

CENTRE TO COMBAT ECONOMIC CRIMES AND CORRUPTION COMMUNICATION STRATEGY

1. THE VISION

The vision of the Centre to Combat Economic Crimes and Corruption (the CCCEC) is to educate the public by means of mass media on the threats of corruption and to consolidate the public trust in the CCCEC by broad dissemination of the accurate information on the activities carried out by the CCCEC and their results.

2. THE GOAL

2.1 General Objective

The General Objective of the CCCEC Communication Strategy is to form the public trust on the efficient implementation of the national legislation in the area of corruption prevention and fight.

2.2 Specific Objectives

The CCCEC Communication Strategy has the following Specific Objectives:

- 1) to develop cooperation between the CCCEC and mass media institutions;
- 2) to form a better understanding of the mass media institutions about the complexity of the CCCEC activities and responsibilities;
- 3) to develop the extensive public awareness on the role, responsibilities, actions and activities carried out by the CCCEC, as well as how these affects the society;
- 4) to enhance the flow of information sent to mass media and the public on prevention measures and non-confidential investigations led by the CCCEC;
- 5) to attract the allies (journalists, NGOs, businessmen and political parties leaders) in following the efficient anti-corruption initiatives.

3. BALANCE OF INTERESTS

The CCCEC Communication Strategy admits that the right of the public to access the information should be balanced with the CCCEC ability to efficiently investigate corruption and this right should be adjusted to the right of a physical person to a fair trial.

4. THE NEED FOR CONFIDENTIALITY

Each case should be thoroughly considered in order to protect the rights of the suspects and victims, as well as for the protection of lives and safety of the informers and other witnesses. In accordance with the legislation of the Republic of Moldova and international anti-corruption standards, the CCCEC should maintain the confidentiality of operations and investigations in the course of their implementation, of specific operative and investigative techniques and other issues for which the national legislation in force provide for confidentiality clauses.

5. THE NEED FOR LIABILITY AND THE FREE FLOW OF INFORMATION

In the same way, each case should be thoroughly considered considering the need for responsibility when carrying out the activities with the public, guaranteeing the liberty of the press and peoples right to access the information on the measures undertaken by the CCCEC for corruption prevention and detection. Additionally, there should be taken into account the public security interests when arresting persons declared wanted (runaways), as well as the right of the public to be informed on the progresses in the implementation by the Government of the National Strategy to Prevent and Combat Corruption.

6. DECLARATION

6.1 The goal

The given Communication Strategy refers to the CCCEC communication with mass media and other external entities (general public, civil society, business sector) and should be applied to the CCCEC staff. The mass media includes private, public and Internet communication with the general public by means of Radio, Television, Press or Internet services at all levels and in all forms.

6.2 Reference to other Policies

The detailed communication rules should be elaborated in consultations with mass media and the civil society in order to ensure the efficiency of the present Strategy. These rules may include:

- a) guidelines for the media — on how should the journalists investigations be carried out
- b) media communication document – guidelines on the organisation of the media events
- c) requirements for the press releases – steps to follow when drafting and disseminating the press releases
- d) contact list of mass media institutions

6.3 Other Relevant Documents

- The National Strategy to prevent and Combat Corruption
- Threshold Country Plan for Moldova (TCP)
- The Information and Communication Strategy of the TCP

7. PROVISIONS

7.1 Media Manager

The chief of the External Relations, Protocol and Mass-media Unit (here and further ERPMMU Chief) is responsible for administrating all the issues where the CCCEC and mass-media are involved. The CCCEC Director should be comprehensively informed in time on all the related issues.

7.2 Coordination with the CCCEC subdivisions

When disseminating the information to the public, the ERPMMU Chief should closely coordinate and cooperate with all the CCCEC subdivision, including those in the regions.

7.3 Designating the Media Representatives

After coordination with the respective CCCEC subdivisions and regional offices, the ERPMMU Chief will make the proposal to the CCCEC Director on the one or more candidates to activate from time to time as media representatives or contact persons on some specific issues related to mass media requirements for some specialised knowledge.

