



# 2016

NGO Detector Media • Kyiv • 2016

## ANNUAL REPORT

**ДЕТЕКТОР**  media





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

NGO Detector Media (DM) is the successor of the NGO Telekrytyka which was founded back in January 2004.

On 27 April 2016, NGO Telekrytyka changed its name to Detector Media.

Unchanged head of the organization is its founder and inspirer, known Ukrainian journalist and media expert Natalia Lyhachova.

The mission of NGO Detector Media is to promote the development of democratic, free and professional media in Ukraine and the formation of critically thinking and informed media consumer.

The organization has its own group of online media, the main of which is the web portal Detector Media (detector.media), which began to work in February 2016. Slogan: Detector Media is the Watchdog for Ukrainian media.

There are also themed websites: MediaSapiens (osvita.Mediasapiens.ua), Ukraine's only internet resource dedicated to media literacy; Public Broadcasting (stv.detector.media), the only resource on which all the information on the reform of public broadcasting in Ukraine is accumulated; Video Library (video.detector.media).

The target audience of the website are journalists, top management of mass media, media experts, civil society organizations, public authorities, politicians, donors organizations, think tanks, academics and students of specialized educational institutions, and media consumers.

NGO Detector Media also produces other own informational products (movies, talk shows, analytics, infographics, etc.), participates in the work groups and advisory structures at government bodies, conducts monitoring and research, trainings and various public events.

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## A word from the Head of NGO Detector Media



### Natalia Lyhachova-Chernolutska

The team of our non-government organization started the year 2016 with the recognition of very serious challenges that stood before us.

We had to create a new and the most influential "media about media" portal in the country, which would face competition with "Telekrytyka", which we also created in 2001, but which were forced to leave, and also with other specialized media. We had to significantly strengthen our organizational capacity, to reach a new level of transparent processes in relations with members of the NGO, with the supervisory board, donors, partners and the society.

Looking through the report, you will be convinced that we have succeeded. I want to say the main thing, it is about the people, about all who contributed and who continue to contribute to the success story of NGO Detector Media.

I am grateful to our newsroom who left "Telekrytyka" as an entire squad without hesitation and launched our new project. I am grateful to our supervisory board, which helped us overcome the difficulties of the "transition period" with their advice and by paying attention to our problems. I thank the members of our NGO, as each of them contributes something exclusive and inspiring to the common cause. I can not imagine my life without our freelancers, experts who add to our products their vast experience, knowledge, authority and charm. And our picky readers and colleagues, our partners, our donors, it would be impossible to generate and turn many ideas into reality without them.

And finally, I will confess: if not for the executive management of our NGO headed by Diana Dutsyk, I doubt that we would have made the way that we made this year.

"Struggle on – and be triumphant!", we often repeat these words of Taras Shevchenko, applying them to ourselves. We have realized many times how truthful they are. Therefore, we move only forward to new challenges and reforms, together with all the civil society of Ukraine. ●

## A word from the Executive Director of NGO Detector Media



**Diana Dutsyk**

The year 2016 was the year our organization was born for the second time and we underwent serious internal transformations. We started the year with some anxiety about the future, and have completed it with a number of successful projects, unique for the media sphere. The new portal **Detector Media** retrieved the former audience of **Telekrytyka** and even expanded it, remaining the main platform for media discussions. We started to create new products, which we previously could only dream of. In particular, I mean the development of the online manual on media literacy for adolescents **Media Driver**, which received rave reviews not only in Ukraine but also in other countries.

The organization has seriously strengthened the analytical products and the expert component of its activities. A number of analytical reports and media researches caused a great resonance in the media circles, had an impact on making government decisions in the information sphere. In fact, an expert assessment of journalism education was held for the first time in the history of independent Ukraine in the faculties of journalism.

It demonstrated the need for serious reform of the sector, down to reducing the number of universities that train journalists. For the first time, we started to monitor quality of investigative journalism programs. A number of analytical reports on various aspects of the reform of the media sector, such as transparency of the media ownership, empowerment of the National Council on Television and Radio, development of policy in the field of information security etc. have been made and published. Today, it is difficult to imagine **public broadcasting** reform without information support, which was provided by our organization through the website Public Broadcasting and through other activities. And this is an incomplete list of what was done.

So in 2016, we set a fairly high standard, we we must continue to work hard to achieve further in 2017. It is said that success is achieved through great desire, through an understandable goal, a clear plan of action, a positive attitude to the world, through learning and work on oneself, faith in success and confidence in ourselves. I would add a team of persona holding the same views to this list. And we have it. Therefore in 2017, we are going to conquer new heights. ●

## Activities of NGO Detector Media: 2016 in figures



### WEB-RESOURCES OF NGO "DETECTOR MEDIA"



### EXPERT DISCUSSION OF CURRENT MEDIA ISSUES

**9** round tables

**2** conferences



### ANALYTICAL REPORTS

**10**



### MONITORING

**217**

**59** Daily TV news (private TV channels)

**56** TV weekly magazines

**11** Russian media

**7** Investigative journalism programs

**84** Daily TV news of the public broadcaster (UA:Pershyi, "Ukrainian Radio", 26 branches of National Television Company of Ukraine)



### STUDIES **4**

- "Values, attitudes and practices of journalists in covering topics connected with the conflict"
- "State of journalism education at the faculties of journalism in Ukraine"
- "Assessment of the needs of journalists to deepen knowledge and skills for conducting quality journalist investigations"
- "Activities of public authorities in the field of information policy and media regulation"



### LEGISLATIVE ACTS, DEVELOPED IN COOPERATION WITH EXPERTS OF NGO "DETECTOR MEDIA" **6**

- The law on withdrawal of Russian programs out of quotas for European product
- Law that unblocked the reform of public broadcasting ("On Amendments to the Law of Ukraine On Public Television and Radio Broadcasting" (regarding the acquisition of the State Enterprise "Ukrainian studio for television films "Ukrtefilm"))
- Law on quotas for songs and broadcasting in Ukrainian on radio
- Law on state support of cinematography
- Law on reduction of the content of the universal program service
- Law on fines from National Council on Television and Radio



### PUBLIC ACTIVITIES

**2** press conferences



### ANALYSIS OF THE PROGRAM GRID OF PUBLIC BROADCASTERS

**31**



### UNIQUE PRODUCTS

Handbook on media literacy for adolescents "Media Driver"



Longread "Everything about the public broadcasting"



