



NGO Detector Media · Kyiv · 2017

ANNUAL REPORT



Non-governmental organisation Detector Media is a media platform and an influential think tank.

NGO Detector Media (known as NGO Telekrytyka until April 2016) has been operating since January 2004. A well-known Ukrainian journalist and media expert Natalia Lygachova, the NGO's founder and inspirer, is the long-time Chairperson of the organisation.

For almost a decade and a half the organisation's team has been consistently promoting adherence to the journalistic standards in the Ukrainian media, facilitating improvements of the national legislation regulating the spheres of media and information, raising the professional level of journalists, building a democratic culture of media consumption and critical thinking among the Ukrainian citizens.

Our mission is to promote the development of democratic, free and professional media in Ukraine and the world and formation of a well-informed media consumer that tends to think critically.

We support a unique platform meant for broad public and expert discussions on media issues, which is actually a group of our own online media outlets, with Detector Media web portal (detector.media) being the principal one. The latter was launched in February 2016, and continued the work of Telekrytyka, which Natalia Lygachova created in 2001 and led until the fall of 2015. Slogan: "Detector Media is the Watchdog of Ukrainian media".

Other featured websites are as follows: MediaSapiens - the only internet resource in Ukraine on media literacy; "Public Broadcasting" - the only resource accumulating all information about the reform of public broadcasting in Ukraine; "Video Library" - a unique video resource with lectures on media topics, online training courses, interviews with media experts, and videos from key media events happening in the country.

The organisation produces a wide range of its own informational products (television and film critics, reviews, analytics, infographics, talk shows, etc.), participates in working groups and advisory structures at state authorities, takes part in the work of the Independent Media Council and the Ukraine Commission on Journalism Ethics, the expert group on media reform of the public platform "The Reanimation Package of Reforms", carries out monitoring and researches, and organizes trainings as well as various public events.

NGO Detector Media strives to address the real needs of the Ukrainian society, Ukrainian and world media community. As of 2017, the organisation combines the roles of a mass media outlet and analytical center of the Ukrainian media sphere and is proud to be among similar think tanks at the international level. ●

Content

5	Foreword by NGO's Chairperson
7	2017 in figures
8	Our websites
12	Other products
	1. Media monitoring and analytics
	2. Video course "Investigative Reporting: Fundamentals"
	3. Monitoring of government communication concerning Donbass
	4. Online course "News Literacy"
	5. Countering propaganda
	6. Research: "Information Consumption, Needs and Opinions of Residents of the East of Ukraine"
	7. Needs assessment and support of media in the Eastern Ukraine
	8. Research "Main trends in media coverage of socio-political processes in Ukraine in 2014-2017"
21	Institutional Development
22	Financial Report
24	The Team
26	Donors

Foreword by NGO's Chairperson



Natalia Lygachova-Chernolutska

The history of Ukrainian and world media will remember 2017 as the year of aggravation of some problems and, at the same time, their better understanding by experts and journalists. On the one hand, the Ukrainian media environment saw the escalation of the ideological and value split-off into those who put the civic duty above the professional standards, and those who prioritize the professional mission of the media above everything else. On the other hand, there were attempts to find ways to combine these, seemingly contradictory positions, elaborate principles acceptable for all so that mass media would base their work on those during the war with the Russian aggressor. On the one hand - expansion of the information war, spreading disinformation and fake news around the world. On the other hand - deeper awareness of the threat to the world agenda caused by such actions by Russia and its "agents of influence" in the Western institutions. It is Ukraine that they more and more often regard as an example of confrontation with destructive influences.

This list of challenges and search for ways to overcome them can go on and on. NGO Detector Media was at the forefront of all key media processes in Ukraine and the world.

Journalists of Detector Media are members of the public and expert councils of the National Council of Television and Radio Broadcasting of Ukraine, the Ukrainian State Film Agency, the Ministry of Information Policy of Ukraine, the State Committee for Television and Radio Broadcasting of Ukraine, the Committee on Freedom of Speech and Information of the Verkhovna Rada, the Supervisory Board of the Public Broadcasting, the Independent Media Council, the Committee on Journalism Ethics, the Secretariat of the National Union of Journalists of Ukraine, and numerous working groups that are dealing with key issues of the media industry reform: the establishment of public broadcasting, the destatization of the print

media, countering impediments to journalistic activity and physical violence against media employees, development of national film production, information security, etc.

In 2017, the audience of the key sites of our public organisation - "Detector Media " and "Public Broadcasting"- doubled, the website MediaSapiens further developed, and the Video Library website was upgraded. We have launched the Online Guide to News Literacy and Online Video Course on Investigative Reporting. In addition to that, we have carried out a survey on information consumption and public opinion in eastern Ukraine and held a monitoring of government communications on Donbass, assessed the media needs in the region affected by the conflict, etc.

It was NGO Detector Media that carried out constant monitoring of Kremlin propaganda related to Ukraine in the course of 2017. Respective publications appeared regularly on the websites Detector Media and MediaSapiens. Our organisation also constantly monitored the penetration of the Kremlin narratives into the Ukrainian media.

At the beginning of February 2017, the results of another sociological study, commissioned by NGO Detector Media and carried out by the Kyiv International Institute of Sociology, were presented. These studies, which we have been conducting since 2015, allow to understand the extent to which Ukrainian citizens support the myths and stereotypes that the Kremlin propaganda spreads.

Intensive development of international partnerships was a distinctive feature of 2017 for NGO Detector Media. The first international project led by our organization - the Kremlin Influence Index - was successfully carried out. In the course of the project implementation, Detector Media led a consortium of four organizations representing Ukraine, Hungary (Political Capital), the Czech Republic (European Values) and Georgia (Media Development Foundation). Another international project, funded by the Visegrad Fund was launched, which aims to develop media in Eastern Ukraine; this time the following organizations became the Detector Media partners: Free Press for Eastern Europe (the Czech Republic), European Radio (Poland), and Tendencies (Slovakia).

Close relationships are developing with organisation N-Ost (Germany), which undertook to handle networking on media literacy in Central and Eastern Europe.

In 2017, NGO Detective Media elaborated a new Strategic Plan that was adopted at its General Meeting; it covers the next four years - from 2018 to 2021.

Detector Media continues to develop cooperation with its strategic donors, including the Swedish government (Sida), The National Endowment for Democracy (NED), and Internews Network. In 2017, the organization signed its first grant contracts with the International Visegrad Fund and the Ukrainian Confidence Building Initiative (UCBI).

