



2015

Telekritika NGO • Kyiv • 2015

ANNUAL REPORT

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2015

Telekritika Non-Governmental Organization

is an influential media platform and a sustainable think-tank that promotes the formation of democratic, free and professional media in Ukraine as well as the making up of the critical, thoughtful and sensible media consumer.

It was founded in 2004 by Natalia Ligachova-Chernolutska, editor-in-chief of the same-name on-line resource Telekritika. Starting from 1 November 2015, Natalia Ligachova-Chernolutska and the team left the Telekritika on-line resource and established the new internet platform Detector Media, its fully-fledged version starts in 2016.



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ABOUT TELEKRITIKA NGO

The history of Telekritika NGO started in January 2004. Natalia Ligachova, a Ukrainian journalist and media expert, is a constant leader, founder and inspirer of the organization.

For over ten years the NGO's team promotes the observance of journalism standards in Ukrainian media, the improvement of national legislation framework in information domain, the professional growth of journalists, and the formation of democratic culture of media consumption by Ukrainians. It operates an exclusive platform for broad discussion between the public and experts; this is a web-portal of MediaSapiens, since 2010 it is a unique on-line resource for media literacy issues. There are special theme projects within the MediaSapiens: Elections and Media, Suspilne Movlennia (Public Service Broadcasting), and video resource of Videoteka. Until late October 2015, the Telekritika portal with Natalia Ligachova as editor-in-chief was the principal information partner of our organization.

Being a media platform, Telekritika NGO also gains a foothold of media think-tank. The NGO produces a wide range of other information products (special reports, talk-shows, graphics), takes part in working groups and consulting bodies for public authorities, undertakes monitoring and researches, trainings, and holds different public events.

Telekritika NGO is supported by international donor organizations, like NED, SIDA, Internews Network, US Embassy, Council of Europe, Solidarity Foundation. Our journalism and research materials are cited by leading international media (BBC, Deutsche Welle, Radio Svoboda etc.) as well as by Ukrainian periodicals and press agencies: Ukrainska Pravda, Dzerkalo Tyzhnia, Interfax, UNIAN etc.



FOREWORD OF CHAIRPERSON OF TELEKRITIKA NGO



Natalia Ligachova-Chernolutska

2015 has become the most complicated and the most intense year for Telekritika NGO ever. We kept on the reinforcement of the analytical component of our activity launched back in 2014, resulting in legislation co-authorship among other things. Our public activity and influence made a basis for the decision of Samopomich Party to offer Svitlana Ostapa, a media expert and a member of Telekritika NGO, as their representative in the Public Broadcaster Supervisory Board. In the end of the year we took one of the utmost steps having refused the lasting cooperation with the 1+1 media group held by Igor Kolomoiskyi. With the assistance and financial support of Western donors our team plunged into new independent project, the Detector Media web-portal, striving for being a watchdog of Ukrainian media. In its objectives and mission, Detector Media follows the Telekritika portal that we have been developing for 14 years. We are enthusiastic and eager to refurbish our creative formats, involve new people, and promote fresh and topical ideas.

In 2016, we are to regenerate the organization and to change its name, in particular. We know that a solid team of like-minded professionals is our principal asset. We are set to continue with the story of victories and accomplishments in the uphill struggle for democratic reforming of the Ukrainian landscape in association with all healthy public sector stakeholders. ●

FOREWORD OF EXECUTIVE DIRECTOR OF TELEKRITIKA NGO

When late 2014 I became the NGO's executive director I couldn't even imagine the internal transformations to come in 2015. We faced considerable challenges and handled them well due to the team cohesion and the support of our partners. The crisis precursor triggered the development and pushed the organization on the next institutional level.

We made the new Strategic Plan with the organization's priorities for the coming three years as well as the Communication Strategy and Organization's Monitoring and Evaluation Policy. Our involvement in the media reforming has increased multi-fold. We started producing analytical products and keep on covering the major issues of Ukrainian media landscape as a 'medium about media'. We enter 2016 with the new web-site Detector Media and continue developing the media literacy within the MediaSapiens platform, keeping a close watch on public service broadcasting reform within the Suspilne Movlennia (Public Service Broadcasting) web-site.

The Telekritika NGO's team deserves some credit for keeping high influence in media despite this arduous transition period. We would like to thank our donors and partners for their backup. ●



Diana Dutsyk

YEAR OF TELEKRITIKA NGO IN FIGURES

TELEKRITIKA NGO'S ACTIVITY 2015 IN FIGURES



TELEKRITIKA NGO'S WEB-RESOURCES

traffic



2 500 000 +



450 000 +



117 000 +

EXPERT DISCUSSION OF
MEDIA'S PRESSING ISSUES

9 round-tables

4 presentations



RESEARCH

Local media problems (June)

Russian propaganda's influence on citizens
(February, June)Conflict-sensitivity of Ukrainian media
(November)

JOURNALIST CAPACITY BUILDING

40 regional journalists had
missions to near-front
areas of Donbas86 materials were made
about the problems of
near-front areas with the
support of Telekritika NGO100 journalists participated
in trainings5 trainings delivered
for the improvement of
journalists' professionalism
when covering the
conflict-sensitive topics

MEDIA MONITORING

66 news of central
channels11 weekly news of
central channels10 news of regional
channels15 news of
Russian TV

7 talk-shows

4 radio news



ANALYTICAL REPORTS:



TALK-SHOW "DONBAS:CHESNO"

8 news of regional
channels

LEGISLATION ELABORATION

with Telekritika NGO experts' contribution

Law of Ukraine amending
some of the laws of Ukraine
related to Public Service
Broadcasting in UkraineLaw of Ukraine on reforming
of state-owned and municipal
printed mediaDraft Law No. 2474a-1
amending some of the pieces
of legislation of Ukraine
related to restriction of election
campaigning and political
advertising counteraction
(pending)Guideline on observance
of children's rights
by media