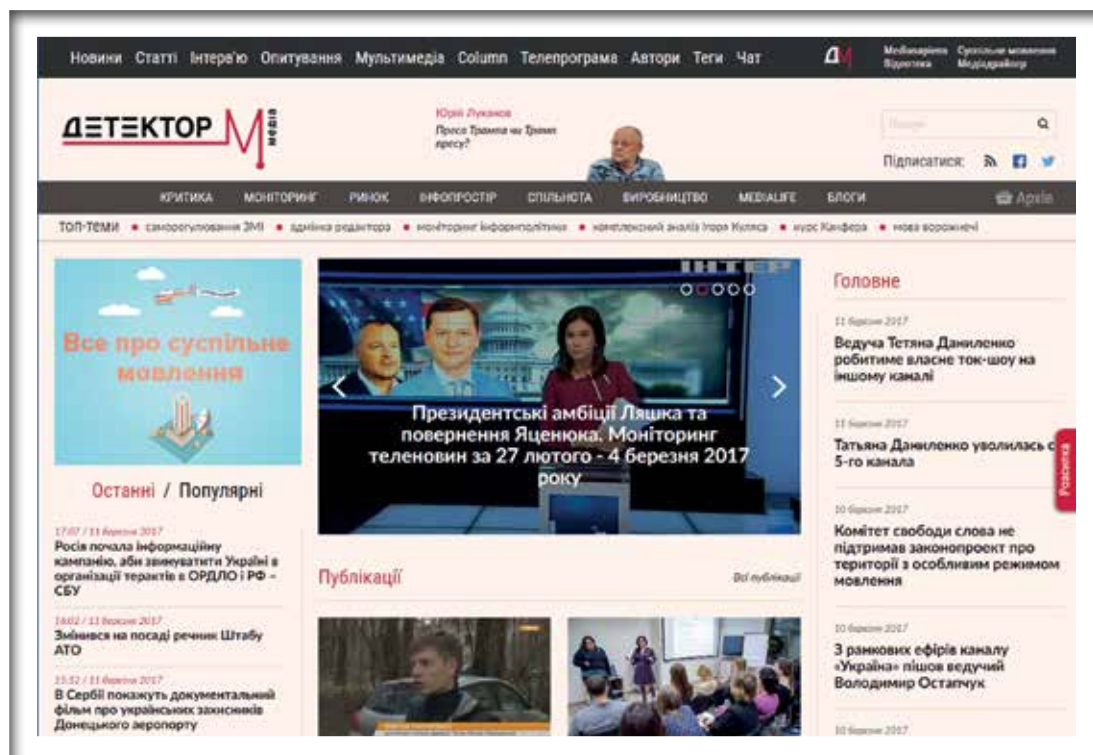


## OUR WEBSITES

# DETECTOR MEDIA



detector.media



Internet edition **Detector Media** is the watchdog for Ukrainian media.

It was founded in February 2016 by the former team of the online edition "Telekrytyka" headed by Natalia Lyhachova.

2016:

**9 000+** publications

**2 400 000+** visitors

**4 000 000+** views



**Halyna Petrenko,**  
editor of the website Detector media

We started a new project in times which are interesting and challenging for the Ukrainian media market and tried every day in the 24/7 mode to give coverage, to comment, and where possible also to affect these transformations that this market is going through now. Here are only some of them:

- launch of public broadcasting;
- establishment of quotas of the Ukrainian language in the broadcast of the radio stations;
- development of Ukrainian series industry and the beginning of its reorientation from Russia's market to other international markets;
- buildup of the transparency of the media ownership;
- opposition to Russian propaganda;
- stimulating self-regulative processes in the media industry and in journalism corporation, particularly, fruitful collaboration with the Independent Media Council and reboot of the Journalistic Ethics Commission.

We also actively defended the rights of journalists, followed the personnel changes and corporate conflicts; we followed judicial trials in the industry and become the subject of litigation ourselves; with sadness, we pointed out to our esteemed fellow media workers their professional blunders and always were genuinely happy for their victories. Even when on vacation, we never stopped working: noticing violations in TV coverage, we reported the regulator, the National Council, and they took action.

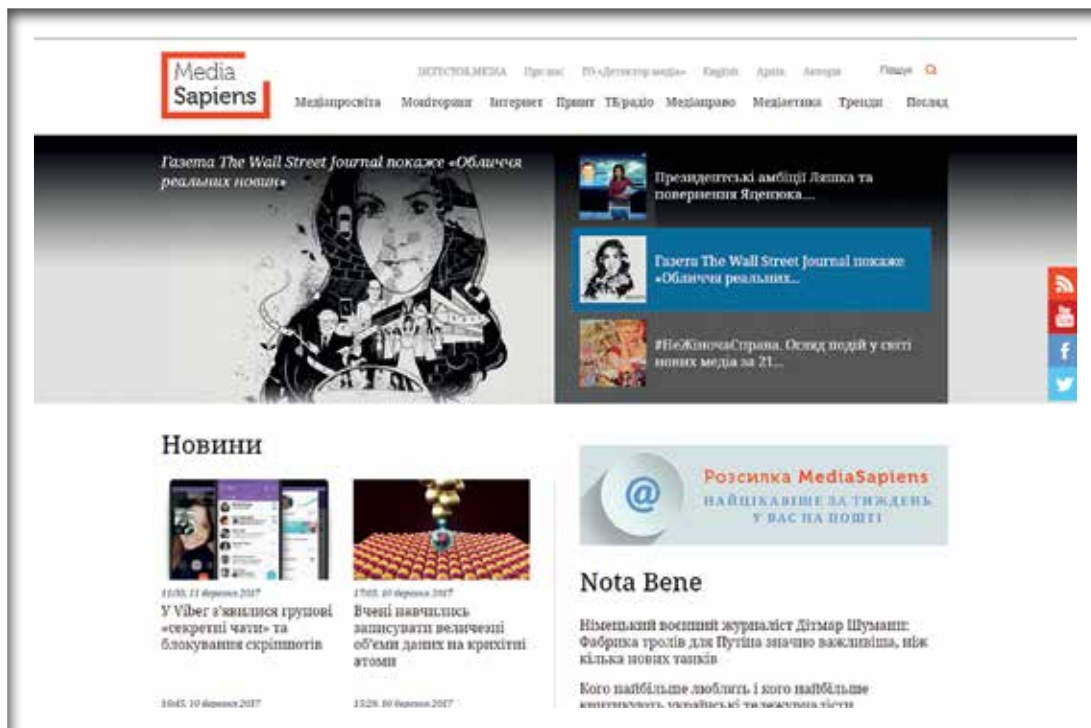
We plan to continue working as thoroughly and even better, by constantly improving our knowledge, skills, implementing new technologies and always trying to be helpful to all our readers and to the media environment. ●



## «MEDIASAPIENS»

Media  
Sapiens

osvita.mediasapiens.ua



Niche online edition, founded in 2010. The main objective of the website is to increase media literacy of the audience and journalists, to form a critical approach to content, to provide the necessary knowledge and tools for effective interaction with modern media.

2016:

**2600+** posts

**455 393+** visitors

**2 143 244+** views



**Maryna Dorosh,**  
Editor of the website MediaSapiens

One of the objectives of the site is to observe Ukrainian journalism in global context: to compare the challenges which different media are facing. Events of 2016 confirmed this trend of rethinking the importance of media literacy and the role it plays in making qualitative civil decisions. Elections in the USA, "refugee crisis" in Europe, Brexit in the UK and the impact of Russian propaganda stimulated discussions in the media sphere about complying with professional standards and new approaches in education. The forming of active rather than passive media consumers is a challenge which is important for the Ukrainian society. Checking the sources, avoiding manipulation of the media and finding resources for self-development in the online stream are skills that become needed today and our activities are aimed at their development. ●



## VIDEO LIBRARY



video.detector.media



Unique video resource with lectures on the media subject, interviews with media professionals and pieces from main media events in the country.

