

Public Broadcasting in the Republic of Moldova

Logical Framework Proposal for the:

**“Restructuring of TeleRadioMoldova (TRM) into a modern
European Public Broadcaster”**

Composed by

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LOGICAL Framework Matrix (in standard format)

Overall Objective	Objectively Verifiable Indicators	Sources and Means of Verification	
“TRM fulfills its mandate (given by the Moldovan people) effectively and efficiently” & “TRM supports the Moldovan society to move towards Europe” (Democratization, development of the civil society, transparency etc.)	TRMs PSD’s adequately serve all relevant groups in the Moldova society (as stipulated in the broadcasting law	Media Monitoring Reports	
Specific Objective	Objectively Verifiable Indicators	Sources and Means of Verification	Assumptions
“TRM operates as a modern European Public Service Broadcaster”	Majority of Moldova Audience trusts TRM as a modern public service provider & uses its PSD’s for information, Education and Entertainment	- Audience Research data - Perceptual studies	- Political system further stabilizes and remains directed towards Europe - government secures financing system of TRM development & operations
Expected Results / Outputs	Objectively Verifiable Indicators	Sources and Means of Verification	Assumptions
1. “Adequate system of TRM organizational objectives is in place” 2. “Adequate PSDs are in place” 3. “Adequate TRM organizational structure is in place” 4. “Organizational processes and work flows are in place” 5. “Professional and motivated human resources are in place (HRD)”			Restructuring plans of TRM continuously supported by the government

Major Activities (= Organizational Change Projects “CP”)	Inputs, Costs		Assumptions
<p><u>Concerning OUTPUT 1:</u> <u>“Adequate system of TRM organizational objectives is in place”</u></p> <p>CP 1.1 “Develop and introduce ‘TRM Identity’ (Vision, Mission, Values and Principles)”</p> <p>CP 1.2 ”Develop and introduce ‘TRM IHSO’ (Integrated hierarchical system of organizational objectives: vision, mission, president, departments, units, posts)</p>			
<p><u>Concerning OUTPUT 2:</u> <u>“Adequate PSDs are in place”</u></p> <p>CP 2.1 “Develop PSD for TV”</p> <p>CP 2.2 “Develop PSD for Radio”</p> <p>CP 2.3 “Develop PSD for Multimedia”</p>			
<p><u>Concerning OUTPUT 3:</u> <u>“Adequate TRM organizational structure is in place”</u></p> <p>CP 3.1 “Further develop and specify TRM organograms (Overall, TV, Radio) through participatory process”</p> <p>CP 3.2 “Further develop and specify role of Council of Observers”</p> <p>CP 3.3 “Introduce new structures to management and staff”</p>			

<p><u>Concerning OUTPUT 4:</u> <u>“Organizational processes and work flows are in place”</u></p> <p>CP 4.1 “Develop work flows for all PSD”</p> <p>CP 4.2 “Introduce all work flows to management and staff”</p> <p>CP 4.3 “Develop and introduce a TRM QMS (Quality Management System)”</p> <p>CP 4.4 “Develop TRM Operational Guidelines”</p>			
<p><u>Concerning OUTPUT 5:</u> <u>“Professional and motivated human resources are in place (HRD)”</u></p> <p>CP 5.1 “Develop a TRM HRD concept and plan (overall, TV, Radio, Multimedia)”</p> <p>CP 5.2 “Develop a concept and plan for management development”</p> <p>CP 5.3 “Carry out training and qualification measures”</p>			