

**detéctor** media

ANNUAL REPORT

2021



## BRIEF INFORMATION ABOUT DETECTOR MEDIA

**Detector Media public organization** (DM) was established by Ukrainian journalists in January 2004 (from 2004 to April 2016, the organization was called Telekritika). The organization combines the functions of a mass media and an analytical center for 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, a 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 infospheres, 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 online outlets, which combines 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 a broad audience.

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

NGO Detector Media 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 Reform Reanimation Package Coalition (RRP) member.



**detéctor media**

detector.media

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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

**WE** spent 2021 fighting disinformation. To do this, we cooperated with state institutions and other public organizations, analyzed the main channels and messages of the spread of disinformation and propaganda, debunked fakes in serious and entertaining formats, opposed Russian propaganda, and strengthened Ukrainians' media literacy.

As a legacy of 2020, we have been left with many manipulations and fakes regarding COVID-19 and vaccination against this disease. In 2021, the misinformation on this matter only flourished and spread. Therefore, on the "Media Sapiens" portal in the "Truth and fiction about the coronavirus" section, we always had content updates for those who wanted to understand the current situation and not be led by fakes. Publications in this section have gathered more than 400,000 views. Young people and fans of the video format were able to get their share of manipulations about the coronavirus debunked on YouTube, where the web blog "Lomakina Yesterday" received more than 3 million views, as well as on Tiktok, which was again hosted by Anhelina Lomakina, dancing, singing, and talking about media literacy.

The information space in 2021 was littered with misinformation not only about the coronavirus. Thanks to our constant work, we managed to help "step on the necks" of the agents of Russian influence in Ukraine. In particular, with the help of our monitoring data, "Medvedchuk group's" TV channels were recognized as responsible for more than half of recorded cases of pro-Russian propaganda. On February 2, President of Ukraine Volodymyr Zelenskyi imposed sanctions on ZIK, NewsOne, and 112

Ukraine TV channels, saying that the sanctions were justified because the channels received funding from Russia and cooperated with terrorist organizations. It became an important, but far from the last, step on the way to cleaning the Ukrainian space from pro-Russian narratives.

The Ministry of Culture and Information Policy launched a nationwide project on media literacy, "Filter", and our organization became a partner and a source of its expertise. This is the interaction between the state and the expert-public environment that civil society has always sought, understanding the effectiveness and efficiency of such cooperation.

Detector Media began working with a new segment of the information space – investigating disinformation in messengers, particularly Telegram. For this purpose, we have developed our analysis method of Ukrainian segments of social networks and messengers. According to this methodology, several studies were conducted, 12 monitoring reports were published, and some were used and mentioned by state institutions for countering disinformation. But most importantly, we showed society the problem of mass informational dumping and the influence of disinformation campaigns in Ukrainian Telegram channels. This direction seems to be a new challenge for us to research and find countermeasures in the fight for media literacy and against manipulations.

We will have to fight against pro-Russian propaganda and misinformation of various kinds for a long time, but based on the results of this year, we can definitely say that we have had some success, reliable partners, and allies. Therefore, we will certainly cope with this challenging task. Media literacy is becoming an indispensable component of teaching all academic disciplines in schools and a separate subject in higher education institutions. The Ukrainian state structures are seriously engaged in identifying and debunking fakes, and Ukrainian media professionals listen to the opinions of media experts and improve their content.

Summing up 2021, there is one more thing that I want to mention. We have diversified our earnings, particularly by generating revenue from commercial activities. In addition, we started the Community, which was joined by 152 people who wanted to support DM with their own money. It became a financial support and an important indicator of our organization's work and contribution to forming a healthy information society. Our audience's trust and successes in the fight against disinformation and violations of journalistic standards inspire us to continue our work.



# 2021 YEARS IN NUMBERS



## Web resources of the NGO Detector Media

detéctor media

ДМ media sapiens

ДМ суспільне

ВИБОРИ  
ЗМІ

ДМ відеотека

ДМ ЗМІ для змін

Detector Media

Media Sapiens

Public  
Broadcasting

Elections  
and mass  
media

Video Library

Media  
for Change

### Statistics of web resources



**14,000 +**

cumulative number of  
publications



**≈ 6,000,000**

total number  
of unique visitors



**≈ 13,000,000**

cumulative number  
of views



## Media monitoring

- Quantitative and qualitative monitoring of daily evening TV news on top channels – **72**.
- Monitoring of guest studios in the evening prime time – **12**.
- Monitoring of socio-political talk shows on national TV channels – **45**.
- The quality rating of evening TV news on "UA: First" and "Ukrainian Radio" is **4**.
- Monitoring of "Countdown" talk shows on "UA: First" – **7**.
- Monitoring regional television in the east and south of Ukraine during the elections – **4** reports on ten channels.
- Gender content monitoring – two waves in four regions.
- Monitoring the penetration of Kremlin propaganda narratives into the Ukrainian mass media – **12**.
- Articles and news for a broad audience prepared based on monitoring reports – **148**.



## Research and analytical reports

- On the other side of the screen: analysis of media consumption and disinformation in the Ukrainian information environment (analytical report).
- Index of media literacy of Ukrainians (research).
- Infodemic in Ukrainian Telegram: who, how, and why? (research).
- A study of values and behavior patterns in the entertainment content of Ukrainian TV channels.
- Portrait of a Ukrainian cinema viewer in the cinema theater (research).
- Russian disinformation in the Ukrainian media space for 2020-2021 (research).



## Unique online products

### Satirical video blog "NewsPalm"



**53**  
publications

**3,000,000**  
views

### Satirical video blog "Lomakina Yesterday"



**22**  
publications

**3,000,000**  
views

### Tiktok video on media literacy



**289**  
videos

**1,500,000**  
views

### The special project "Truth and fiction about the coronavirus"



**150**  
materials

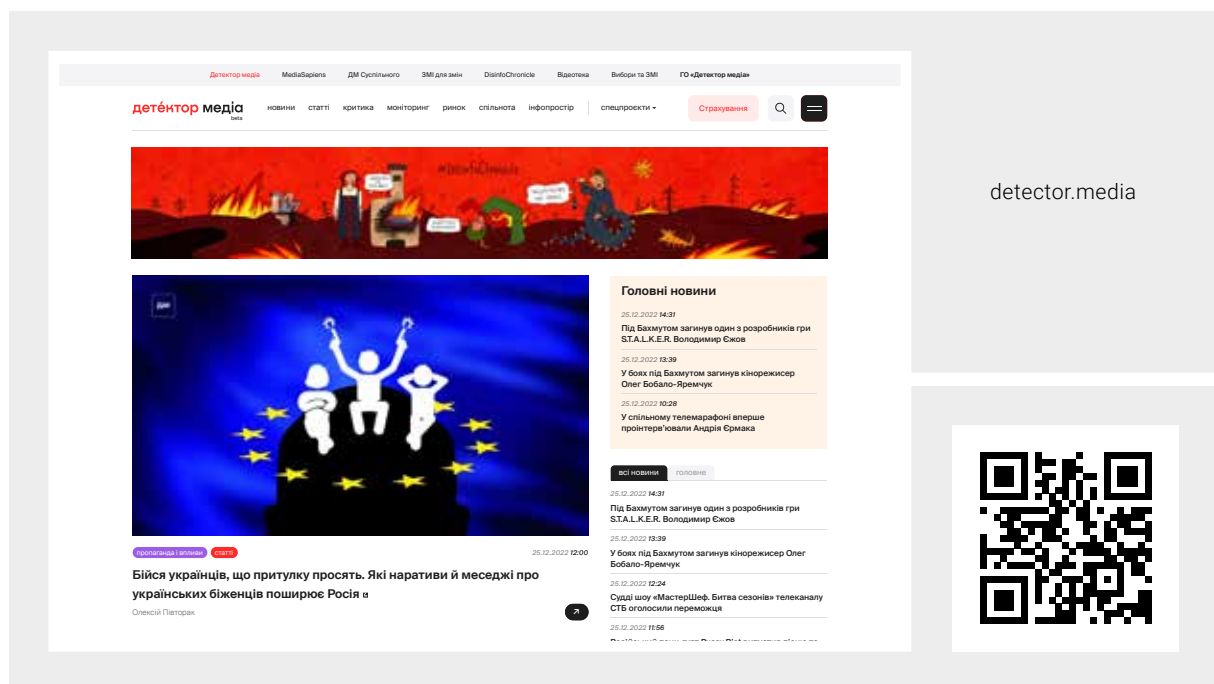
**400,000**  
views

# DETECTOR MEDIA PORTAL

Internet publication **Detector Media** is a watchdog of Ukrainian mass media. It was founded in February 2016 by the former team of the Internet publication "Telekritika" and led by Natalia Ligachova ("Telekritika" was founded by Natalia Ligachova in 2001).