2016:

**200+** videos

**362 559+** views

**1 098 687+** minutes of views



**Oleksiy Temchenko,**  
Editor of the website  
Video Library

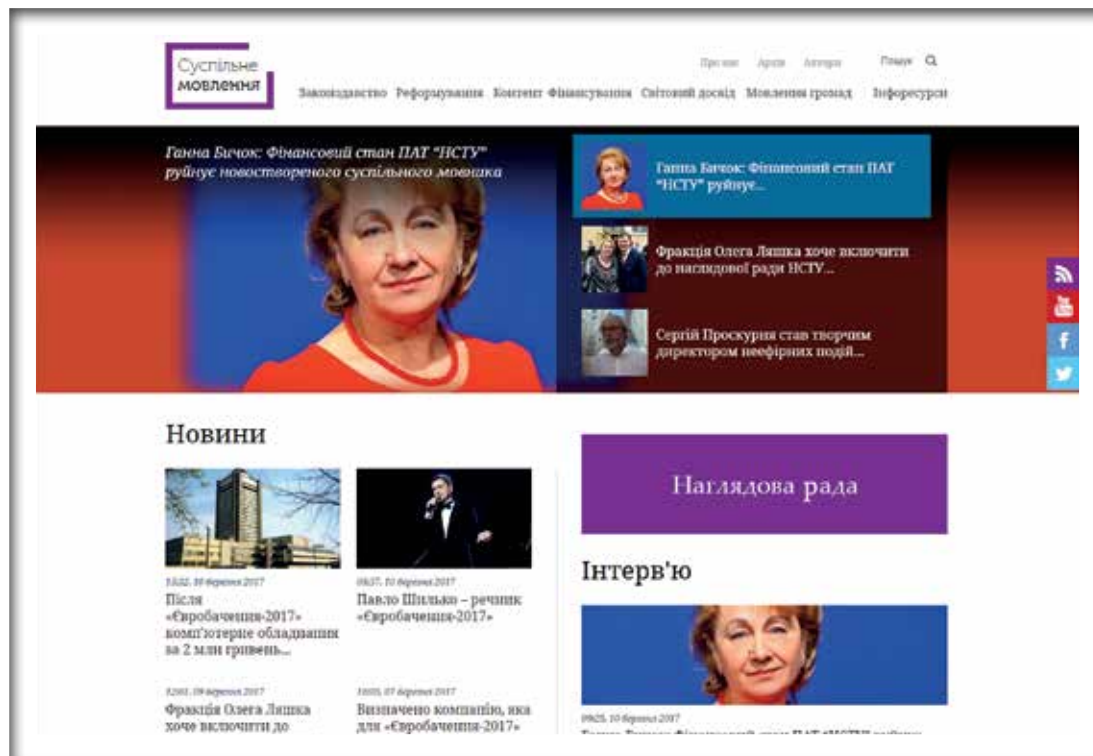
One of the objectives of the website is to engage the audience (especially journalists and other media product consumers) to understanding and critical perception of the current media processes. This is extremely important in the face of Russian propaganda and of the global acceleration of the information flow where there often remains no place for compliance with professional standards and for elementary fact checking. Another goal is to provide knowledge needed by journalists for professional growth. Through multimedia video content, we want to attract young journalists to our website. ●



# PUBLIC BROADCASTING

Суспільне  
мовлення

stv.detector.media



The only edition on the market about the public broadcasting in Ukraine and in the world which became an independent platform for the discussion of the reform process, as well as of the mission and objectives of public broadcasting. It was founded in 2010.

2016:

**607+** posts

**160 000+** visitors

**300 000+** views



**Svitlana Ostapa,**  
media expert, member of the Supervisory  
Board of Public Broadcasting

**2016** became the year when it was not only talked about the need for public broadcasting but when it was being created. There was a lot of work taking into account the magnitude of the reforms. Discussion of many issues related to the reform continued also during round-tables, conferences, meetings with teams and international experts. Representatives of the NGO Detector Media and the whole team of the website Public Broadcasting participated in the process very actively.

The website Public Broadcasting where you can get acquainted with the history of the reform of transformation from state broadcasting to public broadcasting became in 2016 a real platform for discussion of the reform process for all stakeholders. And that are more than thirty representatives of TV and radio broadcasters, on the bases of which on 19 January 2017, the Joint Stock Company "National Public Broadcasting Company" was established, as well as trade unions etc. We wrote not only about the successes, but also we did not hide problems. On the pages of the website, representatives of authorities (Chair of the State television and radio broadcasting committee, Chair of the Parliamentary Committee on Freedom of Speech and Information Policy, Information Policy Minister), General Director of the National Television Company of Ukraine, managers of the companies on the decisions of who depended the effectiveness of reforms, commented the process of reforms. The website published exclusive information related to the reform, as well as analytics of the process, monitoring of the content of broadcasters which were transformed into public, and interviews with opinion leaders. All this made it possible to significantly increase the number of readers and expand the geography of the audience. Now we can say with confidence that we are read all over Ukraine, and this is evidenced by statistics and daily feedbacks. ●



## ONLINE MANUAL ON MEDIA LITERACY FOR ADOLESCENTS "MEDIA DRIVER"

mediadrive.online



Media Driver is a multimedia online manual that includes 16 interactive chapters. It contains not only text information about different types of media, but many infographics, videos and cartoons. Also there is a gaming element in the form of test, the passing of which provides you with the "media driver's license". That is a driver that knows the complex maze of the media world very well.

Media Driver is about the world of media and how it has developed, how it is today and about what awaits it in the future. As well as about, firstly, how to learn to use its possibilities in daily life and in work, and secondly, how to learn to percept everything the media are offering in a critical way.

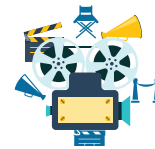
The team of authors consists of 16 known journalists and experts.

*Creation of the Media Driver was made possible by the support of the Ministry of Foreign Affairs of the Czech Republic.*



As a teacher of media literacy and media culture, I systematically use the Media Driver resource in class with grades 8-11. Notable examples and clear explanations of the functioning of various media provides teachers with more opportunities to create a close to real life atmosphere of interested perception of knowledge about the world of media. Experience of work with this resource demonstrates its great practical benefits, particularly in the formation of responsible attitude to interaction with modern media in the teenagers. ●

**Serhiy Horbachov,**  
Director of the Ivan Bahryanyi Specialized  
School No. 148 with enhanced learning of  
the Ukrainian language and literature in Kyiv