At the end of 2017, we began working with the Danish Ministry of Foreign Affairs (Danida), which will provide general support to our NGO in carrying out its Strategic Plan for 2018-2021.

We are optimistic about the future of the organisation, and we will make every effort to increase the effectiveness of Detector Media's influence on improving the content of Ukrainian mass media, increasing media literacy of the population, and countering hostile propaganda. At the same time, we will continue to protect the media environment from excessive state influence and will promote strengthening of self-regulation and co-regulation mechanisms in Ukraine. ■

2017 in figures



WEB RESOURCES OF NGO DETECTOR MEDIA

Detector Media,
MediaSapiens,
Public Broadcasting,
Video Library,

Web resources statistics:

ДЕТЕКТОР МІДІА

MediaSapiens

Суспільне мовлення

БІБЛОТЕКА

total number of publications: **over 13 000**;
total number of unique visitors: **4 182 000**
total number of views: **over 10 million**



MEDIA MONITORING:

- a total of **145** publications based on the monitoring results;
- quantitative and qualitative monitoring of daily evening news on top television channels – **56**;
- qualitative monitoring of weekly final news programs on top TV channels – **15**;
- qualitative monitoring of the air time of two talk radio stations – **5**;
- monitoring of evening news on 35 regional television channels – **4**;
- monitoring of socio-political talk shows on national TV channels – **3**;
- monitoring of compliance with the standards of information journalism on six national TV channels – **5**;
- monitoring of investigative reporting TV programs – **24**;
- assessment of the quality of evening news programs on "UA: FIRST" (UA:PERSHYI), "UA: Ukrainian radio" and 26 regional channels of the Public Broadcasting – **7**;
- assessment of the broadcast schedules of regional TV channels of the Public Broadcasting – **7**;
- monitoring of government communication concerning Donbass – **5**;
- continuous monitoring of the coverage of events in Ukraine by the propaganda channels of Russia – **6**;
- monitoring the penetration of the Kremlin propaganda into the Ukrainian media – **8**



PUBLIC EVENTS:

- 5** press conferences
- 29** expert discussions on current media issues and trainings



UNIQUE ONLINE PRODUCTS:

online course "News Literacy";

NEW!



online course "Investigative Reporting: Fundamentals";

NEW!



online manual on media literacy "Media Driver".



RESEARCHES AND ANALYTICAL REPORTS:

- "Main trends in media coverage of socio-political processes in Ukraine in 2014-2017";
- "Kremlin Influence Index";
- "Information Consumption, Needs and Opinions of Residents of the East of Ukraine";
- Needs assessment report "Local media in the Eastern Ukraine (government-controlled territories)";
- "A special genre: TV investigative reporting in Ukraine";
- "Survey of Russian Propaganda Influence on Public Opinion in Ukraine Findings";
- "Activities of public authorities in the field of information policy and media regulation" (regular report).



DRAFT LAWS, DRAFTED OR ADVOCATED FOR WITH PARTICIPATION OF DETECTOR MEDIA EXPERTS:

- №7397 – Draft Law on audiovisual media services;
- №7395 – Amendments to legislation on the procedure of informing about the activities of subjects of authority;
- №6560 – Amendments to the Law on the improvement of the mechanism of reforming printed mass media;
- №5313 – Amendments to legislation on the language of audiovisual (electronic) media;
- №3081-d – Draft Law on state support for cinematography.

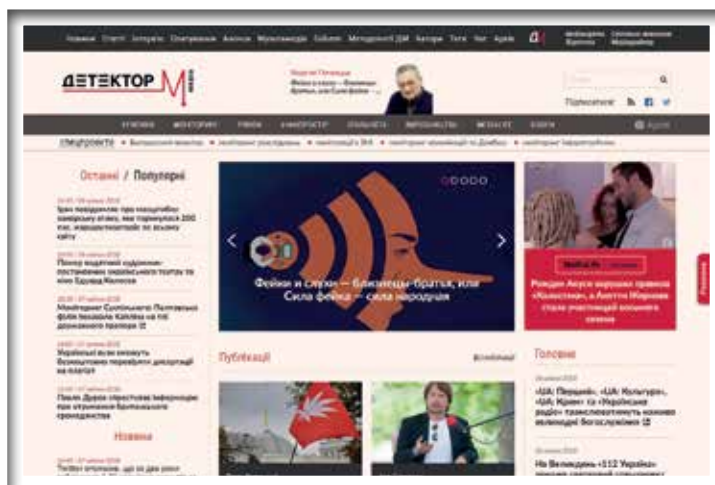
On top of the above, the experts of our NGO advocated for increase in the financing of the Public Broadcasting in the laws on the state budget for 2017 and 2018, as well as the abolition of e-declaration for anti-corruption activists.



OUR WEBSITES

DETECTOR MEDIA

detector.media



Internet media "**Detector Media**" is the watchdog of Ukrainian media. It was founded in February 2016 by the former team of Internet media outlet Telekrytyka, headed by Natalia Ligachova.

2017
year

10 000 + publications;
4 million 733 thousand 355 visitors;
8 082 777 views.

OUR WEBSITES



Halyna Petrenko,

Editor-in-Chief of the web portal Detector Media



Detector Media is the most visited online outlet dedicated to the media in Ukraine. The annual audience of the web portal amounted to 4.7 million users, which is almost twice as much as in 2016.

In 2017 there were more than 10 thousand publications - news, analytical articles, interviews, etc. Top ten publications of the year included interviews with Ukrainian journalists Yuliia Mostova and Olesia Batsman; critical reviews of content of some TV channels, in particular, the controversial programs of the Russian TV show "Minute of Glory" ("First Channel") and the Ukrainian TV show "It Concerns Everyone" ("Inter"); polls of media experts about the rules of media coverage of tragic events (on the example of a car accident in Kharkiv); explanatory articles on new Draft Laws concerning the language policy and the Decree of the President of Ukraine on blocking the Russian websites; report by Oleksandr Ponomariv, Doctor of Philology, on most common language mistakes on air and even an open letter of Mykola Veresen to Zuraby Alasania, Director General of Public Joint Stock Company "National Public Broadcasting Company of Ukraine" (UA:PBC).

Almost all of them caused lively debates online and in the comments on the Facebook page of Detector Media and other social networks.

