

**ANO INTERNEWS / EDUCATED MEDIA FOUNDATION**



**Independent Television in Russia**  
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## INTRODUCTION

This report on USAID grant number 118-G-00-04-005 is not entirely a standard overview of the implementation of the Independent Television in Russia program. It describes three years of comprehensive work on a program designed to develop regional independent television in Russia, as well as the fourth and final year of the grant, which was regrettably marred by the forced closure of the Educated Media Foundation (EMF). The EMF was the legal successor to Internews Russia – an organization that implemented numerous media development projects in Russia, funded not only by USAID, but by many other US, European and Russian donors. Independent for the last 10 years, and prior to that under the aegis of Internews Network (USA) for five years, Internews Russia was the largest implementer of diverse media assistance projects in the country. And despite the fact that the international community, alongside many Russian citizens, does not have a very high opinion of the current Russian media, they are mainly thinking of the performance of national broadcasters, and invariably note that regional broadcasters for the most part provide information which is very different from the propaganda which is increasingly evident on the national media channels.

Reporting on the last years of EMF's work, always generously supported by USAID, we tried to make this final report something more than just a collection of dry facts and figures describing the many projects run as part of the Independent Television program. We have also tried to offer an overview of the current Russian media situation, attaching several opinions written by Russian and foreign media experts specifically for this report. These are opinions of people who are well respected in the Russian media community, familiar with Internews Russia activities – professors, media company directors, journalists and fellow media assistance practitioners. We asked them to assess the role played by Internews in media development in Russia in particular, and the role played by international media assistance in general.

Between 2004-2008 Internews Russia (Autonomous Non-Commercial Organization "Internews") implemented a comprehensive program to assist independent broadcast media in Russia under USAID grant # 118-G-00-04-005 (June 2004 – May 2008). In addition to USAID funds, Internews Russia activities during the reporting period were supported from other sources that contributed significant cost share (over 60% of the USAID total) to the overall program.

The Program for Independent Television in Russia consisted of the following five components: **Social Issues Journalism, Professional Training, Interactive Resource Center, Industry Support Activities, and Organizational Development.**

Responding to the changing needs of regional stations in a constantly evolving political and social and economic environment, Internews regularly refined its activities and priorities in order to achieve USAID/Russia Strategic Objective 2.11, "A More Open, Democratic Civil Society" through promotion of the following Intermediate Results:

- **Intermediate Result 1.** Independent Media Objectively Inform Public on Civic Issues (Component 1, 2, 3)
- **Intermediate Result 1.1** Journalists' Professional and Ethical Standards Improved (Component 2, 3)
  - **Intermediate Result 1.2** Management and Business Capacity of Non-Governmental Media Increased (Component 2)



- **Intermediate Result 1.3** Capacity of Independent Media to Protect their Legal Rights Improved (Component 1, 4)
- **Intermediate Result 1.4** Professional Media Associations Become Effective, Broadly Represented Industry Lobbying Groups (2, 4)
- **Intermediate Result 1.5** Number of TV Public Affairs and Social Issues Programming Increased (1, 2)

The goals of this program included:

- **supporting industry leaders** - top managers and/or owners who can build a consensus to rededicate broadcasters to independence, editorial excellence and public service;
- **facilitating multiple horizontal systems of production, distribution and exchange** that can significantly expand the availability of quality content on social issues to broader audiences;
- **sustaining professional growth** in all areas, from journalistic to technical, of those smaller stations that may represent the only source of local information in their communities;
- **working with established and emerging professional associations** and support organizations to improve their capacity to serve their membership and the industry as a whole; and
- **addressing needs for broadcast-specific educational materials** and/or publications that are not being met by the market.

