

Public Broadcasting in the Republic of Moldova

Logical Framework Proposal for the:

"Restructuring of TeleRadioMoldova (TRM) into a modern European Public Broadcaster"

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January 2011



LOGICAL Framework Matrix (in standard format)

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



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



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