In the course of the year Detector Media published 17 special projects, including: "Monitoring of communications on Donbass", "Hate speech", "Geopolitical discourse in the context of Ukraine", "Journalism of the independent Ukraine: the first 25 years" and others. ■

MEDIA SAPIENS

osvita.mediasapiens.ua

Media
Sapiens



MediaSapiens is a niche online publication founded in 2010. The purpose of the website is to promote the conscious use of the media, and the formation of critical thinking among the audience. The resource analyzes trends in the journalism around the world, manipulations in news, and provides knowledge and tools for effective interaction with modern media.

2017
year

2100 publications;
551 996 visitors;
2 405 687 views.



Maryna Dorosh,

Editor of the MediaSapiens website

« In 2017, media literacy became part of the agenda both in the world and Ukraine - more and more representatives of the educational sphere name media literacy among the necessary competences of a modern citizen. However, its effective integration into the education process of children and adults requires coordinated efforts of state bodies, civil society organizations, and the educational sector. One of the goals of the MediaSapiens website is to stimulate a discussion about the needs of different actors in this area, media education problems and ways to solve them, as well as case studies of foreign experience that may be useful for Ukraine.

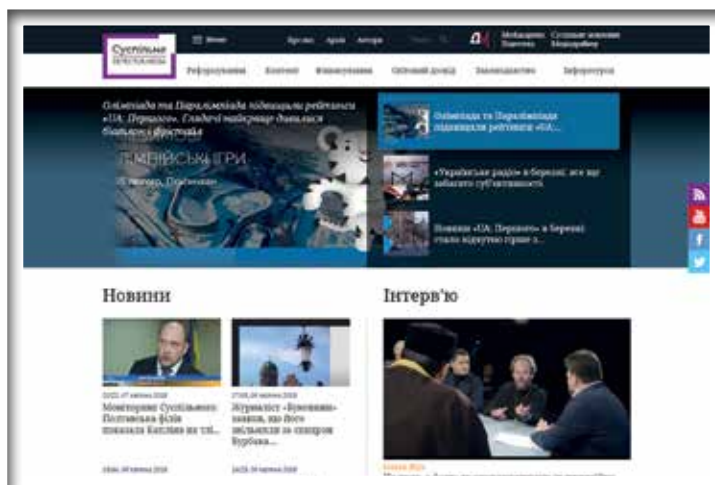
We emphasize that media literacy should be broadly interpreted - it is not limited only with the verification of information; it also includes skills that allow to effectively use media in various spheres of life. Therefore, we aim to make our resource an effective tool for those seeking to raise their personal awareness of trends in the global information environment, researches, new media and online tools. For instance, in 2017, online personal security issues, impact of social networks on teenagers (due to the topic of so-called suicide games), and counteraction to fake news, were among the burning topics. ■



PUBLIC BROADCASTING

stv.detector.media

Суспільне
мовлення



Public Broadcasting is the only media outlet on the market dedicated to the public broadcasting in Ukraine and the world that has become an independent platform for discussing the reform process, as well as the mission and tasks of Public broadcasting. It was founded in 2010.

2017
year

902 publications;
412 753 visitors;
791 169 views.



Svitlana Ostapa,

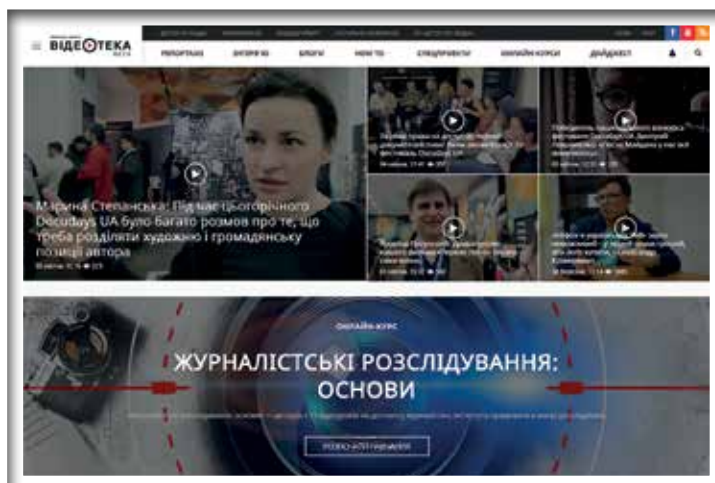
Deputy Editor-in-Chief on Public Relations of portal Detector Media, Editor of the website Public Broadcasting

« 2017 will be remembered in the history of Ukraine as the year of creation of the Public Broadcasting. The website Public Broadcasting not only continuously covered the progress of the reform, but also became a platform for discussing important issues, namely: the strategic plan of the Public Broadcasting and its new structure, the concept of regional broadcasting, the concept of broadcasting for national minorities, licensing and financing of the UA:PBC, staff optimization etc. We emphasized the importance of fulfilling the mission of Public Broadcasting and the inadmissibility of interference with the editorial policy. The website repeatedly heard critical comments from readers, experts and employees of the former state broadcaster addressed to the new team of UA:PBC. The website receives a lot of letters, the number of visitors has more than doubled, the audience of the Facebook page, where all posted materials provoke active discussions, has considerably grown. ■

VIDEO LIBRARY

video.detector.media

detector.media
ВИДЕОТЕКА



"Video Library" is a unique video resource with lectures on media topics, interviews with media experts and videos from key media events taking place in the country. It was established in 2009. In 2017, we have fully upgraded the website design and software, the resource has acquired a modern look, and got an opportunity to offer new services to users, including the creation of long reads

2017
year

200 publications;

44 527 visitors;

397 000 video views on Youtube.



Maryna Baranivska,

editor of the website Video Library



In 2017 the Video Library website was redesigned with the financial support from the Kingdom of the Netherlands. The website received adaptive layout, became more user-friendly for browsing from mobile devices, which is especially important, given the fact that approximately 50% of users view the content of Video Library using these devices.

