



2019

NGO Detector Media · Kyiv · 2019

ANNUAL REPORT

DETECTOR  media

BRIEF INFORMATION ABOUT DETECTOR MEDIA



Detector Media public organization was established by Ukrainian journalists in January 2004 (from 2004 to April 2016, the organization was called Telekritika public organization). The organization combines the functions of a mass media and an analytical center in the field of media and counter-propaganda in Ukraine and occupies a worthy place among such analytical centers at the international level. The permanent head of the organization is its founder and inspirer, well-known Ukrainian journalist and media expert Natalia Lyhachova.

For almost 20 years, the Detector Media team has consistently promoted compliance with journalistic standards in Ukrainian media, improved national legislation in the media and information spheres, raised the professional level of journalists, and formed a democratic culture of media consumption among Ukrainian citizens.

First of all, our team is known for a group of its own online outlets, which combines the creation of media content, diverse research of the media space, market and product, moderation of professional discussion in the journalistic community, advocacy of legislative and social changes related to media and media education aimed at wide audience.

Detector Media (**detector.media**) is a unique platform for a broad public and expert discussion on media issues. The portal was launched in February 2016 and continues the traditions of the Telekritika website, which was created in 2001 by Natalia Lyhachova and developed under her leadership until the fall of 2015.

MediaSapiens is an online resource dedicated to promoting critical thinking and media literacy in society. Suspilne.Detector Media is the only resource that accumulates all the information about the reform of public broadcasting in Ukraine. Videoteka is a video resource with lectures, online courses on media topics, interviews with media people, reports from key media events in the country, own video projects, etc. Elections and Media is a resource dedicated to the activities of the media and journalists during the elections.

The organization creates its own information products: analytics, infographics, caption videos, vlogs, etc. Team members participate in working groups and advisory structures at the authorities, conduct monitoring and research, training and public events for various target audiences.

Detector Media public organization constantly studies and responds to the real needs of Ukrainian society; together with colleagues from other media NGOs, it influences the agenda of the Ukrainian media space. Detector Media public organization is a member of the Reform Reanimation Package Coalition (RRP).

2019 was marked as the year of elections in Ukraine. During the presidential and parliamentary election campaigns, monitoring of the media content, protection of the process from Russian interference, and encouraging the journalistic community to self-organization were extremely important. The newly elected Verkhovna Rada and the new Cabinet of Ministers launched the "turbo mode" in the legislative sphere in the autumn. In the same mode, the creation of new legislation in the field of media began. In particular, active work began on the draft laws on Media, on Counteracting Disinformation, on Public Broadcasting and Foreign Broadcasting. Detector Media experts were actively involved in creating and commenting on these initiatives and the group of outlets became the most popular platform for professional discussion of these bills. ■

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WELCOME SPEECH OF THE HEAD



**Natalia
Lyhachova-Chernolutska**

Head of the Detector Media public organization, Editor-in-Chief of the Detector Media portal, Member of the Reform Reanimation Package Coalition Public Union

2019 was a year of complete rebooting of government. As a result of the regular presidential and early parliamentary elections, an out-of-system new team came to run the country. This is largely due to the role of the media - both traditional (the current head of state Zelenskyi first played the role of President Holoborodko in the super-popular series called The People's Servant) and new media - social networks, messengers, etc. Of course, this nature of the election campaign was a challenge for the team of Detector Media public organization. We successfully coped with it: our monitoring and analytical reports (primarily Election Detector) have been the subject of study and citation of domestic and foreign experts and media outlets.

After the election, the Ukrainian media entered a new era of government relations with journalists. 2019 brought a lot of "storms", which in 2020 stimulated both the government and the media to seek various means of dialog with society. Our public organization played a proactive role all in these processes. Through participation in supervisory and public councils, working groups of the Public Broadcaster, parliamentary committees, the Ministry of Culture and Information Policy, in the RRP we helped resolve conflict situations in UA:PBC and ensure its financing, develop new bills in the media sphere and prevent narrowing of citizens' rights to free circulation of information, etc.

In the self-regulatory bodies - the Independent Media Council and the Commission on Journalistic Ethics - we, together with colleagues from other NGOs, managed to adopt a number of landmark decisions, which formed the basis for further steps of the National Council on Television and Radio Broadcasting.

Our Detector Media portal has become a real convergent editorial office, because in 2019, we launched several successful video projects, such as Newspalm. We have upgraded the MediaSapiens website, clearly defining its target audience, which has led to a significant increase in number of its readers.

New trainings in our School of High-quality Media, the publication of two books and much more that we did in 2019 - this all is not just our contribution to the development of our own organization. This is also the expansion of our influence on and contribution to the development of Ukraine as a European state with the rule of law and a free press. We hope that 2020 will be no less successful for the efforts of the entire Detector Media team, together with our partners and colleagues. ■

2019 IN NUMBERS



LIST OF DETECTOR MEDIA PUBLIC ORGANIZATION OUTLETS



Detector Media



MediaSapiens



Suspilne.
Detector Media



Videoteka



Elections and
Media

STATISTICS FOR THE GROUP



13.000 +

Total number
of publications



4.000.000 +

Total number
of unique visitors



13.000.000+

Total number
of views



MEDIA MONITORING

- A total of **371** publications based on monitoring results.
- Quantitative and qualitative monitoring of daily evening television news on top channels – **63**.
- Qualitative monitoring of weekly final television news on top channels – **49**.
- Qualitative monitoring of spoken radio stations – **5**.
- Monitoring of guest studios in the evening prime time – **22**.
- Monitoring of socio-political talk shows on national television channels – **51**.
- Quality assessment of evening television news on UA:Pershyi, Ukrainian Radio and 25 regional Public Broadcasting channels – **25**.
- Monitoring of news on UA:Pershyi compared to the news of commercial television channels – **25**.
- Monitoring of TV debates – **10**.
- Monitoring of regional television in the eastern and southern regions during the elections – **12**.
- Monitoring of government communication on Donbas – **5**.
- Continuous monitoring of coverage of Ukrainian events by Russian propaganda channels – **10**.
- Monitoring of the penetration of Kremlin propaganda narratives into Ukrainian media – **12**.
- Articles for the general public, prepared on the basis of monitoring reports – **82**.



RESEARCH, ANALYTICAL REPORTS AND BOOKS

- (Des)information - a book by Heorhiy Pocheptsov edited by Natalia Lyhachova and Halyna Petrenko.
- I Feel Bad When I Am Silent (first part) – a book by Olena Kholodenko edited by Natalia Lyhachova and Otar Dovzhenko.
- Monitoring of the work of President Zelenskyi's media team.
- Monitoring of the first five months of work of the Ministry of Culture, Youth and Sports of Ukraine.
- Monitoring of the first six month of the work of the Committee on Humanitarian and Information Policy.
- Monitoring of the work of the State Committee on Television and Radio Broadcasting for the first and second half of 2019.
- Monitoring of the work of the Committee on Freedom of Speech for the first and second half of 2019.



UNIQUE ONLINE PRODUCTS

- **NEW! Newspalm** is a satirical video blog for a wide audience (39 episodes).
- **NEW! Rekaperka Krapivina** is a satirical video blog for media professionals (21 episodes).
- **NEW! Captions video** for dissemination of media literacy and critical thinking (29 episodes).
- **NEW! Election Detector** is a special multimedia project on media coverage of the presidential and parliamentary elections (21 episodes).
- **Media Driver** is an interactive online media literacy guide for teenagers.
- **News Literacy** is an online media literacy course for a wide audience.
- **Media Standards during Elections** is an online training course for journalists.
- **Constructive Coverage of Ukrainian Reforms in the Regions** is an online training course for journalists.



DETECTOR MEDIA PORTAL

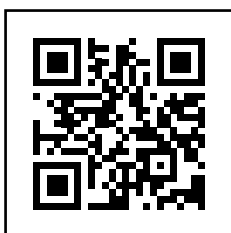
Detector Media online publication is a watchdog of Ukrainian media. It was founded in February 2016 by the former team of the Telekritika online led by Natalia Lyhachova (Telekritika was founded by Natalia Lyhachova in 2001).

The portal consists of several websites:



DETECTOR MEDIA

detector.media



It is a niche online publication, the target audience of which are media people, media experts, representatives of Western and Ukrainian public, donor organizations, think tanks, civil servants, political scientists, politicians, marketers, PR specialists, journalism students and specialists in humanities. The website brings to the attention of the audience the most complete in the Ukrainian media feed of industry news, media criticism, monitoring of media content, including that which has signs of disinformation, reviews and analysis of the media market, information policy, media issues, workshops and interviews with media specialists, etc.