MEDIA PROJECTS

OF TELEKRITIKA NGO

IN FIGURES

Mediasapiens

Videoteka

Public Broadcasting

Elections and Media

Telekritika

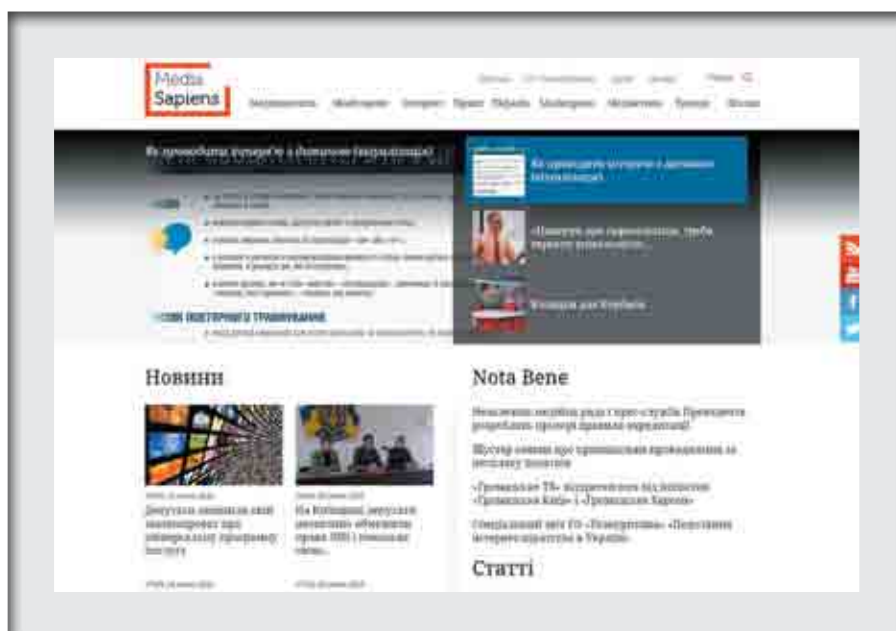




MEDIASAPIENS

A niche periodical about the media literacy and journalists professional development; this is an unrivalled resource in the Ukrainian sector of internet

3 000+ publications
2 full-time and **50+** freelancer journalists
665 000+ visitors
2 545 000+ views
 The view rate increased by **70 %** over a year
5 800+ FB subscribers



osvita.mediasapiens.ua
 facebook.com/ mediasapiens.ua
 @mediaosvita
 mediasapiens.tk@gmail.com



VIDEOTEKA

A unique
video resource
with lectures on
media, interviews
with media
professionals and
videos about key
media events in
the country

240 videos

600 000 views

2 000 000+ minutes of views

47 723 views of the year's
most popular video



video.telekritika.ua





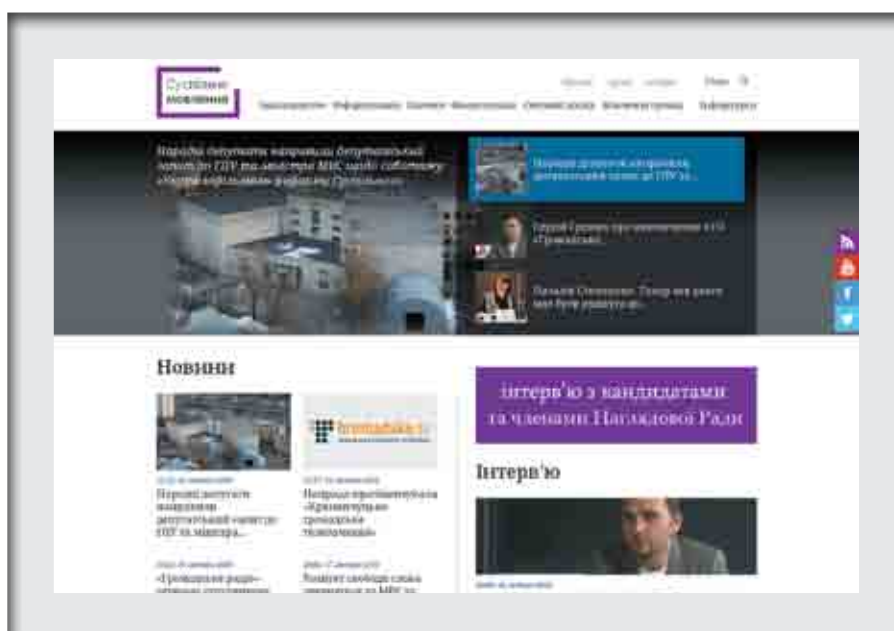
PUBLIC BROADCASTING

A unique
specialized
platform about
the public service
broadcasting in
Ukraine and in the
world

629 publications

109 000+ visitors

181 000+ views



stv.mediasapiens.ua
facebook.com/suspilneTV

Вибори та ЗМІ

ELECTIONS
AND MEDIA

A theme platform about the role of media in the election process and the quality of pre-election campaign coverage

44 publications

260 000+ visitors

470 000+ views



vybory.mediasapiens.ua



TELEKRITIKA



Ukraine's media
about the media and
journalism.
Until 31 October
2015, ran with
the support of
Telekritika NGO.

9 000+ publications

2 600 000+ visitors

6 000 000+ views

ДЕТЕКТОР M media

Starting from 1 November 2015,
Telekritika NGO focuses on the new web-
platform Detector Media that is going to be
its principal information product.



