



Інститут масової
інформації

ANNUAL REPORT

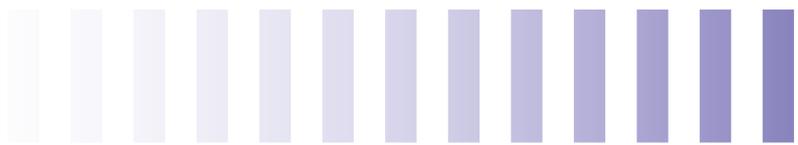
2016

Kyiv 2017



IMI'S MISSION

IMI's mission is to facilitate development of proactive civil society and socially responsible journalism, and to improve the population's media literacy for the sake of successful and sustainable development of Ukraine based on European values.



IN 2016, IMI IMPLEMENTED THE FOLLOWING STRATEGIC DIRECTIONS:

Freedom of press:

- monitoring of violations of journalists' rights in Ukraine
- preparation of legal documents in the sphere of mass media
- legal counseling
- monitoring of covert advertisement («dzhynsa») and of upholding of the standards of journalism
- «IMI Media Watch Network»

Security of journalists:

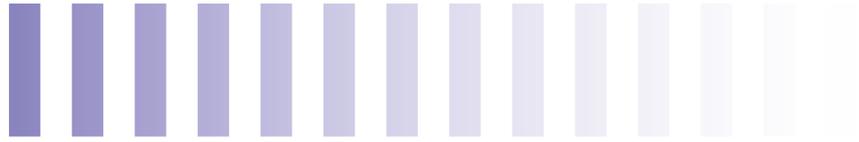
- security trainings
- digital security trainings
- protective gear
- security website j-sos.org.ua

Anti-corruption program:

- transparency of media ownership
- web platform nikorupciji.org for bloggers
- trainings on how to expose corruption on local level
- guidebooks for investigative journalists
- contests of journalist investigations

Gender program:

- gender monitoring
- web database of experts for media expert4.media



Publishing program:

- guidebooks for journalists
- guidebooks for press services
- guidebooks for civil rights activists
- analytical research

IMI's participation in international organizations and partnerships

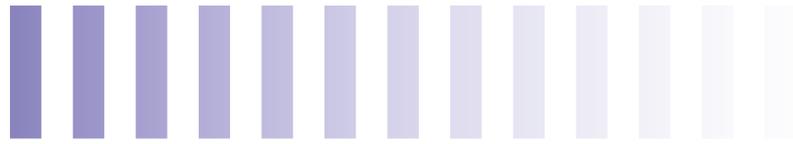
The screenshot shows the ifex25 website interface. At the top, there is a search bar and navigation links for 'Campaigns and Actions', 'What We Do', and 'Our Network'. Below this, there are categories for 'ISSUES' (Access to Information, Attacks, Censorship, Digital Rights, Freedom of Assembly, Free Expression & the Law, Impunity) and 'REGIONS' (Africa, Americas, Asia & Pacific, Europe & Central Asia, Middle East & North Africa, International). The main content area features a news article titled 'Ukraine: 2015 saw fewer attacks on journalists, increased restrictions on access to information' from the Institute of Mass Information, dated 19 January 2016. A large infographic titled '2015 FREEDOM OF SPEECH VIOLATIONS IN UKRAINE' is displayed, showing a total of 310 violations. A map of Ukraine is color-coded by oblast, with a legend indicating the number of violations per region. To the right, there is a sidebar with 'AT A GLANCE Ukraine' statistics, including 'ifex members working in this country' (1) and a list of 'Most covered free expression issues in this country' (Attacks, Free Expression & the Law, Freedom of Assembly, Censorship). Below the infographic, there are social media share buttons and a 'SHARE' section.

IMI — the only member of IFEX in Ukraine

IMI is the only organization in Ukraine that is a part of the international network IFEX, which promotes and protects freedom of press as a fundamental human right. The members of IFEX are 104 NGOs from many countries.

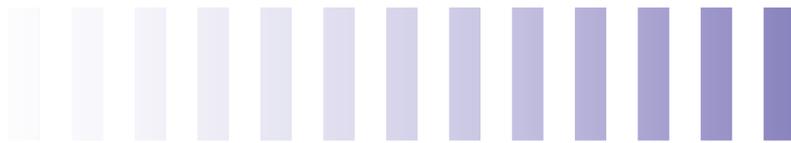
IMI is Ukrainian partner of the international advocacy organization «Reporters without Borders»





IN UKRAINE, IMI HAS THE FOLLOWING PARTNERSHIPS:

- co-founder of the Independent Media Council
- member of the public council under the Parliamentary Committee for the issues of Freedom of Press and Information
- member of the public council under the National Council of Television and Radio Broadcasting of Ukraine
- member of the public council under the Ukrainian State Archive
- member of the public council of the Parliamentary Caucus «Equal Opportunities»
- partner of the NGO «Tochka Opory» («Fulcrum»)
- IMI experts are part of the Media Group in «Reanimation Package of Reforms»
- IMI experts are part of the Working group for the issues of freedom of press under the Presidential Administration of Ukraine
- IMI experts are part of the Commission on Journalism Ethics
- IMI is an initiator and partner in signing the Memorandum on reduction of financial barriers for the cases related to access to public information.