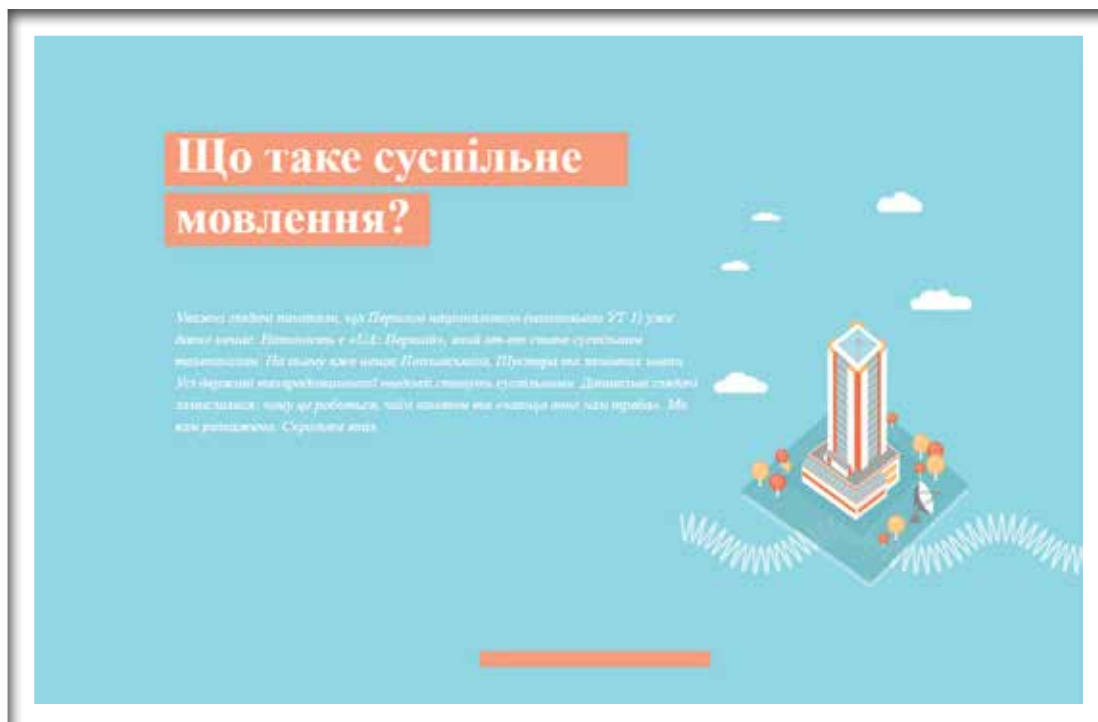
**28 November 2016,**  
presentation of the  
online manual  
"Media Driver"





## LONG READ "EVERYTHING ABOUT PUBLIC BROADCASTING IN UKRAINE"

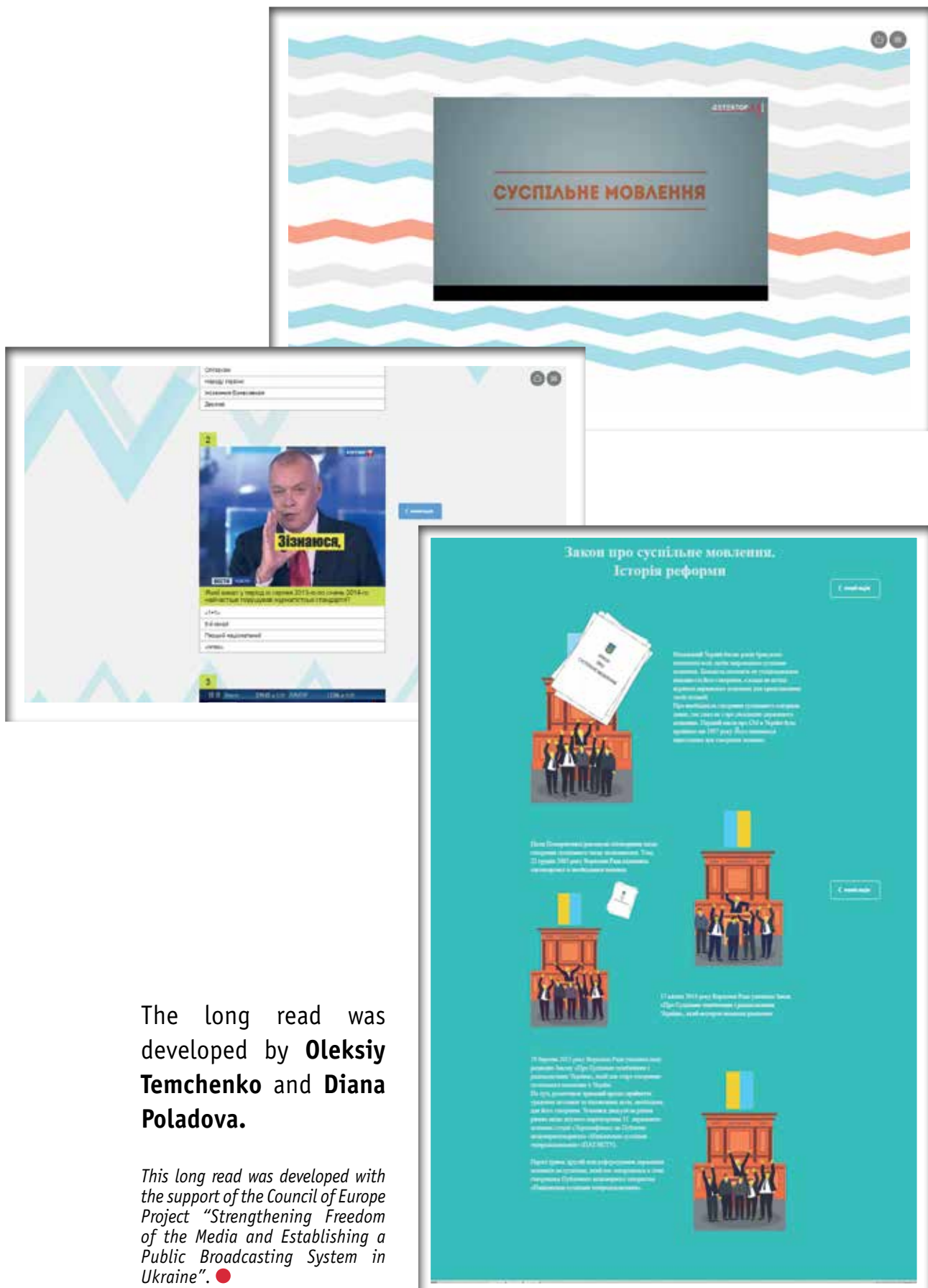
vseprosm.mediasapiens.ua



NGO Detector Media launched on 25 December 2016 the long read "Everything about public broadcasting in Ukraine."

Its main task is to explain to the citizens of Ukraine what public broadcasting is, which tasks it has and how it is operated and financed.

Long read consists of 11 multimedia chapters that tell the history of the public broadcasting creation in Ukraine since 1997, as well as about its structure, role and funding. In the long read can be found information on foreign public broadcasters.



The long read was developed by **Oleksiy Temchenko** and **Diana Poladova**.

*This long read was developed with the support of the Council of Europe Project "Strengthening Freedom of the Media and Establishing a Public Broadcasting System in Ukraine". ●*



## STUDY

### "State of journalism education at the faculties of journalism in Ukraine".



The pilot study of the quality of journalism education in Ukraine was conducted from July to September 2016 and was based on the assessment of a number of indicators of departments and faculties of journalism and on questioning members of media industry and graduates journalistic faculties on the quality of education of journalists in universities for a holistic understanding of the situation, of the problems in journalism education and of the opportunities to improve its quality.