FIVE PRIORITY ACTIVITIES OF TELEKRITIKA NGO IN 2015

- 1 Promotion of Journalism Standards Observance
- 2 Improvement of Governmental Policy in the Information Domain
- 3 Promotion of Journalists' Rights Protection
- 4 Improving of the Media Literacy
- 5 Counteraction to Media Turning into Propaganda Tools

1

PROMOTION OF
JOURNALISM STANDARDS
OBSERVANCE

Telekritika NGO initiates and promotes the national professional discussion of observance of the journalism ethics and standards with view to increase the professional level of journalists, media managers and public journalists as well as to improve the audience's awareness of the content and importance of meeting of professional standards in media.



25

media monitoring
experts
work with us

In 2015, Telekritika NGO applied **for the first time** its news monitoring methodology **to the radio**. Before the local elections, in September-October 2015, the MediaSapiens site published first **four** reports on journalism standards monitoring in the news of UA:Pershyi, Ukrainian Radio.



IN 2015, WE PREPARED THE MONITORINGS OF:

news of central channels	66
weekly news of central channels	11
news of regional channels	10
Russian TV news	15
talk-shows	28
radio news	4

The year's most popular text on MediaSapiens – 21760+ views of the announcement about the presentation of monitoring results: **November 3, the media NGOs are presenting the monitoring results of media's operation during the local elections**

October 22, 2015.

Telekritika presented the monitoring results of the news of UA: First, Ukrainian Radio and ten oblast-level branches of the National TV-Company of Ukraine in the election period



November 3, 2015.

The experts of Telekritika NGO, Institute of Mass Information (IMI), Academy of Ukrainian Press (AUP) and Pylyp Orlyk Institute for Democracy at the local elections campaign 2015 press conference pointed out the numerous invited materials: on TV as well as in print and on-line media



The quality monitoring of the news, social and political TV-content is a strategic field of our concern. For 10 years we have been regularly monitoring the observance of journalism standards and suppression of socially important information on the national and regional TV. The monitoring results are regularly presented at public events all over Ukraine. They are repeated by media and studied by high schools. The monitoring deliverables draw attention of channels' seniors, give rise to discussions and make some newsrooms – in particular, the ones that are soon going to prepare the content of public service broadcaster on the central and regional levels – tighten the news quality regulations.



Natalia Ligachova-Chernolutska ,

Chairperson of Telekritika NGO:

«At some point the Telekritika NGO's monitoring has become the framework for journalist protests in 2004 as well as for the control of the observance of commitments undertaken by the participants of journalists' revolution that preceded the Orange Revolution. During the Revolution of Dignity 2013-2014, the results of our monitorings allowed the public activists to bring out their radical attitude to the manipulative coverage of Maidan events by some of the channels. Our monitoring also helped the Journalism Ethics Commission to make a decision on denunciation of the editorial line of the state-owned broadcaster, Pershyi Natsionalnyi, that gave the unbalanced and politically committed coverage of the Revolution developments. Eventually, the journalists of Pershyi Natsionalnyi presented their apologies to the viewers. Starting from 2015, we monitor both TV and radio news». ●

Diana Dutsyk,
Telekritika NGO
Executive Director:



«We would like the public service broadcaster to be the media space standard setter. Having the feedback from journalists is also a positive outcome of our monitorings. After the September monitoring waves, the TV-companies call and write to us: we dispute about some points but the very discussion process is important». ●

The senior managers of National TV-Company of Ukraine considered our monitoring results when handed the public service broadcaster logo to the regional broadcasters.

Zurab Alasania,
Director-General of
National TV-Company
of Ukraine :



«The Sumy oblast TV and radio company was the first among other regional state-owned broadcasters to prove that the news can be fair. They do not have any paid materials or jeans. This was proven by the monitorings of Telekritika NGO as well as ours». ●

The Telekritika NGO's monitorings are appreciated by the National Council for TV and Radio Broadcasting. Based on these monitorings, the National Council supervises the legislation observance by media when covering the topics related to violation of the territorial integrity of Ukraine by external aggressor, fostering of international hostility etc.

The Telekritika NGO's monitorings were referred:

1. by Yurii Artemenko, the Head of the National Council, during the Council's public report at the Freedom of Speech and Information Policy Committee, February 2015.
2. by Yurii Pavlenko, the member of the mentioned Committee, and Olga Chervakova, the first deputy head, at the Committee's meetings .
3. on the Promin radio's programme, on Hromadske Radio and on Hromadske TV.

In 2015, our monitorings also became an efficient influence tool of civil society to change the TV-channels' policy.

Tetiana Popova,
Deputy Minister of
Information Policy:



«Telekritika is a team of experienced people that are well aware of the Ukrainian media development problems. We are happy that such a think-tank works along with public institutions and has the quality monitoring and analysis of media, and it trustworthy: it is a valuable resource for us, it helps us making the national information policy more efficient. We hope to keep on receiving the quality analytics from Telekritika and to involve its team as experts in our projects». ●

During the election campaigns, Telekritika NGO bends every effort to supervise the observance of journalism standards by TV-news and talk-shows. Since their quality defines the public opinion, the choice of Ukrainians and the country's future.