The portal consists of several sites:

## Detector Media



detector.media

## detector media

Detector Media is a niche online publication, the target audience of which are media professionals, media experts, representatives of Western and Ukrainian public organizations, donor organizations, think tanks, civil servants, political scientists, politicians, marketers, PR specialists, students of journalism universities, and specialists in related humanitarian fields. On the site, the audience receives the most comprehensive Ukrainian mass media industry news feed, media criticism, media content monitoring, reviews and analytics of the media market, state information policy, media industry problems, master classes, interviews with media specialists, etc.



## Detector Media / 2021:



**11,224**  
publications



≈ **3,740,000**  
visitors



≈ **10,100,000**  
thousand views

## Media Sapiens

osvita.mediasapiens.ua

### ДМ media sapiens

«Media Sapiens» is a niche online publication founded in 2010. The task of the site is to promote the conscious use of media and promote the formation of critical thinking among a broad audience of media consumers. The resource analyzes trends in world journalism and news manipulation and provides knowledge and tools for people from outside the media sphere to effectively interact with modern media. During the year, after researching the requests of the site's audience, the site's design was modernized and adapted for a better perception of information and more effective delivery of data to a broader audience.

## «Media Sapiens» / 2021:



**2,410**  
publications



**≈ 1,700,000**  
visitors



**≈ 2,200,000**  
views

## Suspilne. Detector Media

Детектор медіа MediaSapiens **DM Суспільства** ЗМІ для змін Медіадрайвер Відеотека Вибори та ЗМІ ГО «Детектор медіа»

дм суспільного

#фільм НСТУ #Українське радіо #дитяче євробачення #новий сезон #UA: Перший #UA: Культура

**НОВИНИ**

Фініш Суспільного покажуть цю інтерв'ю про мультикультурність України «Межі»

Чемпіонат світу з футболу-2022 на «Суспільному Спорт» подивилися 2,4 мли глядачів

«Суспільне Культура» покаже прем'єру фільму «Шедрик проти "русского міра"»

На Суспільному обрали п'ять членів Редакційної ради

26 грудня оголошать переможців радіодиктанту-2022

Китць змирилася з перемогою у націвборі на «Євробачення»-2023 дуєту Tvorchi

Велика Британія залучила трьох представників Суспільного до роботи над проведенням «Євробачення»-2023

Співачка Китць поскаржилася на переможців націвбору на «Євробачення»-2023 гурт Tvorchi

Суспільне запускає серіал про те, як українці перемогли радянську цензуру

**СТАТТІ**

stv.detector.media

**дм суспільне** / Public Broadcasting /

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

## Suspilne. Detector Media / 2021:

**813**

publications

**≈ 438,000**

visitors

**≈ 931,500**

views


## Video Library

video.detector.media


**ДМ** відеотека / Video Library /

**The Video Library** is a unique video resource with lectures on media topics, interviews with media professionals, and stories from key media events in the country. It was founded in 2009.


**Video Library / 2021:**



**106**  
videos

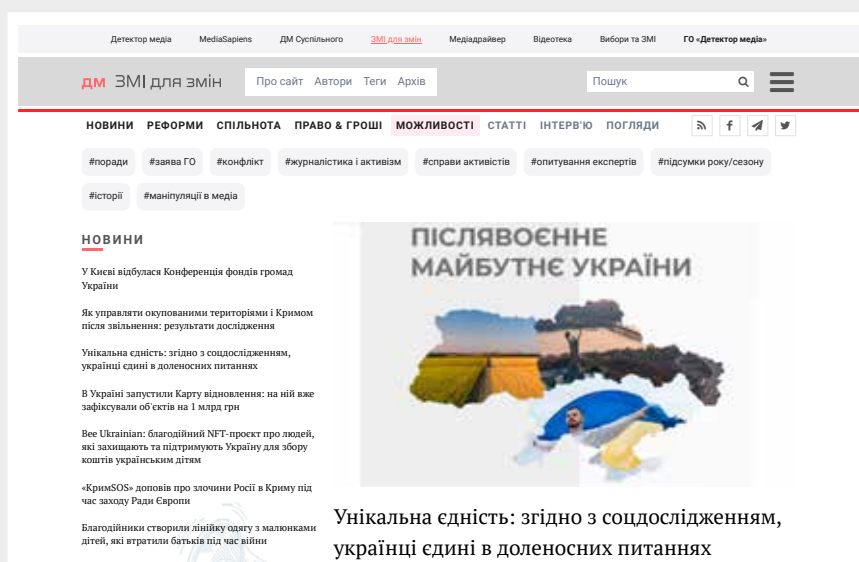


**41,000**  
visitors



**70,000**  
views

# Media for Change



cs.detector.media

**ДМ** ЗМІ для змін / Media for Change /

**Media for Change** is Detector Media’s project, which helps public organizations and initiatives to become more visible to the Ukrainian media. Here we talk about the activities, victories, and defeats of the public sector; we show how activists influence the promotion of reforms and how the state provides conditions for the development of civil society. We also analyze the legislation regulating the activities of public organizations and information about threats to the sector. We strive to inspire the Ukrainian media to more actively cover the work of civil society. To that end, we tell Detector Media’s audience about little-known but exciting stories from its life.

## Media for Change / 2021:

**544**

publications

**76,000 +**

visitors

**≈ 153,000**

views

## Team members' achievements

In 2021, the **Heorhiy Gongadze Prize** and **The Ukrainians** presented the special project "30 under 30: Who is creating the future of Ukrainian media".

"This is a story about purposefulness, a combination of idealism and pragmatism, about inspiration and responsibility. These are 30 very different stories, each of which is heart-touching. Independent peers of [Ukraine's] Independence. The generation of the thirsting, free, and brave. These are the 30 young journalists, laureates of the "30 under 30" project," the jury explained. In particular, three Detector Media members - **Yaroslav Zubchenko**, **Angelina Lomakina**, and **Vira Kuriko** - became such laureates.



**Svitlana Ostapa** and **Vadym Misky** became laureates of the Ivan Franko Prize in the nomination "For the best scientific work in the information field". They were awarded as co-authors of the book "**Public Broadcasting in Ukraine: History of Creation and Challenges**" (Viol Printing House, Kyiv, 2019). The third co-author of the book is Ihor Rozkladai, a media lawyer at the Center for Democracy and the Rule of Law.