OUR ACTIVITIES

- Monitoring of journalists' rights violations in Ukraine
- Monitoring of covert advertisement ("dzhynsa") and upholding of the standards of journalism in Ukrainian mass media
- Gender monitoring of publications in Ukrainian mass media
- Evaluation of transparency of media ownership in Ukrainian mass media
- Conducting trainings for journalists and activists
- Holding contests for journalists and for the public in general
- Legal counsel for journalists and bloggers
- Publication of guidebooks and analytical research



-провели-

більше **20** різних аналітичних досліджень, і встановили, наприклад, що



20% інформації в інтернет-ЗМІ - це просто передруковані прес-релізи



серед загальноукраїнських інтернет-медіа найякісніші новини пропонують Українформ, Ліга, УП, та Цензор.нет:



жінки присутні лише в **17%** матеріалів у загальноукраїнських інтернет-медіа



16% громадян в східних та південних регіонах України дивляться російські медіа:



в регіональних медіа лише **2%** інформації присвячено освіті, **5%** - економіці, однак **більше 30%** складають новини про кримінальні злочини



найвищий рівень джінси серед регіональних медіа - в Миколаївських та Дніпропетровських медіа:



середній рівень прихованої реклами в загальноукраїнських інтернет-медіа і пресі коливався від **4 до 7%** протягом року

-мережа представників ІМІ охоплює 20 регіонів України-

-надали-



27 журналістам засоби персонального захисту (бронежилети, каски, аптечки) у безкоштовну оренду для роботи в зоні АТО

-провели-



З конкурси журналістських розслідувань про роботи органів місцевого самоврядування, на які було прислано загалом 236 матеріалів з усіх регіонів України.

-дослідили-

95460 матеріалів в регіональних ЗМІ

22850 матеріалів всеукраїнських ЗМІ

-оцінили прозорість-

221 регіональних медіа

40 загальноукраїнських медіа



створили робочі групи у 17 регіонах по співпраці місцевої журналістської спільноти і поліції для розслідувань справ перешкоджань журналістам (Чернівці, Харків, Дніпропетровськ, Волинь, Закарпаття, Луганська область, Донецька область, Миколаїв, Полтава, Одеса, Львів, Херсон, Житомир, Кіровоград, Вінниця, Чернігів)

Activities of IMI in 2016 (infographics)



FREEDOM OF PRESS

Monitoring of violations of journalists' rights

IMI has been conducting systematic monitoring of violations of journalists' rights for 14 years, and the relevant materials are available for public on the IMI website in the section «**Freedom of press barometer**». They are also presented in the collection of analytical materials «**Chronicle of freedom of press in Ukraine**».



Freedom of Press Barometer for 2016 (infographics)



This direction of IMI activities is supported by the following donors: NED, Project «U-Media» Internews Network, Freedom House, Reporters without Borders.

In 2016, 264 cases of violations of journalists' rights were registered (without the ATO area, occupied Eastern territories, and Crimea). In 2015, 310 cases were registered (without the ATO area, occupied Eastern territories, and Crimea), in 2014 — 995 cases, in 2013 — 496 cases.

In 2016, in the occupied territories of Donetska and Luhanska oblasts, there were 12 registered cases of violations of journalists' rights, in Crimea — 31 case (in 2015 — 16 cases in Donbas and 44 — in Crimea).

IMI experts observe that in 2016, the level of obstruction to lawful professional activities of journalists remained high — 108 cases (in 2015 — 100, in 2014 — 150, in 2013 — 130).

While in 2015, the prevalent form of the obstruction was physical aggression against journalists (beatings), in 2016 the prevalent form is threats (30 cases of beatings and 43 cases of threats).

The people attacking journalists were mainly private individuals, not law enforcement officers or local officials.

IMI's media lawyer Roman Holovenko prepared a part of the report «Freedom of Press 2016» related to Ukraine (the situation in 2015) for Freedom House. The report was published online: <https://freedomhouse.org/report/freedom-press/2016/ukraine>. The expert pointed out a quite substantial improvement of the situation compared to 2014 — decline in the level of violence and in the number of victims among the journalists of Ukraine.

Access to public information

In 2016, the negative tendency of limiting the journalists' access to public information continues. In 2016, just like in 2015, the ones limiting rights to access to public information the most were local bodies of self-government.

In December of 2016, IMI initiated NGOs' unification efforts and signing of the Memorandum on reducing financial barriers in cases on access to public information. The Memorandum was also signed

by Center UA, the Institute of Regional Press Development, the Center of Democracy and Supremacy of Law, the Platform of Human Rights, the Kharkiv Advocacy Group, the Ukrainian Helsinki Human Rights Union, and the Agency of American advocacy organization “Freedom House” in Ukraine.

Increase of court fees in 2015 (for private individuals to 640 hryvnias, and for legal entities to 1600 hryvnias) became a considerable barrier for civil rights activists and journalists, who try to defend their right for public information in the court of law. This was aggravated even more in 2016 due to increase of opening an enforcement order for cases related to access, where a debtor or administrator is a legal entity (6,400 hryvnias).

The problem of impunity of violators of journalists’ rights remains urgent, although there is certain progress.

In the beginning of 2016, IMI forwarded to the Ministry of Internal Affairs for further consideration detailed information about 273 cases of violations of freedom of press and proposals concerning the methodology of investigating cases based on article 171 of the Criminal Code of Ukraine (impediment to lawful professional activities of journalists).

In 2016, 31 criminal cases made it to the courts based on «journalist articles» of the Criminal Code of Ukraine (in 2015 — 11 cases).