2019



10.000

publications



2.700.000 / +35 %

visitors



6.800.000 / +36 %

views

**Maryana Zakusylo**

Chief editor of the
Detector Media portal

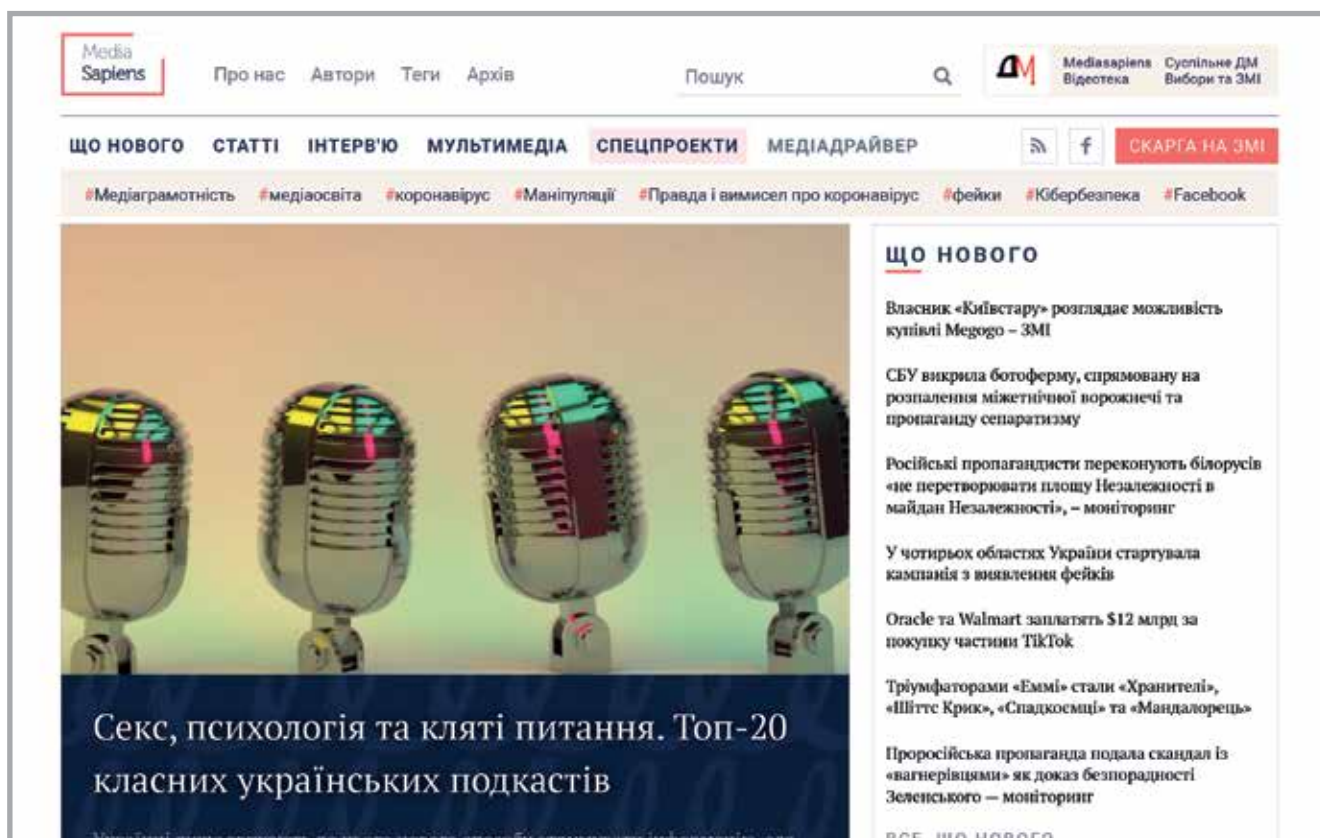
« In 2019, the audience of the Detector Media portal increased by 35%: more than 2.7 million visitors viewed the pages of our portal almost 6.8 million times.

We have published more than 10,000 materials (news, analytical articles, columns, interviews). Among the most popular materials of the year were the following: interview by Nataliya Dankova with Borys Shefir the co-owner of the Quarter 95 studio, former business partner of President Volodymyr Zelenskyi (by the way, this is one of our most quoted materials of the year); Inna Dolzhenkova's critical review of the 1+1 TV series *On Sunday Morning She Gathered Herbs*; Yaroslav Zubchenko's article about "experts" on Viktor Medvedchuk's television channels pool; Hala Sklyarevska's analysis of the fake about exchange of prisoners; Olena Kholodenko's interview with Sonia Koshkina from the series called *Journalism of Independent Ukraine: the First 25 Years*; Otar Dovzhenko's review of Savik Shuster's new-old show on the Ukraine channel; results of a sociological study by the Kyiv International Institute of Sociology titled *Sources of Information, Media Literacy and Russian Propaganda* commissioned by the Detector Media public organization, etc.

We have launched several new special projects: *Television Rating Detector* - a monthly analysis of the performance of Ukrainian television, which we prepare in partnership with the advertising agency Vizeum Ukraine; *Election Detector* - an operational weekly analytics that captures the main topics, trends, manipulations and changes in the information space related to elections; *Black PR Detector* - analysis of black PR cases during election campaigns; *Debate* - everything about preparing and conducting debates during the presidential election in Ukraine.

Additionally, during the election campaign, we implemented a joint project with the Ministry of Health called *Fact Check of Promises*, which analyzed the promises of presidential candidates on health care reform. Most of the new special projects have become part of our *Elections and Media* website, which we relaunched in late 2018 to cover the media aspects of the 2019 presidential and parliamentary elections. We are proud that 760 publications of this site have collected a total of 1.3 million views.

All our achievements are impossible without our editorial team. In 2019, it was joined by production editor Ira Ryaboshtan, videographer and caption video master Anhelina Lomakina, and journalists Kateryna Honcharova, Volodymyr Rykhlitskyi, and Mariya Buchelnikova also worked on the *Mediasapiens* and *Elections and Media* websites.

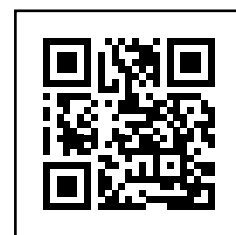


MEDIASAPIENS

MediaSapiens is a niche online publication founded in 2010. The task of the website is to promote the conscious use of media, to facilitate the formation of critical thinking in a wide audience of media consumers. The resource analyzes manipulations, fakes, disinformation in the news, explains to a wide audience important events and mistakes in their coverage in the media, and helps the general public and media literacy professionals to develop critical thinking. The website also provides knowledge and tools for effective interaction of people from outside the media sphere with modern media. After researching readers' requests in 2019, MediaSapiens significantly updated the concept, the idea of the target audience, the design of the website was updated and adapted for better perception of information and more effective communication of data to a wide audience.



ms.detector.media



2019



1.736

publications



884.000 / +50 %

visitors



1.540.000

views



Volodymyr Malynka

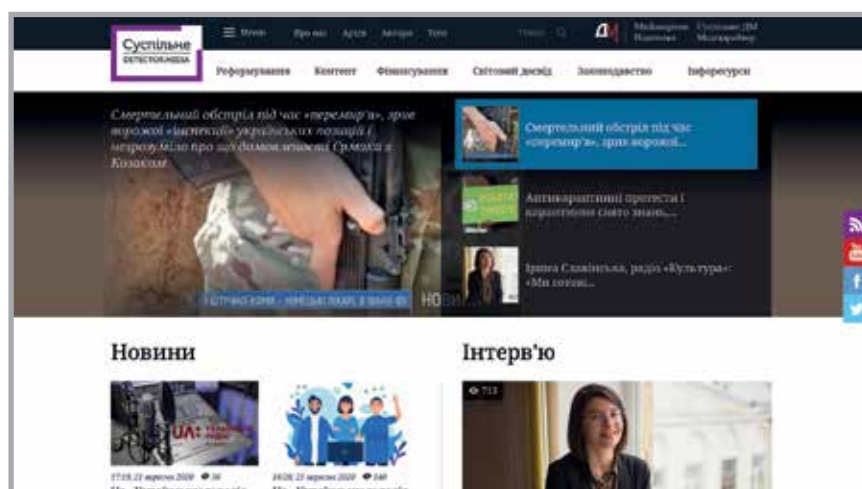
Editor of MediaSapiens website

« 2019 has become a kind of new runway for MediaSapiens. We have finalized the concept of the project, which has successfully explained to readers how to filter information from the media, train their critical thinking and not succumb to manipulation for ten years.

Detector Media was actively preparing the project for a restart. The conducted focus groups and surveys showed that information on media literacy should be easy to present and intertwine with the daily flow of information. People are thirsty for new formats. Realizing the request, we began to change the content: we experimented with video blogs, focused more on explaining topical manipulations.

By closely monitoring election campaigns in 2019, MediaSapiens exposed black PR campaigns and focused on new challenges - manipulation of social network users (bot and troll factories, targeted advertising on election day).

Having changed the philosophy of the project, in 2020 we changed the look of the website. It has become more concise and simple. Special projects and a multi-media section have appeared. Given the growth of the audience and the increase in the number of views, I can conclude that the project team is taking the right steps and the vector of development is chosen correctly. ■



Суспільне
МОВЛЕННЯ

stv.detector.media



SUSPILNE. DETECTOR MEDIA

Suspilne. Detector Media is the only publication about public broadcasting on the market in Ukraine and in the world that has become an independent platform for discussing the reform process, as well as the mission and objectives of public broadcasting. It was founded in 2010.

2019



919

publications



326.000 / +72 %

visitors



874.000 / +22 %

views



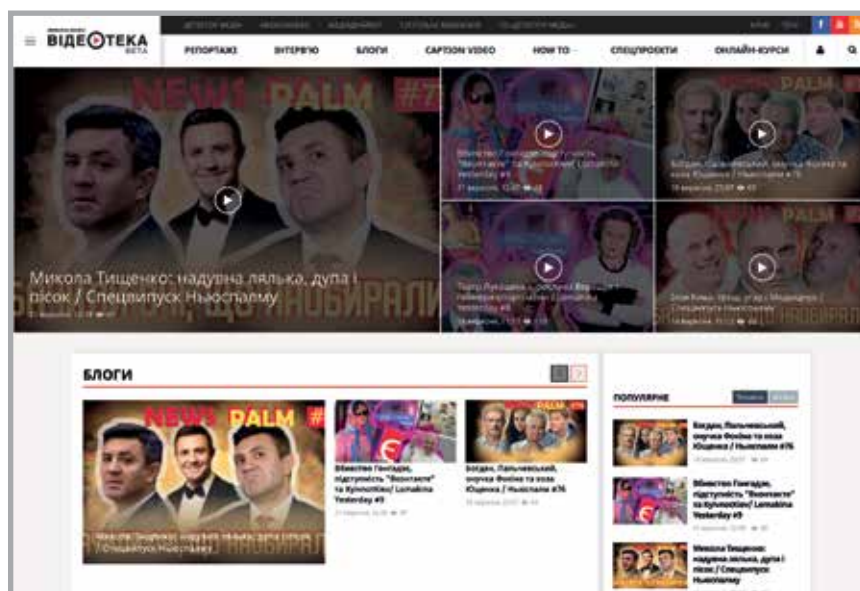
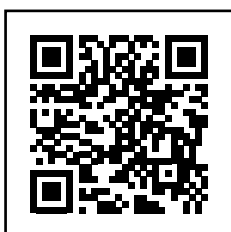
Svitlana Ostapa

Deputy Editor-in-Chief for Public Relations of the Detector Media Portal, Editor of the Suspilne. Detector Media, Chair of the Supervisory Board of UA:PBC, Member of the Council on Freedom of Speech and Protection of Journalists under the President of Ukraine.