This report summarizes the activities undertaken within the ITV grant during the four years of its implementation from June 2004 to March 2008. The activities described were carried out in the light of four cross-cutting elements. They are:

- **an emphasis on the promotion of editorial excellence and civic engagement** in every project, not only in production and journalism training, but in management education, support of associations, and publications;
- **innovative forms of professional education**, especially technology-based distance learning, but also peer-to-peer interaction and more content-oriented training, expanding opportunities to reach new audiences, including journalism professors and non-professionals, such as amateur producers, or community media and youth groups;
- **more interactive relationships with stations**, ranging from ongoing training to co-production projects, and the promotion of greater interaction between stations and station staff outside of traditional networks; and
- **continued participation in the development of the broadcast industry as a whole**, representing the interests of socially responsible media and of the less influential regional broadcasters in areas such as market research, self-regulation, and the policies of national associations.



**Background on Closure of Internews and Transfer and Sustainability of Activities:**

Internews Russia (ANO Internews) was incorporated in 1997. During the following decade Internews activities were consistently aimed at increasing the professional skills of regional broadcasters, enhancing mutually beneficial horizontal connections between regional media outlets, and improving quality of broadcast programming.

In anticipation of legal difficulties ensuing with the enactment of the new Russian Federal Law on NGOs, ANO Internews was officially closed in January 2007, and a new organization – the Educated Media Foundation – became its legal successor, carrying on all the activities under this grant. However, in April 2007 the EMF was forced to suspend its operation due to the fact that on April 18<sup>th</sup>, 2007, its financial and operational documentation, as well as digital data storage devices (all main servers) were seized by law enforcement on a warrant issued by an investigator from the Investigation Department of the Internal Affairs Authority at the Sheremetyevo Airport, Moscow. The seizure took place in conjunction with criminal charges brought against the EMF President, Ms. Manana Aslamazyan, when she omitted to declare 9,500 Euros she was bringing into the country (when the legal amount to bring in without declaration was no more than \$10,000). The charges are still pending as this report is written, and Internews Russia/EMF documentation and digital data have not been released. The process of legal liquidation of the EMF is also still pending.

After April 18<sup>th</sup>, 2007, most projects implemented by EMF were transferred to the management of partner organizations or transformed into independent financially self-sustainable structures as follows:

- All professional training programs for media specialists, including short-term, mid-term, and long-term distance learning courses, were transferred to the Department of Additional Professional Training/Higher School of Journalism at the State University – Higher School of Economics, Moscow, and continued their operations there.
- *Provintsia* horizontal features exchange project was transferred to the Russia Today TV Channel.
- The "Atlas of Russian TV and Radio" database was prepared for transfer and management to the National Association of TV and Radio Broadcasters (NAT).
- The "News Factory" software development team, being a completely self-sustainable commercial project, continues its operation as the News Factory JSC.

Due to the fact that all access was lost to Internews Russia's documentation and digital data, quantitative information in this report concerning the third year of ITV program implementation, is at times incomplete. The report includes the latest updates on the continued operation of former ITV projects funded under this grant.







## INDEPENDENT EXPERT ANALYSIS

The following are excerpts from the expert analyses provided by a number of Russian and international experts on Internews' role in developing the media. The full version of their reports is available in the Appendices.

- Sergey Muratov, Professor, Division of TV and Radio Broadcasting, Department of Journalism, Moscow State University, Doctor of Philology, Member of the Russian Television Academy
- Victor and Yulia Muchnik, Director and News Director of TV-2, Tomsk
- Alexei Simonov, Director, Glasnost Defense Foundation
- Floriana Fossato, journalist and commentator on Russian media developments
- Irina Yasina, Director of the Regional Journalism Club (former Director of the Open Russia Foundation)
- Nina Zvereva, Head of Training at aMedia Studio

### **The role of Internews in the context of Russian broadcasting**

**Sergey A. Muratov**

**Professor, Division of TV and Radio Broadcasting, Department of Journalism, Moscow State University, Doctor of Philology, Member of the Russian Television Academy**

Internews was not just an organization; it was certainly the brightest and the most inspiring entity in the Russian television sector. This truth was illustrated by its goals, the results it achieved, and the very atmosphere in this organization that "infected" everyone who dealt with it. Its name was not so familiar to the national broadcasters, but in the regions it was known almost everywhere, from tiny TV stations to large channels. Many of the smaller companies grew into large ones with the help of Internews.