Based on the data of the General Prosecutor’s office of Ukraine, 30 criminal proceedings were sent to the court with a crime bill, and one — with a settlement agreement:

- 19 proceedings were sent to the court based on part 1, article 171 of the Criminal Code of Ukraine (illegal seizure of materials gathered, processed and prepared by journalists and equipment used for professional activities; illegal denial of access to information to journalist; illegal ban on covering certain topics, showing certain individuals, criticizing an authority or an official; and any other intentional obstruction to any lawful professional activity of journalist);
- 1 proceeding based on part 2, article 171 of the Criminal Code of Ukraine (influence on a journalist in any form with the goal to obstruct their performance of their professional duties, or harassment of journalist due to their lawful professional activities);
- 3 proceedings based on part 1, article 345-1 of the Criminal Code of Ukraine (threat to kill, to commit an act of violence or to destroy property against a journalist, their close relatives or



family members, related to lawful professional activity of this journalist);

- 6 proceedings based on part 2 of article 345-1 of the Criminal Code of Ukraine (intentional battery, causing light or medium injuries to journalist related to lawful professional activity of this journalist), one of which was sent to the court with a settlement agreement.
- 2 proceeding based on part 1 article 347-1 of the Criminal Code of Ukraine (intentional destruction or damaging of property belonging to journalist, their close relatives or family members, in relation to lawful professional activity of this journalist).



Media lawyer of IMI Maksym Ratushnyi is conducting a training for police officers, Uzhhorod, June 2016

IMI Media Watch Network

This direction of IMI activities is supported by the following donors: Freedom House, the U.S. Embassy in Ukraine.

Since 2014, IMI develops a network of its representatives in the regions of Ukraine, called IMI Media Watch Network.

In 2016, IMI representatives were active in 20 oblast centers of Ukraine, and conducted monitoring of violations of journalists' rights (they registered 150 cases of violations), as well as were monitoring 40 local printed and online media outlets for covert advertisement ("dzhynsa") — and out of 95,460 materials, they identified 1,935 materials that are likely covert advertisement. The highest level of such materials was registered in mass media of Mykolaiv and Dnipro.

IMI research revealed that in regional mass media, over 30% of news are about crime; only 2% of news are about education, and 5% — about the economy. In online media outlets, 20% of news are reprinted press releases.



Training for regional representatives of IMI, Kyiv, May 2016

Development of legal documents in sphere of media

IMI actively works in the direction of developing legal documents related to the media sphere, protection of journalists' rights and access to public information.

This direction of IMI's activities is supported by the following donors: NED, Project «U-Media» Internews.

In 2016, IMI lawyers developed proposals for the following drafts:

- proposals were provided for the State Commission of TV and Radio concerning ratification of the convention on access to official documents by Ukraine;
- proposals and comments were provided for the text of the draft on audiovisual services (new wording of the Law of Ukraine «On TV and Radio Broadcasting»);
- comments and suggestions for the draft resolution of the Plenum of the Higher Administrative court regarding court practice in the



sphere of access to information (filed via the Ombudsman's office, which was engaged for the development of the draft document);

- legal conclusion was made about the draft law on amendments to decommunization legislation on request of the Ukrainian Institute of National Memory;
- proposals were prepared for draft law No.3822 (concerning the share of songs in the official language in the music radio programs and radio broadcasts), which were passed on to the working group of the Parliamentary Committee for Freedom of Speech;
- participated in elaboration of the Procedure for filing by TV and Radio organizations and providers of program service information about property structure and relevant forms of documents of TV and Radio organizations and program service providers;
- legal conclusion was prepared about the actions of the editorial office of the website «Myrotvorets» (publication of journalists' personal data), which was provided to the Delegation of the European Commission to Ukraine;
- legal conclusion was prepared in response to MP's request from N.Novak regarding legitimacy of restricting access to public information in the text of investment contract between the city council executive committee and the developer.

Legal counsel

IMI lawyers regularly consult journalists and freelancers on the issues of violations of journalists' rights.

In 2016, 70 detailed consultations were provided (in 2015 — 37) to journalists and mass media.

IMI lawyer represented the interests of journalists in the following lawsuits:

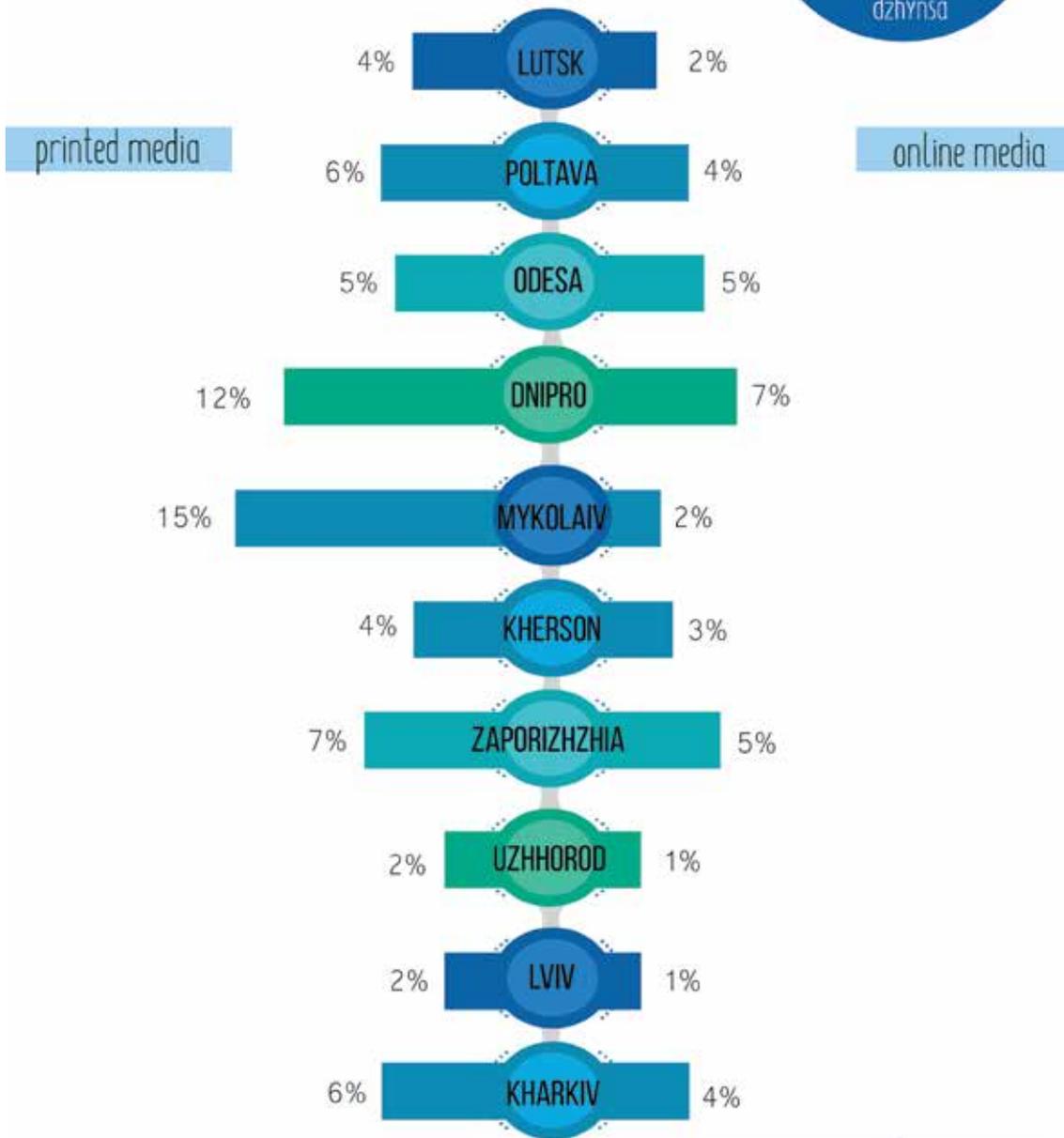
- on the claim of A.Demchenko, a court proceeding was opened against the Department of Enforcement Service in Cherkaska oblast. The first instance court sustained the claim and judged that the Enforcement Service prematurely closed the enforcement procedure on restoration of A.Demchenko at her employment position (the order of the employer — Cherkaska Oblast State TV and Radio company — was not in accord with the court judgment on restoration of A.Demchenko). Although, the courts of second and third instances cancelled the first judgment and judged that the actions of the Enforcement service were lawful. The IMI lawyers composed a claim to the European Human Rights court on violation by Ukraine of A.Demchenko's right for a fair lawsuit and effective legal remedy, but the claim was not accepted for consideration (without specification of motives).
- on the claim of O.Burda against the Kyiv City State Administration (KCSA) and the KCSA Department of land resources, which refused to satisfy the request to access public information and to provide the data to whom land plots were allocated near the river of Desenka in Kyiv. The district administrative court of Kyiv city heard the positions of the parties on the case, and shifted to written procedure;
- administrative claim by journalist H.Ivanchenko (Kyivska oblast) to Skvyrska rayon council was prepared, but it was not filed as the journalist did not have the money necessary to pay court fees.



Monitoring of dzhynsa and standards of journalism

Monitoring of regional dzhynsa

50/50
share of political and commercial dzhynsa



Results of the monitoring of political and commercial dzhynsa (covertly commissioned advertising) in ten oblasts of Ukraine, April-December 2016 (infographics)

Цей напрямок діяльності ІМІ підтримують такі донори: Проект «У-Медіа» Інтерньюз, УСВІ, Посольство Великої Британії в Україні.

IMI conducts regular monitoring of mass media for dzhynsa (covert advertisement and covertly commissioned materials).

In 2016, over 70 thousand materials were analyzed in national printed and online mass media (LigaBiznesInform, UNIAN, Obozrevatel, Ukrainska pravda, LB.ua, Ukrinform), and 95,460 materials in regional mass media (in 2015 — 29,300 materials in printed and online media outlets in 14 regions and Kyiv).

The average level of covert advertisement in national-level Ukrainian online and printed mass media varied from 4 to 7 % during 2016.

Experts pointed out that the level of quality of commissioned materials in 2016 was quite low, and also that political commissioned materials exceeded commercial ones by 3 times (76% to 24%). This can be an indicator of political tension in the nation, as well as the fact that the Ukrainian politicians prefer commissioning materials about themselves in mass media over creating significant newsworthy events.

Monitoring standards of journalism

IMI conducts regular monitoring of mass media (LigaBiznesInform, Unian, Obozrevatel, Ukrainska Pravda, LB.ua, Ukrinform) for adherence to standards of journalism in the copyrighted materials. Six basic standards of journalism are monitored: balance of opinions, promptness, accuracy, separating facts and comments, accuracy and completeness of presented facts.