« In 2019, the website Suspilne. Detector Media continued to talk about the reform of public broadcasting in Ukraine and to analyze its content. We co-versed all the events, achievements and problems of UA:PBC PJSC and were a platform for professional discussion on the reform process. In particular, we wrote a lot about the new structure of the National Public Television and Radio Company of Ukraine, the new concept of regional broadcasting, the new financing model. Thanks to our monitoring of the public broadcaster during the presidential and parliamentary elections, we were able to track trends and provide the company with recommendations that significantly intensified the coverage of election campaigns. ■

detector.media
ВІДЕОТЕКА

video.detector.media



VIDEOTEKA

Videoteka is a unique video resource with lectures on media topics, interviews with media people and materials from key media events in the country. It was founded in 2009. In 2019, two new projects were added to it. In Newspalm, the well-known satirist Yurko Kosmyna debunks the manipulations, populism of politicians and VIPs in the media. Rekaperka Krapyvina with host Yulia Krapyvina analyzes the quality of entertainment content on Ukrainian television.

2019



47.500

website
visitors

105.000

page
views

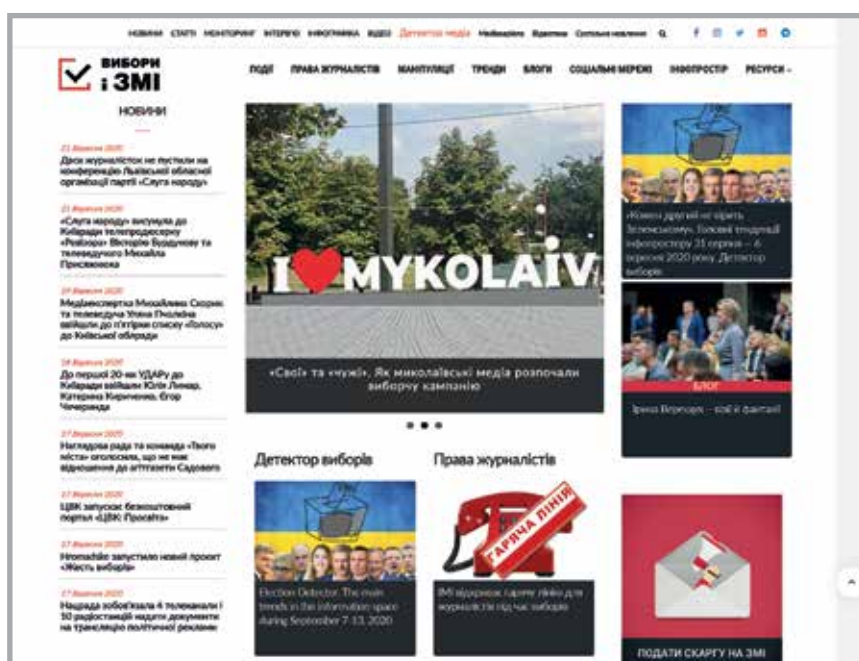
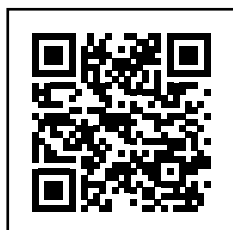
805.000 / +18%

video views
on YouTube

1.650.000 / +166%

video views
on Facebook

vybory.detector.media



ELECTIONS AND MEDIA

Elections and Media - In December 2018, Detector Media upgraded a specialized online resource which covers the activities of the media and journalists during the elections. The same resource provides useful advice for journalists, and media consumers can obtain legal advice by complaining about media materials.

2019



760

publications



1.300.000

views



Svitlana Ostapa

Deputy Editor-in-Chief for Public Relations of the Detector Media Portal, Editor of the Suspilne. Detector Media, Chair of the Supervisory Board of UA:PBC, Member of the Council on Freedom of Speech and Protection of Journalists under the President of Ukraine.

« We could not stay away from the main topic of 2019 - the election. On the updated specialized website Elections and Media, the Detector Media team actively talked about thematic media projects, legal norms that should be known to journalists and media that write on election topics, as well as about the plans of presidential candidates and political parties concerning the media industry and freedom of speech. The website published a series of interviews with presidential candidates, dozens of

monitorings of the content of socio-political projects by national television channels. The Election Detector project was especially popular. Our monitoring showed: It is possible to form an objective vision of the election campaign only if we receive information from several different media, because, despite the diverse media environment, most media followed certain political lines and remained significantly influenced by their owners. Thus, we monitored the quality of the content and influenced the coverage of the 2019 elections. ■

OUR ACTIVITIES



I. PROMOTION OF IMPROVING THE QUALITY OF CONTENT (ESPECIALLY NEWS CONTENT) BY MEDIA IN UKRAINE

Constant monitoring of the content quality by Ukrainian television and radio channels

Quantitative monitoring of daily evening news (1+1, Inter, UA: Pershyi, STB, ICTV, Ukraine and Channel 5), carried out by national media expert Ihor Kulias. The methodology involves obtaining quantitative data that reflect the quality of newscasts and compliance of news with journalistic standards. Such monitoring was conducted quarterly, in the following periods: February 4-10, May 27 – June 2, July 8-14 and October 14-20. Four reports were published during the year.

Qualitative monitoring of daily evening news (1+1, Inter, UA: Pershyi, 112 Ukraine, ICTV, Ukraine, STB and Channel 5).

This monitoring allows to respond quickly to the latest tendencies in media discourse. All data are collected in a database that allows to sort information by key topics covered by the geographical context of news (Kyiv, regions, international), tone (negative, neutral, balanced, positive), balance of expert opinions, mentions of government and political parties, etc. Particular attention was paid to adherence to professional journalistic standards, distortion / manipulation of facts, reports on cases of censorship or covert sponsorship, cases of propaganda and disinformation. Such reports were prepared every week by media expert Zoya Krasovska based on the results of news analysis during 5

week days. During the reporting period, 59 monitoring reports were published (including 9 final monthly reports).

Qualitative monitoring of weekly newscasts on national television channels (*1+1, Inter, ICTV, Ukraine, Channel 5, ZIK*). It was performed by media expert Maryna Dovzhenko. Particular attention was paid to adherence to professional journalistic standards, distortion / manipulation of facts, reports on cases of censorship or covert sponsorship, cases of propaganda and disinformation. 49 reports were published during 2019.

Monitoring of the national radio stations - Ukrainian Radio and Radio Novoye Vremya - was carried out by Serhiy Rachynskyi for one full day in order to analyze its compliance with journalistic standards, cases of censorship or covert sponsorship, cases of propaganda and disinformation. During the reporting period, 5 monitoring reports were published within 4 waves of monitoring: on March 15 (in two separate parts), on June 24, on August 29 and on November 20.

Monitoring of socio-political talk shows (including constant monitoring of Svoboda Slova [Freedom of Speech] on ICTV channel; Pravo na Vladu [Right to Power] on 1+1 channel) and regular monitoring of the Ukrainskyi Format [Ukrainian Format] Novyny Pershyi channel; Svoboda Slova Savika Shustera [Savik Shuster's Freedom of speech] on Ukraine channel, Narod Proty [People Are Against] on ZIK channel, Puls on the channel 112 Ukraine, Vidlunnia Ukrainy [Echoes of Ukraine] on the Priamyi channel, Protystoyannia [Confrontation] on the NewsOne channel. Detector Media

experts analyzed these programs for the compliance of the studio's guests with the topics under discussion, made gender representation studies, analyzed balance in the presentation of the positions of political parties and possible manipulations. In 2019, 51 reports were prepared by media experts Yaroslav Zubchenko and Oleksandr Krumin and published (including two final texts on general tendencies). After this publication - entitled Women Are Not Allowed to Enter. Gender Balance in Ukrainian Talk Shows - Vadym Karpnyak, the host of Svoboda Slova [Freedom of Speech], leading political talk show on ICTV, reacted to it by writing on Facebook: *"Svoboda Slova on ICTV is the only political talk show with an average of two women in each episode. For the rest, this number is much lower. These are the findings of the Detector Media study. Yes, I know gender balance can be maintained better. We will try."* It should be noted that in the next episode of the Svoboda Slova [Freedom of Speech] talk show, the gender balance of the invited guests was observed in a ratio of 50/50 (4 men and 4 women).

Monitoring of guest studios in the evening prime time on national news channels for manipulation, disinformation and violations of professional standards is a new type of monitoring, which media experts Igor Kulias and Yaroslav Zubchenko began to prepare in 2019. The purpose of this monitoring was to analyze how guest studios cover the main topics of the day. 22 monitoring reports were published: 10 weekly reports as part of the presidential election campaign (including one final report), 9 weekly reports as part of the parliamentary election campaign (including one final report) and 3 weekly reports (one week every month during October-December 2019).

Politicians, members of the National Council of Ukraine on Television and Radio Broadcasting, and journalists recognized Detector Media monitorings as professional and used them in their work and communication. For example, a member of the National Council, Serhiy Kostynskyi, reporting on his personal page on a social network about the decision made by the body, referred to the materials of Detector Media portal, which became one of the reasons for its adoption. And the analyst of the publication Texty.org.ua Oleksandr Oksymets reported that the monitorings by Detector Media help experts from "Texts" to update the database of pseudo-sociologists and experts related to political analysis, which is a popular tool among journalists.