During the study a rating of faculties of journalism was compiled.

It revealed the following major trends and issues:

- formality of curricula, lack of attention to practical skills; oversaturation with philological subjects;
- lack of experience of teachers, their incompetence;
- weak technological base;
- lack of connection with the media industry;
- weak integration in the educational process;
- lack of communication of departments and faculties with external audiences.

*The study was conducted within the project "Assistance to improve the system of media education in Ukraine" supported by the Ministry of Foreign Affairs of the Czech Republic and the Embassy of the Czech Republic in Ukraine. ●*

## OUR STUDY

On 25 October 2016, NGO Detector Media held an all-Ukrainian conference "Journalism Education in Ukraine: what we have and where we head?", which brought together university teachers of journalism from throughout Ukraine, representatives of the media industry and of the Ministry of Education.



## STUDY

### "Coverage of the conflict in the East in Ukrainian media: research of the values, attitudes and practices of journalists".

This study was a logical continuation of "Monitoring of the conflict-sensitive coverage of the groups related to the conflict by the central and regional TV channels." Its result was the discovery of practices used in newsrooms and the journalists' perceptions of their role in the coverage of the conflict and the waymarks that define the practices of journalists.

30 in-depth interviews with journalists and two focus groups involving 17 journalists were held. 47 journalists and editors who participated in the study, represented 16 regions and Kyiv and came from 42 media. The study covered eight national TV channels, 13 regional TV and radio broadcasters (including regional branches of the National Television Company of Ukraine), 6 national online media, 6 national print media, 9 regional print and online media.

On 16 May 2016, an international conference "Participation of media in reconciliation: Lessons for Ukraine" with the participation of experts from

Georgia, Moldova, Great Britain, Serbia, Armenia, Azerbaijan, Kyrgyzstan, Estonia, Baltic countries, the Czech Republic and Ukrainians was held. Based on the recommendations of national and international experts, was prepared an analytical report "Overcoming barriers: Role of media in reporting on conflict-sensitive topics" which reviewed the experience of European and Asian countries in engaging the media to overcoming the consequences of the conflict, restoration of the dialogue during the war or prevention of hatred and violence in a situation where the society is on the brink of conflict.



This project was implemented by the OSCE Project Coordinator in Ukraine and NGO Detector Media under the support by the British Embassy in Ukraine. ●



## STUDY

### "Assessment of the needs of journalists to deepen knowledge and skills for conducting quality journalist investigations".



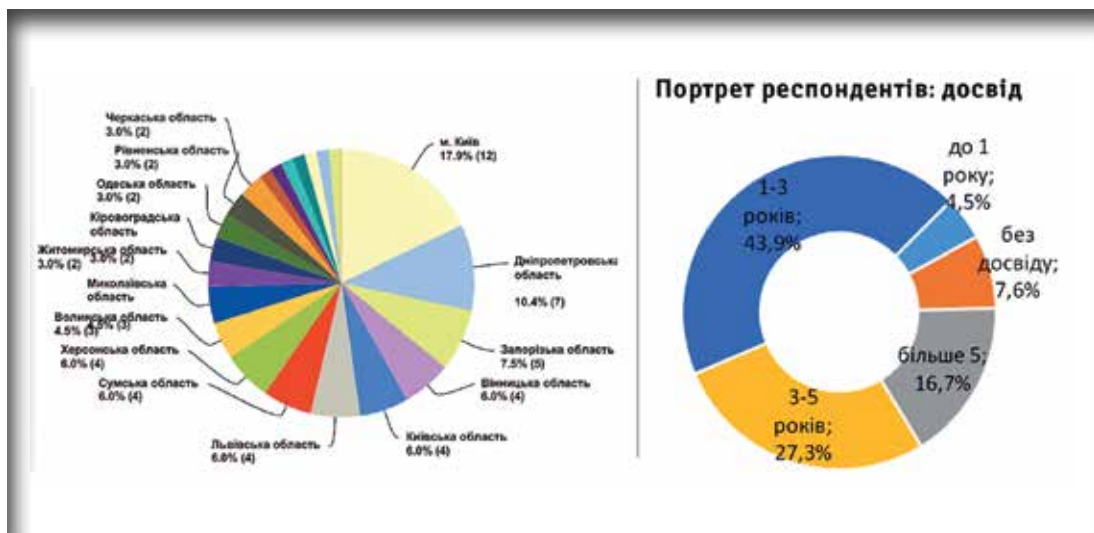
NGO Detector Media studied the needs of Ukrainian investigative journalists in training. The study was carried out through the identification of existing knowledges and skills in investigative journalism techniques among media professionals involved or planning to get involved in investigative journalism. The assessment was conducted in October 2016 by experts **Iryna Nehryeyeva**, independent media adviser, and **Oleh Khomenok**, media experts and board member of the Global Network of Investigative Journalists.

The information, which was obtained as a result of the Study will help to create an educational video course on investigative journalism, the work on which NGO "Media Detector" is going to start in 2017.

In the framework of the project "Innovative tools to support investigative journalism in Ukraine", in addition to the assessment of investigative journalists' needs, since October 2016, quality monitoring of investigative journalism programs has been also carried out. It includes six projects: "Hroshi" ("1 + 1"), "Narodna Prokuratura" ("112"), "Nashi Hroshi" ("24", "UA: Pershyi"), "Slidstvo.Info" ("Hromadske TV", "UA: Pershyi", "24"), "Stop Koruptsiyi" (Channel 5), "Skhemy" ("Radio Liberty", "UA: Pershyi"). The monitoring methodology was developed by renowned media experts Oleh Khomenok and Iryna Nehryeyeva. The monitoring is carried out by experts Fedir Sydoruk and Serhiy Holovnyev who have experience of investigative journalism and are trainers on investigative journalism.

*The "Innovative tools to support investigative journalism in Ukraine" is supported by the Embassy of the Kingdom of the Netherlands in Ukraine.* ●

OUR STUDY





## MONITORING of public authorities



In 2016, Detector Media started long-term activities for monitoring of the authorities' actions in terms of information policy and media regulation. The monitoring includes Ministry of Information Policy, Parliamentary Committee on Freedom of Speech and Media, State television and radio broadcasting committee and the National Television Company of Ukraine; in focus are key decisions and actions of the authorities, implementation of existing plans and obligations, the fullness of use of their powers, structure and personnel, and political influences. Based on monitoring, a conclusion about the role of these authorities in particular in the process of democratic media reforms is made.

The reports are published every six months, they are prepared by trained experts Maryana Zakusylo, Svitlana Ostapa and Roman Shutov. The first report was published during the year (for the first half of 2016); it attracted considerable public attention and received good feedback from the representatives of these very authorities.