16 monitoring reports (daily news, talk-shows, radio news) covered the content of national media during the local elections 2015

1

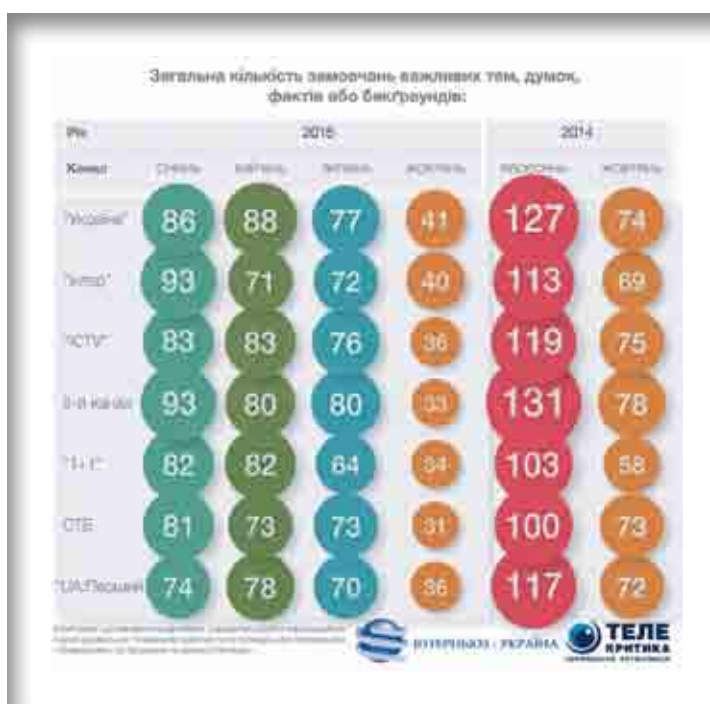
The materials having the professional standards violation that may indicate the signs of being sponsored (or censored)

The infographics presents the monitoring of journalism standards violations on air of six national channels:



2

Channels' suppression of important information



2

**IMPROVEMENT OF
GOVERNMENTAL POLICY IN
THE INFORMATION DOMAIN**

Telekritika NGO promotes the transparency of governmental policy in the information domain and counteracts the attempts of the state to control the Ukraine's information space.

Our media experts participate to all key events, write expert materials, give comments to media, and organize activities and advocacy campaigns together with other NGOs and movements, prompt politicians to public discussion about topics that are important for regulation of the media world.

**There are four pieces of
legislation drafted with
the involvement of
Telekritika NGO's experts
in 2015**



- Law of Ukraine amending some of the laws of Ukraine related to Public Service Broadcasting in Ukraine
- Law of Ukraine amending some of the laws of Ukraine related to Public Service Broadcasting in Ukraine
- Draft Law No. 2474a-1 amending some of the pieces of legislation of Ukraine related to restriction of election campaigning and political advertising counteraction (pending)
- Guideline on observance of children's rights by media

Contributing to the public service broadcasting reform in Ukraine is still the strategic line of Telekritika NGO.

In 2015, we focused on the following activities:

- coverage of the progress of public service broadcasting reform and related developments on the Suspilne Movlennia (Public Service Broadcasting) web-site;
- monitoring of the candidate members of NPBCU Supervisory Board: coverage of the selection process, interviewing of the candidates representing parties and NGOs;
- analysing of the UA: Pershyi's line-up and the analysis of international experience in building of the technological model of public broadcasting operation;
- monitoring of the content of future public service broadcasters of UA: Pershyi, UR-1, and 15 regional branches of National TV-Company of Ukraine (oblast TV and radio companies);
- expert round-tables (three events have been organized) on public service broadcasting reform and monitoring results discussion in Kyiv, and three round-tables about the perspectives and challenges of turning the oblast TV and radio companies to public service broadcasters organized in Kherson, Kharkiv and Ivano-Frankivsk;
- preparation of the conference "Reorganizing of State-Owned Broadcasters and Creation of NPBCU: Regional Level" (27 April) involving over 200 participants: representatives of regional branches of National TV-Company of Ukraine, foreign experts, media experts, media lawyers, journalists, civil society;
- contest of articles on: transition from state-owned to public service broadcasting in Ukraine. 75 pieces were sent: 32 by professional journalists, 23 by students, 20 by children. The articles were published in Vinnytsia, Kharkiv, Odessa, Kherson, Zaporizhzhia, Mykolaiv, Poltava, Horlivka media.
- 10-day training for the journalists of Sumy oblast broadcaster on the news reporting standards for public service broadcaster. The training was attended by 32 employees of the company.

Since 1 January 2016, the Sumy branch of the National TV-Company of Ukraine started broadcasting under the UA: Sumy logo. This regional branch is the first among all branches of the National TV-Company of Ukraine to gain the right to use the "UA:" particle in its design. The Telekritika NGO's monitorings reaffirmed that the Sumy journalists observe the professional standards





The representatives of Telekritika NGO have become members of civil society councils of three public bodies dealing with media:

- Committee for Freedom of Speech and Information Policy of Verkhovna Rada of Ukraine;
- State Committee for TV and Radio Broadcasting;
- National Council for TV and Radio Broadcasting.

Експерти ГО «Телекритика» відвідують усі засідання рад і виступають. The experts of Telekritika NGO attend all sessions, give speeches, prepare materials on the operation of these bodies, and are members of working groups for elaboration of the media draft laws and proposals to existing drafts. When a law is adopted, they follow-up its implementation, observance and further improvement.

In 2015, there were several working groups under the umbrella of the Committee for Freedom of Speech and Information Policy; and the Telekritika NGO representatives took active part in these groups. In particular:

1. Working group for approximation to EU media standards under the Committee for Freedom of Speech and Information Policy (Svitlana Ostapa). The Draft Strategy has been already elaborated.
2. Working group for the refinement of the Law of Ukraine On Public Service Broadcasting of Ukraine; the law is adopted on 19 March 2015. The amendment offered by Svitlana Ostapa was included into the law, article 8: "Members and Constitution Procedure of the NPBCU Supervisory Board: the NPBCU Supervisory Board consists of a representative from each of the deputy factions and groups of the current Verkhovna Rada of Ukraine and of nine members of non-governmental organizations and associations with major activity in": the education and science domains should be joined; and the protection of minorities domain should be added.

3. Working group for the refinement of the draft law No. 0924 on amendments to some of pieces of the legislation of Ukraine related to improvement of the guarantees for lawful professional activity of journalists (Svitlana Ostapa). The law was adopted in spring 2015.