Otar Dovzhenko

Head of the Monitoring and Analytics Center of Detector Media public organization

« In 2019, the Detector Media monitoring center paid a lot of attention to both election campaigns. Our team was well prepared for the challenges of a busy year. This allowed us to monitor the media as quickly as possible and publish analytical excerpts from the previous week on Monday. In terms of efficiency, accuracy and comprehensiveness, Detector Media produces a unique product. Many of the regular readers of our monitoring are journalists who do what we research. However, the Election Detector monitoring was initially formed as a product for a wider audience. Not only we analyzed the narratives in the media, but also made conclusions about politics and elections. Therefore, Election Detector was constantly monitored by political experts, campaigning teams, and researchers. This year we started to attract a wide audience to the monitoring thanks to caption videos. Short videos that convey the most important theses of analytics are viewed by thousands of social network users. ■

Support of journalistic self-regulation bodies

Participation of Detector Media experts in the activities of self-regulatory bodies. Detector Media experts acted as members of key self-regulatory bodies of journalists: Commission on Journalistic Ethics (Svitlana Ostapa, member of the commission) and the Independent Media Council (Natalia Lyhachova, chair of the council; Halyna Petrenko, member of the council; Otar Dovzhenko, member of the council). During 2019, Detector Media experts participated in the meetings of these bodies, reported on the decisions made using the online portal and provided information to the general public on journalistic self-regulation and consideration of 46 complaints about violations in media content received by the Commission on Journalistic Ethics. It is worth noting that the national media regulator - the National Council on Television and Radio Broadcasting - has continued the practice of taking into account the decisions of the Independent Media Council. For example, the regulator decided to go to court to revoke the license of NewsOne due to the systematic use of hate speech in its programs, based on the decision of the Independent Media Council. Detector Media experts also contributed to the preparation of a statement by the Journalists' Ethics Commission on ethical violations when covering LGBT topics.

Participation in the campaign to raise media standards - support for the Media - for a Conscious Choice Media Movement. On February 5, 2019, the creation of the Media - for a Conscious Choice Media Movement was announced. It was initiated by the Detector Media public organization and the Mass Information Institute. The movement was founded to

expand the ability of citizens to understand the reality and make informed choices about politicians and various events, phenomena both during the election and in the election period on the basis of complete and reliable information of the Ukrainian media. Leading Ukrainian media outlets - television channels, radio stations, print and online publications - as well as NGOs and individual journalists joined the Media Movement by signing a memorandum on joint action and compliance with basic standards. As of the end of 2019, the movement unites 70 Ukrainian national and regional media, media nongovernmental organizations and individual members. Since its founding, the Media Movement has published 16 public statements in support of freedom of expression and to protect citizens' right to reliable information. Thus, Media Movement has become an important player in supporting freedom of speech and protecting the right of citizens to reliable information.





Vadym Miskyi

Program Director of the Detector Media public organization, Media Movement Coordinator, Secretary of the UA:PBC Supervisory Board, Secretary of the Council for Freedom of Speech and Protection of Journalists under the President of Ukraine

« The idea of a new union of independent media has long matured in the media community. If previous associations such as the Stop Censorship Movement arose as a result of external factors – censorship and state policy on the media, the Media Movement was formed to respond to challenges in the media sphere. The catalyst was the election campaign: Independent Ukrainian media have come together to provide Ukrainians with the opportunity to elect their president and parliament on the basis of complete and accurate media information, and to encourage the media themselves to adhere to strict ethical standards.

After the election campaign, the Media Movement continued to respond to events and bills that affect the professional media sphere. For example, media outlets condemned Russia's attempts to intervene in the Ukrainian media space, attempts to block the independent work of the public broadcaster, and actively participated in the heated discussion of the legislative initiative to counter disinformation. And, finally, they had an impact on the processes taking place in the media sphere. I am confident that in the future the Media Movement will remain a powerful voice of the professional media community. ■

Quality control of media content during elections

The support of the Elections and Media specialized website, which reported on the activities of the media and the quality of content during the elections, made it possible to improve the coverage of the elections in independent media in 2019. During 2019, more than 760 materials were published, including more than 640 news materials, more than 65 articles, more than 20 interviews, more than 40 monitoring reports and other related materials. The website's pages garnered about 1.3 million views during the reporting period. Given the high public demand for the analysis of election reporting, Detector Media launched a special project named Election Detector - a weekly summary of all monitorings conducted by DM experts during the election period. The Election Detector included 21 issues that were adapted for social networks, based on which weekly video reviews of trends were created, and they were translated into English to inform the international community.

Monitoring of television debates. During the year, Detector Media prepared 10 analytical articles as part of the monitoring of TV debates, covering the only debate program on Ukrainian television - Zvorotniy Vidlik [Countdown] on UA: Pershyi.

Monitoring of regional television in the eastern and southern regions during the elections. In 2019, Detector Media expert Antonina Mnikh monitored evening news broadcasts on 30 regional television channels in eastern and southern Ukraine for compliance with journalistic standards. As a result, 12 monitoring reports were published within the four waves of monitoring of regional TV channels. The first two waves of this monitoring were carried out during the presidential election campaign. The following channels were monitored:

- in **Dnipropetrovsk**: Channel 11, Channel 9, Channel 34, D1 channel;
- in **Kharkiv**: Simon channel, Channel 7, ATN channel;
- in **Zaporizhzhia**: Alex, Z, TV-5 channels;
- in **Mykolayiv**: MART and NIS-TV channels;
- in **Odesa**: Channel 7, Dumskaya, Reporter and Pershyi Miskyi channels;
- in **Kherson**: VTV+, Tviy+ and Kherson+ channels;
- in **Kryvyi Rih**: Rudana channel, Pershyi Miskyi. Kryvyi Rih channel;
- in the **Donetsk region** the Donbass channel, the Donechchyna.TV channel, Orbita channel (Pokrovsk) and the Mariupol channels Sigma, TV-7 and MTV Mariupol;
- in the **Zaporizhzhia region**: MTV+ channel (Melitopol) and TV-Berdyansk.

Open media discussions in eastern and southern Ukraine on the role of the media in elections. The content we created during the election campaigns gave us a lot of material for holding open discussions with journalists. During the year we held 8 open media meetings in the regions of Ukraine on the role of the media during the elections: in Kharkiv, Kostiantynivka, Odesa, Mykolayiv, Poltava, Vinnytsia, Chernihiv and Ternopil. In these meetings, we discussed with local journalists the problems they face while covering the presidential and parliamentary elections. We also presented two completely new online courses for local journalists – **Media Standards During the Elections** (with the participation of experts from the Mass Information Institute NGO) and **Constructive Coverage of Ukrainian Reforms in the Regions** (with the participation of RRP Coalition experts). During the presentation and discussions, local

journalists and concerned citizens discussed the results of monitoring the quality of journalistic materials regarding the 2019 elections. The events became "club" in their nature, aimed at discussions and reflections of journalists on common mistakes and discussion of standards. Many participants expressed their readiness to correct mistakes and improve the coverage of elections and reforms in the regional press.

The **Mediacheck initiative** is a mechanism for reviewing complaints about low-quality journalistic materials that violate the legislation and professional standards. This initiative was launched on March 12, 2019 and is a joint project of Detector Media and the Mass Information Institute (IMI). Anyone who is dissatisfied with the actions of journalists or the media and sees them as violating ethics, journalistic standards or the law can file a complaint using an online form and obtain a public expert opinion. Experts of Detector Media and IMI - lawyers and specialists in journalistic standards - evaluate materials according to a specially developed transparent methodology, which can be found on the websites of the organizations. Experts' opinions are published on the Detector Media and IMI websites, and - if the violation is confirmed - are sent to the media office so that employees can work on their mistakes.

During 2019, the Mediacheck initiative received 91 complaints, based on the results of which three dozen official conclusions were published. Five cases were resolved through negotiations and clarification or correction of information by the media. The arguments from the conclusions about the Hroshi [Money] program - according to the complainant - would be used by in a lawsuit.



Detector Media held discussions on the role of the media in the election campaigns in Kharkiv and Kostiantynivka



Otar Dovzhenko

Head of the Monitoring and Analytics Center of Detector Media public organization

« In order to work on mistakes and improve the quality of their journalism, mass media need a stable coordinate system. Professional standards, code of ethics and law are rules that can unite everyone. Reasonable expert opinions point out to the media the violations and shortcomings of their materials so that they do not repeat their mistakes; explain to audiences what is wrong with specific content and help develop a critical approach to the media product in general. Thus, Mediachek is part of a complex process of media self-regulation and can be the basis for professional dialog and increasing public confidence in the media.

In 2019, the initiative considered complaints about the news and Hroshi [Money] program by 1+1 channel, UNIAN news agency, Hromadske television, Focus, a number of regional TV channels, radio stations, print and online publications. There were cases when the editorial office itself removed the material about which the complaint was received, even before the evaluation.

One of the most resonant complaints in 2019 was the complaint about a number of materials in online publications about Roma and Volodymyr Aryev. Experts saw xenophobia, hate speech and other violations in a series of materials. ■

Creating better conditions for the development of public broadcasting.

Suspilne. Detector Media website not only covers the main changes in the National Public Broadcasting Company of Ukraine (UA:PBC), but is also the only platform in Ukraine for a conscious discussion of the challenges and prospects of the reform. In particular, in 2019 the portal covered such important topics as the conflict over the dismissal of the chairman of the public broadcaster and his reinstatement, development of the first UA:PBC Development Strategy, introduction of a new company structure at the central level and reset of the board, new concept of regional broadcasting, begin to use new frequencies by Ukrainian radio channels, the broadcaster's budget and staff optimization.