*Monitoring is carried out within the project "Strengthening public control in the sphere of media" with financial support from National Endowment for Democracy (NED). The contents of this report is exclusive responsibility of the NGO Detector Media and do not necessarily reflect the views of NED. ●*

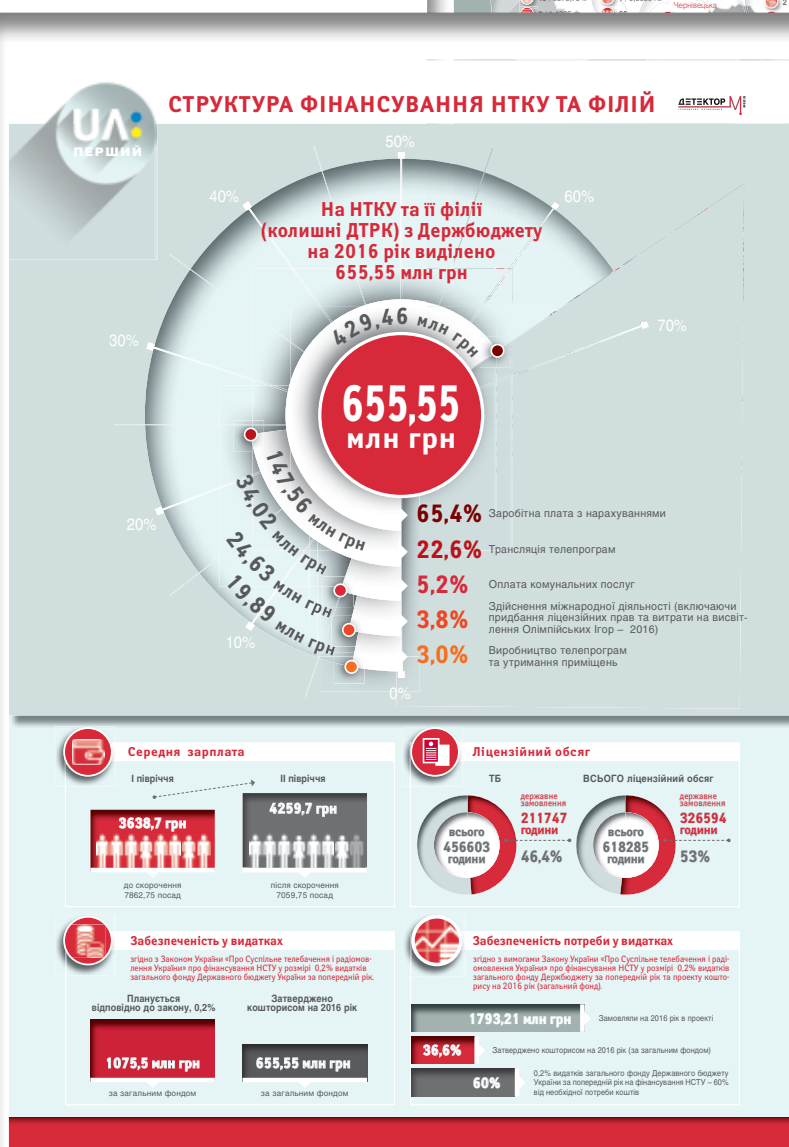
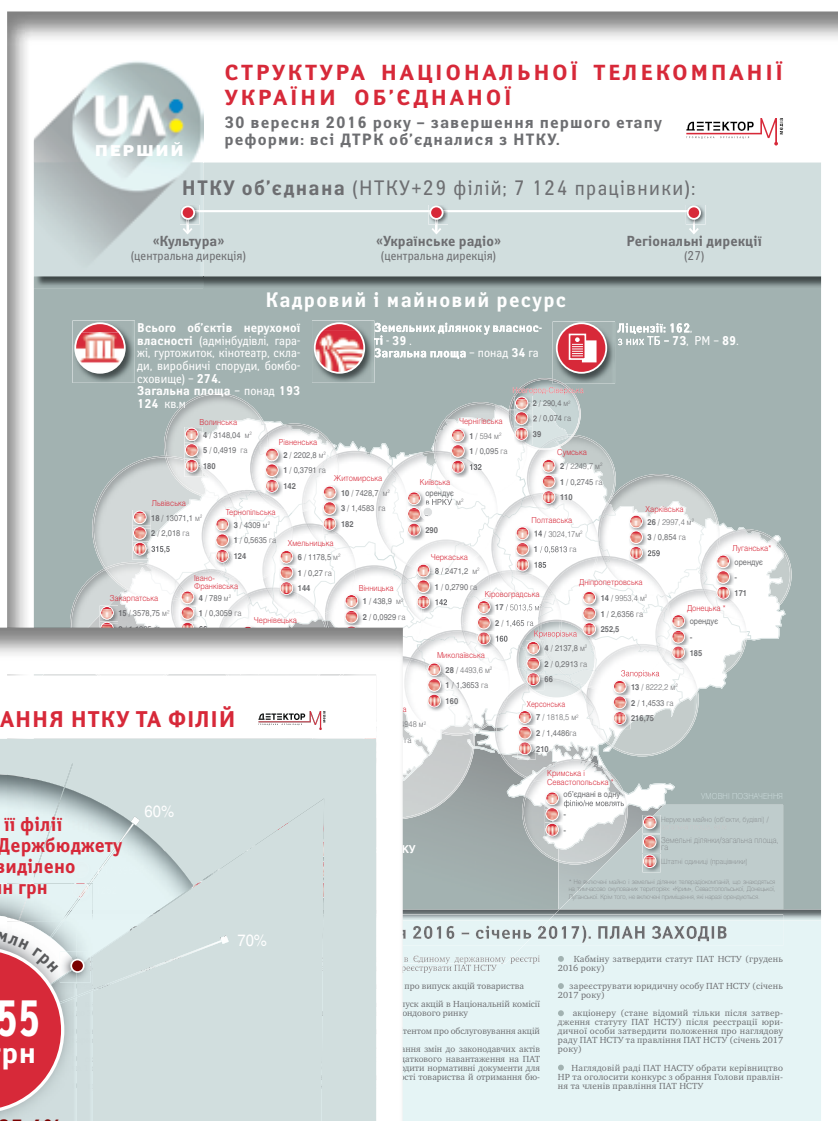


## REFORMS IN THE SPHERE OF PUBLIC BROADCASTING

During the year 2016, NGO Detector Media took an active part in the reform of transformation from state broadcasting to public broadcasting.