Program Director of Detector Media  
**Vadym MISKYI:**

« Three years ago, when we wrote this book on the request of the Detector Media with Svitlana Ostapa and Igor Rozkladai, summarizing the history of the creation and the first two years of Public Broadcasting's work, I got to write the section about "challenges". Now I reread it, and – oh, wonder! – if you don't write about challenges "to hide them in a table" up to you but this makes no sense in English, right?, but work on overcoming them, then after three years, they turn into success stories. Of course, there are still challenges to overcome. But the road will be mastered by the walking one. And over the years, life has given us new challenges. When the time comes – we will write about them too!"

The book will interest students of journalism faculties, Ukrainian journalists, particularly those who work at the Public Broadcasting Company of Ukraine, and those who participated in reforming public broadcasting. The book talks about the prerequisites and difficulties of creating an independent public broadcaster in Ukraine and the challenges it faces today (as of the time of writing). The PDF version of the book can be downloaded free of charge on the Detector Media website.

# OUR ACTIVITIES



## I. PROMOTION OF CONTENT QUALITY IMPROVEMENT (NEWS CONTENT IN PARTICULAR) BY MEDIA IN UKRAINE

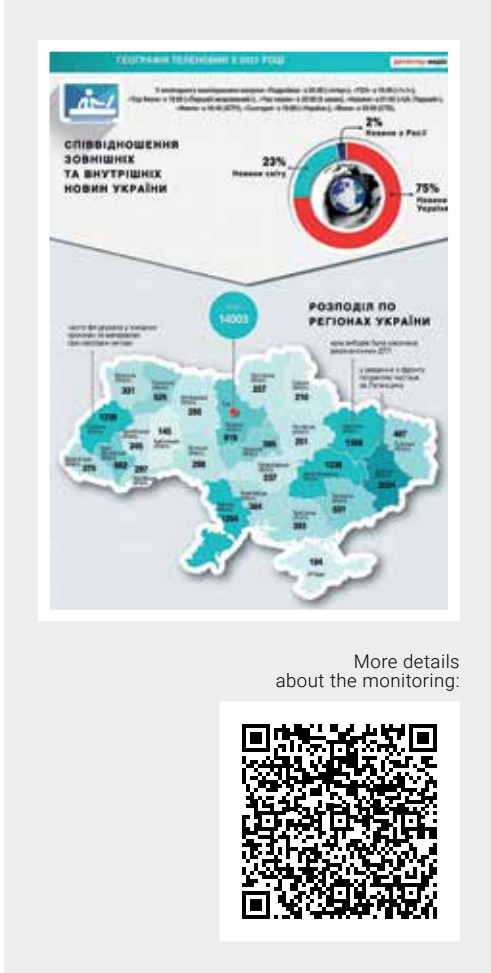


### Constant monitoring of content quality by Ukrainian television and radio channels

In 2021, Detector Media regularly monitored the quality of media content, thereby contributing to the growth of demand for quality content and increased control over it by various stakeholders. We conducted the following types of monitoring:

■ **Quantitative monitoring of daily evening news** on seven national TV channels (1+1, Inter, UA: First, STB, ICTV, Ukraine, and Channel 5) was conducted by national media expert Ihor Kuliash. The methodology involves obtaining quantitative data reflecting the quality of news releases and compliance with journalistic standards in the news. Monitoring was carried out quarterly in the following periods: February 1–6, May 10–15, August 9–14, and October 25–30. Four reports were published throughout the year.

■ **Comprehensive qualitative monitoring of daily evening news** on eight national TV channels (1+1, Inter, UA: First, 112 Ukraine, ICTV, Ukraine, STB, and Channel 5). This monitoring allows quick responses to the latest tendencies in media discourse. All data are collected in a database that will enable us to sort information by key topics covered by the geographical context of news (Kyiv, regions, international), tone (negative, neutral,





balanced, positive), the 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 censorship or covert sponsorship, and cases of propaganda and disinformation. Such reports were prepared every week by media expert Zoya Krasovska based on the results of news analysis during five business days. During the reporting period, 68 monitoring reports were published (including 12 summary monthly reports, one summary annual report, and three special reports).

■ **Monitoring of socio-political talk shows**, including constant monitoring of Svoboda Slova [Freedom of Speech] on the ICTV channel; Pravo na Vladu [Right to Power] on the 1+1 channel, Svoboda Slova Savika Shustera [Savik Shuster's Freedom of speech] on the Ukraine channel, and periodic monitoring of Ukrainian Format on the NewsOne channel; Puls on the 112 channel, Vidlunnia Ukrainy [Echo of Ukraine] on the Priamyi channel, Narod Proty [People Are Against] on the Ukraine 24 channel, Talk Show No. 1 on the Ukraine 24 channel, and Protystoyannia [Confrontation] on the NewsOne channel. Detector Media experts analyzed these programs for compliance of the studio's guests with the topics under discussion, made gender representation studies, and analyzed the balance in the presentation of the positions of political parties as well as possible manipulations. During the reporting period, 45 monitoring reports (including three special reports) were published, prepared by media experts Yaroslav Zubchenko, Andriy Lyubarts, and Oleksandr Krumin. The public talk show Vidlik [Countdown] was monitored separately, and the national media expert Ihor Kulyas published seven reports based on the results.

■ **Monitoring of guest studios in the evening prime time** on national news channels to assess manipulation, misinformation, and violations of professional standards. In total, during January-December 2021, media expert Yaroslav Zubchenko prepared 12 reports.

■ **Monitoring of eastern and southern Ukraine's regional television.** In 2021, Detector Media experts monitored evening newscasts on ten regional TV channels for compliance with journalistic standards. Our target region was the eastern and southern parts of Ukraine. During the reporting period, four monitoring reports were published to monitor regional TV channels.

■ **Media content's gender monitoring.** In February 2021, Detector Media, in partnership with the Institute of Mass Information, conducted a monitoring study that calculated the share of experts and key figures in the materials of national and regional TV channels in 4 cities - Zhytomyr, Khmelnytskyi, Odesa, and Zaporizhzhia. Compared to the fall of 2020, when we conducted the previous monitoring, the percentage of female experts and key figures increased by 1.2 and 3 percentage points, respectively.

During 2021, Detector Media continued to act as the leading platform for media criticism and media analytics in Ukraine, aimed at improving the quality of the content of Ukrainian TV and radio channels as well as online media content.

Considering that media monitoring reports are usually too complex for a broad audience, Detector Media's team prepared 148 news items based on the results of monitoring and coverage of



high-profile manipulations and political influences on the media agenda. They were published on the Media Sapiens website and gathered almost 356,000 views. The results of Detector Media's media monitoring, adapted in publications for a general audience in informal language, with specific "hot" examples that address trends, helped readers who are not connected to the media professionally to understand the manipulations and mistakes of the media in their coverage of important events, as well as to distinguish high-quality media from low-quality ones.

All these types of monitoring allow Detector Media to prepare a variety of complex analytics of media content to create a demand for higher quality content in Ukrainian mass media and motivate media managers to improve their content.

Monitoring has had its influence on the media, public policy, and the actions of key stakeholders in the industry. In particular, on February 2, President of Ukraine Volodymyr Zelenskyy imposed sanctions against ZIK, NewsOne, and 112 Ukraine TV channels, calling them justified because they received funding from Russia and cooperated with terrorist organizations. Western partners of Ukraine **reacted to this step** cautiously. More than 20 local mass media and two international media companies (the Russian BBC and Nikkei.com) asked Detector Media's experts (Natalia Ligachova, Otar Dovzhenko, Halyna Petrenko, Yaroslav Zubchenko) for comments on the sanctioned channels.

Between March 2019 and September 2021, Detector Media surveyed the audience of its monitoring reports online to find out how they use these reports. More than 1,200 readers participated in Detector Media's monitoring reports. 92% of respondents said they found the reports helpful, 54 % said they would share the content and use it in discussions or their work, and 24% said they would change the sources of information they utilize and start using high-quality media based on the results of our monitoring reports. In comparison, 52% of the audience said they already consume content from high-quality media.