4. Working group for the refinement of the draft law No. 1831 on amendments to some of pieces of the legislation of Ukraine related to the media property transparency as well as to the implementation of the public policy principles in broadcasting (Svitlana Ostapa). The law has been adopted.

5. Telekritika NGO's representatives submitted proposals to the draft law on overseas broadcasting; they were taken into account, in particular, the proposal to create a multimedia platform. The law was adopted in December 2015.

6. Working group for recommendations on the journalists' safety in the war zone (Svitlana Ostapa, Halyna Petrenko).

7. Telekritika NGO's representatives took active part in the sessions of the RPR-media working group (Reanimation Package of Reforms); Telekritika NGO has become an associate member of RPR (December 2015).

8. The Administration of the President continues the legitimizing of the working group for journalists' rights observance monitoring; the WG comprises the representatives of National Journalist Association of Ukraine, Independent Media Trade Union of Ukraine, IMI, Prosecutor-General's Office and other organizations and public agencies (Svitlana Ostapa).

9. Working group for the modifications to the journalist accreditation procedure in the anti-terrorist operation area; it consists of the representatives of General Staff, Ministry of Defence, Security Service of Ukraine, journalists and cameramen of the national channels, some NGOs (Svitlana Ostapa).

In April 2015, the ordinary congress of Code of Journalism Ethics signatories elected new members of the Journalism Ethics Commission. Svitlana Ostapa has become one of ten Commission members.

In December 2015, Telekritika NGO became a co-founder of the Independent Media Council along with our partners from the Media Law Institute, Institute of Mass Information, Souspilnist Foundation and Internews Ukraine. The Independent Media Council is to become a constant civil-society monitoring and consulting body. The Council will consider disputable situations of the media legislation non-observance, international standards of information coverage by media as well as violation of journalism ethics regulations. In addition to expert conclusions on disputable situations, the Independent Media Council plans to present recommendations to the authorities and other stakeholders to improve the media regulation. Natalia Ligachova and Diana Dutsyk represent Telerkritika NGO in the IMC.

Roman Shutov, Telerkritika NGO Program Director, was involved as a consultant for the expert group dealing with the draft of Ukraine's Information Security Concept. Telerkritika NGO is the only institution, in addition to the OSCE, that performed the expert evaluation of the draft in August 2015. ●

3

PROMOTION OF
JOURNALISTS' RIGHTS
PROTECTION

Telekritika NGO constantly follows the cases of journalists' rights violation, reports them and draws the attention of society, authorities and law-enforcement bodies.

Every region – center, east, west, south, and north – has monitoring groups specially trained by Telekritika NGO, they record the journalists' rights violations. Summary report with violations statistics in Ukraine is published based on their data on a quarterly basis.

The annual monitoring of the journalists' rights violation by Telekritika NGO has shown that 2015 for the Ukrainian media became a year of war, elections and arrests.

311 violations of journalists' rights were recorded in 2015.

The best part of violations was recorded in Kyiv: **56** випадків.

Autonomous Republic of Crimea takes a second place: **38** випадків.

Donetsk oblast with its combat area holds a third place **18** випадків.

1000+ materials about journalists' rights violations were published on the Telekritika web-site, the information partner of Telekritika NGO until October 2015.

- 104** pieces about assaults, battery and intimidation
- 140** pieces about assaults, beating and intimidation
- 43** pieces about political pressure
- 10** pieces about economic pressure
- 13** pieces about labour rights violation
- 1** piece about violation of editorial line principles

Anastasiya Stanko,
Telekritika's expert
for monitoring of
journalists' rights
violation:



«The number of journalists' rights violations has decreased but this does not owe to the awareness of civil servants, all types of deputies and officers of different defence and law-enforcement agencies, this is because the political situation has become a bit calmer, there are no clashes on the streets, and the firing intensity in the conflict area is much weaker. But, regrettably, all those violations of journalists' rights that took place last year are still uninvestigated». ●

The Telekritika's NGO survey about How the Editors Ensure the Journalists' Safety during the Conflict Area Missions has shown the following trends 2015:

- editorial boards do not arrange any insurances for journalists for conflict area trips, only 6% of respondents have insurance;
- editorial boards do not provide journalists with the protective equipment adequately, 61% of respondents did not receive any protective equipment from editorial boards;
- editorial boards do not arrange additional training on safety in the conflict area; the quality of actually held trainings leaves much to be desired; and the majority of journalists that had been to the conflict area had to have training somewhere else;
- editorial boards still violate the rule of mandatory following of their journalists staying in the conflict area, 44% of respondents did not have among the editorial board a person supervising their stay in the conflict area;
- 62% of surveyed journalists do not have any premium for staying in the conflict area.

4

IMPROVING OF THE
MEDIA LITERACY

One of the strategic tasks of Telekritika NGO is to promote the formation of critical, thoughtful and aware media consumer. So we inspire the expert discussion about the journalism standards, publish the quality materials on media literacy issues and keep on developing two unique web-projects: MediaSapiens and Videoteka.

MediaSapiens is a niche on-line platform aimed at criticizing of media content, identifying of its major problems, improving of journalists' professionalism, making vast public aware of media operation in Ukraine and of media influence on public opinion (especially when Russia is levying aggressive information war against Ukraine) as well as of the foreign media trends and new on-line instruments for journalists. The MediaSapiens' primary mission is to boost critical attitude to the information spread by media.