In the 1990s many thousands of people entered Russian journalism without any formal education in this complex profession. Hundreds of new "private" and "commercial" studios started out by producing local newscasts. They had wonderful plans, lots of enthusiasm, great expectations – but minimal skills. The support from Internews was priceless here.

Internews emerged in 1992 with the goal of supporting independent regional television. Its head, Manana Aslamazyan, was not only its founder, director and chair of the board, but also its soul.

Internews worked to develop professional skills, self-sustainability and independence of local journalists, reporters, anchors and other TV professionals, and its classroom was the whole country.

From the very beginning, Internews created close-knit networks of regional stations, making them work together for mutual benefit and peer support. Opposed to the philosophy of national channels that filled the air with soap operas and official news, Internews helped regional stations produce real life stories from other regions throughout the country ("Local Time", "Province" projects), and air high-quality foreign and Russian documentaries ("Open Skies" project).



Towards the mid-1990s the most advanced and active TV stations managed to strengthen their resources, and owed a great deal of this to Internews' support. The professional level of local staff was raised substantially, because hundreds of journalists, cameramen, and editors studied in Internews Journalism Schools, seminars and round tables, or gained consultation in production (mostly production of news programs). TV stations finally got professionally educated managers, computer graphics specialists, advertising, and so on.

Step by step, these educational events helped form the basis of professional ethics in Russia. This is how this small training organization operated in its tremendous work, giving new impulses to the development of regional television. Internews was almost single-handedly responsible for forming a new generation of TV professionals.

During the last years Internews developed itself into an educational complex that offered seminars, internships, journalism schools and workshops led by the most prominent Russian and foreign professionals. The Internews Journalism School that had been operating since 1996, gave hundreds of certificates of graduation. Internews taught journalists to avoid conformism and accommodation. When journalists acquired the key professional and ethical standards of their profession and understood their mission, they learned how to earn their living without being "sold" or "serving" someone. "We believe that journalism is not just a profession, it has a mission, and it is a way of looking at the world," said Manana Aslamazyan. "We believe that coverage has to present all points of view, as comprehensively as possible".

I believe the relationship with the authorities is the most sensitive and acute question. It is the right and duty of a journalist to criticize the authorities. Arguments between the authorities and the media are part of the profession, and what is alarming is not so much when there is an absence of such arguments, but when they exist but one cannot see them. "The authorities constantly want to be on the air," said Manana Aslamazyan, "They want reporters to show not what the authorities are doing, but what they say what they are doing. I tell journalists that they should explain to the authorities – we are happy to tell people about your wonderful activities, but let us do it the way that we consider appropriate".

What are the conclusions?

Internews' influence on the development of regional journalism was incredible. I witnessed it myself when I participated in a number of its projects. When two graduates of my department were hired by Internews they were absolutely sure that they got the best prize ever.

For viewers of the federal channels that can now see the whole world via television, Russia still remains an unknown country. We can find out daily what the weather is like in other Russian towns. But what kind of political, moral and cultural climate is there? The programs produced by regional stations that studied at Internews contrast starkly with the one-sided and lifeless federal news shows that are mostly focused on political games, and don't show the real life of the country and its people. Experts think that local newscasts at the most advanced local stations are much more comprehensive and "human".

The catastrophe that happened to Internews and its disappearance from the map of Russian broadcasting is not only a professional and technological disaster, but, above all, a social one. The influence of this organization on the geography, image and quality of modern regional television, and on the life of the country in general, is still to be properly evaluated and understood.



**Internews was the victim of its own success****He без вины виноватые or those responsible are not without blame****Victor Muchnik, Yulia Muchnik, TV-2, Tomsk**

It would be an exaggeration to say that there would have been no Russian regional non-state television and media business without Internews. Of course, the regional media sector would have come into existence without Internews. But it would have been different. And it would have been significantly worse than it is now. To describe the role that Internews played in shaping regional media landscape, it is necessary to mention the following.