Detector Media's monitoring of the regional channels promoted responsible and pluralistic journalism among local mass media and encouraged local communities to pay more attention to the quality of media content.



## Support of journalistic self-regulation bodies

Detector Media experts are members of the key self-regulatory bodies – the Commission on Journalistic Ethics (CJE) and the Independent Media Council (IMC). During 2021, DM experts participated in these bodies' meetings, proposed cases that needed consideration by the bodies, highlighted their decisions on the web portal, and provided information to the general public about journalistic self-regulation.

On November 25, 2021, CJE and IMC signed a memorandum of cooperation in which they agreed to coordinate their efforts to protect independent journalism and freedom of speech in Ukraine.

Also, Detector Media's experts considered 37 complaints, of which seven were rejected, whereas in 19 cases the Commission of Journalistic Ethics ruled violations in the media content. Most of all, the mass media violated the Code of Ethics's Clause 6 – The public's right to complete and objective information.

Detector Media's experts also participated in preparing ten statements and recommendations for journalists and editorial offices.

In 2021, DM continued to develop the **Mediarukh project**, launched in 2019 as a united voice of independent Ukrainian media and journalists to protect freedom of speech, media, and journalists, as well as their motivation to adhere to professional standards. The movement has more than 70 individual and collective members.

In 2021, Mediarukh made six public statements in support of freedom of speech and to protect citizens' right to reliable information:

- Appealed to the police to investigate the actions of the NGO "Journalists Against Corruption" and to refrain from prosecuting activists for comments in the mass media;
- Supported sanctions against Medvedchuk's channels and urged not to persecute its employees;



- Demanded the immediate dismissal of Mr. Metzger from the position of chairman of the board of "Ukreximbank";
- Urged Ukrainian journalists to create an effective self-governing organization that would be able to resist the system of political and commercial pressure on freedom of speech;
- Delivered a statement about the inadmissibility of pressure from the state bodies' representatives on journalist Yuriy Butusov;
- Opposed the issuance of "Press" badges to non-journalists, as it undermines trust towards the profession.

Thus, Mediarukh remains essential in supporting freedom of speech and protecting citizens' rights to reliable information.

At the end of the year, Mediarukh began its transformation. On November 16, 2021, representatives of the leading media called on journalists to unite in a professional community to resist political and commercial pressure on freedom of speech; 29 journalists and experts initiated the statement. The unification process of the two initiatives to strengthen the "unified voice" of the media community is ongoing.



## Support of the mechanism for submitting complaints about violations in the media "Mediacheck"

**The Mediacheck** initiative, introduced in 2019 by Detector Media and the Institute of Mass Information (IMI), was continuously supported throughout 2021. Anyone can submit a complaint about media content by filling out an online form on the Detector Media and IMI websites. Experts check the content on a particular methodology basis and prepare conclusions regarding the presence or absence of media standards infringement or legislation violations. During 2021, the initiative received 83 complaints, and 45 official rulings were made public regarding media violations of professional standards. Some issues were settled through negotiations and clarification/correction of media information. Mediacheck helped to improve the content of several mass media.



## Creating better conditions for the development of Public Broadcasting

ГО «Детектор медіа» протягом багатьох років послідовно сприяє реформуванню державних мовників у суспільне мовлення та відіграє важливу роль у всіх процесах.

For many years, Detector Media has consistently promoted the reformation of state broadcasters into public broadcasting and plays an essential role in all processes.

In 2021, Detector Media supported the communication of significant changes in Suspilne by creating specialized publications, the Supervisory Board of "UA: Suspilne" work, and participation in internal events and international events in Ukraine and abroad. During the year, Detector Media's experts Svitlana Ostapa and Vadym Misky participated in numerous advocacy events, including meetings with representatives of the Office of the President, the government, the parliament, and with international stakeholders to establish better communication and explain Suspilne's mission as an institution.

Thanks to DM's coverage, the first change of Suspilne's governing bodies (in 2021) occurred democratically and transparently. Detector Media covered all attempts by the authorities to influence this process, and due to the publicity [of the process], these attempts were unsuccessful, and the broadcaster maintained its independence. Detector Media's experts also explained the events surrounding the broadcaster to interested parties - political parties, public organizations, and international partners. In particular, they took part in a meeting with G7 ambassadors.

A significant part of DM's efforts has traditionally been focused on advocating to maintain sufficient funding for the public broadcaster for 2022 in the face of expected state budget reductions due to the COVID-19 pandemic. As a result of these efforts, it was possible to save a sufficient budget for the company – 1.87 billion UAH, which allowed to continue the conduction of reform.

DM also continued advocating the new financial model of "UA: Suspilne", proposed by DM expert Vadym Misky, which aims to reduce the freedom of action of the government and parliament when



**Svitlana Ostapa:**

« The reform of public broadcasting has not yet been completed, and none of the countries in the post-Soviet space, which undertook to create public broadcasting based on the state, could complete the reform in four years. Because this is an axiom. Building a new house is much easier than reconstructing an old one. However, I am convinced that the reform is irreversible. This is evidenced at least by the fact that the two heads of the board of the Public Broadcasting Company of Ukraine were elected by the supervisory board transparently and democratically.»

calculating annual funding and provides for the inclusion of income from rent for the use of radio frequency resources to the particular state budget fund and its intended purpose with the financial support of "UA: Suspilne".

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. Also, the site continued to inform about the new model of financing of Public Broadcasting proposed by the DM experts, constantly highlighted the importance of fulfilling the mission of the television and radio company, the inexpediency of political pressure and interference in editorial policy, and the significance and irreversibility of the public broadcasting reform.

### **Monitoring of the quality of news on public broadcasting channels.**

During 2021, two monitoring waves were conducted to assess the quality of public broadcasting news.

- UA: Pershyi TV channel, within two waves of monitoring for six days (7-12.06.2021 and 22-26.11.2021), carried out by national media expert Ihor Kulas, two monitoring reports on Suspilne. Detector Media were published;
- Monitoring of News on Ukrainian Radio, in a wave of monitoring for five business days (7-11.06.2021 and 22-25.11.2021), which was carried out by national media expert Ihor Kulas. 2 monitoring reports were published at Suspilne. Detector Media.

In addition, the talk show Vidlik [Countdown] on UA: Pershyi was monitored monthly from April-December 2021. Seven monitoring reports were published on Suspilne. Detector Media.

Thus, the monitoring activity of Detector Media allowed Public Broadcasting to identify shortcomings in the quality of content and outline ways to improve it.

### **Expert evaluation of UA:PBC programming policy and program grids (national and regional, television and radio).**

When comparing the entire period of existence of PBC, we can claim that 2021 was the best year in financial terms. For the first time, Suspilne underwent development and capital expenditures. This money was used to purchase equipment, repairs, and to purchase broadcasting rights. In 2021, UA: Pershyi had the highest audience share in the last seven years – 1.08%. The TV channel UA: Culture also increased its audience share – from 0.11% to 0.2%. DM promptly covered all these changes in the work of the mass media. DM also conducted regular reviews of the PBC's content, published in-



interviews with journalists and heads of national and regional TV channels of PBC, gathered audience feedback on changes in the program, and analyzed other changes in the channel's content.

Within the framework of the two-day National Media Talk conference, the head of PBC's supervisory board, the deputy editor-in-chief of Detector Media, Svitlana Ostapa, spoke about the ratings and iconic products of Suspilne, the blackmail from politicians, compliance with standards, and the independence of the public broadcaster. She also noted that the public broadcaster shows an example of how the media should work, focused on the interests of society and the audience, not oligarchs. Experts recognized the news provided by Suspilne as the most professional, PBC has an effective editorial board, and political shows are actual expert conversations.