The updated website also has received features that allow to publish multimedia materials with video elements, infographics, presentations. Due to these new features, new section called "Digital Media Tool"¹ was added to the "Video Library" website, where multimedia long reads on innovative gadget tools that leading editorial offices use in their work, are published. Besides, the online video course "Investigative Reporting: Fundamentals" was published on the "Video Library". ■

¹ See Digital Media Tool here <http://video.detector.media/tags/cyfrovyy-instrument-dlya-zmi?filter=latest>



OTHER PRODUCTS

1. MEDIA MONITORING AND ANALYTICS

Throughout 2017, NGO Detector Media continuously monitored news and information programs of Ukrainian TV and radio channels for compliance with journalistic standards. During the year we prepared and published 119 monitoring reports, and then based on those published 85 articles adapted for general public. All materials were distributed through our own online resources, Detector Media and MediaSapiens, adapted articles were also distributed through the network of regional media communicators we had partnered with. During the year, articles with monitoring analytics received 227 138 views from 104 786 users.

Due to the efforts, among others, of Detector Media, there are fewer instances of hate speech use by the national TV channels in their air time, as well as narratives of Russian propaganda. Experts from NGO Detector Media also joined a group of journalists who, under the auspices of the OSCE, are actively working on a memorandum between journalists from various media outlets with different ideological positions; the memorandum would be on compliance with the basic standards. The results of our monitoring were also used during the discussions of the memorandum.

Quantitative monitoring of daily evening news on seven television channels

Channels monitored: 1+1, Inter, UA:FIRST, 112 Ukraine, ICTV, Ukraine, and Channel 5. Special monitoring methodology provides for receiving quantitative data that reflects the quality of news program and adherence to journalistic standards in the news along with the qualitative analysis. Monitoring was conducted quarterly and lasted five working days per monitoring wave. During the year, we prepared and published four reports.

Qualitative monitoring of daily evening news on eight television channels

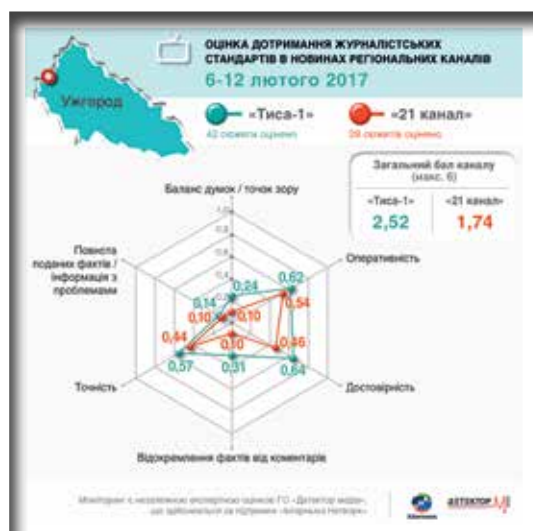
Channels monitored: 1+1, Inter, UA:FIRST, 112 Ukraine, ICTV, Ukraine, STB, and Channel 5. Monitoring methodology is more flexible and allows for quick responses to the latest tendencies in the media discourse. Special attention was paid to: compliance with professional journalistic standards, distortion or manipulation in news, materials with signs of censorship or dzhynsa (illegally commissioned materials presented as unbiased presentation of information), instances of propaganda and disinformation. Such reports were published on the MediaSapiens website during the year.

Qualitative monitoring of final weekly news programs on top TV channels

Channels monitored: 1+1, Inter, ICTV, Ukraine, Channel 5, 112 Ukraine, and ZIK. Special attention was paid to: how professional journalistic standards were complied with, distortion or manipulation in news, materials with signs of censorship or dzhynsa, instances of propaganda and disinformation. These reports were published on the MediaSapiens website on weekly basis during the year.

Qualitative monitoring of the air time of talk radio stations “Era FM” and “Vesti FM”

The monitoring methodology provides for analysis of compliance of the content of one full broadcasting day with journalistic standards, detecting materials with instances of censorship or dzhynsa, cases of



propaganda and disinformation. Monitoring was conducted on the quarterly basis. Five reports were published on MediaSapiens website during the year.

Monitoring of the evening newscasts on compliance with standards on 35 regional television channels

The methodology envisages monitoring of evening newscasts for compliance with journalistic standards on each of the TV channels chosen for monitoring. Monitoring was conducted quarterly and lasted five working days per monitoring wave. Four reports were published on the MediaSapiens website during the year. The monitored channels were as follows:

Dnipro – Channel 11, Channel 9, Channel 34

Zakarpattia – Tysa-1, Channel 21

Zaporizhzhia – TV-5, Aleks, Channel Z

Ivano-Frankivsk – Halychyna, Vezha, 402

Kropyvnytskyi – TTB

Lviv – ZIK, NTA

Mariupol - MTB, Sigma TV

Mykolayiv- MART, NIS-TB, Saturn

Odesa – Odesa (UA:PBC branch), First City Channel, Reporter, Hlas

Kharkiv – OTB, Channel 7, ATN

Kherson - VTV+, IATB (ЯТБ)

Cherkasy – Ros, VIKKA,

Chernivtsi – TVA, Chernivtsi Promin,

Chernihiv – Dytynets, Cheline, New Chernihiv

Monitoring of socio-political talk shows on national TV channels

The talk shows that were monitored: "Freedom of speech" (ICTV), "Right to power" ("1+1"), "People against" (ZIK), "Ukrainian format" (NewsONE), and "Main topic" (channel "Ukraine"). Particular attention was paid to: analysis of the choice of the topic; analysis of the choice of experts and guests of the studio in view of the topic, balance of the presented opinions of the parties, manipulation of the show hosts when formulating the alternatives during the discussion, neutrality of the show hosts during the talk show, lobbying of the messages from certain political forces. The monitoring of the talk shows began in November; three monitoring reports, each covering the period of two weeks, were published on the MediaSapiens website.

Comprehensive monitoring of compliance with the standards of information journalism on six national TV channels

Channels monitored: 1+1, Inter, 112 Ukraine, ICTV, Ukraine, and Channel 5. The methodology for monitoring how the standards of information journalism are complied with envisages analysis of the

Таблиця 1. ЗАГАЛЬНА КІЛЬКІСТЬ МАТЕРІАЛІВ З ПОРУШЕННЯМИ ПРОФЕСІЙНИХ СТАНДАРТІВ, ЯКІ МОЖУТЬ СВІДЧИТИ ПРО ОЗНАКИ ЗАМОВНОСТІ (ЦЕНЗУРИ):

КАНАЛ	Травень 2017	Листопад 2017	Листопад 2018	Березень 2019	Жовтень 2019	Відень 2019
ІНТЕР	36	43	28	39	37	39
112 УКРАЇНА	28	34	22	31	42	29
★ ICTV	20	17	9	14	18	23
5	8	12	12	5	17	10
1+1	6	11	13	9	13	18
УКРАЇНСЬКИЙ	5	4	4	6	12	2
ЦІПЕРШІЙ	3	2	6	8	4	17