1. Throughout the whole of its existence, Internews served as an ideal communicator, coaching local TV stations out of their small provincial world, connecting them with each other, creating a professional community, and building bonds between the capital and province. It was very important to feel that you're not alone.
2. Internews shaped the vision of professional standards, be it for the work of a journalist or an advertising manager. Numerous Internews schools, seminars, internships, and residencies created priceless opportunities to exchange experience and allowed those just starting their careers in the media business to see how it works in places that have had decades of success. The first such experienced and successful model was provided by our Western colleagues. Then Russian regional journalists started to adopt best practices from their provincial colleagues that were more advanced at that time.
3. Internews shaped our vision of values - not only professional ones, but the basic values of "what is good and what is bad". Many regional stations still have not turned into a tool for the ruling bureaucracies and are still freer than the federal media (even considering all the problems). Internews made a considerable contribution to that.
4. Internews promoted the use of advanced technologies in the regions. It is worthwhile to remember that many local stations started their work with two or three VHS recorders and an old camera - compare that with their technical level now. Certainly, Internews did not finance those procurements, but because of Internews, regional media structures learned how to spend funds optimally, and how to invest their profit to their best advantage.
5. Internews made it possible to look into the future of media industry, by generating discussion of problems that even people from the most advanced Russian media outlets had perhaps just started to think about. It facilitated industry development.
6. Thanks to Internews, regional media companies learned to manage their businesses independently, based on their own resources and not relying on support from the authorities, either federal or local. It created and even now continues to create an economic basis for activity which is relatively free from the influence of the authorities. This does not mean that media should be into opposition politics, but about keeping a professional distance. Some regional stations managed to keep the distance not only from the local authorities, but also from the oligarchs, both local and national.



All of the above means that Internews was also instrumental in supporting the development of civil society in the Russian provinces, as strange as that may sound. It turned out that during Internews seminars and conferences people learned not only about their profession, not only about journalism, not only about media business, but about attitudes towards life in general. And, of course, this is not about politics, but about important life values: tolerance, independence in behavior and thinking.

It has been almost a year since Internews has gone. The reasons for its execution are obvious. The Russian authorities perceived Internews as an enemy organization. This has certain logic to it. The existence of a media business that strives to be professional, self-sustaining, and independent from the authorities, even on a local level, contradicts the whole system of the power vertical in Russia. Regional media businesses had become professional and independent to a great extent due to Internews. And, also due to Internews, this remained the case despite today's environment. The current Russian authorities could not forgive Internews for that. Its fate was probably a foregone conclusion, and in a way we shouldn't have expected anything different.

With the execution of Internews, regional stations in Russia lost an important channel of communication, for which so far there has been no adequate replacement. Many of them were simply left alone with their own problems, ones which Internews had been helping to resolve successfully. Russian regional journalists lost the opportunity to learn and raise their professional level at Internews schools. With the execution of Internews, a targeted blow was made to the whole media community in Russia. In defense of Internews, a letter to then President Putin was written in April 2007 (*English translation and link are at <http://www.internews.tv/home/appeal.html>*). The letter contained a requirement to stop the "murder of Internews". It was a demand, not a petition. And two thousand regional and Moscow journalists were not afraid to sign a letter, such as this. There was no reply to it, and the organization has been brought down. But Internews managed to unite different people, professionals who will not allow themselves be integrated into today's system of relationships between the authorities and journalists in Russia – these are the people who really understood what Internews was teaching.

We miss Internews very much. It was, among everything else, a place that regional media professionals could call home. Coming to Moscow, we always knew that there was a place where you felt welcomed, where you could share your problems, and where you could always find help if you needed it. Those people who visited the building at Nikitsky Boulevard even once, will miss talking to Sergey Palko, Anya Kachkaeva, Margarita Kalyants, Volodya Istomin, Ira Yemshanova, Grisha Libergal, Marina Razorenova and many other staff devoted to what they were doing, who created the unique Internews' atmosphere. There was a reason that all regional journalists always called, and still do, the head of Internews Manana Aslamazyan "Mom". No one can destroy these personal relationships. In the end, this means that, apart from everything else, Internews established something extremely important. Despite the current environment and today's "vertical of power", Internews created horizontal relationships between people that were rose above that, uniting people not only by their professional interests, but by their views of what is proper and right – in our profession, and in life.