Within the framework of the the Council of Europe Project “Strengthening Freedom of the Media and Establishing a Public Broadcasting System in Ukraine” were implemented the following activities:

- **2 round tables** in Kyiv, during which mechanisms to ensure the independence of the Public Broadcaster, content and drafts of documents required to launch it were discussed with experts and community.
- **4 meetings** with staff of regional branches of the National Television Company of Ukraine (Ternopil, Vinnytsia, Odesa, Zaporizhia) who are future members of the Supervisory Board of JSC "National Television and Radio Public Broadcasting Company" (JSC NSTU), management of the State television and radio broadcasting committee and the National Television Company of Ukraine; in these trips, round tables to get acquainted with the expectations of local authorities and of the public concerning the public broadcasting in the regions were organized.
- **1 two-week training** for employees of the National Television Company of Ukraine branch "Central Directorate "Ukrainian Radio ", media coaches - Ihor Kulyas and Oleksandr Makarenko.
- analysis of program grids of seven branches of the National Television Company of Ukraine, channel "Culture" and three channels of "Ukrainian Radio" ( "UR-1", "Promin" and "Culture") was conducted and a number of recommendations for broadcasters to improve the quality of content was issued.
- during the year, constant monitoring of professional standards in news on television channel "UA:Pershyi", on "Ukrainian Radio" and in all regional branches of the National Television Company of Ukraine was carried out.
- Deputy chief editor of the portal Detector Media **Svitlana Ostapa** as member of the Supervisory Board of PJSC NSTU participated in the drafting of documents required to launch the Public (Charter, Provisions about the Supervisory Board, Management Board, competition for the election of the chair and members of the Board, Audit Commission etc); repeatedly acted as expert in domestic and foreign media and in various public events.
- at the beginning of the year, with the active intervention of NGO Detector Media, the Committee on Freedom of Speech and Information Policy considered the question of sabotage of the reform of public broadcasting by the studio "Ukrtefilm". As a result, in May 2016, the first adopted amendments to the Law on Public Broadcasting, which excluded "Ukrtefilm" from the first stage of the reform, which helped to continue transforming state broadcasters to PJSC NSTU.





## SPECIAL REPORT



### SPECIAL REPORT

#### "Universal program service: balance of the needs of the society and of the industry"

The report includes a roadmap, in which various recommendations for participants of the media sphere on how to change approaches to regulation of the Universal Program Service are provided and what criteria shall be used as guidance.

The document outlines main problems and deficiencies of the current regulation of the Universal Program Service, as well as it contains various recommendations for participants of the media sphere on how to change approaches to regulation of the Universal Program Service are provided and what criteria shall be used as guidance.



### SPECIAL REPORT

#### "Reasonability of expanding powers of the National Council on Television and Radio Broadcasting"

The report includes a roadmap with recommendations for participants of the media sphere on how to make the supervision and control over television and radio landscape more efficient. The document outlines the basic problems of implementing the functions of the National Council, it also provides recommendations to various participants of the media sphere on how to make the supervision and control over television and radio landscape more efficient.



### SPECIAL REPORT

#### "State policy in the field of information security".

The report includes a roadmap with recommendations on how to build government communication policy more effectively and ensure full access of the citizens of Ukraine to Ukrainian media. The document outlines the basic problems of development and implementation of state policy in the field of information security, it also provides recommendations to various participants of the media sphere, politicians, representatives of the Ministry of information policy on how to build communication policy of the government in a more effective way and how to ensure access of Ukrainian citizens to Ukrainian media in full.



## SPECIAL REPORT

### "Important aspects of reforming journalism education in Ukraine"

The report includes a roadmap with recommendations for educational institutions, government agencies, non-governmental organizations and for the media market on what steps should be taken to reform journalism education.



## SPECIAL REPORT

### "Children in the media: how to cover and follow the rules"

The report includes a roadmap with recommendations for the media, government agencies and non-governmental organizations that are aimed at maximum protection of the child engaged to media products.



## SPECIAL REPORT

### "The state of journalism education in the faculties of journalism in Ukraine"

The report reflects the key problems with the content and organization of journalism education, the views of representatives of media industry and graduates of journalistic faculties on the quality of education of journalists in universities for a holistic understanding of the situation, of the problems in journalism education and of the opportunities to improve its quality.



## INSTITUTIONAL DEVELOPMENT

For the organization, 2016 was the year of intensive internal reforms. The team of the organization grew and it stimulated the continuous improvement of internal planning and control tools, systems of financial management and budgeting. Most of these innovations became possible due to timely support from donors, including Sida, NED and Internews Network. Their help has made it possible for the organization to go through internal restructuring (it is instructive to recall that in November, the organization included the team of website telekritika.ua and began to create a new portal -www.detector.media, which has become a significant challenge both for management and for fundraising ) without significant problems and to reach a new level.

### New web-portal and rebranding

On 8 February 2016, the main product of our NGO, the new portal, called Detector Media was created. The website had to occupy a niche previously belonging to "Telekrytyka" and to become a reliable source of quality news for the media community concerning media in Ukraine and abroad. After already several months, the site has outperformed its predecessor by the number of readers.

There was an obvious need to change the name of the organization that kept the old brand of NGO Telekrytyka. On 26 April, amendments to the Charter under which the NGO was renamed to Detector Media were made. In the team's opinion, the new name suits the nature of the new organization better: continuing to reliably occupy the niche in the media critics, it has also become a center of media research, has deeply integrated itself into social and political processes and into international expert platforms.

On 14 April 2016, a presentation of Detector Media for the media, NGOs and friends was held.





Roman Shutov,  
Program Director

**I**t was a difficult year. The organization has changed, it became completely different inside. It took a lot of effort; constant reflection on what is happening in the team, which problem areas require intervention right now, what should be the rules of our collective work, that we meet both the best management standards and the realities of our world. Sometimes it seems that the organization is growing too fast and we do not have time to fine tune this mechanism which ensures its movement forward... But eventually we managed a lot of things and we hope that it is noticeable not only for us but also for our partners. ●

## Improvement of policies and management systems

In 2016, the organization worked according to the strategic plan developed for three years in 2015. But the year began with the development of a number of documents which have largely completed the strategy of the organization and made it more effective; they are the following: Risk Management Strategy, Fundraising Strategy, Communication Strategy and the Monitoring and Evaluation of Program Activities System. The development of documents was made possible by a short-term support project from Sida which was a preparation for full funding.

Since July, an intensive review of the financial management system has begun, the organization radically revised its approach to budgeting and financial planning. These changes are largely associated with the new financial director and were made possible by full institutional support from the Embassy of Sweden.

## Development of partnerships

Detector Media converts its experience and expertise in joint projects with foreign partners. The organization joined the Global Forum for Media Development (GFMD), it was firmly integrated into the European community of institutions that counteract propaganda and misinformation in the region. During the year, it launched three projects in cooperation with the foreign partners including the German N-Ost, Czech European Values, Hungarian Capital Institute and Media Development Institute from Georgia.

In Ukraine, Detector Media continues to be one of the centers uniting the community for development of media. The organization continues its membership in the Civic initiative "Reanimation Package of Reforms". Chair of the organization Nataliya Lyhachova and executive director Diana Dutsyk are members of Independent Media Council which is a new body of self-regulation in the field of media. Close formal and informal relations unite Detector Media with other key organizations in the sector..