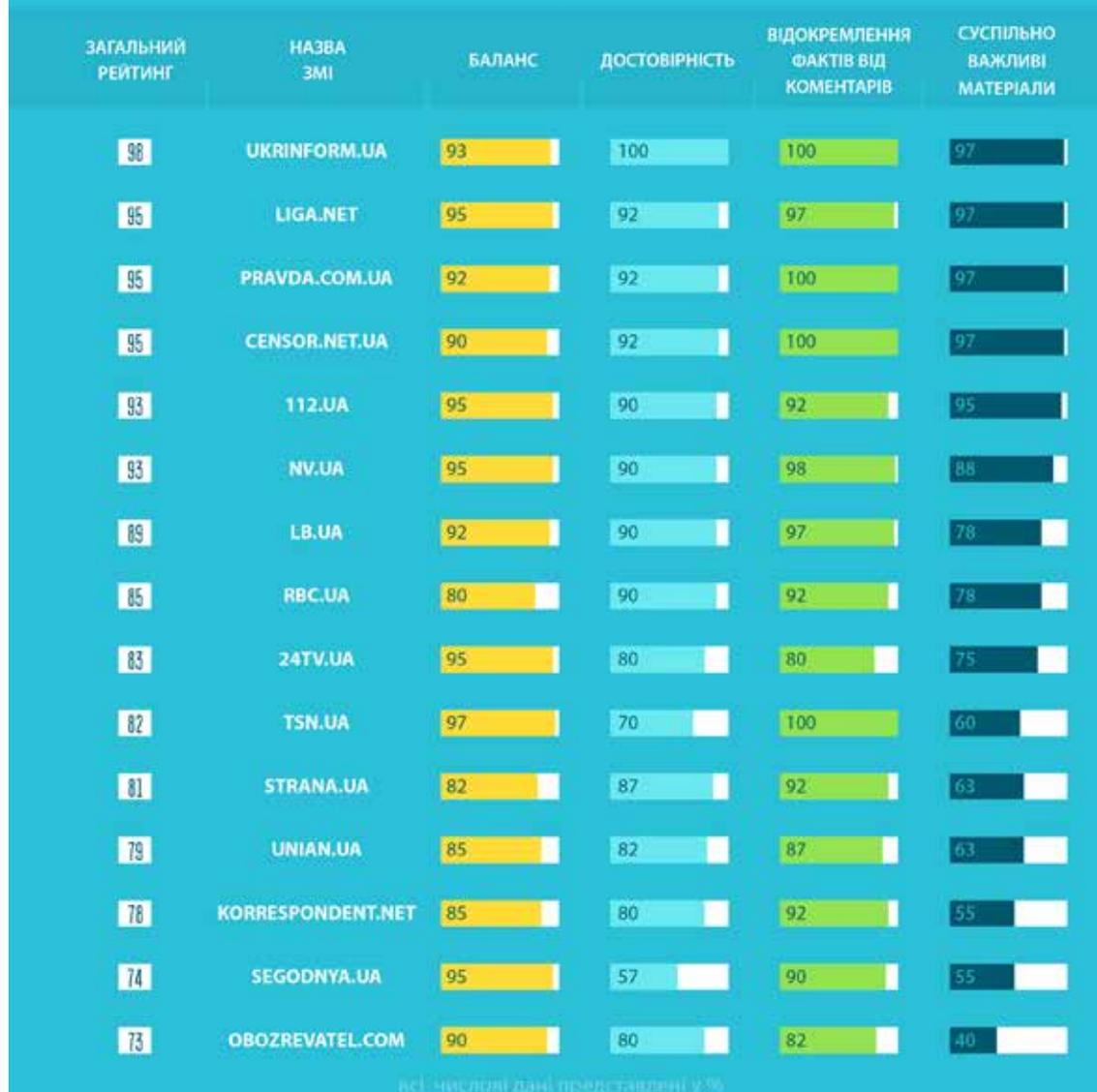
In 2016, 1,850 materials were analyzed.

Within the framework of project supported by the Embassy of the Czech Republic in Ukraine, rating of the most high-standard professional online media outlets was formed. The first place by the quality of news among the popular national online media outlets was held by Ukrinform, the second place was shared by LigaBiznesInform, Ukrainska Pravda, and Censor.net, the third place was held by media outlets Novoye Vremia and 112.ua. The lowest rating was assigned to Obozrevatel and Segodnia.ua.

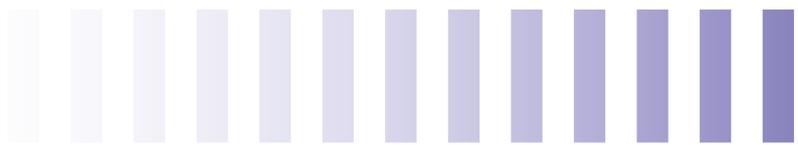


РЕЙТИНГ ОНЛАЙН-ЗМІ ЗА РІВНЕМ ДОТРИМАННЯ ПРОФЕСІЙНИХ СТАНДАРТІВ

За відсотками дотримання стандартів



Results of the monitoring of all-Ukrainian online media outlets as to observance of professional standards of journalism (infographics)



SECURITY OF JOURNALISTS

Since 2014, IMI was the first media organization to start supporting the journalists, who were preparing for detached service in the ATO zone (occupied parts of Donetsk and Luhansk oblasts of Ukraine).

This direction is supported by the following donors: Project «U-Media» Internews, Reporters without Borders, European Council.

IMI organized trainings to prepare journalists for working in the ATO zone, consulted journalists about legal peculiarities (accreditation), published a guidebook «Journalist and (No) Safety», leased out protective gear (Kevlar helmets and class 4 protection bullet-proof vests, personal first aid kits).

During 2016, 27 Ukrainian and foreign journalists were provided with leased protective gear (during 2015 — 232 journalists).

In 2016, the unique security website for journalists started to operate — «**J-SOS**» (<http://j-sos.org.ua>).

Security trainings

In June 1-4, 2016, a four-day security training for journalists who work in the ATO zone was held for 20 journalists. In 2015, 140 journalists, photographers, and freelancers used the security trainings organized by IMI.

The training course included:

- first aid in combat conditions
- preparation and planning of travel to the ATO zone



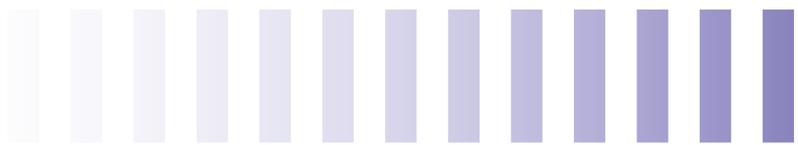
*Training on physical safety for journalists working in the ATO zone,
Kyivska oblast, July 2016*

- military hazards
- digital security.