## Promoting better regulation and normal market relations in the media sphere

**Continuous analysis of changes in the media market, including the activities of the regulator, media ownership, the pay-TV market, etc.** In 2021, DM regularly informed the public about serious changes in mass media ownership. More than 60 articles and news were published on this topic, including the introduction of sanctions against Taras Kozak and his TV channel, the closing of Viktor Medvedchuk's channel, the purchase of the UkrLive TV channel by Nestor Shufrych, the rapid growth of the streaming services role in the media market (in particular, the fact that Megogo won the tender to broadcast the European Cup and soccer games), conflicts between providers and media groups, National Council competitions, and new digital licenses, etc. DM analyzed the entire activity of the regulator, as well as the market activity of media and providers regarding the reform of the pay-TV market.

For example, DM covered the conflict between the largest Ukrainian OTT platform, Megogo, and the Ukraine media group, which left the platform. Detector Media published an article analyzing the situation and provided an outlet for voicing the positions of all parties to the conflict. The paper gained more than 8 thousand viewers, and in a couple of days, the conflict was resolved: Ukraine Media Group resumed its broadcasting on Megogo.

Detector Media provides its platform to all players - both small local providers and media and large ones.

**Continuous analysis of the film and TV series production industry, including the reform of this industry's state financing.** In 2021, DM regularly informed the public about the film and TV series industry, including the reform of state funding in this field – 50 articles on this topic were published (gaining almost 200,000 views).

**Analysis and advocacy of public policy in the information and cultural sectors.** During 2021, DM experts monitored the law's implementation on state support for cinema. In particular, Detector Media observed the transparency of state financing of the production of films and TV series. In 2021, Derzhkino [Ukrainian State Film Agency] held three pitches. DM analyzed its participants and their results.

DM also contributed to developing measures to support the media and other creative industries in cooperation with the Ministry of Culture and Information Policy and the Verkhovna Rada of Ukraine Committee on Humanitarian and Information Policy for the post-pandemic period.

During the year, Detector Media monitored the distribution of all Ukrainian films. In the legislative field, the main focus was on implementing the law on monetary rewards for foreign filmmakers.



## **Increasing the professional competence of journalists and media managers**

In 2021, Detector Media continued implementing various educational programs on media topics.

### **Training course "Quality Debut in Journalism".**

DM conducted four modules of the online course "School of High-Quality Media. A quality debut in journalism" for 21 students of journalism and media majors. During the selection, special attention was paid to students from Ukraine's eastern and southern regions. This course provided participants with applied knowledge and practical skills that will help journalists adhere to professional



standards, verify information, detect and debunk fakes, use critical thinking to work with materials, create high-quality modern content in various formats, promote content on social networks, etc. Well-known and experienced journalists were involved in the course as trainers and speakers. Fifteen participants completed the training course, and the result was 16 finalized materials. 10 of these materials were published by DM and other mass media, and seven people became participants in online internships in DM's editorial office during the summer of 2021.

Owing to our internship program, young journalists have written articles for Ukrainian Pravda, Detector Media, and other high-quality media. One of the students of the School, Maria Krykunova, established cooperation with the online publication Pershe Kryvyi Rih



**Sofia Skyba**, editor of Pershe Kryvyi Rih media, in her comment on the DM's work in training young journalists said:

« Finding a job is very difficult for a student without practical experience. Knowledge of the specifics of working with news and analytical articles under the supervision of mentors provided by DM is very valuable for young journalists. Our editorial office works a lot with students of journalism faculties, and Maria Krykunova stands out for her knowledge of journalistic standards.»

## School of High-Quality Media for Belarus.

Detector Media expanded its educational activities with the School of High-Quality Media for Belarusian video bloggers. After four educational modules of the School of High-Quality Media for Belarusian video bloggers from December 2020-March 2021, another mentoring section was organized for 15 selected training participants. During this mentorship, training participants had the opportunity to create videos and develop





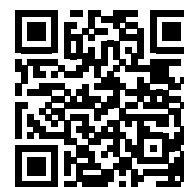
their YouTube channels with the help of two mentors (Kyrylo Yevseev and Andriy Pryimachenko). Then, in February-March 2021, in-depth mentoring was conducted for seven selected participants. Its members have gained the skills to set up video promotion, additional help, and budget for paid advertising of some of their videos.

### **Raising awareness of the history of independent journalism in Ukraine.**

In 2021, DM continued creating an online project on the history of independent journalism. In particular, we published several materials valuable for the preservation of the historical memory of independent journalism in Ukraine.

Thus, Detector Media contributed to the support of best practices and the promotion of responsible and valuable journalism in Ukraine through personal stories of famous people.

More details  
about the research:



### **Promoting the development of the co-regulatory system**

#### **Monitoring the work of state bodies.**

In 2021, Detector Media continued to analyze the work of the major government agencies in mass media. DM regularly published reports on monitoring the position of each of these government agencies:

- Monitoring the work of the Verkhovna Rada Committee on Humanitarian and Information Policy for the first and second half of 2021;
- Monitoring the work of the Ministry of Culture and Information Policy for the first and second half of 2021;
- Monitoring the work of the Verkhovna Rada Committee on Freedom of Speech for the first and second half of 2021;
- Monitoring of the work of the State Committee on Television and Radio Broadcasting for the first and second half of 2021;
- Monitoring the media regulator's work – the National Council on Television and Radio Broadcasting.

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 crucial government bodies.

DM experts Vadym Miskyi and Svitlana Ostapa participated in the preparation of the decision by the Council on Freedom of Speech and Protection of Journalists under the President of Ukraine regarding the draft law on the further development of broad self-regulation of the media market. The Council on Freedom of Speech and Protection of Journalists under the President of Ukraine appealed to journalists, journalistic self-regulation bodies, media organizations, and all interested parties to initiate the media community's introduction of a unified press badge for Ukrainian journalists. This practice exists in most democratic countries.

### **Analysis of the legislation on the implementation of co-regulation**

Throughout the year, Detector Media experts participated in working groups on co-regulation and developing relevant legislation. We also covered the preparation of the draft law on combating disinformation and the draft law on mass media (audiovisual law).

Additionally, DM constantly monitored the process of developing a new audiovisual law and reported on the reasons for delays in work. Detector Media portal systematically covered the preparation by the new [composition of] Verkhovna Rada of the draft law "On Media", giving the floor to all experts, conducting an open discussion, and making the process of law creation more transparent.

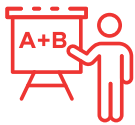
### **Advocacy for legislative changes and public control over the use of public finances in the media sector**

Detector Media effectively promotes media reforms due to our unique activity model. DM experts are part of the main specialized government agencies' advisory bodies and working groups (National Council on Television and Radio Broadcasting, Derzhkino [Ukrainian State Film Agency], and Verkhovna Rada of Ukraine). Verkhovna Rada Committee on Freedom of Speech and Information Policy, Ministry of Culture and Information Policy, State Committee on Television and Radio), Council on Freedom of Speech and Protection of Journalists under the President of Ukraine, self-regulatory bodies (Independent Media Council, Commission on Journalistic Ethics), and the Supervisory Board of the Public Broadcaster. We published over 25 materials on cooperation with the authorities on media reforms in 2021.

A significant part of DM's efforts has traditionally been focused on advocating for the preservation of a sufficient level of funding for the Public Broadcaster for 2022 in the face of expected reductions in the state budget due to the COVID-19 pandemic. As a result of these efforts, it was possible to save a sufficient budget for the company — UAH 1.87 billion, which allows the reform to continue.