The website also advocates for a new UA:PBC funding model proposed by Detector Media expert Vadym Miskyi. In 2019, this funding model received a positive conclusion from the international expertise of the Council of Europe and was recommended as a priority option for implementation.

Monitoring of the quality of news on public broadcasting channels. During 2019, four waves of monitoring were conducted to assess the quality of public broadcasting news.

- **Monitoring of Evening News on the UA: Pershyi TV Channel;** quarterly, media expert Ihor Kulias analyzed the news during 6 consecutive days. As a result, 4 monitoring reports were published.
- **Monitoring of News on Ukrainian Radio;** quarterly, media expert Ihor Kulias analyzed the news during 5 consecutive days. As a result, 4 monitoring reports were published.
- **Monitoring of evening television news of 25 regional branches of Public Broadcaster;** quarterly Detector Media experts analyzed the news during 5 consecutive days. As a result, 16 monitoring reports and one final material were published.
- **UA:Pershyi in comparison with commercial television channels.** In 2019, Detector Media public organization conducted a comparative monitoring of news on the UA:Pershyi television channel with news on commercial television channels. The purpose of this monitoring was to investigate how the best-in-class TV channel of UA:PBC covers the main events that make up the infor-



Detector Media article screenshot.

mation picture on a daily basis. Detector Media expert Ihor Kulias checked what *UA:Pershyyi* told (or did not tell) in the evening news about the main topics of the day, and compared it with the largest *Ukrainian* TV channels owned by the oligarchs - *1+1* of Kolomoiskyi and Surkis, *Inter* of Firtash, *Levochkin* and *Khoroshkovskiy*, *STB* and *ICTV* of Pinchuk, *Channel 5* of Poroshenko and *Ukraine* channel of Akhmetov. Most news by *UA:Pershyyi* were much better than the news of competitors. During July-December 2019, 24 monitoring reports and final material were published.

Monitoring of the public broadcaster showed interesting trends, and after the publication of the reports it was possible to trace their obvious impact.

1) Detector Media monitoring revealed that during the presidential election (January-April 2019) the public broadcaster hardly covered the election campaign in the news. Detector Media's recommendations after the presidential election for *UA:Pershyyi* were taken into account in the "Guidelines for the coverage of parliamentary elections", developed by the Edi-

torial Board of UA:PBC. As a result, *UA:Pershyyi* significantly improved the reporting on the elections, covered the preparatory stages more actively, and informed about various political forces and their plans to participate in the elections during the parliamentary election campaign.

2) Regional TV channel of UA: Pershyi in Vinnytsia in January 2019 published an unbalanced news story about the newly appointed archbishop of the Orthodox Church of the Moscow Patriarchate, who was appointed to replace his predecessor, who changed to the newly created Ukrainian Orthodox Church. The material was negatively tuned to the UOC-MP and unbalanced. After the publication of the article by Detector Media about the situation and negotiations with the board of the public broadcaster, the editor-in-chief of *UA: Vinnytsia* resigned.

Thus, the monitoring activities of DM on public broadcasting allowed UA:PBC to identify shortcomings in the quality of content and outline ways to improve it.

Evaluation of UA:PBC programming policy and program grids. In 2019, UA:PBC branches had similar to 2018 program grids. Detector Media wrote about pitching and outsourcing projects of UA:PBC, as well as analyzed the regional TV show *Vyborchyi Okruh*. *Spivbesida* [Electoral District. Interview] and political talk show *Zvorotnyi Vidlik* [Count-down] during the presidential and parliamentary elections on *UA:Pershyyi*. We also analyzed the audience indicators of UA:PBC channels and the quality of in-house content – four documentaries.

Advocacy to strengthen the guarantees of financial and editorial independence of UA:PBC. In 2019, Detector Media created infographics about trends and innovations at UA:PBC, and our experts participated in both internal events of UA:PBC and public, international events in Ukraine and abroad. During the year, Detector Media experts Svitlana Ostapa and Vadym Miskiy participated in a number of advocacy activities, including meetings with representatives of the new government to establish communication and convey the mission of public broadcasting as an institution. We also visited the headquarters of the European Broadcasting Union in Geneva and the Swiss public broadcaster SRG SSR in Geneva and Zurich and published materials about their experience on the *Suspilne*. Detector Media website. Svitlana Ostapa also visited the Swedish public broadcaster SVT to learn about his experience working with digital platforms. In addition, Detector Media experts took an active part in UA:PBC's internal activities - strategic sessions, seminars, meetings of the Editorial Board, as well as gave dozens of comments to the media on the progress of public broadcasting reform.



Vadym Miskyi

Program Director of the Detector Media public organization,
Secretary of the UA:PBC Supervisory Board

« Public broadcasting took a number of important steps for its establishment as an institution in 2019, and Detector Media experts were directly involved in their implementation. At the same time, our main tasks remain the following: protect the institution from political influences, achieve development of its institutional capacity, clarify the role and mission of Public Broadcasting in the

Ukrainian media space and help to establish better contacts of the broadcaster with its audiences and stakeholders, obtain a more adequate amount of funding and implement a more reliable financing model, as well as inform the media community and the general public about the processes of reforming Public Television and Radio through the Detector Media websites. ■

Promoting better regulation and normal market relations in the media sphere

Transparency of media ownership. In 2019, Detector Media regularly informed the public about the main changes in media ownership - a total of 60 articles and news on this topic were published, in particular: analysis of the ownership structure of the media business owned by Zelenskyi; analysis of television channels and radio stations owners who won licenses during the competitions of the National Council; materials on the change of the law on the ownership right to the digital television provider and the subsequent change of the owners of Zeonbud; information on the acquisition of the ZIK television channel by Viktor Medvedchuk's partner, etc.

In addition, during 2019, Detector Media continued to prepare journalistic investigations into media ownership at the regional level and analyzed the owners / financial sources of major television channels in Lviv, Zaporizhzhia and Poltava. Thus, Detector Media helped to increase the transparency of media ownership of media and citizens' knowledge of media owners on regional TV channels in key cities of Ukraine.

Stories of privatized printed media outlets. Detector Media has published a series of articles on the denationalization of more than 20 regional newspapers. Thus, Detector

Media facilitated and supported the process of denationalization of the press by voicing successful examples of reformed newspapers.

Analysis of the reform of the pay-TV market. In 2019, a key reform in the pay-TV market was the preparation of media groups for coding satellite TV channels. This is a step forward in the development of media marketing and the formation of the habit of paying for content. However, coding has also posed a certain risk to Ukraine's information security, as Russian channels remain openly accessible. Other important changes in the market are the development of Ukrainian OTT services and VOD platforms to combat online piracy and competition with foreign players. And also change of distribution model of the Ukrainian sports channels (a la carte). In 2019, Detector Media published 50 materials on this topic, detailing all the pros and cons of the programming and involving all key experts in the discussion. As a result, in early 2020, an agreement was reached between President Volodymyr Zelenskyi, media groups and the Zeonbud provider that by the time a significant number of free satellite users switch to other technologies, each media group will leave one international version of their TV channels on the



Halyna Petrenko

Director of the Detector Media public organization

« In 2019, the Ministry of Culture, Youth and Sports, State Cinema Agency and the Verkhovna Rada Committee on Humanitarian and Information Policy, together with representatives of the film industry, began developing new rules for pitching-competitions for state funding of films and series. The task of the new rules was to make the allocation of public funds as efficient as possible and at the same time ensure a variety of funded projects and a constant influx of new talented personnel into the industry. The development of the rules has continued in 2020, and Detector Media provides to all stakeholders discussing them. ■

free satellite, and Zeonbud will complete the digital terrestrial coverage network.

Facilitating the development and implementation of legislation on state support for cinematography. During 2019, Detector Media expert Halyna Petrenko participated in the Public Council at the State Cinema Agency, where she participated in the discussion of draft regulations in the field of state support for cinematography. Detector Media monitored the transparency of public funding for the production of films and television series, analyzing the participants in the two state pitching and the results of the selection.

Improving the professional competence of journalists and media managers

School of high-quality media. In 2019, the Detector Media public organization continued to implement various educational programs for media professionals who sought to improve their professional skills. During 2019, three comprehensive training programs were implemented, combining educational theoretical modules and practical tasks. All this took place within the School of High-quality Media training center.

1) Trainings for novice video bloggers. From 310 applications, two groups of 15 participants were selected. Until the end of the training program, each participant created and maintained their own YouTube channel, regularly filling it with content. Trainers and mentors taught participants how to work with video content (from idea to filming and editing) and promote it on the Internet, including in YouTube. One of the key topics for the course participants was the current Ukrainian reforms, and some of the participants' video blogs focused on the progress of reforms in their communities.

2) Trainings for television news journalists. In December 2019, Detector Media



Video blogging training for beginners.



Otar Dovzhenko

Head of the Monitoring and Analytics Center of Detector Media public organization

« This year we continued the training project for Belarusian bloggers and launched new ones: for novice Ukrainian video bloggers, as well as the School of High-quality Television News for TV journalists who want to produce better materials but are unable to improve their skills in the places where they work now. In all new projects, we applied an approach that was successfully tested at the School of High-quality Media: mentoring, individual approach, combination of practical tasks with visual lectures-workshops, creation of a community that encourages self-development and cooperation. Therefore, school participants, in addition to new knowledge and skills, gain valuable contacts that can be useful professionally and personally. It happened so that the two audiences we started working with - video bloggers and TV journalists - are a kind of "competitors", but for both of them the solution we offer - a combination of professional and ethical standards with technical skills, modern storytelling and promotion tools - is right. ■

conducted the first of four three-day modules of the High-Quality Television News Against Propaganda and Manipulation course for 15 Ukrainian TV journalists and TV editors in Kyiv. Special emphasis was placed on journalists from Eastern and Southern Ukraine. This course provided participants with a set of applied knowledge and practical skills which can help television journalists and editors adhere to professional standards, verify information, detect and reject fakes, use critical thinking to work on materials, create high-quality modern content in various video formats and promote content in social networks. Well-known and authoritative trainers, such as Otar Dovzhenko, Ihor Kulias and other experts and practicing journalists, have already been or will be coaches of the course.