IMI prepared and published 1,000 copies of the guidebook for journalists who work in dangerous conditions «**Journalist and (No) Safety**». The guidebook provides practical recommendations, related to work of journalists in dangerous conditions, including conflict zones and areas of civil unrest. The guidebook covers such topics as planning of the travel, logistics and equipment, first aid, safety mindset, peculiarities of work with conflict-affected groups, digital security.

Digital security trainings

In 2016, IMI organized two digital security trainings, attended by 24 journalists who work in the ATO zone and in Crimea. In 2015, four trainings were held, attended by 61 journalist.



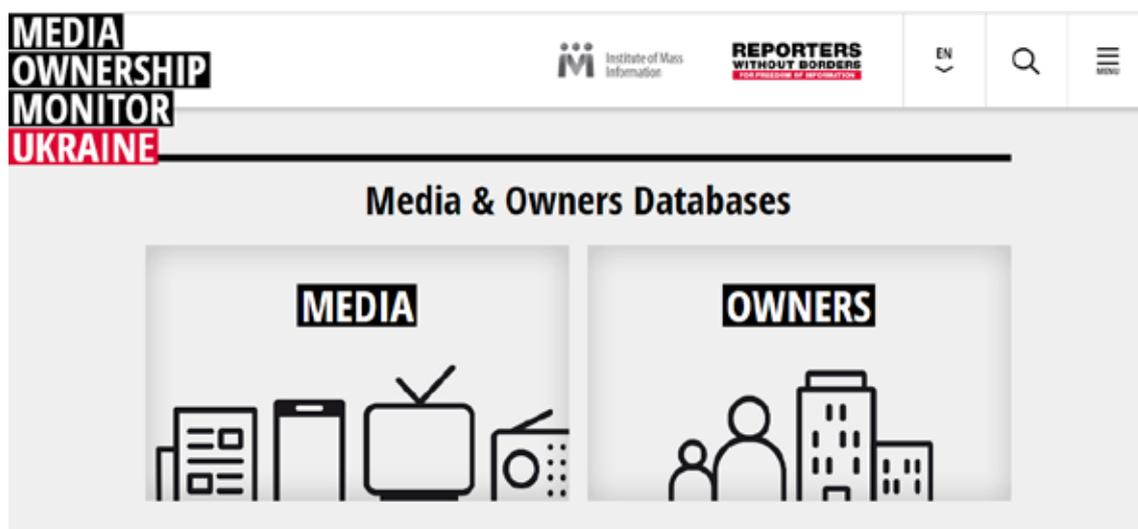
ANTI-CORRUPTION PROGRAM

This direction was supported by the following donors: Freedom House, Ministry of Foreign Affairs of Norway, Embassy of the Czech Republic in Ukraine, Embassy of the United Kingdom in Ukraine, Reporters without Borders, International Renaissance Foundation.

Transparency of media ownership

In the last years, IMI has been proactively advocating for development of legislation to facilitate transparency of the media market, responsibility of the media owners for published information, and media education of the citizens of Ukraine.

These activities were conducted in partnership with other media organizations within the framework of the group “Reanimation package of reforms” (RPR-Media). This work resulted in adoption of the Law of Ukraine «On amendments to some laws of Ukraine related to securing transparency of ownership of mass media and implementation of governmental policy principles in the sphere of television and radio broadcasting» by the Verkhovna Rada of Ukraine, which took place on September 3, 2015.



Screen of the main page of «Media Ownership Monitor. Ukraine». Joint project of «Reporters Without Borders» and IMI

In 2016, IMI, in partnership with Reporters Without Borders, conducted research of transparency of media ownership of the most popular mass media (12 TV channels, 10 radio channels, 10 printed media outlets, 10 online media outlets), and, based on the research results, evaluated the status of transparency of media ownership in Ukraine based on relevant indicators specified by the evaluation methodology (concentration of media outlets' audience, concentration of media outlets' owners, transparency of ownership, political control over mass media and over distribution networks, political control of mass media funding, political control of information agencies). 78% of Ukrainian TV audiences watch TV influenced by politically affiliated owners (for radio, this share is 84%, for press — 16%, for online media outlets — 21%).

In addition to profiles for separate media, the relevant profiles for media companies were created, as well as for specific individuals, who own the media in question.

This research identified problematic elements in transparency of the media market, partly studied the issue of oligarchization, offshore migration, and the issue of covert advertisement in the Ukrainian media space.

Web platform «No to corruption!» for bloggers

Since 2012, with support from Freedom House and the Ministry of Foreign Affairs of Norway, IMI has been implementing the project «Bloggers of Ukraine against corruption», which has a goal to make local civil rights activists and bloggers more proactive in investigating and covering the cases of corruption on local level.

In 2016, on the website <http://nikorupciji.org/>, 922 blogs were published (in 2015 — 532), of which 460 (in 2015 — 110) were prepared by regional bloggers, and 3,020 news (in 2015 — 1,847), related to corruption on local level.

Twenty active bloggers from different cities of Ukraine were working systematically with the project. Over 40 bloggers published their investigations at the site.

In cooperation with the Representative of Freedom House in Lithuania, our bloggers, along with their colleagues from Moldova conducted across-the-border investigations, which in December 2016 were awarded at the UNDP contest of journalist investigations in Moldova. The investigations about prices for medications conducted by our bloggers Hryhoriy Ivanchenko, Volodymyr Sarkisian, Natalia Zheleznova and their colleague from Moldova Svitlana Gorie, took the second place. The third place was awarded to the investigation on energy independence of Ukraine and Moldova co-authored by our blogger Olena Chernyshova (Zigulska) and our colleagues

Trainings on uncovering corruption on local level

For bloggers and civil rights activists, IMI conducted 8 trainings titled «Where to look for local corruption»; as a result, 74 local activists and journalists improved their competence, honed their skills of working with open registers and learned to understand the peculiarities of operation of bodies of local self-government.