**Internews Russia's achievements**

**Alexei Simonov, President, Glasnost Defense Foundation**

I witnessed both the birth and the death of this organization. So what happened in between? What made Internews (let me call it by the name which is dear to my heart) so valuable, simply by giving a helping hand to the new commercial non-government provincial TV sector?

The peculiarity of the first TV stations in the provinces, which sprang to life like mushrooms after rain in the years of 1990 and especially 1991 (after the coup), was that they were started by people who formerly had nothing to do with TV and journalism: scientists, teachers, radio engineers, former officers, small entrepreneurs, etc. They were poor and tough and the only thing they were sure of was that the future belonged to them. So they were ready to learn all they could about management and editing, news reporting and stand-ups, advertising and programming.

Internews was born as the right organization in the right time and place. And from the very beginning Internews accepted the idea of two ways of teaching: if you deal with a hungry man you can give him fish to eat, or you can give him a fishing-rod, and teach him how to use it, so that he can catch the fish himself.

These two approaches co-existed throughout the 15 years of Internews' existence, but gradually the proportion began to change. In the course of growth, they gave less and less fish and instead provided a variety of fishing rods, and the reach of these fishing rods grew tremendously. From the very beginning Internews considered the American way of managing the TV industry the best example, so the first teachers and trainers came from America, and at first, most of the money came from America as well. By 1994, Internews Russia had already gained three years' experience in carrying out seminars on independent news making, on management, and on advertising as a basic source of making money. And it had already established a stable reputation – most of the people attending the Internews events became Internews fans. They found the know-how provided by Internews useful, easy to adopt in everyday work. The best of them got the opportunity to visit the USA and see how TV works in big and small towns of America with their own eyes.

But this was mostly “the fish”. The “fishing rod” was represented by NVS (Independent Broadcasting System), which was organized and supported by Internews, uniting around 30 regional stations, whose staff took part in Internews seminars and other initiatives. The other fishing rod was a unified news program called “Local time”, which consisted of news from different stations edited into a half hour program once a week. When “Local Time” began, it consisted of 15 stations and by the end of its four year existence there were more than 70 contributing stations.

The archive of the 206 issues of this program is the real story of four years of the country's life with the regional view on what was going on, what was really important and how it all worked.

This became one of Internews' most important goals and one of its greatest achievements: putting together different broadcasters and uniting them into a kind of civic corporation.



Internews came to an end not because it became less popular – on the contrary – too many stations wanted to take part in its activities. It had become a hub for all commercial independent-minded regional TV stations, their source of intellectual capital, their champion and their rock.

The survival and growth of many local stations was a direct result of Internews support and assistance. When by 2001 the financial crisis was over, Internews began a series of conferences called ‘The Logic of Success’, which provided senior managers and media owners from the regions with strategies for business progress, looking at future trends for the sector specifically and the country’s economic development more generally. This was a new approach aimed at those who were able not only to achieve self-sufficiency, but who had the desire and ambition to think about the future development of their enterprises. The very best minds in Russia lectured at these events: economists, writers, businessmen and media leaders.

The idea of all Internews projects was to show regional media that their management, their programming, their staff’s education, and their technical resources could be better - better organized, better equipped, and better educated. Internews opened their eyes to the ideals of today and tomorrow. Aimed at making a better society for everybody, its usefulness depended on the activity of the media themselves. Its second important idea was that media could improve themselves if they understood more clearly what was going on in the industry, at other companies, in other regions. The establishment of connections between media in the regions was partly achieved by consistent use of the best pupils of Internews seminars as teachers and by providing accurate information about company profiles. Internews published special books and created a website called the Internews Atlas of TV and Radio, which contained data on over 2,000 regional media companies country-wide. And parallel to all this there existed an integrated system of training schools: Internews trained newsmakers and managers, computer graphics and advertisers, journalists, camera operators, sales managers, marketers and accountants in the latest methods and programming.