## II. INCREASING THE MEDIA LITERACY OF CITIZENS



### Media literacy in simple language

The Media Sapiens site remains a unique resource in the Ukrainian segment, highlighting various aspects of media literacy and debunking information manipulation. In 2021, 2,410 materials were published, including 239 articles, 24 interviews, 50 multimedia materials, and 2,097 news items. The site's annual audience was 1.7 million users. The total number of page views was 2.2 million.

The main topics covered on the website are disclosure of manipulations, fakes (including fakes about the coronavirus) and propaganda, trends in media education in Ukraine and abroad, social



*Svitlana Ostapa also conducted pieces of training for prosecutors and court employees from different regions of Ukraine.*

networks and their impact on information consumption, the influence of mass media on children, Internet safety, and trends in hybrid warfare.

The DM team also participated in various educational activities. Vadym Misky conducted a lecture to 30 students of the Department of Political Science and Public Administration of Chernivtsi National University. As noted by the 2nd-year student Oleksandra Hryvas, *"The lecture was useful not only for master's degree students but also for everyday life. Now we know much more about Public Broadcasting, its financing, structure, and differences from the state one."* Svitlana Ostapa also conducted pieces of training for prosecutors and court employees from different regions of Ukraine.

DM also released a series of 6 interviews with school teachers who teach media literacy. These are interviews with teachers who teach children of school age to think critically and analyze information, implement digital competence in schoolchildren, and talk about media literacy with schoolchildren. The most popular material – "Not everything your grandmother says is true," – gathered over 7,000 views. The total number of views of the interview exceeded 21,000.

DM also published a series of 6 interviews with well-known bloggers who debunk common fakes in their projects, myths, and stereotypes (the total number of views is over 23,000).



## Innovative media literacy means and civic education

### Satirical video blog NewsPalm.

Satirical video blog NewsPalm is a weekly media literacy show aimed at debunking misinformation and exposing unprofessional media practices shared on YouTube/Facebook. In 2021, DM released 53 episodes of NewsPalm, which collected about 3.1 million views on YouTube and Facebook. It debunks fakes and disinformation, revealing hidden advertising and media manipulation. In addition, NewsPalm has an audience on television, as after the start of the COVID-19 pandemic, Detector Media made NewsPalm available on the National Media Association Content Fund (a repository of free content for regional media) free of charge and on the platform "Media For Change" to introduce the program to a broad audience of regional television. Filtr, a national media literacy project of Ukraine's Ministry of Culture and Information Policy, included News Palm in its list of the best media projects for improving media literacy. Moreover, NewsPalm is among the 35 most popular YouTube blogs on political and social topics in the Ukrainian language. According to the data of the community of Ukrainian bloggers "Manifest", the YouTube channel NewsPalm is in 6th place in the list of the most popular channels in the "News" category in the Ukrainian language and 11th place – in the nomination "Shows and Programs".



#### **Yurko Kosmyna:**

« I have been in political journalism for 20 years. I am interested in joking about reality because it has many interesting details. The show jokes about typical images and situations where nothing has changed for hundreds of years. There will always be the same conventional cliché on which hundreds of genre variations are layered. I try to be attentive to details, to "make a mosaic out of them".

#### **Video blog Lomakina Yesterday.**

Anhelina Lomakina's humorous video blog is presented as a satirical reflection on misinformation, fakes, and media content on various topics. The vlog has a clear message about the formation of critical thinking and media literacy. In 2021, there were 50 episodes, about 3.08 million views, and 289 TikTok videos, more than 1.52 million views.

Valeria Kovtun, manager of the national media literacy project of the Ministry of Culture and Information Policy, in a comment to DM journalist Hala Sklyarevska, highly praised the video content: "I believe that information and entertainment projects aimed at popularizing media literacy through good humor and interesting stories are highly effective. Our project also wants to implement Detector Media's creative approach to video content, and we plan to launch a TikTok account following the example of Anhelina Lomakina." During the Lviv Media Forum in August 2021, Myroslava Barchuk, a

well-known Ukrainian TV journalist, praised the video DM’s content, saying that "projects like Anhelina’s solve the issue of effectively delivering information to the audience using infotainment."

The author collected feedback from her audience to improve the content and to understand how the viewers used the information received. She learned that viewers were most helped by her advice on data security and how to communicate with friends and family who use Russian media resources.



**Assessment of media literacy and countering disinformation awareness**

**Calculation of Ukrainian Media Literacy Index 2021.**

DM conducted a quantitative study on the "Media Literacy Index" to confirm the concept developed in 2020 and calculate the Index for different categories of the Ukrainian audience.

Sample size: 2,000 respondents. Target audience: adult population of Ukraine (18+). Type of sample: representative by age, gender, size of settlement, and region.

More details about the research:

As per research, the media literacy level depends on age, gender, and a person's level of education. The media literacy of 13% of Ukrainians is low, a third (33%) is below average, 45% of the audience is characterized by a higher-than-average level of media literacy, and 10% is high (this indicator increased by 2% compared to last year). The study also shows many details in media consumption and practices in different target groups, which will be helpful to Ukrainian authorities, non-governmental organizations, international support projects, mass media, and other stakeholders.

### **Sociological research on the impact of propaganda and trust in mass media in Ukraine.**

As per Detector Media's request, the nationwide survey was commissioned by the Democratic Initiatives Foundation, named after Ilko Kucheriv, in cooperation with the sociological service of the Razumkov Center on December 17-22, 2021. The sample consisted of 2,018 respondents and covered the adult population of Ukraine, except for the temporarily occupied territories of the Autonomous Republic of Crimea and parts of the Donetsk and Luhansk regions. Traditional mass media, namely national TV channels, remain the most common source of information for Ukrainians about events in Ukraine and the world. When choosing mass media as a source of information, the majority of respondents noted that they pay attention to the interest in materials (57%), impartiality of information (38%), prompt coverage (38%), ease of presentation (33%), and affinity of views (29%).

More details  
about the research:



### **High-quality information about COVID-19**

#### **Publication of analytical articles.**

Detector Media continued the special project "Truth and fiction about coronavirus" to counter disinformation about the COVID-19 pandemic, encouraging media consumers to use only quality information, adhere to the best practices of social behavior during the pandemic, and share correct information. The goals were achieved by creating high-quality media content for the Detector Media and Media Sapiens platforms. The first [mentioned portal] is aimed at media professionals (journalists, editors, media managers), and the second at a wider audience.

The first task was monitoring and analyzing the Ukrainian information environment to detect fakes



related to COVID-19. As part of the project, several waves of monitoring were conducted. As a result, publications about fakes related to the coronavirus and explanatory videos have been prepared.

### **News publication.**

In total, 128 news and materials about COVID-19 and the reflection of the pandemic in the information space were created within the project's framework. Considering the project's target audience's high interest, Detector Media focused on making quick and high-quality updates on myths and fakes surrounding the topic of the coronavirus.

On the Media Sapiens Facebook page, posts with project materials where people expressed their support and disagreement had the biggest number of comments. The topic of vaccination was discussed the most. The project covered more than 560,000 people. It includes unique visitors to the "Coronavirus Truth and Fiction" section, social network indicators (Facebook and Telegram), and Detector Media's mailing list.