7.4 Methods of Communication

The CCCEC will use a series of methods to develop its relationship with mass-media on some specific issues. The list presented below is not an exhaustive one, but serves to help the communication channels in use:

- a — press releases
- b — interviews (in written press, radio, television and online)
- c — round table discussions with mass-media and civil society representatives
- d — CCECC Website
- e — DVDs and other digital forms of communication
- f — informative brochures and other forms of written literature
- g — articles in the newspapers
- h — major social events

The decision on using one method or a combination of different methods will depend on the circumstances in the concrete case and will involve the ERPMMU Chief opinion approved by the CCCEC Director.

7.5 The Style and Content of a Press Release

The CCCEC will disseminate clear and accurate information on the following:

- a) its responsibilities in accordance with the legislation of the Republic of Moldova
- b) its role in the context of the competence of other organisations to combat corruption
- c) its corporative strategy, priorities and methods to achieve objectives
- d) its anti-corruption policies on the institutional policies and positions
- e) non-confidential activities and results
- f) anticorruption hot-line for the citizens to report on corruption cases
- g) its specific efforts to prevent corruption on national and regional level
- h) its general assessment on the internal risks of corruption in public agencies
- i) its annual budget and expenses
- j) selection procedures for non-confidential staff

- k) designation of all non-confidential employees
- l) conditions and payment of salaries as provided by the national legislation
- n) its actions to repair all the deficiencies identified by the Court of Account
- o) all other activities which can be discovered in accordance with the legislation and the CCCEC policy.

7.6 The CCCEC Internal Procedures on Coordination with Mass-Media

In order to efficiently implement the present Strategy the CCCEC subdivisions, including territorial offices, will undertake all the reasonable measures to ensure the following:

- 1) The ERPMMU Chief should be informed immediately on all the requests received from the mass-media on the interviews, detailed stories and/or issues that can affect the CCCEC or anti-corruption issues.
- 2) The ERPMMU Chief should be informed as soon as possible about all the issues that can attract the interest of mass-media. No public comments or dissemination of information about any substantial CCCEC issues should be made without prior consultations with the Director and/or the ERPMMU Chief.
- 3) All the CCCEC subdivisions, including the territorial offices should cooperate with the ERPMMU when drafting the press releases, news and other materials on the non-confidential issues of the respective subdivision in order to be disseminated to mass-media and to the public.
- 4) Prior to public dissemination the CCCEC subdivisions will revise all the information to check if this is correct, objective and integral. If later on it will be established that the disseminated information is incorrect, inaccurate and/or biased, this should be immediately brought to the attention of the ERPMMU Chief, which will inform the respective mass-media sources on the corrections.
- 5) Prior to the press conferences the related issues should be coordinated with the ERPMMU Chief.
- 6) All the articles in the press and other mass/media sources, videotape recordings that involve the CCCEC or anti-corruption issues in Moldova should be sent to the ERPMMU as soon as possible.

7.7 Making public the information of the operative and investigative issues – Information that could be disclosed

- 1) In accordance with the Moldovan legislation, public officials and the CCCEC staff can't answer to any question by mass-media related to the existence of a running investigation or comment on its nature or evolution without having an explicit mandate from the person(s) concerned, with the exception of situation provided by the sub-paragraph 2).
- 2) The CCCEC Director and/or the designated press secretaries may restrictively comment or confirm some information on the investigation, if this has been already made public by the

person(s) concerned by that investigation. In this rare instance, the CCCEC should not make public any information that can prejudice the investigation or any other adjacent procedures, including the information on the following:

- a) any opinion on the culpability of the person concerned by the investigation;
- b) any references to the CCCEC operative procedures;
- c) any reference to the evidences collected by the CCCEC during the investigation;
- d) declarations on the identity, testimony and credibility of the witnesses;
- e) any declarations related to the acknowledgements or confessions attributed to the person(s) concerned by the investigation; and/or
- f) personal observations or views on the moral character of the person(s) concerned by the investigation.

7.8 The Quality of Information

The CCCEC engages itself to supply the public with the high quality information and will undertake all the reasonable measures to ensure safety, objectivity, accuracy and integrity of information disseminated to the public and mass-media.

8. APPLYING THE LEGISLATION IN FORCE

No provisions from the present Communication Strategy are intended to control the access to the CCCEC operative materials that can be made available in other way with the observance of the Law on Access to Information or to authorise the access to the CCCEC information that is disseminated in public by means of mass-media sources.