In total Internews gave the commercial TV and radio industry nearly 20,000 advanced specialists.

We can say that Internews was not only the best educational organization for the industry, but also in itself the most advanced media assistance organization in the country, often the only one really taking the pulse of the industry, analyzing its condition and, as good doctors do, providing appropriate medicine to prevent and treat potential illness.

### **Assessing the role of Internews Russia for media assistance** **Floriana Fossato**

*Floriana Fossato has just completed a pilot research piece on the role of the Internet for democratization in Russia, to be published in April 2008 by the Reuters Institute for the Study of Journalism at Oxford University and is writing her doctoral dissertation on the influence of television on Russian national identity at the federal and regional level.*





To assess the role played by USAID-funded media assistance projects in Russia it is useful to compare the situation in 2007-2008 with that of the beginning of the decade. As the millennium opened, the mood in the US and Russia was very different than it is today. David Gergen, former advisor to three US presidents, opened his book "Eyewitness to Power," published in 2000, with the words "It is just possible that we are living at the dawn of a new golden age." Seemingly corroborating this optimistic assumption, during his first term in office as President of Russia, Vladimir Putin did much to establish good relations with world leaders, stressing that Russia was keen to develop good international and business links.

However, in his first address to the nation in July 2000, Putin sent a clear message concerning the media. Everybody in the West applauded Putin's words that "without a really free media Russian democracy cannot survive and civil society cannot flourish," but few noticed Putin's earlier warning that the media should be careful to avoid assuming the role of a "mass misinformation instrument for fighting the state."

From the start of Putin's second presidency in 2004, an increasingly harsh patriotic and anti-Western sentiment was cultivated by the Kremlin. The aim of this exercise was to intensify the yearning of the Russian people to return to the perceived strength and independence ("sovereignty") of the former Soviet and Russian periods. President Putin's administration directed this operation, making systematic use of the possibilities offered by the state-controlled federal channels of Russian television. Television broadcasts were used to exacerbate the feeling of disappointment towards the West that many Russians shared after the 1990s, and to create a new sense of national identity, based on a binary view of the world divided between "us" and "them" ("Nashi i Chuzie", "Russia vs the West") and reinforce the past identification of Russia as a "besieged fortress".

The widespread feeling of disillusion that followed the first post-Soviet decade provided the backdrop for media developments taking shape during Putin's second term in office. From 2004 onwards Putin became the focus of the television effort to create a new mythology of an emerging strong Russian state. The framing of newscasts and of a whole range of other broadcasts, including films and entertainment programs cultivated the notion of the heroic and paternalistic president following well-established Russian cultural patterns that see the leader of the country assuming the role of the "father of the nation".

Particularly over the last two years Putin did much to intensify the perception that the West deliberately rejected Russia's integration attempts, offered no help other than manipulative in order to exploit Russia's weakness of the 1990s; that it sought to acquire control over the country's immense energy resources and eventually dismember the Russian Federation.

Individuals, organizations and institutions seen as inconsistent with this message have been actively marginalized and publicly denounced as "agents of the West, acting to destabilize the country." Putin's version of reality, meanwhile, which he expounded on regularly, on prime-time, during lengthy live broadcasts, became the only reality that Russian citizens were invited to recognize. Each word he pronounced acquired immediate and widespread resonance, often with far-reaching consequences, as over-zealous officials were keen to show their loyalty.

Against this backdrop, the harassment in 2007 of the Educated Media Foundation (EMF) – the heir of Internews Russia— and of its Director, Manana Aslamazyan, is entirely consistent with this trend, aimed at weakening the influence of Russian organizations that share common values with Western institutions and work actively to disseminate them.