With the support from the Embassy of the Czech Republic in Ukraine, 94 local activists and journalists from Vinnytsia, Sumy, Chernivtsi, Zhytomyr, and Kharkiv participated in the trainings on conducting anti-corruption investigations in operation of bodies of local self-government.

The trainers were experts of the civil rights organizations «Institute of Political Education», «Nashi Hroshi», «Slidstvo.info», «Andriyivsko-peizazhna Initiative».

Guidelines for investigators

For civil rights activists, as well as for local journalists, in 2016 IMI published the guidelines «**How to write about local authorities**», in which outlined the procedures of decision-making in local councils, issues of access to public information, peculiarities of work of communal enterprises, basic information about the budget process, and information about open registers and standards of journalism.



Online guidelines for investigative journalists
«Time To Investigate»

Sections of the guidelines were written by experts from IMI, «Institute of Political Education», and NGO «Nashi Hroshi».

Expressly for investigative journalists, IMI, in cooperation with Freedom House, developed the online guidelines «**Time to Investigate**» <http://www.pora.press>

These guidelines offered experience of conducting investigations of the well-known Ukrainian journalist, author and host of the program «**Slidstvo. info**» and member of the board of IMI Dmytro Hnap, as well as the list of media outlets that publish investigation and donors that support conducting investigations.

Contests of journalist investigations

In 2016, IMI conducted two contests of journalist investigations about work of bodies of local self-government. IMI received 236 materials from journalists from all regions of Ukraine.

In the contest supported by the Embassy of the United Kingdom in Ukraine (April 2016), the winners were:

- First place — investigation by Pavlo Novyk «Kernes-Dobkin cooperation scheme» (nashigroshi.org),
- Second place — investigation by Volodymyr Khapchuk «Corrupt and wasteful secret of water utility rates» (lisichansk.in.ua),
- Third place — investigation by Aliona Nevedova and Tetiana Filipova «Drug stores «under light»» (nikcenter.org).



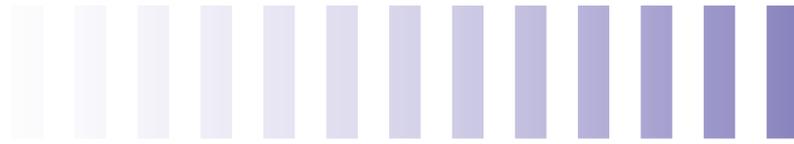
Sports event for schoolchildren «I Don't Thank with Bribes», town of Vynnyky, May 2016



In the contest supported by the Embassy of the Czech Republic in Ukraine (November 2016), the winners were:

- First place — investigations by Yuriy Horbach «Glove» or How near Lutsk those power and their minions appropriated almost 6 hectares of land» (4vlada.com), and Maria Zemlianska “Battle for Oasis” (Slidstvo.info),
- Second place — investigation by Olha Fomenko “Antisocial protection: renovations funded by city budget in apartments of Dni-pro pensioners turn out to be “luxurious” and decent only on paper (buroua.com) and material by Tetiana Haydabas and Olena Nefedova “Land for the chosen” (nikcenter.org),
- Third place — investigation by Zhytomyr-based journalist Taras Borosovskyi “Who owns Zhytomyroblenergo” (corruptua.org).

In 2016, IMI conducted the informational campaign against everyday corruption in Lviv and Drohobych titled «***I do not thank with bribes***». The survey of citizens and teachers and contests of the project slogans showed that Ukrainians are aware that bribery is negatively affecting every one of us and is one of manifestations of corruption.



GENDER PROGRAM

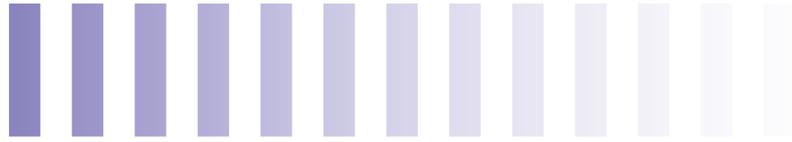
This direction is supported by the following donors: the Embassy of the United Kingdom in Ukraine, the MATPA Program of the Embassy of the Netherlands in Ukraine.

According to the data of IMI's research, in the national-level on-line media outlets women constitute 23% among the story's central figures, and among experts — 10%.

To change this situation and to encourage journalists to ask for comments women experts, IMI created an online database of both male and female experts «Expert4.media». The database now contains information about 209 women experts and 242 men experts in 26 major categories.



Screen of the main page of the gender database of experts



PUBLISHING PROGRAM

This direction of IMI's activities is supported by the following donors: NED, Project «U-Media» Internews Network, the Embassy of the United Kingdom in Ukraine, Ukraine Confidence Building Initiative (UCBI), and Chemonics International.

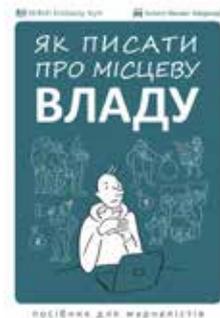


Guidelines for journalists

«Media Compass: Field Guide of Professional Journalist»

The practical guidelines for journalists about journalism standards, ethics, work with social networks, peculiarities of coverage of conflicts and vulnerable groups of population, legal accountability of journalists and editorial offices.

Olena Holub. *Media Compass: Field Guide of Professional Journalist*. Practical Guidelines / Institute of Mass Information. — Kyiv: Sofia-A, 2016.



«How to write about local authorities»

The guidelines help make sense of diversity of local structures of power, their mandates, journalists' rights when covering the work of local authorities. This material was published as a part of the consultation and training project «Building Bridges for Reforms and Trust».