Мониторинг с національного інформаційного ресурсу ГО «Детектор медіа» за здійснюваності за підтримки «Національного Республіканського Фонду»



МОНІТОРИНГ ЖУРНАЛІСТСЬКИХ ТЕЛЕРОЗСЛІДУВАНЬ

Моніторинговий період: 05-11 березня 2018 року

Частина 1. ЗАГАЛЬНОНАЦІОНАЛЬНІ РОЗСЛІДУВАННЯ У ВІДЕОФОРМАТІ

ОЦІНКА ПРОГРАМ: «Гроші» («1+1»), «ЦРУ» («24»), «Наші гроші» («24» і «UA:Перший»), «Стоп корупції» (5 канал), «Схеми» («Радіо Свобода» і «UA:Перший»), «Викривач» (yukryvach.com.ua).

МАКСИМАЛЬНИЙ БАЛ		ГРОШІ	ЦРУ	НАШІ ГРОШІ	ВИКРИВАЧ	СТОП КОРУПЦІЯ	СКЕМИ	СЕРЕДНІЙ ПОКАЗНИК
3,0	АКТУАЛЬНІСТЬ ТЕМИ	2,8	1,3	3,0	1,0	1,6	3,0	2,1
4,0	РОБОТА З ДЖЕРЕЛАМИ	3,0	1,4	3,5	1,5	0,6	3,5	2,2
3,0	БАЛАНС / ОБ'ЄКТИВНІСТЬ	2,7	1,8	3,0	1,5	1,3	3,0	2,2
6,0	ПОВНОТА	4,1	2,5	4,0	3,0	1,3	5,5	3,4
6,0	ВІЗУАЛЬНЕ ТА ЕМОЦІЙНЕ ПОДАВАННЯ	4,3	4,0	5,5	5,3	2,6	4,8	4,4
5,0	ЕТИКА ТА ВІДСУТНІСТЬ МОВИ ВОРОЖНІЧІ	4,5	4,6	5,0	4,5	3,8	2,8	4,2
	СУМАРНИЙ БАЛ ПРОГРАМ	21,4	15,6	24,0	16,8	11,2	22,6	

АКТУАЛЬНІСТЬ ТЕМИ



РОБОТА З ДЖЕРЕЛАМИ



БАЛАНС / ОБ'ЄКТИВНІСТЬ



ПОВНОТА



ВІЗУАЛЬНЕ ТА ЕМОЦІЙНЕ ПОДАВАННЯ



ЕТИКА ТА ВІДСУТНІСТЬ МОВИ ВОРОЖНІЧІ

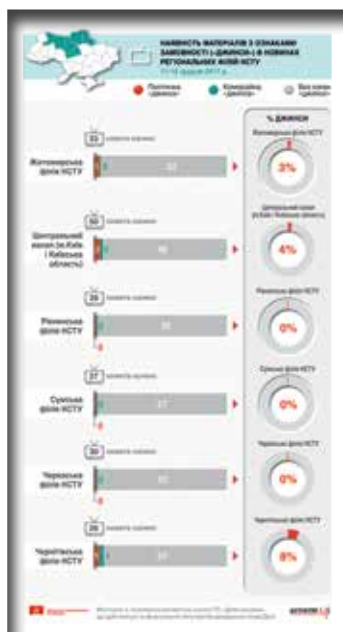


Моніторинг є незалежною експертною оцінкою ГО «Детектор медіа», що здійснюється за фінансування Міністерства закордонних справ Дні



МІНІСТЕРСТВО
ЗАКОРДОННИХ СПРАВ
UKRAINE

ДЕТЕКТОР МІ
МОНІТОРИНГ



coverage of the week's/month's most resonant topic. Compliance with the standards of information journalism was assessed in an integrated way (text component and visual background - video). During January-March 2017, we published five monitoring reports on the MediaSapiens website. This type of monitoring is the most practical for professionals that make TV production.

Monitoring of investigative reporting TV programs

During the year, NGO Detective Media monitored the TV programs of investigative reporting. TV programs that were monitored are as follows: "Money" (1+1), "People's Prosecution Office" (112 Ukraine), "Our Money with Denys Bigus" (Channel 24, U : First), "Slidstvo Info" (Hromadske Television, Channel 24, U : First), "Stop Corruption" (Channel 5), "Schemes" (Radio Liberty, U : First). Two weeks per month were chosen for monitoring analysis, and programs that were broadcast during these selected weeks were evaluated. Based on results of this type of monitoring, 24 monitoring reports were published on the Detector Media website in 2017.

Monitoring of the national and regional Public Broadcasting channels

In addition to the above mentioned monitoring of the content of "U : FIRST" as one of the national TV channels during the year, there was a wave of monitoring in December to assess the quality of news on this channel as well as on the first channel "U : Ukrainian Radio" and 26 regional TV channels of UA:PBC. The monitoring methodology envisaged assessment of the quality of evening news during five business days. Based on the results of this monitoring, seven monitoring reports were published on the "Public Broadcasting" website, which is created and supported by our organization.

Throughout the year, Detector Media also evaluated the broadcast schedules of regional TV channels of Public Broadcasting in Rivne, Lutsk, Kharkiv, Zhytomyr, Chernihiv, Kherson and Khmelnytskyi.

2. MONITORING OF GOVERNMENT COMMUNICATION CONCERNING DONBASS



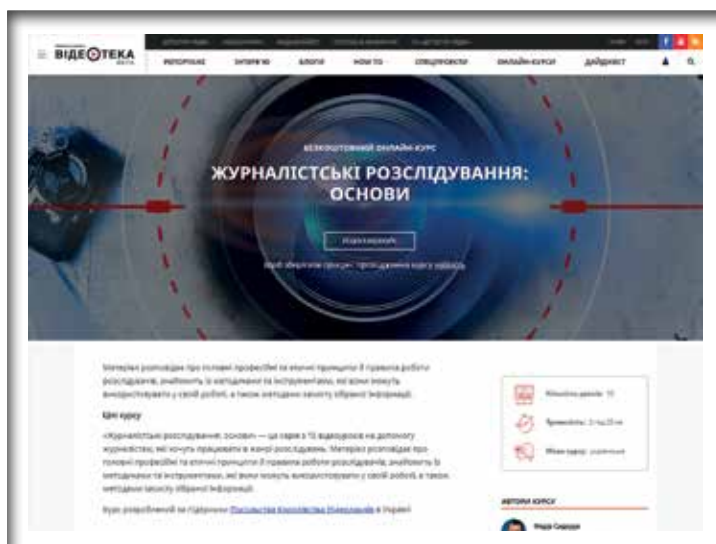
In the course of the year we have prepared five reports based on the analysis of the state communication policy concerning Donbas. The monitoring methodology provides for a quantitative and qualitative analysis of official statements of state authorities' representatives regarding Donbass.