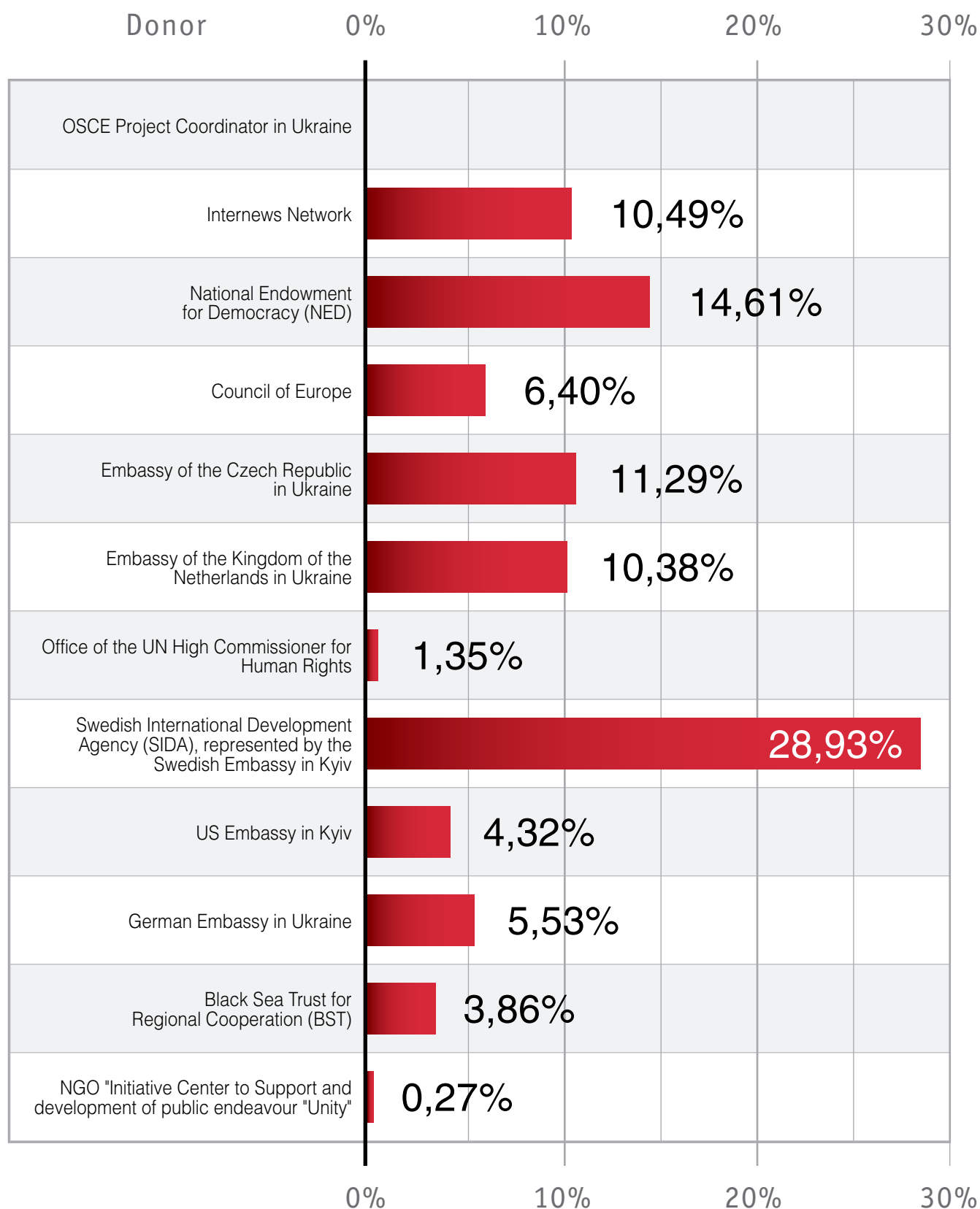


## FINANCIAL REPORT FOR 2016

### Projects financed by NGO Detector Media in 2016

PROJECT	TOTAL, UAH
Support for professional and citizen journalism and digital broadcasting in Ukraine	183 999
Strengthening democratic media reforms in Ukraine	237 184
Ensuring the capacity of NGO Telekrytyka to implement the recommendations of system audit conducted for it by Swedish Development Advisors in March 2016	952 100
Monitoring of television channels and social talk shows concerning the coverage of the topics of internally displaced persons and other groups affected by the conflict.	212 704
Overview of international standards and best practices in the media during conflicts with recommendations	181 811
Monitoring of journalistic standards of national and regional television channels, monitoring of Russian propaganda and promoting media literacy	1 617 013
Promotion of freedom and transparency in the media	2 238 991
Support of reforms in the media: public broadcasting, denationalization of media and audio-visual services	1 399 382
Comprehensive measures to support media education in Ukraine	1 661 981
Development of innovative tools to support journalist investigations in Ukraine	222 358
Overcoming hate speech in the Ukrainian media	76 674
Basic support of NGO Detector Media, 2016-2019.	2 546 578
Promoting development of the media sphere by increasing media literacy of the population and increasing the professional level of journalists	154 530
Studying German experience in order to improve journalism in Ukraine	159 969
Index of information influence of the Kremlin	422 176
<b>Total</b>	<b>12 267 450</b>

## Funding sources of NGO Detector Media in 2016





## TEAM OF NGO DETECTOR MEDIA

**Natalia Lyhachova-Chernolutska,**

Chair of the organization,  
chief editor of the portal Detector Media

### PORTAL DETECTOR MEDIA

**Halyna Petrenko,**

Deputy chief editor of the website De-  
tector media

**Maryana Zakusylo,**

Deputy chief editor on information  
policy

**Svitlana Ostapa,**

Deputy chief editor on  
public relations

**Gala Skliarevska,**

Deputy chief editor on  
auteur projects

**Liliya Molodetska,**

production editor

**Yuliya Shestakova,**

production editor

**Liliya Zinchenko,**

correspondent

**Kateryna Tolokolnykova,**

correspondent

**Katrina Rozkladay,**

literary editor

**Andriy Chulkov,**

programmer

**Vladyslav Dzikovskyi,**

system administrator

**Volodymyr Malynka,**

SMM

### PUBLIC BROADCASTING

**Olha Zhuk,**

columnist

### MEDIASAPIENS

**Maryna Dorosh,**

editor

**Mariya Dachkovska.**

columnist

**Tetiana Hordiyenko,**

news editor

### VIDEO LIBRARY

**Serhiy Lefter,**

editor

**Oleksiy Temchenko,**

camera journalist

### MANAGEMENT

**Diana Dutsyk,**

Executive Director

**Roman Shutov,**

Program Director

**Oleh Kukhar,**

Finance Director

**Olena Leonenko,**

Chief Accountant

**Kateryna Kondratyeva,**

Accountant

**Yevhen Zaslavskyi,**

Project coordinator

**Olena Demchenko,**

Project coordinator

**Yevheniya Oliynyk,**

Project coordinator

**Olha Vlasiuk,**

Project coordinator

**Yuliya Zelinska,**

Administrative issues and  
advertising manager



## MEMBERS OF THE SUPERVISORY BOARD



**Inna Kuznetsova**



**Iryna Bekeshkina**



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**Ihor Kohut**

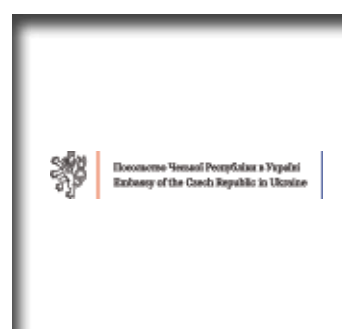


**Iryna Chemerys**

SUPERVISORY BOARD



## TEAM OF NGO DETECTOR MEDIA



DONORS





# 2016