[RO] Second CNA Phare Programme Concluded

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Mariana Stoican
Journalist, Bucharest

Following the success of the 30% state-funded Phare project RO 0107.02, which was run by the Romanian audiovisual regulatory authority between 2002 and 2004 and concentrated particularly on technical support and assistance with purchases, the *Consiliul Naţional al Audiovizualului* (National Audiovisual Council – CNA) was able to organise a second Phare programme from 2007 to 2008, this time fully financed by the European fund (Phare 2004/016-772.03.15.01).

This second project aimed to deepen and broaden expertise in the Romanian audiovisual sector. The primary purpose was to develop the experiences of the CNA members and specialist staff, as well as their familiarity with the *acquis communautaire* in the audiovisual sector.

The project included an analysis of the audiovisual market in Romania, comprising four specialist studies: the behaviour, habits and satisfaction levels of TV viewers and radio listeners; the impact of television on children; the effects of advertising on children and the media's influence on voting behaviour.

The further education courses for CNA staff focused on the protection of minors, protection of human dignity, the right of reply, European quotas, freedom of opinion, public welfare, media pluralism and accurate information.

IT introductory seminars and English courses were also organised. Study visits to regulatory authorities in other European countries, specialist conferences and workshops were also held. The project also included the publication of four news bulletins on the latest international developments in the audiovisual sector. The programme reached a successful conclusion with a media campaign on the protection of minors in the audiovisual sector.

Campania publică de conştientizare finanţată prin fonduri Phare

http://www.cna.ro/PROIECTE-IN-DERULARE.html

CNA press release

Proiecte Phare

http://www.cna.ro/-Proiect-Phare-.html

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Phare project

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