The monitoring revealed the following main tendencies: for the President, the topic of Donbas exists exclusively in the context of achievements demonstration during international negotiations and strengthening of combat capability of the Armed Forces of Ukraine. Also, the situation in Donbas is constantly used to illustrate the "Russian threat". Head of Donetsk Military-Civil Administration, Pavlo Zhebrivskyi, and First Deputy Chairperson of the Verkhovna Rada, Iryna Gerashchenko attempted to assume the role of the chief communicators on behalf of authorities, with the citizens residing in the Donbass. The report also presents the results of the analysis of political and state bodies' statements and how they correspond to the issues and agenda.



3. VIDEO COURSE

“Investigative Reporting: Fundamentals”



"Investigative Reporting: Fundamentals" is a series of 15 video tutorials aiming to help journalists who want to work in the investigations genre. The course materials cover main professional and ethical principles and rules of work of investigative journalists, introduce the methods and tools that they can use in their work, as well as methods of protecting the information collected. The course allows to get not only theoretical knowledge, but also practical tips and advice from the leading national and foreign investigative journalists who have extensive experience working in this particular genre of journalism.

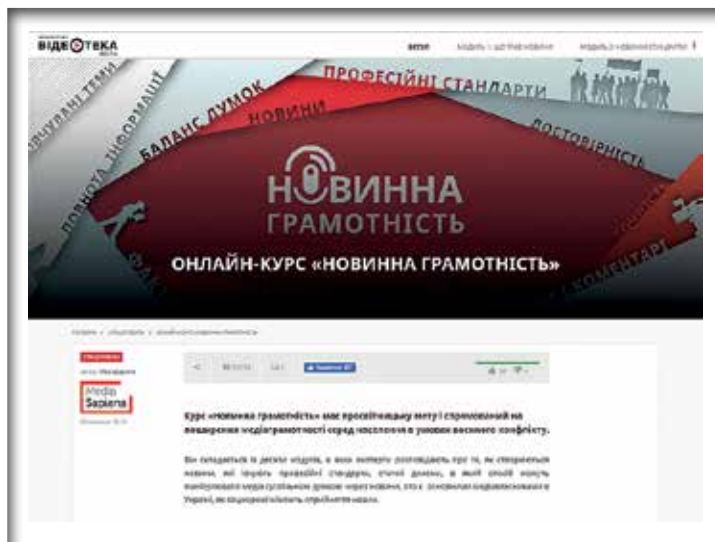


Oleh Khomenok,

Senior Media Advisor, Internews Network, Member of the Board of the Global Investigative Journalism Network, co-author of the course

« I believe that the future of education lies in the interactive and distance learning, so creating an online course for journalists who seek to carry out investigations and learn how to do it is very timely and important. The course structure is designed in such a way that the user can benefit either from listening to all of the lessons in a row or from individual lessons related to certain aspects of the subject matter of the investigation. It is also significant that most of the cases used in the course come from the experience of Ukrainian investigative journalists; this makes it closer to users. The audience of the course is quite wide - it is designed for journalists who already carry out investigations or would like to investigate, as well as for students and faculty of journalism departments. ■

4. ONLINE COURSE “News Literacy”



The online course “**News Literacy**” course has an educational purpose and aims to increase the media literacy of Ukrainians in the context of the military conflict. The course consists of 11 modules written by journalists and media experts, designed for a wide audience: from students and teachers of journalism departments to everyone who is interested in the subject of the media; it also contains current examples from mass media as well as specially designed visualizations. Lead co-authors of the project are Diana Dutsyk and Daria Taradai.

The course helps everyone to find answers to the following questions:

- What is news and where does it come from?
- What established professional and ethical standards exist?
- How can mass media manipulate the public opinion?
- Who pays for news and how does it affect its content?
- What is hate speech?
- How do social networks change perception of news?



Olena Taranenko,

Head of the Journalism Department at Vasyl Stus Donetsk National University



Online course “News Literacy” has several fortes, among them: a big number of infographics that explain well the theory, which can be sometimes boring for students; practical examples directly embedded in the text; a light and almost informal style, not a textbook one, however, without the loss of content; an online format, an opportunity to make “bookmarks for future consideration”.

I am a big supporter when the material is presented in the format of giving answers to the questions “How?” and “Why?” (and this approach is successful with students, too). This is important, because the young generation nowadays chooses pragmatism. Young people also prefer honesty, which is also present in the “News Literacy”. This fact calls for a special gratitude to the course authors, because the reluctance to keep silence or circumvent the issues of war as well as honest media examples on this topic are rare today. ■



5. COUNTERING PROPAGANDA



Monitoring and analytics

Due to the Detector Media NGO, during 2017, constant monitoring of Kremlin's narratives related to Ukraine was provided. The respective publications appeared regularly on the websites Detector Media and MediaSapiens. Expert reviews by Olena Sheremeta allowed us to quickly track Russia's propaganda channels' coverage of events in our country (six surveys a year), while Petro Burkovskiy tracked the penetration of these narratives into Ukrainian media (eight reviews during the year). In addition, the websites' visitors were able to regularly read the latest materials of one of the leading researchers of information influences and technologies - Georgiy Pocheptsov.

Sociological studies of the consequences of propaganda

NGO Media Detector continues its research of the influence of Russian propaganda on public opinion in Ukraine. At the beginning of February 2017, the results of another sociological survey were presented, which was commissioned by NGO Detector Media, and carried out by the Kyiv International Institute of Sociology. The survey was part of the series started in 2015, which give an insight of the extent to which Ukrainian citizens support the myths and stereotypes that the Kremlin propaganda spreads.

The survey was conducted from December 3 to December 12, 2016. There were 2040 interviews conducted with respondents living in 110 settlements of Ukraine (only in the territories controlled by the Government of Ukraine). In addition to supporting the Kremlin's narratives, the research revealed key sources of news for citizens, their level of trust in the Ukrainian media, their information needs, access to and trust in Russian TV channels.