Centralized nation-building touched all institutions of civil society, from the judicial system, which saw its relative independence in the 1990s effectively undermined during Putin's presidency, to the legislative system, which was developing with great difficulty in the 1990s. Parliament has been blatantly manipulated in the last years, to the point of being reduced to a rubber stamp machine approving Kremlin directives.

The lack of growth of legitimate institutional structures which could be respected by society greatly hindered the impact of the media assistance conducted by non-governmental organizations.

EMF/Internews Russia, the most active non-governmental organization working in the field of media assistance in the country, was selected to act as a resonant example for regional journalists and other media assistance programs financed by Western institutions. As with the NTV case in 2000, it was logical to single out the best known organization, to set an example and show publicly the Kremlin's serious resolve on the issue.

Federal broadcasts became remarkably alike during Putin's first term in office and after 2004 they assumed to a great extent the propaganda role they had in the Soviet era. Meanwhile, until 2005, despite increasing administrative pressure, regional broadcasters maintained a more diversified approach. This was made possible largely thanks to the work of Internews Russia and of the various international donors, primarily USAID and the European Commission, that financed its activity.

During its fifteen years of activity EMF/Internews Russia trained nearly 20,000 journalists, producers, business managers at all levels, web designers and media lawyers on issues such as marketing and advertising sales, television design, media management, and business planning.

Regional journalists who had benefited and made their own the professional media ethics disseminated by EMF/Internews Russia, initiated an open letter to President Putin in support of the organization, acknowledging Aslamazyan's huge personal contributions to the industry. Within a few days in the Spring of 2007 more than 2,000 Russian media professionals signed the petition, signaling a higher degree of industry support than in the NTV case in 2000. However, in a clear sign of deliberate disengagement with the independent media, the Kremlin did not answer any of the points raised in the petition.

Non-Russians often labor under the misapprehension that the Russian Federation has only a limited amount of Moscow-based television stations under strict Kremlin control. The situation, however, became much more nuanced over the last 10 years, largely thanks to the initiatives launched by EMF/Internews Russia in the fields of training, media business education, legal education and inter-regional networking. In addition to the 17 federal television channels, some 1,500 companies came into existence, broadcasting to local audiences over 11 Russian time-zones. At least half of these produce local news, entertainment and documentary programmes.

Federal channels mirror distant realities, and many Russians consider them to an extent a form of "exotic" entertainment. Meanwhile, they depend on their own, local stations for information about events taking place in their area. A 2005 study by Russia's measurement agency TSN Gallup confirmed that the regional public largely disregarded federal channels and networks on matters concerning information, while relying for news and analytical programs mainly on regional broadcasters.





This situation attracted advertisers and created economic opportunities for the better-established television companies in medium-sized regional urban markets, as well as job opportunities for professionals in the regional media industry. It is here that the role of EMF/Internews Russia as a tireless promoter of professionalism in all aspects of broadcasting was crucial. Over the fifteen years that EMF/Internews Russia has worked with regional television, the financial strength of the industry has increased phenomenally and well established regional companies have emerged.

Since 1998 Internews Russia organized dozens of competitions, conferences and seminars, bringing together journalists from all over the country and creating professional exchange networks. At the competitions, regional state and independent companies were assessed on an equal footing. Top journalists and managers of powerful Moscow-based channels took part in EMF/Internews events as participants and as trainers.

For the last three years the nationwide contest It's Time to Act, which Internews Russia began carrying out in 2003, was conducted under the aegis of the presidential Civil Society Institutions and Human Rights Council (CHIHRC), chaired by Ella Pamfilova, in a sign that the more open-minded group in the presidential administration appreciated the role of EMF/Internews Russia for the creation of a civil society in Russia. However this may have eventually played against the organization in 2007, due to the confrontation of competing Kremlin clans ahead of the passage of power to Putin's preferred successor in March 2008.

Internews Russia and Manana Aslamazyan personally, were at the heart of the creation of Russia's National Association of Television and Radio Broadcasters and of other important industry bodies.