3) Trainings for Belarusian journalists and bloggers. During February-April 2019, Detector Media conducted three of the four three-day modules in Kyiv for 20 participants from Belarus. (The first took place in December 2018.) Experts and media practitioners from Ukrainian top media conducted a series of lectures and practical classes that will help students work more efficiently, make and promote a quality



Training course for Belarusian journalists and bloggers.

product, as well as avoid pressure and censorship. In addition to seminars and lectures, project participants had the opportunity to meet and communicate in an informal atmosphere with the most progressive and professional representatives of the Ukrainian media (Yulia Mostova, Pavlo Kazarin, Yuriy Marchenko, Natalia Lyhachova, etc.). As a result, participants presented their own media projects, which they developed using the knowledge and skills gained during the training at the School of High-Quality Media. Seven participants from Belarus visited the Lviv Media Forum to get better acquainted with the trends of the Ukrainian media sphere.

Raising awareness of the history of independent journalism in Ukraine. In 2019, in the framework of the Journalism of Independent Ukraine project, interviews with the most influential Ukrainian journalists, including Otar Dovzhenko, Roman Sushchenko, Sevgil Musayeva, Anastasia Stanko, Sonia Koshkina, Oleksiy Shalayskyi, and Serhiy Tykhyi, and military correspondents Anastasia Bereza and Veniamin Trubachov were published. These materials have received more than 50,000 views. These interviews, as well as those created in 2018 with such well-known media people as Yulia Mostova, Oleksandr Shvets, Oleksandr Tkachenko, Andriy Kulykov, Natalia Lyhachova, Mykola Veresen, Oleksandr Martynenko became the basis for a book on the history of Ukrainian journalism in the stories of its key creators, the author of which was Olena Kholodenko. The book *I Feel Bad When I Am Silent: History of Ukrainian Journalism in Interviews* was presented at the Lviv Media Forum and at the National Media Talk Forum.

Detector Media website support: This is the most popular media website in Ukraine. In 2019, 18 special projects were posted on the Detector Media website, including Election Detector, Black PR Detector, Television Rating Detector, Mediachek, Journalism of Independent Ukraine: the First 25 Years, Monitoring of Communications in Donbas, etc.

The regular journalistic work of the Detector Media portal is noticeable and influential in Ukrainian society. For example, an interview with Zelenskyi's business



Presentation Olena Kholodenko's book "I feel bad when I am silent: History of Ukrainian Journalism in an Interview" at the Lviv Media Forum.

partner Borys Shefir, published by Detector Media during the election campaign, in which he shared some of Kvartal 95's plans, his views on television production in Ukraine, prospects for cooperation with the Russian market, and ideas about the policy of the new government in the humanitarian sphere, caused a real resonance. The next day after the interview was published it received reactions from the Administration of President Poroshenko, the Verkhovna Rada Speaker Andriy Parubiy, Secretary of the National Security and Defense Council Oleksandr Danyliuk and other high-ranking officials, and was quoted by more than 100 other media.

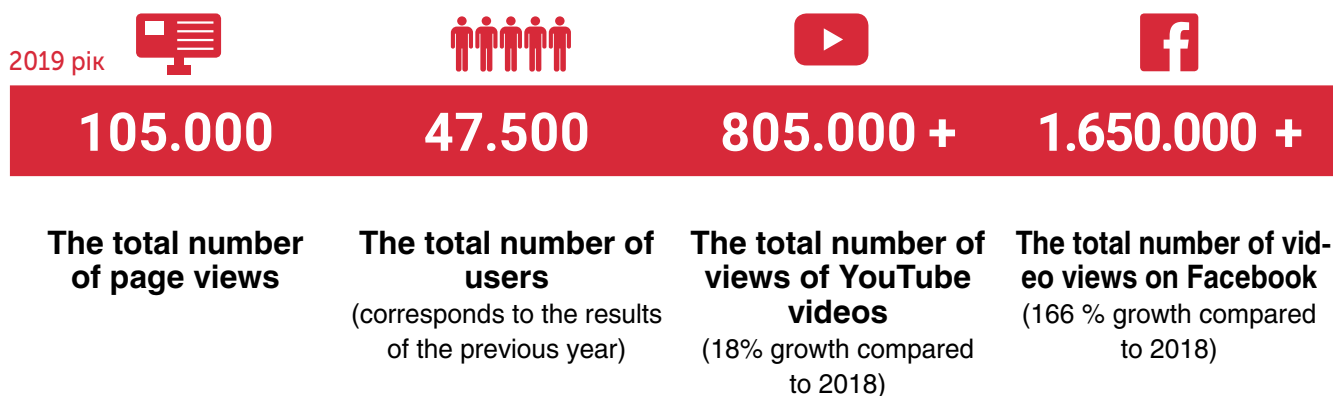
Videoteka website support and video content creation. Videoteka is a unique educational website for journalists, which allows to place multimedia materials with elements of video, infographics and presentations. In addition, the News Literacy and Journalistic Investigations: Basics educational courses developed by Detector Media experts are also posted on this sub-website.



During 2019, the team of videographers of the Detector Media public organization prepared:

- **39 episodes of the Newspalm satirical-political video blog** - the hottest manipulations from the world of media, scandals, blunders and other shameful situations in the Ukrainian media;
- **21 Rekaperka Krapivina blog entries** - regular reviews of entertaining media content, focused on the professional media community;
- **two online training courses** – Media Standards during Elections, Constructive Coverage of Reforms in Ukrainian Regions;
- **one special project** on nine digital media tools;
- **29 short "viral" caption videos for Facebook**, aimed at developing critical thinking and improving the culture of media consumption by the audience, which received a total of more than 425,000 views.

Website statistics



Promoting the development of the co-regulatory system

Monitoring the work of state bodies. During the reporting period, the Detector Media public organization continued to analyze the work of major government agencies in the field of mass media. In 2019, the organization constantly analyzed the changes in information and humanitarian policy that occurred in connection with the change of senior establishment of the state: The work of the Ministry of Culture, Youth and Sports of Ukraine, the Verkhovna Rada Committee on Humanitarian and Information Policy, the Verkhovna Rada Committee on Freedom of Speech, the National Council on Television and Radio Broadcasting and the State Committee on Television and Radio Broadcasting was monitored. These reports were disseminated to stakeholders and helped them to better understand the problems and prospects of media regulation in Ukraine, as well as the responsibilities and initiatives of key government bodies.

Promoting introduction of co-regulation. During the year, Detector Media experts participated in working groups created at the National Council on co-regulatory acts concerning the rules of coverage of violent cases in the media and gender equality in the media, as well as in a working group at the Ministry of Culture, Youth and Sports to develop the draft law on counteracting disinformation. We served as a platform for discussing most of the resonant initiatives and challenges in the field of self- and co-regulation, counteracting disinformation, protection of minors, the role of the media during elections, etc. The De-

tor Media portal constantly covered the preparation of the draft law on the media and helped to promote the transparency of this process.

Protection of legislative changes and public control over the use of state finances in the media sector. Detector Media experts are members of advisory bodies and working groups at the main relevant state bodies (the National Council on Television and Radio Broadcasting, the State Cinema Agency, the Verkhovna Rada Committee on Humanitarian and Information Policy, the Verkhovna Rada Committee on Freedom of Speech, the Ministry of Culture and Information Policy, the State Committee for Television and Radio Broadcasting), the Council on Freedom of Speech and Protection of Journalists under the President of Ukraine, self-regulatory bodies (the Independent Media Council, the Commission on Journalistic Ethics) and governing bodies of journalistic organizations (the National Union of Journalists). Detector Media has published more than 30 materials covering cooperation with the authorities on media reforms in 2019. The organization's experts contributed to the development of the Roadmap for Reforms of the RRP Coalition for 2019-2023, which has a separate chapter on media reform, as well as to the development of the Toronto Principles, which outline the main reform priorities for the next 5 years in Ukraine. Representatives of Detector Media Halyna Petrenko and Svitlana Ostapa attended the Conference on Reforms in Toronto and presented their vision of media reforms in Ukraine.



Halyna Petrenko

Director of the Detector Media
public organization

« In 2019, newly elected members of parliament and newly appointed government officials began developing several important legislative initiatives in the field of media at the declared pace of the "turbo mode." Detector Media kept an ear to the ground, analyzing the work of the newly created Ministry of Culture, Youth and Sports of Ukraine, the Committee on Humanitarian and Information Policy and other state bodies in the field of mass media. The hottest discussions revolved around the concept of the draft law on disinformation. Detector Media was involved as much as possible in the process of discussing the basic principles of the document at all stages. We also facilitated a public discussion of the concept of the draft law "On Media", which aims to become the most important regulatory document for the industry, to modernize our media legislation in accordance with the development of technologies and best European practices for their regulation. ■



II. INCREASING THE MEDIA LITERACY OF CITIZENS

Training materials for teaching media literacy - for teachers and students

Detector Media public organization, has regularly promoted its interactive Media Driver guide through educational and practical lectures on media literacy in schools and during public events organized for teachers and students, as well as through its own website, email newsletters and partner resources. In total, during 2019, more than 70 teachers of formal and non-formal education gained new knowledge and skills through participation in events where Detector Media experts taught media literacy tools and disseminated information about these tools. In particular, expert Volodymyr Malynka took part in discussions on media literacy with teachers at the Lviv Media Forum, the Institute of Journalism at Hrinchenko University, discussions in Minsk, at the Southern Media Forum in Mykolayiv, the Civil Society Development Forum, and conducted a training called Critical Thinking in the Post-truth and Trolls Era in Chernihiv. Also, 14 interviews on the best practices of teachers from all over Ukraine in formal and non-formal education related to media literacy were published on the Detector Media web portal.