3 000+ publications on the web-site
665 000+ visitors
2 545 000+ views
2 250+ news
725 articles
70 interviews

Five most popular materials on MediaSapiens

21 760+

views of «**November 3, the media NGOs are presenting the monitoring results of media's operation during the local elections**» (announcement)

16 580+

views of «**Natalia Ligachova's team is saying farewell to Telekritika not to the readers!**»

14 910+

views of «**Pocket news** (monitoring of weekly summary news of 29 March 2015)»

12 365+

views of «**How to cover up traces on the internet: cyber security tools**»

11 550+

views of «**Approval ratings of the Russian propaganda messages in the conflict area: social research**»

In autumn 2014, MediaSapiens had a new design, the usability, structure and functionality were improved.

Maryna Dovzhenko,
media expert,
professor at the media
communications chair
of the Ukrainian
Catholic University:



«The MediaSapiens web-site provides a comprehensive picture of developments in the Ukrainian and world media landscape, thus allowing the future journalists and media communications specialists to keep abreast of the latest media trends. To have new generation of specialists in media, there should be an independent platform for professional discussion of the media's role and mission and standards to be met, and these functions are performed by the MediaSapiens site. An opportunity for students to get involved in this discussion with their own analytical and media critical materials is of great value». ●

Maryna Dorosh,
Editor-in-Chief of
MediaSapiens web-site:



«Combat actions, development of citizen journalism and social media are the factors placing media actors up against new ethical dilemmas. Our resource is unique because it is a platform for meeting and discussion of two audiences: on the one hand, professional journalists and information consumers, on the other. What the characteristics of quality content are, how journalists would create the quality content today, and how the audience would assess it, these are the topics being covered by MediaSapiens». ●

650 materials were published in the 'Internet' section

MediaSapiens regularly covers the trends in the on-line and social media, useful on-line instruments for journalists, the impact of digital world on the user.

200+ media-related events covered

The Telekritika NGO's journalists have been also covering the most important public media events: conferences, round-tables, expert discussions, presentations, and lectures.

75+ materials in the 'Mediaresearch' section

We regularly inform the viewers about the important foreign and national researches. The loyalty to media, the influence of propaganda, the coverage of combat actions and refugee crisis in Europe are the key topics of this year's media research.

200+ materials in the «Mediaethics» section

100+ materials in the «Mediacritics» section

35+ materials in the «Master-class» section



Marta Dyczok,
Professor at the
Department of History
and Political Sciences,
Western University,
Ontario, Canada:

«The web-sites of Telekritika and MediaSapiens are among the best sources of information about the Ukrainian media landscape. I often use their materials in my papers, especially the monitoring pieces and statistics; they are available nowhere else but here». ●

Videoteka is a video platform with lectures about media, video blogs of and interviews with media people, stories about the key media events of the country.

16 September 2015, for the 15th death anniversary of journalist Georgiy Gongadze, Videoteka prepared a video where Ukrainian media professionals speak to their colleagues and to the society asking to show solidarity and not to forget the crimes against journalists, and strive for investigations and just punishment.



240+ videos
600 000+ views
2 000 000+ minutes of views
65+ interviews
60+ videos about media events
40+ videoblogs of media people
15+ workshops

Head of Hromadske Telebachennia NGO Natalia Gumeniuk, TV and radio anchor Andrii Kulykov, Georgiy's widow and host at Voice of America and UA: Pershyi Myroslava Gongadze, 5 Channel journalist Vitalii Gaidukevych, Hromadske TV journalist Dmytro Gnap and other media representatives addressed the safety matters of journalist profession in Ukraine and underlined: «If you do not come to protect those who speak, they would come for you someday. And there would be no one left to protect you».

5

COUNTERACTION TO MEDIA
TURNING INTO PROPAGANDA
TOOLS

Telekritika keeps standing in line with the organizations that defend the information landscape of Ukraine from the Russian Federation's information aggressions and from internal threats.

Our organization focuses not only on the trends in anti-Ukrainian propaganda, information war tools and methods but also on the social and psychological aftermath of propaganda, the Ukrainian journalists' role in overcoming these aftermaths in the society. Telekritika's experts joined the elaboration of the nation information security policy.

Telekritika NGO prepared:

14 monitorings of Russian media about
propaganda

Surveys

Telekritika NGO initiated two surveys that helped to lay open the success of Russian propaganda in Ukraine and its effects. The research was performed together with Kyiv International Institute of Sociology. The first survey (March 2015) dealt with the Southern and Eastern oblasts only, whereas the second one (June 2015) has shown the situation in all Ukrainian regions.

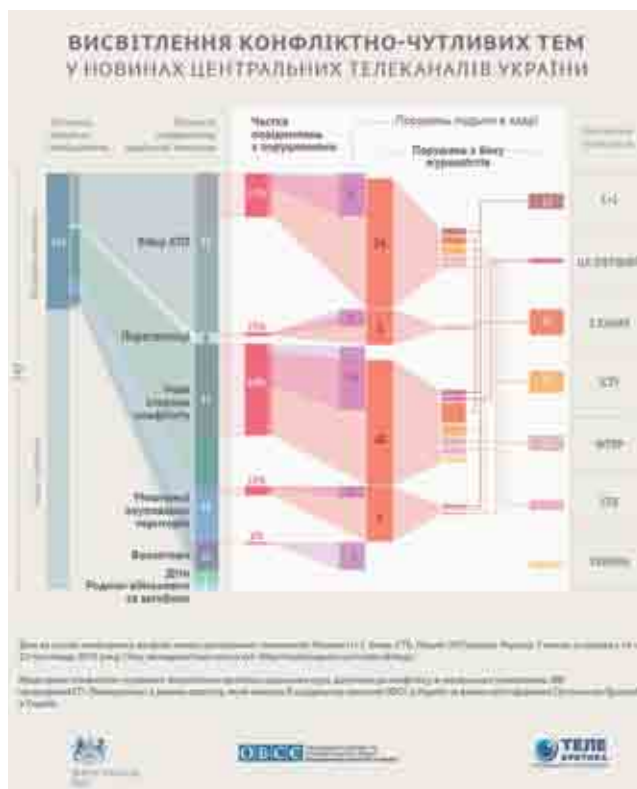




Analytical report on propaganda counteraction

20 March 2015, Telekritika NGO had a round-table resulting in the first in Ukraine expert recommendations for the government, media and civil society organizations on joint actions to counteract the Russian propaganda. These recommendations make part of the analytical report by Telekritika NGO's experts «**Counteracting the Russian information aggression: joint efforts for democracy protection**»; it describes the strategy and methods of Russian propaganda in Ukraine, the experience of different stakeholders in overcoming negative effects and further counteraction. The report also has the survey results showing the social and psychological aftermath of propaganda.