### **Analysis of the public discourse in the Ukrainian Telegram segment regarding COVID-19.**

Detector Media, in cooperation with the IT company Let'sData, collected a large amount of data from the Ukrainian Telegram segment to analyze the patterns of the spread of fake news regarding COVID-19 in Telegram as a social network. The data was obtained using the Telegram Analytic service and covered from July 2020 to February 2021. Let'sData experts collaborated with DM analysts to evaluate posts both quantitatively and qualitatively. A total of 443,086 posts were analyzed, of which 55,386 were related to COVID-19. That is, 12.5% of the content in the Ukrainian Telegram segment revolved around the coronavirus. These posts' total number of views during the monitoring period reached 47 million. The channels that wrote about COVID-19 had almost 8 million subscribers. As part of the analysis, DM identified the most popular COVID-19 topics in Telegram, identified the channels of disinformation distribution, and outlined its critical narratives. The main results of the analysis are published on the Detector Media portal.

Along with analyzing the narratives and sources of disinformation related to the coronavirus, the DM team focused on explaining why the infrastructure of Telegram, which is becoming increasingly popular around the world, and its vague rules are a breeding ground for disinformation not only in Ukraine but and in the world.

More details  
about the research:







### III. COUNTERING PROPAGANDA



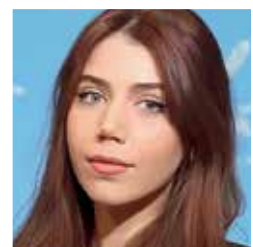
**Providing stakeholders with high-quality and unbiased information about tools, strategies, and consequences of manipulative influences in Ukraine**

#### **Monitoring Kremlin propaganda narratives.**

In 2021, the Kremlin's propaganda narratives regarding Ukraine were continuously identified and countered. Such publications regularly appeared on Detector Media's website. Petro Burkovskiy prepared reviews of the penetration of Russian propaganda narratives into the Ukrainian mass media. Throughout the year, 12 such reviews were published. This activity has helped the public, media experts, and the government to broaden their views on the problem of disinformation by drawing attention to a wider range of media.

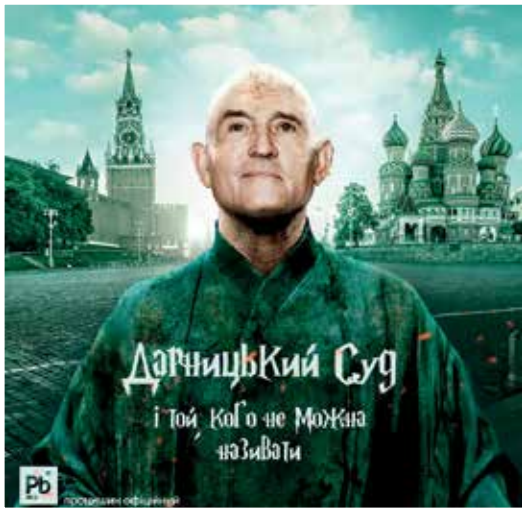
#### **Monitoring propaganda and disinformation in social networks.**

Detector Media has developed its methodology for analyzing Ukrainian social media and messengers segments. According to this method, several studies were conducted, and 12 monitoring reports were published.



**Ksenia Ilyuk:**

« Disinformation does not aim to form an opinion as such; it aims to destabilize the situation, to destroy what people believe in. It aims to blur the concept of right and wrong so much that chaos is created. Russian disinformation also does not aim to convey something; sometimes, it simply strikes at doubts. This is also very dangerous. Disinformation is dangerous in the long run because it undermines society's trust. Because when the general tension increases, a complete mistrust of state institutions intensifies.»



### Analysis of disinformation's visual discourse.

DM studied the narratives embedded in memes on Facebook, Instagram, Vkontakte, and Reddit from August 2020 - January 2021. Initially, the project team decided to analyze two additional platforms – Telegram and Reddit. Both have proven popular in terms of creating memes and spreading them. Based on the analysis results, articles that contained a general overview with a detailed analysis and classification of the most popular narratives embedded in memes of each social network have been published. Detector Media prepared an analytical note based on the analysis results and created an interactive MEMETER page on its portal. It contains 160 memes divided into 12 sections. The topic itself aroused extraordinary interest among Detector Media readers. The presentation event on Facebook reached more than 45,000 people.

### Study of the impact of disinformation on local elections in eastern Ukraine.

Detector Media started a comprehensive analysis of disinformation in the south and east of Ukraine, particularly regarding the 2020 local elections. In the first stage, DM conducted an expert study of the media (television news, talk shows, online publications, groups in social networks, and Telegram channels) that are most popular in the target regions and a study of media content at the national level. In the second stage, we monitored the content of Ukrainian media, looking for disin-

More details  
about the research:



formation narratives: in local online groups and publications in social networks of residents of cities in the target regions, online publications, on local TV channels in the target regions (evening TV news on two local TV channels in each region during five working days). In the third stage, we conducted a sociological study of the role of social platforms and oral communication and the effectiveness of disinformation narratives. This has made it possible to detect disinformation that digital monitoring tools cannot oversee. The study consists of a qualitative sociological survey in the target regions. We collected the necessary information for the second stage - a representative quantitative survey in the target regions. We asked questions about using social networks, forms of oral transmission of unverified information, etc. In the fourth stage, we compared the Ukrainian disinformation narratives discovered during the research with the narratives spread in the Russian mass media to find similarities and differences and the origin of some foreign stories.

The analysis results were published in the "Pro-Russian and anti-Western conspiracy in the information war. Key trends 2020-2021» study. The document also includes recommendations for key national, regional, and local stakeholders.



## Strengthening the mass media's trust in civil society

### **News about civil society in the DM's special project "Civil Society".**

The constant growth of views and audience involvement in materials about civil society enabled Detector Media to create a separate site about Organizations of Civil Society (OCS) for mass media. At the end of 2020, "Media for Change" was developed with the aim of publishing materials about the life of OCS for a media audience and establishing closer contact between representatives of the two sectors. During the reporting period, we prepared and published 433 news items about the life of civil society on our website.

### **Articles (interviews, analytical reviews, etc.) that reveal myths about Ukrainian civil society.**

DM prepared articles on civil society and mass media. In this section, 82 articles are published, mainly aimed at highlighting and supporting the advocacy initiatives of OCS.

Detector Media also provided media support for advocacy campaigns regarding implementing transparent, competitive financing mechanisms for OCS projects from state and local budgets, as well as creating a favorable legal environment for developing civil society in Ukraine.

## **They were combating myths and raising awareness of various aspects of Ukrainian civil society.**

A title video about various aspects of public organizations' life in Ukraine was prepared and distributed. DM's analytical reports helped to identify fakes and misinformation about civil society and activists, quickly refute them, and convey to the media community a message about an informational attack on civil society to prove the importance of covering the activities of effective public organizations to the public.

Within the framework of these events, Detector Media covered more than:

- 55 appeals from public organizations, coalitions, and activists;
- 112 events organized by public organizations;
- 24 news and materials about manipulation and violation of human rights;
- 169 news items and materials about the results of NGO activities or with the NGO's participation;
- 18 news items and materials regarding legislation on public organizations;
- 8 high-profile cases against activists;
- 20 advocacy campaigns: regarding the implementation of transparent tender mechanisms for financing NGO projects from the state and local budgets; on creating a favorable legal environment for the development of civil society in Ukraine; on opposition to draft laws harmful to public organizations, etc.

The total number of views of all media materials produced and published during the campaign exceeded 450,000.