Media consumers have access to media literacy materials

Modernization of the MediaSapiens website as the main resource in Ukraine on media literacy for adults. MediaSapiens remains a unique resource in the Ukrainian segment, covering various aspects of media literacy and debunking information manipulations. In 2019, 1,736 materials which were read by 884,378 users were published here. The total number of page views was 1.54 million. After conducting a study of the audience, the website was updated and modernized for better perception of information by readers, a focused target audience of the site was selected. The main topics covered on the website are the following: debunking of manipulations, fakes and propaganda; tendencies of media education in Ukraine and abroad; social networks and

their influence on information consumption; influence of mass media on children; safety on the Internet; and tendencies of hybrid war.

Innovative media literacy means and civic education.

In 2019, Detector Media significantly expanded the list of video products for a wide audience aimed at improving the media literacy of social network users:

- Newspalm is a weekly satirical video blog about current covering opportunities, which was broadcast on both Youtube and Facebook. In 2019, the team working on the creation of the vlog recorded 39 episodes, which together collected more than 1,261 million views on YouTube and Facebook. The video blog is focused on debunking fakes and disinformation, revealing hidden advertising and manipulation in the media. All videos are collected on the Newspalm YouTube channel, which has about 7,000 regular subscribers.



- Short caption videos on how to distinguish high-quality media from low-quality ones, especially during elections. In 2019, the Detector Media public organization prepared 29 short videos for "viral spread" on Facebook, aimed at raising awareness, developing critical thinking and culture of media consumption by the audience, which received a total of more than 425,000 views.
- Rekaperka Krapivina video blog for media professionals by media reviewer Yulia Krapivina - in 2019, 21 issues of entertaining media content reviews for professionals in the industry were published.



■ The Media Literacy Awareness Campaign, run by Detector Media, reached an audience of nearly 12 million Ukrainian Facebook users, and more than 100,000 opened and read articles on how to distinguish between high-quality and low-quality information.

Involvement of artists in the promotion of media literacy during the election process. In 2019, Detector Media completed a caricature competition on media literacy, which was announced in autumn 2018. The topic of this year's competition was populism, disinformation, black PR, manipulation, falsification and abuse during elections. According to the results of the competition, the Detector Media public organization awarded four young caricature authors with incentive prizes.



Assessing the awareness and implementation of media literacy progress. In 2019, Detector Media conducted a qualitative part of the Media Literacy Index survey, conducting 2 focus groups and 15 in-depth interviews to study the nature and typical practices of media consumption among different audiences. Target audience: men and women aged 22–62 who are interested in the socio-political life of the country. Geography: Kyiv, Odesa, Lviv, Kharkiv.

Qualitative research allowed to draw conclusions about the influence of the media on the average Ukrainian, the viewer's understanding of the process of creating media content, trust in the media, sensitivity to manipulation, understanding of the levers of government influence on the policy of individual media. In 2020, a quantitative survey will be conducted on a general sample.

Increasing the role of regional communicators of media literacy and countering propaganda

Media discussions and media literacy activities. In 2019, Detector Media took a number of steps to engage regional journalists, bloggers and other audiences in promoting media literacy and counteracting propaganda at the regional level. During the year, the Detector Media public organization organized 8 open media discussions in the following regions of Ukraine: in Kharkiv, Kostiantynivka, Odesa, Mykolayiv, Poltava, Vinnytsia, Chernihiv and Ternopil. The discussions were dedicated to the topics of adequate coverage of the election process, media literacy of the population and compliance with journalistic standards. Participants in the discussions joined the Media for Conscious Choice Media Movement.

In addition, Detector Media experts participated in a number of public discussions on media literacy for various audiences in the regions of Ukraine, in particu-

lar at the Lviv Media Forum (topic "Bots in social networks: new challenges and ways to overcome them", expert - Volodymyr Malynka), the Donbas Media Forum (panel discussion on media literacy, expert - Halyna Petrenko), in Chernihiv (training "Critical thinking in post-truth and trolls era", experts - Volodymyr Malynka, Yaroslav Zubchenko, Svitlana Chernetska), in Kharkiv (training for Kharkiv City Council employees, expert - Volodymyr Malynka), Southern Media Forum in Mykolayiv (training "Boots and trolls in social networks", expert - Volodymyr Malynka).

Strengthening the role of regional media literacy communicators for young people. Detector Media conducted trainings for 30 novice bloggers, selecting participants mainly from Eastern Ukraine. They gained the necessary knowledge and skills to select equipment, shoot, edit and promote their own video blogs on YouTube. We encouraged students to work on social issues, particularly at the local level in their communities, and provided basic knowledge of media literacy and information on key reforms taking place in Ukraine.



Detector Media held a discussion on elections and reforms with local media in Poltava.



Detector Media experts conducted media literacy training in Chernihiv.

FAKE
NEWS

III. COUNTERING DISINFORMATION

Monitoring of Kremlin propaganda. During the 2019 presidential election campaign, Detector Media public organization cooperated with group on counteraction to external interference in the Ukrainian election created by the Atlantic Council, the Transatlantic Commission on Election Integrity, and the Viktor Pinchuk Foundation in partnership with StopFake and the Razumkov Center through investigating the strategy of covering events in Ukraine by Russian propaganda channels - monthly, such reports were published on the Detector Media portal. In addition, visitors to the website had the opportunity to regularly read recent articles by one of the leading researchers of information influences - Heorhiy Pocheptsov, a collection of which was published by the organization as a separate book titled (Des)information. The Kremlin's propaganda rhetoric was also regularly monitored in the daily evening news on Ukrainian television and in the online media, and 12 such reports were published. This activity helped the public, me-

dia experts and the government to keep an ear to the ground of new disinformation directions and drew the attention of a wide range of media. Also, Detector Media experts Natalia Lyhachova and Halyna Petrenko repeatedly provided comments to Ukrainian and foreign media on countering disinformation and propaganda.

Proxy media detection and monitoring. In 2018, the Detector Media public organization developed a methodology for identifying and monitoring of the so-called proxy media - the media, which are not really media, but propaganda tools. In 2019, the organization put the methodology into practice and created a series of materials that demonstrated the impact and showed typical messages distributed through proxy media. All this contributed to attracting more attention of the public and of relevant public authorities to aggressive Russian propaganda and helped to track its direction.



Halyna Petrenko

Director of the Detector Media public organization

« The developed methodologies and experienced Detector Media experts allowed us not only to track the trends of Kremlin propaganda messages. We demonstrated how and for what purpose these topics were disseminated and, in particular, broadcast by pro-Russian media in Ukraine. The top topic in the Russian propaganda media in 2019 was the presidential and parliamentary election in Ukraine. In the midst of the election race, on three Russian channels alone, Ukraine was discussed in 14 out of 21 political talk shows a week in average. To some extent this affected not only Russian television viewers, but also the 1.5 million Ukrainian citizens who, according to opinion polls, were watching Russian television channels at the time. Our monitoring and surveys helped all stakeholders to see a panoramic picture of the work of Russian propaganda, and the relevant government agencies to respond quickly to information inputs. ■

Sociological research on the impact of propaganda and trust in the media in Ukraine. In 2019, Detector Media public organization continued to investigate the influence of Russian propaganda on public opinion in Ukraine. In March, the results of a sociological survey conducted by the Kyiv International Institute of Sociology on behalf of the Detector Media were presented to the general public. The survey was the next stage in a series of studies launched in 2015 that provide insight into how well Ukrainian citizens support the myths and stereotypes spread by Kremlin propaganda.

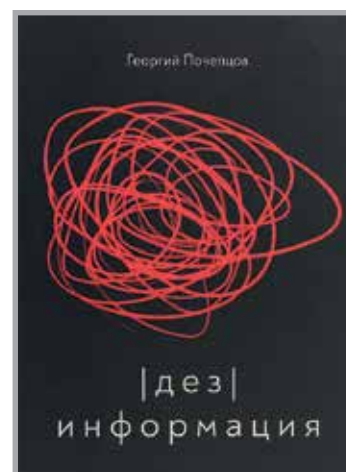
The survey was conducted from February 9 to February 20, 2019. 2,042 interviews were conducted with respondents living in 110 settlements of Ukraine (only in the territories controlled by the government of Ukraine). In addition to identifying channels and messages of Russian propaganda, the study identified key sources of news for citizens, their level of trust in the Ukrainian media, their information needs, access to and trust in Russian television channels, as well as willingness to improve own media literacy.

The study was first presented at a press conference in Kyiv. This caused a wide media response (at least 30 publications and news based on the obtained sociological data); the reaction of the Russian and pro-Russian media was also noticed (in the form of manipulative publications that covered the presentation and data of the report). Subsequently, the survey data were presented at more than 20 public events, including the Deutsche Welle Global Media Forum, the Lviv Media Forum, the StratCom Riga Dialogue, the Donbas Media Forum, and the Regional Seminar on Corruption and Elections. The survey contributed to a better understanding by Ukrainian and Western experts of the transformation of public opinion in Ukraine under the influence of Russian propaganda.

Monitoring of the state communication policy concerning Donbas allowed to see the connection of the authorities with the residents of Donbas in terms of the contribution of each of the key players in communication (goals set and means used), channels and target audience of information messages. In 2019, five reports on the state communication policy on Donbas were published, disseminated to Ukrainian and international stakeholders and helped them to form an informed opinion on communications between the Ukrainian authorities and people living near the war zone.

Analysis of hybrid methods of information warfare. In 2019, readers of Detector Media regularly received the latest materials on the methods of hybrid wars and means of counteracting them from one of the leading researchers of information influences Heorhiy Pocheptsov. During the year, 46 articles by Pocheptsov about propaganda, disinformation, challenges of the social networks world, etc. were published.