Research of the Ukrainian media's conflict sensitivity



In November, together with the OSCE's office in Ukraine, Telekritika NGO had a research of the conflict-sensitive coverage of conflict-affected social groups (ATO fighters, displaced persons, residents of occupied territories etc.) in Ukrainian media. Special methodology was developed and approved.

The monitoring covered the news of seven national and twenty regional TV-channels from ten oblasts of Ukraine as well as social talk-shows on central channels.

The research allowed making conclusions about the observance of journalism standards and ethical norms by channels when covering the matters related to the aforementioned groups, about the kind of public opinion formed by such media discourse etc.

ANALYTICAL REPORTS OF TELEKRITIKA NGO

Telekritika NGO follows-up media development and progress of government's reforms in the information domain. Its regular analytical reports outline specific problems of media sector, reflect the condition of expert discussion, and have recommendations for different stakeholders (the State, media, NGOs and others) to attain positive changes.



«Media Self-Regulation as an Alternative to State Regulation During the War»

The report gives the analysis of the Ukrainian and foreign experience in implementation of self-regulation mechanisms as well as recommended practices elaborated by experts at the round-table of 25 May 2015.



«Fundamentals of Organization and Principles of Performance of State Foreign TV and Radio Broadcasting of Ukraine»

Through 2015, Telekritika NGO had been following the process of overseas broadcasting creation in Ukraine, and kept the expert environment focused on it. This report gives analysis of the opportunities and perspective of Ukrainian international broadcasting as well as the implementation recommendations elaborated during the round-table on 19 June.



«Regulation of Electoral Agitation and Political Advertisement»

Before the local elections, Telekritika NGO made an analytical overview of the regulation issues of election campaigning in media and brought this topic to expert discussion (round-table of 7 July in Kyiv). The report has recommendations how to improve the policy decisions in this sector.



«Combating Internet Piracy in Ukraine»

Telekritika NGO has special report on the complex and little-investigated issue of internet piracy. It outlines the situation in Ukraine and gives recommendations how to counteract the internet piracy as elaborated during the expert round-table on 12 November 2015 in Kyiv.



«Effectiveness of the Law on Transparent Media Ownership»

Telekritika NGO has had a number of expert discussions on media property transparency and analysed the respective law at all its stages. These materials gave a background for a 'road map' setting main problems and reasons for media property non-transparency, analysed the points where the current law is efficient and where it is not. The document also gives recommendations to different media sector players so that to improve the efficiency of media property transparency mechanisms and explains why the society would need this transparency.

SPECIAL PROJECTS OF TELEKRITIKA NGO

The show was shot on the set of Kyiv Regional Directorate of the National TV-Company and broadcast on all oblast-level state-owned TV-companies of Ukraine.



Social and political talk-show «Donbas: Chesno»

There were 8 parts of social and political talk-show "Donbas: Chesno" (Donbas: Bona Fide) made; it is dedicated to pressing problems of the population in the near-front zone of Luhansk and Donetsk oblasts.



Vlad Selezniyov (General Staff spokesman), **Zhanna Lukianenko** (representative of Commissioner for Internally Displaced Persons Rights Observance), **Olena Mokrenchuk** (leader of volunteer group 'Mail for Soldiers', journalist, Volnovakha resident), and **Kostiantyn Grubych** (host of "Donbas: Chesno")



Kyrylo Sazonov (journalist, political expert, blogger) and **Igor Zots** (editor-in-chief of Donechchyna newspaper)

42 experts, social activists, journalists and politicians visited the show «Donbas: Chesno»

40 journalists (TV and print media) had trainings about the safety of journalists' operation near the occupied territories and had missions to Donbas to prepare materials for the social and political talk-show «Donbas: Chesno».

EDUCATIONAL EFFORTS OF TELEKRITIKA NGO

Being a powerful analytical centre, Telekritika NGO cooperates with a good bit of media experts, regularly produces the analytics and performs unique and thorough researches of the media market. In addition to publications on its own on-line platforms and public presentations, we use these findings and human resource when hold educational activities for journalists: trainings, seminars, workshops and BarCamps.

The topics of educational events are defined by priorities of Telekritika NGO. We teach only the issues within our expertise.

- Journalism standards
- Safety of journalists
- Media literacy
- Propaganda counteraction
- Ethical underpinning of journalist operation in war



July 10–11, 2015.

Journalists at the training «Journalists' work in military conflict».



October 12–21, 2015.

Training for the journalists of Sumy oblast state-owned TV and radio broadcasting company (STVRBC) on the journalism standards of public service broadcaster.

100 journalists participated in trainings

40 regional journalists had missions to near-front areas of Donbas

86 materials were made about the problems of near-front areas with the support of Telekritika NGO

5 trainings were delivered for the improvement of journalists' professionalism when covering the conflict-sensitive topics

INSTITUTIONAL DEVELOPMENT

Telekritika NGO makes efforts to meet the progressive organizational management approaches and to stay one of the media flagships for civil society.

