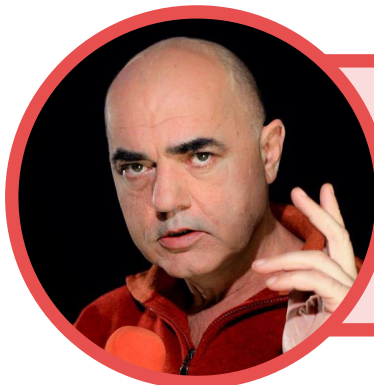
„I love working with the YMC team – they are enthusiastic and passionate in everything they do. I really appreciate the ability they have when they handle unexpected situations. A great team!”, **Ludmila Corlăteanu, local project coordinator DW Akademie.**



„Lately, Youth Media Center has become more visible due to products and events they create. The team is receptive to projects which deal with media literacy of young people and not only. I love that they created a community of young activists that is easy to identify”, **Igor Ciurea, Secretary General of the National Youth Council of Moldova.**



„At Youth Media Center, I met a great team. They are good professionals, beautiful and sensitive people, who put a lot of heart in what they do. We are very satisfied with the cooperation that was outlined in 2016 between our organizations and teams. We want to continue and develop together media products with a great impact”, **Aliona Dumitras, CEO „SOS Autism” Moldova.**



„We had a productive collaboration with YMC, we relaunched the show „Abraziv” and have supported young people – future journalists in Moldova. The public broadcaster Moldova 1 remains open to the wishes and needs of young people, and in 2017 we'll continue airing products made by them”, **Mircea Surdu, director of TV Moldova 1.**



„At YMC I rediscovered myself and made what I love – journalism. YMC has given me the opportunity to develop myself personally and professionally. The TV show „Abraziv” gave me the possibility to try television journalism. At YMC I was welcomed with love by a young and professional team that became like a family for me. With them I learned to film, take photos and edit my products.”, **Paulina Blanari, YMC volunteer in 2016.**

Thanks

NGO „Youth Media Center” thanks everyone who was involved in the events of the organization during the year 2016. We are thankful to the children and youth who participated in the projects of the NGO „Youth Media Center” and to the volunteers who were involved in the production of media products and promoted their voice.

We thank the organizations that supported the activities of „Youth Media Center”

DW Akademie
IM Swedish Development Partner
UNICEF Moldova
Global Fund for Children
Austrian Development Agency

We thank our partners:

Municipal Department for Child Protection(DMPDC)
Ministry of Education of the Republic of Moldova
National Company „Teleradio-Moldova”
„Motivation” Association from Moldova
Association „Dorința”, Călăraș
„Femeia și Copilul – Protecție și Sprijin”, Criuleni
Association „SOS Autism” Moldova
Association „Ograda noastră”, Cahul
Association Eco-Răzeni, Floarea de Cireș, Ialoveni
Association „ASCHFP”, Peresecina
Association „Azi”, Cahul
Association „Prima”, Taraclia
Youth Center from Orhei
Youth Bank Moldova
National Youth Council of Moldova
National Center for Prevention of Child Abuse (CNPAC)
CICO Moldova
CEDA
ADA

Thanks to the media platforms:

TV Moldova 1
Diez.md
Civic.md
Radio Moldova Tineret