

The Moldovan National Public Broadcaster, Teleradio-Moldova commences the transition phase to a Convergent Newsroom

Supporting the National Public Broadcaster in Moldova, Teleradio-Moldova, in its efforts to modernise, increase market competitiveness and become more efficient, on the 24th of November, a team of local and international media experts presented the final Strategy and Action Plan towards unifying the company newsroom.

The online event organised by the Council of Europe project **Promoting European standards in the audio-visual regulation of the Republic of Moldova** brought together the management team of the Public Service Broadcaster, its Supervisory Council, as well as a team of local and international media experts.

According to the strategy, an integrated newsroom for Teleradio-Moldova will have a significant impact on the company. This will raise journalism standards, enable the production and distribution of more diverse content on multiple platforms, increase editorial consistency and bring significant financial reductions.

“The Newsroom Convergence Strategy and Action Plan identify a number of specific, achievable, measurable and relevant key priorities for us. We want TRM news to be available - to reach all citizens every day and every hour. When they access mobile phones in the morning, TRM news will become their first choice. When they drive, they'll listen to the latest news on the radio. The Convergent Newsroom of the company is a critical step towards achieving this,” noted Olga Bordeianu, General Director of Teleradio-Moldova Company.

Apart from the main strategy of convergence, the presentation included a pragmatic roadmap, the Action Plan detailing all human, financial and technical resources needed for the first year of the newsroom convergence implementation phase. Moreover, the proposals put forward were lively discussed and debated by the members of the Company's management and Supervisory Council.