Detector Media also published and presented the (Dis)information book by Heorhiy Pocheptsov about information and its manipulation in the broadest sense. The book also covers the subject of hybrid and virtual wars, tools of new media through which disinformation is spread, and so on. The book was presented at the 26th Publishers' Forum in Lviv, and then at the National Media Talk media forum. The book can be downloaded free of charge from the Detector Media website. ■



ORGANIZATIONAL DEVELOPMENT

IMPROVING THE EFFICIENCY OF PROGRAM ACTIVITIES

Detector Media public organization conducted an external assessment of the organization's influence. The purpose of the evaluation was to gather arguments / value judgments and opinions in order to determine the impact of the activities of the Detector Media organization on the process of change in the Ukrainian media environment from January 2018 to May 2019 (since the beginning of the new strategy implementation). Evaluation recommendations have been taken into account and are being implemented in approaches, forms and methods of work, work with information.

DEVELOPMENT OF EDITORIAL POLICY

In 2019, the Detector Media public organization developed an editorial policy for its newsroom. In particular, it states that the Detector Media team is united by common values: respect for the law and human rights, support for the democratic development of the state and civil society, vision of the future of Ukraine as a civilized, independent, stable and peaceful European state. These values determine the choice of topics and authors, active participation in public, market and regulatory processes related to democratization and development of the media space. However, propaganda is not a function and task of Detector Media publications. The editorial team clearly separates journalism from civic activism and does not allow personal views and preferences to affect the impartiality of work. Editorial policy is an integral part and guideline for the day-to-day work of a journalistic team. The editorial policy is published publicly on the Detector Media website.

VOLUNTEER POLICY DEVELOPMENT

The Detector Media public organization has developed a policy of attracting volunteers, which regulates the relationship between the organization and volunteers and is aimed at increasing their number and the level of involvement. In particular, this policy stipulates that it is unacceptable to maintain the stereotype that a volunteer is involved to perform unskilled labor in the organization. The work of volunteers due to their professional qualities should benefit the

organization and the whole society. An important aspect for effective volunteer motivation is evaluation, which allows the organization to determine the quality and effectiveness of the work performed on the basis of analysis. The evaluation also helps volunteers to see the management's interest in them and their work.

IMPROVING THE PROFESSIONALISM OF EMPLOYEES

During the year, the organization's staff trained in a series of trainings. The choice of these trainings was based on a survey of the needs of all employees, including middle and senior management. In particular, trainings were held on the following topics: SMM, copywriting, filming and video editing, viral marketing. The staff also improved their English language skills. The organization also conducted training for its regional monitoring specialists to strengthen their analytical capacity ahead of the presidential and parliamentary elections.

STRENGTHENING FINANCIAL CAPACITY

Detector Media public organization continues to develop cooperation with its strategic donors, including the Government of Sweden, the Government of Denmark and the Internews Network. In 2019, the organization signed new grant agreements with the Open Information Partnership (a joint initiative of the Atlantic Council, Bellingcat, Zinc Network, funded by the UK Foreign Office), the Ukraine Confidence Building Initiative (UCBI), the US Embassy in Kyiv, the Atlantic Council and the Baltic Centre for Media Excellence. In addition, we continued to work with Pact Inc. and the Information Office of Solidarity with Belarus Foundation.

FOUNDING OF MEDIA DETECTOR LLC

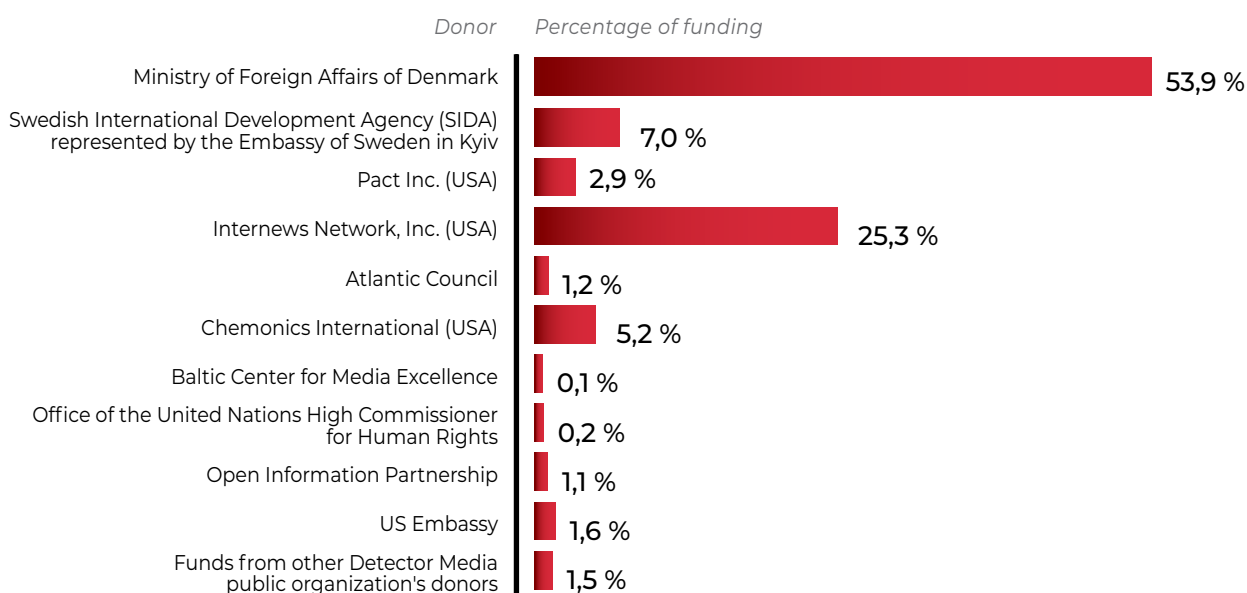
In 2019, the Detector Media public organization also founded a subsidiary, a limited liability company, to diversify the sources of funding for the statutory activities of the public organization through commercial activities, in particular to monetize the work of the web portal. This optimized collaboration with partners and advertisers. From the first days after founding the LLC's, clients who ordered advertising and monitoring services appeared. ■



FINANCIAL REPORT

RECEIPTS The total amount of income is equivalent to 840,000 US dollars.

Sources of funding for the organization:



COSTS The total amount of costs is equivalent to 1.015 million US dollars.

Costs for the implementation of the organization's projects:

PROJECTS	TOTAL (eq. US dollars)
Basic support of the Detector Media public organization, 2016–2021	496.816
Basic support of the Detector Media NGO, 2016–2019	181.293
Institutional support of the Detector Media public organization in carrying out its main activities	215.345
Support for creating satirical videos	11.637
High-quality media against propaganda and manipulation	37.097
Cycle of training programs for novice video bloggers	43.865
Interactive online courses for journalists on media standards during the election period	13.510
Partnership for the prevention of external interference in elections	10.000
Network of media developers	1.104
Financing of other statutory activities	203
Creation of a methodology for monitoring the Belarusian media	3.500



THE STRUCTURE OF THE ORGANIZATION

GENERAL ASSEMBLY



Natalia Lyhachova



Svitlana Ostapa



Maryana Zakusylo



Hanna Sherman



Andriy Kulykov



Yevhen Bulavka



Otar Dovzhenko



Oleksiy Matsuka



Andriy Chernikov



Natalia Sokolenko



Yurii Lukanov

BOARD



Iryna Bekeshkina (frame)



Ihor Kohut



Inna Kuznetsova



Taras Petriv



Antonina Cherevko



Svitlana Kononchuk



Yurii Ruban



Natalia Lyhachova-Chernolutska

Head of the Detector Media public organization,
editor-in-chief of the Detector Media portal

MANAGEMENT

Halyna Petrenko, director

Vadym Miskyi, program director

Ihor Morozov, finance director

Olena Leonenko, chief accountant

Tetiana Klymenkova, accountant

Serhii Kravchuk, project manager

Olena Demchenko, project manager

Yulia Zelinska, administrative and
advertising manager

Svitlana Chernetska,
communication manager

Yaroslava Sheremeta,
social media manager

Andriy Chulkov, chief developer

Vladyslav Dzikovskyi,
system administrator

DETECTOR MEDIA PORTAL

Maryana Zakusylo, chief editor of the Detector Media portal

Gala Sklyarevska, deputy editor-in-chief on authorial projects

Lilia Zinchenko, observer

Mariya Riapulova, observer

Iryna Riaboshtan, production editor

Nataliya Dankova, observer

Yaroslav Zubchenko, observer

Katrina Rozkladay, literary editor



MONITORING AND ANALYTICS CENTER

Otar Dovzhenko, Head of the Monitoring and Analytics Center

SUSPILNE. DETECTOR MEDIA

Svitlana Ostapa, deputy editor-in-chief for public relations of the Detector Media Portal, editor of the Public Broadcasting website

Olha Zhuk, observer

MEDIASAPIENS

Volodymyr Malynka, editor of the website

Kateryna Honcharova, observer

Volodymyr Rykhlitskyi, observer

VIDEOTEKA

Svitlana Hryhorenko, videographer

Oleksii Temchenko, videographer

Anhelina Lomakina, videographer

ELECTIONS AND MEDIA

Svitlana Ostapa, deputy editor-in-chief for public relations of the Detector Media Portal, editor of the Elections and Media website

Mariya Buchelnikova, observer



Ministry of Foreign Affairs
of Denmark



Swedish International Development
Agency (SIDA) represented by the
Embassy of Sweden in Kyiv



Pact Inc. (USA)



Internews Network (USA)



Ukraine Confidence Building Initiative
(UCBI II)



Open Information Partnership



US Embassy in Ukraine



Atlantic Council



Baltic Centre
for Media Excellence