Kremlin Influence Index

At Detector Media's initiative, an international consortium of think tanks has developed a methodology for measuring the information impact of Kremlin in different countries. In 2017, with the financial support of the Black Sea Trust, a pilot measurement of the Kremlin Influence Index (KII) was carried out in Ukraine, Hungary, the Czech Republic and Georgia.

The KII aims to measure the capacity of the Russian Government to have impact on the information space in other countries. The KII is a figure rated for each country separately. The higher the figure, the more opportunities the Kremlin has to influence the information processes in the country. 16 leading experts on information security, media, government communications, religion, etc. were involved in measuring the KII in Ukraine. Lead expert of the project was Roman Shutov, program director of NGO Detector Media. Representatives of NGO Political Capital, European Values and Media Development Foundation were experts in Hungary, Czech Republic, and Georgia accordingly. The KII attracted the attention of the international community and was presented in Ukraine, the Czech Republic, Poland, and the USA.



6. RESEARCH: “Information Consumption, Needs and Opinions of Resi- dents of the East of Ukraine”

The research on information consumption, needs and opinions of the residents of Luhansk and Donetsk oblasts (territories under the control of the Government of Ukraine) was carried out in July-August 2017 and covered 173 respondents from nine settlements. The obtained data allows us to understand more deeply how citizens consume information, select sources of information based on what credibility criteria; what needs, emotions, stereotypes affect their perception of information; how citizens relate to the media, to government communication concerning the East of Ukraine, etc. The research encourages to have a new look at the problems of media in Ukraine, as well as approaches to communication with the residents of the Eastern Ukraine, which are used by the government and non-governmental organisations.

The analytical report is available on the Detector Media website.

November 14, 2017

NGO "Detector Media" held a presentation of a study on informational consumption of residents of Luhansk and Donetsk oblasts (under the control of the Government of Ukraine).





7. NEEDS ASSESSMENT AND SUPPORT OF MEDIA IN THE EASTERN UKRAINE



NGO Detector Media assessed the capacity of 29 media outlets in Donetsk and Luhansk regions (Ukraine-controlled territories). During the assessment we analyzed the content of the local media and the effectiveness of editorial offices. Also, basic institutional needs of the editorial staff, the need for training top management and journalists of the editorial offices were identified. The assessment is the basis for developing a support program for local media.

The report in Ukrainian and Russian is available on the Detector Media website.

The first three-day training for editors of 23 media outlets was held within the framework of capacity building program for the Ukrainian media in the East of Ukraine (October 27-29, 2017, Kramatorsk). Tetiana Riepkova, NGO Tendencies (Slovak republic), and Maksym Eristavi (Kryvoruchko), Russian Language News Exchange Network (the Czech Republic) were the coaches at the training.

GEOGRAPHY:



8. RESEARCH "Main trends in media coverage of socio-political processes in Ukraine in 2014-2017"

Another analytical report "Main trends in media coverage of socio-political processes in Ukraine in 2014-2017" was prepared based on the results of the TV and radio channels monitoring carried out in the course of several recent years.

The report presents the results of 2014-2017 monitoring of central private TV channels; former state television channels that are transformed into the public broadcasters, and gives an overview of the Russian propaganda. Through the context of several years, the media picture looks much clearer and more large-scale.



INSTITUTIONAL DEVELOPMENT



NEW STRATEGY

Throughout the year, NGO Detective Media kept working on a new strategy that was to cover the next four years - from 2018 to 2021. To determine priorities for the next period, focus meetings with partners as well as internal sessions were held.

One of the leading Ukrainian institutional development specialists - Volodymyr Kupriy (Foundation "CCC Creative Center") - helped to elaborate the organisation's plan. Mr. Kupriy assisted in developing a new approach to structuring activities and identifying indicators. This approach takes into account the latest practices used by the UN, the European Commission, and USAID projects.

The strategy was adopted by the General Meeting of the organisation and became the basis for the development of the operations plan for 2018.

PARTNERSHIPS

Intensive development of international partnerships was a distinctive feature of 2017 for NGO Detector Media. The first international project led by our organization - the Kremlin Influence Index - was successfully carried out, where Detector Media led a consortium of four organizations representing Ukraine, Hungary (Political Capital), Czech Republic (European Values) and Georgia (Media Development Foundation). Also, another international project, funded by the Visegrad Fund and aiming to develop media in Eastern Ukraine, was launched. This time, Detector Media partnered with the following organizations: Free Press for Eastern Europe (Czech Republic), European Radio (Poland), and Tendencias (Slovakia). Close partnership is developing with the organisation N-Ost (Germany), which undertook to organize networking on media literacy in Central and Eastern Europe.