SETTING THE PRIORITIES

In March 2015, with the support of SIDA consultants and Swedish Development Advisors (Sweden), Telekritika NGO has undergone the system audit. This was done to assess the compliance level of the organization's internal systems, policies and procedures with the world standards of quality management. Having high opinion about the organization's development over the recent years, the auditors set the key priorities for internal changes that made basis for further operation of Telekritika in terms of organizational development.

Increased team

31 October 2015, the organization finished the cooperation with the telekritika.ua web-resource; they were coupled all through their lives. The whole team lead by Natalia Ligachova left the portal and streamed into Telekritika NGO. The organization had to review its structure and internal management systems, develop new instruments for internal communication. The organization moved to a larger office fitting better the needs of the increased team.

New strategy and new vision

Telekritika NGO adopted new Strategic Plan setting the priorities for the organization in 2015-2017. The Communication Strategy and the Organization's Monitoring and Evaluation Policy were developed in December 2015 to ensure the plan implementation. Vladyslav Kucherenosov and Maryna Starodubska, national experts in organizational development, contributed significantly to the high quality of these documents.

The organization's new vision is recorded in the Strategic Plan.

Keeping on developing as a media platform, Telekritika NGO also gains a foothold as a freedom of speech and media think-tank. This defined the further development of the organization during 2015. Telekritika NGO introduced new internal management and control mechanisms necessary for analytical activities and offered new products.

Approbation of new products

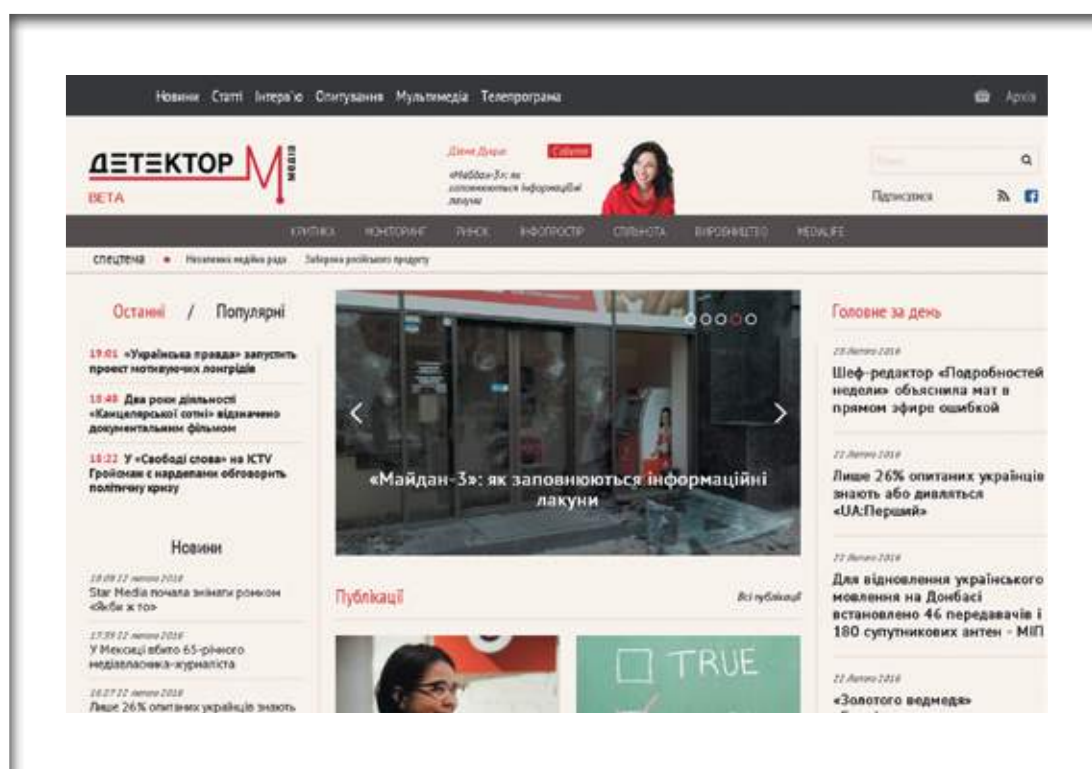
Telekritika NGO started producing regular analytical reports about media reforms and other matters of media operation in Ukraine.

In November 2015, the organization developed the methodology and studied the conflict-sensitive coverage of conflict-affected social groups by Ukrainian media. The findings draw a wide response in the journalist community.

Telekritika NGO used the standards monitoring methodology for the assessment of radio news quality in 2015 for the first time.

Detector Media

In November 2015, after the termination of cooperation with 1+1 media holding, we set to creation of the new resource that would be a full-featured medium about media and serve as a mirror of all processes and trends in the media market. Detector Media was launched on December 2.



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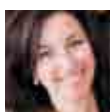
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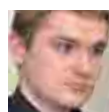
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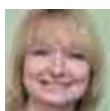
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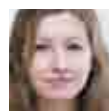
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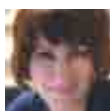
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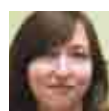
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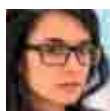
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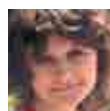
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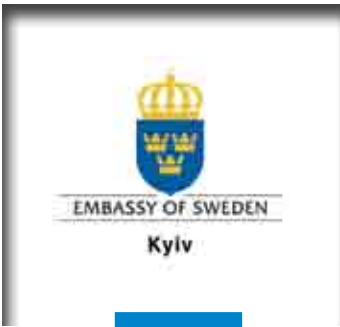
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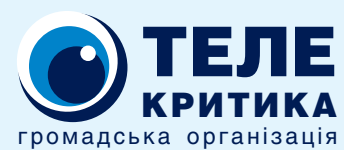


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