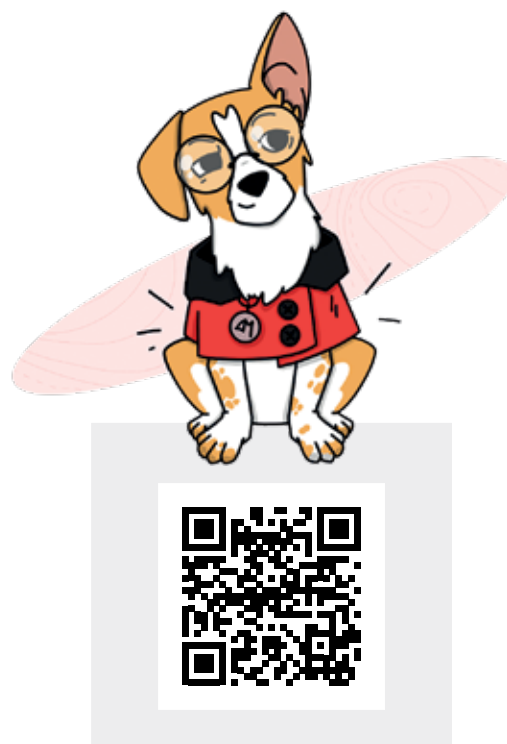
# ORGANIZATIONAL DEVELOPMENT



## Development of commercial activity

In 2021, Detector Media continued developing commercial activities following the organization’s developed business plan. To strengthen our organizational capacity, we continued cooperation with our commercial manager. During 2021, 102 banner advertising locations were placed, which delivered up to UAH 635,000 in commercial income.

Following the developed Monetization Strategy, we launched a new monetization direction - donations from readers. DM team chose a contractor who formulated a unique concept of monetization from the audience and supported its implementation. We also hired a community development manager. DM community was presented on November 10, 2021. Since then, 152 users have joined it.



## Development of partnerships

The Ministry of Culture and Information Policy launched a nationwide project on media literacy, "Filter". Our organization became a partner and a source of expertise for it. In its work, the project relied, among other things, on the research of the Ukrainian Media Literacy Index, which Detector Media developed.

Detector Media signed a Memorandum between media, human rights organizations, and the Prosecutor General's Office. The parties agreed to create a permanent working group. Several influential media and human rights organizations are also among the signatories. The memorandum's purpose is an effective and transparent fight against impunity for attacks on journalists.

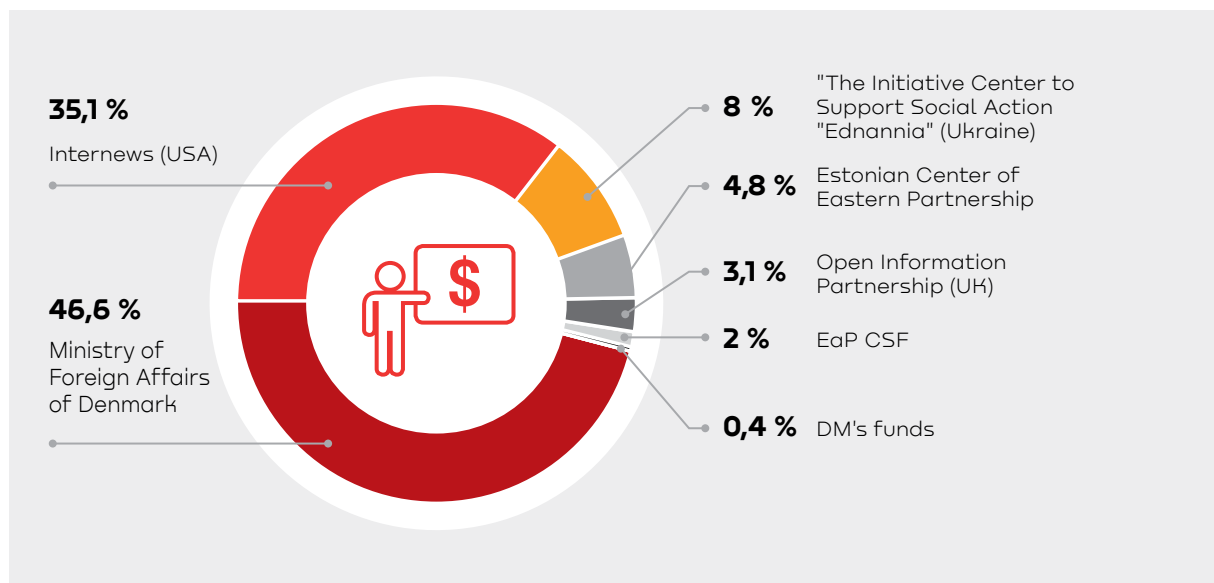


## Strengthening of organizational potential

Rapid changes caused by the development of commercial activities and activities aimed at attracting funds from the audience caused the need to strengthen internal communications within the organization, review motivational approaches to teamwork, and update the organizational structure. In particular, during the second half of 2021, the organization's management worked on developing the best approach to involve program managers and the finance department in new areas of the organization's activities. As a result of these efforts, the communication and motivation policies and organizational chart were updated.

# FINANCIAL REPORT

## Sources of funding for the organization's activities



## Organization's projects implementation costs

The total amount of expenses in 2021 is the equivalent of USD 933,270 and is distributed as follows:

| PROJECTS  | AMOUNT, thousand UAH |
|---|----------------------|
| Basic support of the NGO "Detector Media", 2017–2021  | 11,541.58            |
| Media program in Ukraine  | 8,483.53             |
| Strengthening Detector Media's capacity to ensure a better public image of the civil society of Ukraine                               | 1,986.38             |
| Rapid response to the crisis in Belarus: Ukraine  | 306, 61              |
| MEMEter: a visual discourse of malicious information operations   | 181.37               |
| Examining Narratives Containing False Information or Disinformation About COVID-19 on the Telegram Social Network and Its Consumption | 181.37               |
| Monitoring Kremlin narratives around Nord Stream-2  | 108.61               |
| Belarusian content and other multimedia developments  | 187.07               |
| Countering disinformation in Ukraine's South and East   | 1,186.62             |
| Truth and fiction about COVID-19  | 501.09               |
| Own funds   | 100.11               |



# TEAM



**Natalia Lyhachova-Chernolutska**

head of the organization, editor-in-chief of the Detector Media portal

## BOARD



**Ihor Kohut**



**Inna Kuznetsova**



**Taras Petriv**



**Antonina Cherevko**



**Svitlana Kononchuk**



**Yurii Ruban**

## DETECTOR MEDIA WEB PORTAL

- **Otar Dovzhenko**, editor-in-chief of the Detector Media web portal
- **Lilia Zinchenko**, deputy editor-in-chief
- **Gala Sklyarevska**, deputy editor-in-chief for author's projects
- **Serhii Denysov**, deputy editor-in-chief, editor-in-chief
- **Yaroslav Zubchenko**, columnist
- **Natalia Dankova**, columnist
- **Katrina Rozkladai**, literary editor
- **Andriy Chulkov**, chief programmer

## PUBLIC BROADCASTING

- **Svitlana Ostapa**, deputy editor-in-chief of Detector Media web portal for public relations, editor of the Public Broadcasting website
- **Olha Zhuk**, columnist

## MEDIA SAPIENS

- **Iryna Ryaboshtan**, columnist
- **Olha Betsa**, columnist

## VIDEO LIBRARY

- **Svitlana Hryhorenko**, videographer
- **Anhelina Lomakina**, presenter

## MEDIA FOR CHANGE

- **Anna Yehorova**, editor of the Media for Change website

## MANAGEMENT

- **Halyna Petrenko**, director
  - **Vadym Miskyi**, program director
  - **Ihor Morozov**, financial director
  - **Olena Leonenko**, chief accountant
  - **Tetyana Klymenkova**, accountant
  - **Kateryna Kondratieva**, financial manager
  - **Serhii Kravchuk**, project manager
  - **Ksenia Ilyuk**, project manager
  - **Yulia Zelinska**, manager of administrative issues and advertising
  - **Natalia Prytulyak**, SMM
  - **Maria Onishchenko**, commercial director
  - **Vladyslav Dzikovskyi**, system administrator
-

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detéctor media

2021