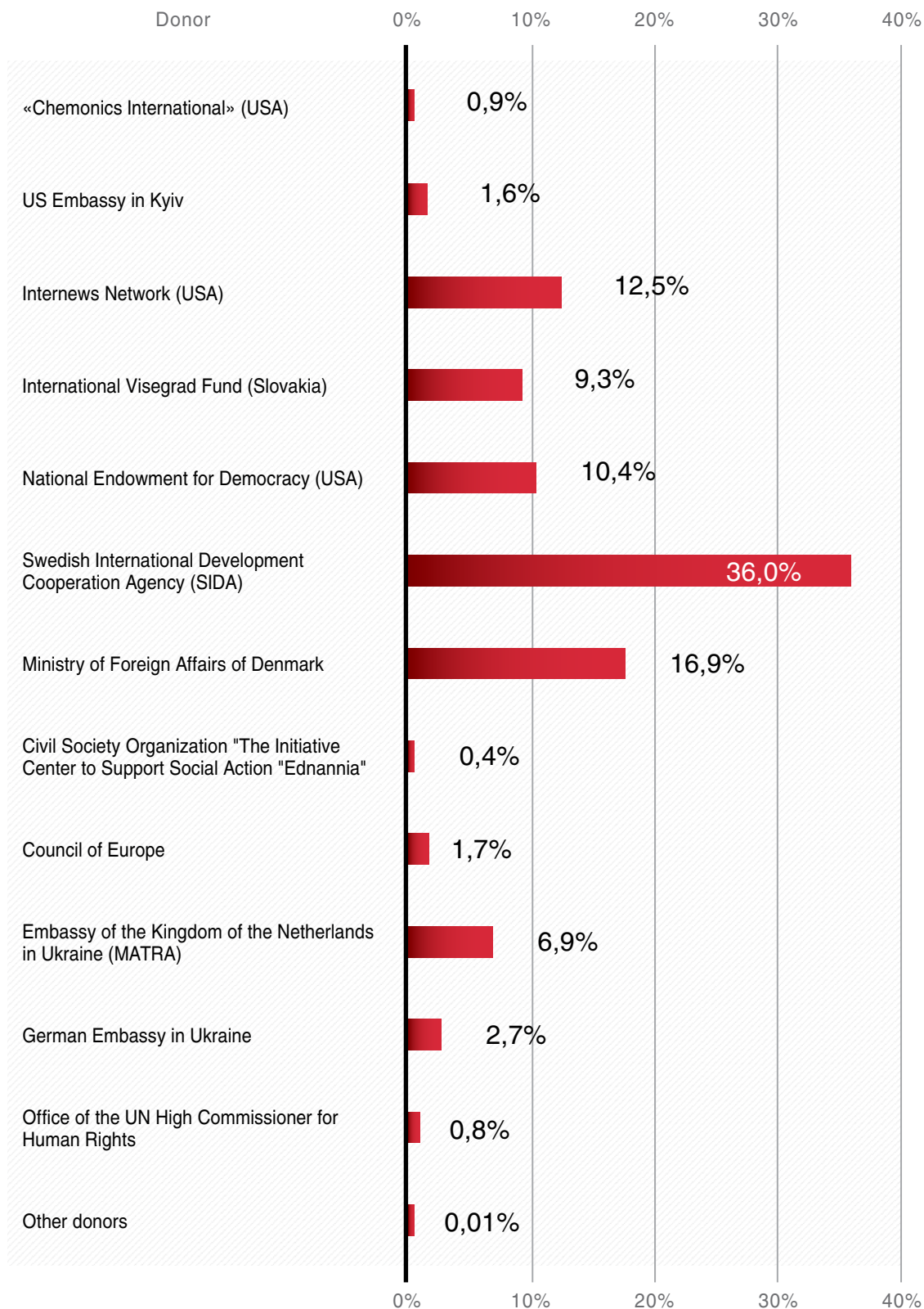
DONOR SUPPORT

Detector Media continues to develop cooperation with its strategic donors that include the Swedish government, NED, and Internews. In 2017, the organisation signed its first grant contract with the International Visegrad Fund. However, the start of cooperation with the Ministry of Foreign Affairs of Denmark (Danida) was the most important event of the year for Detector Media. Organization's work products of the recent years, as well as the quality of work and financial plans have convinced the Danish government to provide the overall support to the organisation for its strategy implementation during 2018-2021. Flexibility of funding and its focus on the implementation of the Strategic Plan have greatly increased the ability of the organisation to implement its strategy in the upcoming period in a more balanced and complete manner.



FINANCIAL REPORT

FUNDING SOURCES FOR ORGANISATIONS' ACTIVITIES



EXPENDITURES ON IMPLEMENTATION OF THE ORGANISATION'S PROJECTS

Total amount of spending in 2017 – **UAH 17, 365 million**

PROJECTS	AMOUNT, UAH
Monitoring of TV channels and social talk shows on how they cover the issues of internally displaced persons and other groups affected by the conflict	217
Facilitating the development of the media environment by increasing media literacy of the population and raising the professional level of journalists	271
Raising media awareness of the public through innovative and interactive products	110
Monitoring adherence to journalism standards by the national and regional TV channels, monitoring Russian propaganda, promoting media literacy	3 000
Stronger Voices for Independent Media in the Eastern Ukraine	998
Stimulating freedom and transparency of the mass media outlets	2 297
Basic support of NGO Detector Media (2016-2021)	7 658
Development of innovative tools to support the investigative reporting in Ukraine	1 730
Comprehensive measures to support media education in Ukraine	45
Overcoming the hate speech in the Ukrainian media	182
Kremlin Influence Index	169
Learning from the German experience to improve journalism in Ukraine	687



THE TEAM

THE BOARD



Inna Kuznetsova



Iryna Bekeshkina



Serhii Kvit



Ihor Kohut



Iryna Chemerys

THE SUPERVISORY COUNCIL

(until November – the Audit Commission)



Valerii Ivanov



Iurii Lukanov



Iurii Ruban

PORTAL DETECTOR MEDIA

**Natalia
Lygachova-Chernolutska,**
Chairperson of the organisation,
Editor-in-Chief of the portal Detector Media

Halyna Petrenko,
Deputy Editor-in-Chief of the portal
Detector Media

Maryana Zakusylo,
Deputy Editor-in-Chief on information
policy

Gala Skliarevska,
Deputy Editor-in-Chief on auteur projects

Liliya Molodetska,
Production Editor

Yuliya Shestakova,
Production Editor

Liliya Zinchenko,
Correspondent

Katrina Rozkladay,
Literary Editor

Andriy Chulkov,
Chief Programmer

Volodymyr Malynka,
SMM (until August)

PUBLIC BROADCASTING

Svitlana Ostapa,
Deputy Editor-in-Chief of portal
Detector Media on Public Relations,
Editor of the website Public
Broadcasting

Olha Zhuk,
columnist

VIDEO LIBRARY

Maryna Baranivska,
Editor (since September)

Svitlana Hryhorenko,
Videographer

MEDIASAPIENS

Maryna Dorosh,
Editor

Tetiana Hordiyenko,
Columnist

Kateryna Tolokolnikova,
Columnist (since August)

Mariya Dachkovska,
Columnist (until June)

MANAGEMENT

Diana Dutsyk,
Executive Director

Roman Shutov,
Program Director

Yana Dobryanskaya,
Art Director

Oleh Kukhar,
Finance Director
(until December)

Olena Leonenko,
Chief Accountant

Kateryna Kondratyeva,
Accountant

Yevhen Zaslavskiy,
Project Coordinator
(until March)

Sergiy Kravchuk,
Project Coordinator
(since September)

Olena Demchenko,
Project Coordinator

Yevheniya Oliynyk,
Project Coordinator

Yuliya Zelinska,
Manager of Administrative Issues and
Advertising

Vladyslav Dzikovskyi,
System Administrator

Oleksiy Temchenko,
Programmer, videographer



DONORS



DONORS



2017