How to Write about Local Authorities. Guidelines for journalists / Institute of Mass Information. — Kyiv: Sofia-A, 2016.



«Journalist and (No) Safety»

The guidelines offer practical recommendations for journalists, who are working in the conflict zones or areas of civil unrest: from planning a trip, logistics and equipment, safety mindset, peculiarities of work with conflict-affected groups of population.

Iryna Zemliana. *Journalist and (No) Safety*. Guidelines for journalists working in dangerous conditions / Institute of Mass Information. — Kyiv: Sofia-A, 2016.

Guidelines for press services

«Practical guidelines for employees of communications units in bodies of authority»

The guidelines developed by the consultant on communications Zoia Kazanzhy inform employees of press services, how to effectively and successfully use cooperation with media outlets, based on the practice (including the author's personal experience), theory, and psychology of communications.

Practical Guidelines for Employes of Communications Units in Bodies of Authority. Compiled by Zoia Kazanzhy / Institute of Mass Information. — Kyiv: Sofia-A, 2016.



Guidelines for civil rights activists

«Communication of Civil Rights Initiatives. For those, who creates change»

The guidelines address communication of civil rights initiatives comprehensively: from planning an informational campaign to organizing a workweek of the communications team and articulating new tasks.

Yaryna Yasynevych. *Communication of Civil Rights Initiatives. For those, who creates change.* Practical guidelines / Institute of Mass Information. — Kyiv: Sofia-A, 2016.



Analytical research

«What is the contents of local news in the South and East of Ukraine: IMI research»

The research is a result of the content analysis of local media, topical range of news and stories in printed, online media outlets, and television.

What is the contents of local news in the South and East of Ukraine: IMI research / Institute of Mass Information. — Kyiv: Sofia-A, 2016.



«Research of Media Situation in Southern and Eastern Oblasts of Ukraine»

The research is a particular crosscutting analysis of media ownership, structure of different types of media and language of their publications, quantitative and qualitative analysis of media outlets IMI has conducted and the survey, what information local media outlets lack, the company GFK has conducted.

Analysis of Media Situation in Southern and Eastern Oblasts of Ukraine / Institute of Mass Information. — Kyiv: Sofia-A, 2016.

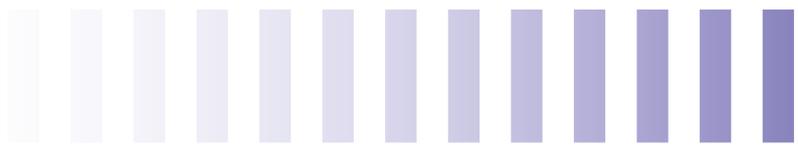




«Freedom of Press Chronicle in Ukraine. 2015»

The collection is the summary analytical product of monitoring of freedom of press in Ukraine IMI had been conducting throughout 2015. It traces tendencies and records the cases of obstruction to journalists' work in Ukraine.

Chronicle of Freedom Speech in Ukraine / Institute of Mass Information. — Kyiv: Sofia-A, 2016.



IMI'S FINANCIAL REPORT FOR 2016

In 2016, IMI received the funds in the amount of UAH 14, 253, 832.06 UAH (fourteen million two hundred fifty three thousand eight hundred thirty two hryvnias 06 kopeks):

- from Freedom House — 4, 371, 609.30 UAH (30.7%);
- from the Embassy of the United Kingdom — 2, 671, 735.78 UAH (18.7%);
- from U-Media Internews Network Inc. — 1, 953, 004.61 UAH (13.7%);
- from the Embassy of the Czech Republic in Ukraine — 1, 786, 971.49 UAH (12.5%),
- from the National Endowment for Democracy (NED) — 1, 157, 717.44 UAH (8.1%);
- from the company Chemonics International — 709, 542.90UAH (5.0%);
- from the U.S. Embassy in Ukraine — 643, 775.00 UAH (2.3%);
- from «Reporters Without Borders» — 497, 019.84 UAH (3.5%),
- from the Embassy of the Netherlands (MATRA) — 330, 965.00 UAH (2.3%);
- from the International Renaissance Foundation — 72, 000.00 UAH (0.5%);
- from the OSCE Project Coordinator in Ukraine — 45, 739.93 UAH (0.3%).

IMI's expenses in 2016 constituted UAH 8, 332, 657.02 (eight million three hundred thirty two thousand six hundred fifty seven hryvnias 02 kopeks). Of them:

- salaries and honoraria, including taxes — 4, 430, 952.00 UAH (39.3%);
- consultants, contributors, experts — 3, 329, 775.13 UAH (29.5%);
- office rent — 522, 857.50 UAH (4.6%);
- public events — 2, 876, 115.50 UAH (25.5%);
- web development — 69, 000.00 UAH (0.6%);

- equipment — 43, 942.00 UAH (0.4%);
- office expenses — 34, 894.52 UAH (0.3%);
- other expenses — 7, 274.37 UAH (0.1%).

By the end of 2106, the sum on IMI's accounts is UAH 1, 544, 220.77 (one million five hundred forty four thousand two hundred twenty hryvnias 77 kopeks).

IMI team

Executive director — **Oksana Romaniuk**

Vice executive director, head of legal department — **Roman Holovenko**

Legal department — **Maksym Ratushnyi**

Analytics department, supervisor — **Olena Holub**, deputy — **Roman Kabachiy**.

Department of coordination and campaigns: supervisor — **Iryna Chulivska**, staff — **Iryna Zemliana, Yana Mashkova**

Department of monitoring of freedom of press and news — **Kateryna Diachuk**

Anti-corruption department and organizational development — **Olha Shalayska**

Financial director — **Natalia Nilova**

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