Important contributions remain. More than 400 companies in Russia and in former Soviet republics improved their newsroom efficiency using unique Internews-created software, News Factory, for their broadcasts, and many are using the software to this day. Thousands of Russian journalists preserve the memory of the professional and ethical lessons they benefited from during seminars and events organized by EMF/Internews Russia. Despite the constrictions of the present situation they are determined to continue following standards that EMF/Internews Russia contributed to introduce and disseminate throughout its existence.

Their work is hindered by the current public lack of support for freedom of speech and expression. Manipulation of the media by the authorities and the limited impact of horizontal networks on the public sphere have resulted in a situation where Russian citizens are not worried about the immense power of the state, the threats to life and the difficult legislative conditions influencing journalists' activities. First on the list of many Russians' hierarchy of values are welfare benefits, the right to work and a decent income. According to a 2007 survey by the Public Opinion Foundation (FOM) 53 per cent of those polled regarded free medical care as their highest priority, 43 per cent prioritized the right to a decent wage and only 5 per cent regarded freedom of opinion to be of the greatest values. Russian public opinion currently does not consider criticism expressed in the media to be necessary. Maxim Trudolyubov, one of the editors of the daily "Vedomosti," concludes that: "it is not merely the public attitude towards the media as an institution that has changed. It is also the attitude towards criticism and independence per se that has taken a turn for the worse."



**Internews Russia Review****Irina Yasina****Director of the Regional Journalism Club (Former Director of Open Russia Foundation)**

In today's Russia everybody watches TV, and everybody criticizes it. Some call it "a zombie-box", others "a propaganda machine"; however, few Russian families don't have several TV sets at home. According to recent sociological polls conducted by the respected Levada Center, the average Russian citizen spends about three hours a day near a working TV set. Obviously, in these circumstances it's impossible not to pay attention to the quality of Russian television.

Those who lived in the Soviet Union can easily remember the dull, gloomy television of those years. Apart from the fact that it was boring, it was also very unprofessional. We just had nothing to compare it with. But when the borders were opened, and former Soviet citizens were able to compare not just the content of television, but the lights in the studio, the smiles and elocution of the anchors, the interviewing skills, moderating skills - Russian viewers understood that there was a long way to go before the appearance of normal television in our country.

In the early 1990s, Internews emerged with the goal of increasing the professionalism of regional television. It was an organization that we funded several years ago, when it was blooming. From the moment the Open Russia Foundation, where I was director, started giving grants to Internews, I realized it was hard to find a television journalist that hadn't heard about this company and what it did. Moreover, no one paid the kind of attention to the development of regional television that Internews did – not even the Ministries or the Russian Union of Journalists. In addition to delivering the professional skills that no one else was giving to regional TV journalists, Internews encouraged people not to contemplate, but to act. Open Russia funded some of Internews' social projects, in particular the It's Time to Act competition that had been held annually for three years. The television journalists who participated had to take some kind of positive local social action, like helping the disabled or the elderly, or abandoned children. In this way, journalists were not only carrying out the function of passing on information to the public, but were waking them up to social problems in their regions, encouraging them to join in the action, making them do something. The competition required reporters to follow up on their subjects about heroes and show their story developing over time. And if the first year gathered only about 20 participating TV stations, in every subsequent year that number grew. It's important to note, that even after Internews' disappearance, this action continues to take place, just under a different title.

The first time I participated in an Internews' event was in the fall of 2002. It was the final session for the regional TEFI competition in Nizhniy Novgorod. At that time I was most struck by the absolutely free, uninhibited atmosphere of communication between regional journalists and prominent figures, and this wasn't some one-sided impudence of young provincials, or arrogant back-slapping from Moscow big shots, but an exchange of mutual interest, with recognition of each other as equals in the same profession with the same passion.

I also took part in one of the annual Logic of Success conferences that gathered media industry leaders together to broaden their views on what was going on in the country and



make this a starting point for evaluating the industry's role and place in Russian business. That year one of the speakers at the conference was my boss, now imprisoned, Mikhail Khodorkovsky.

One of the most wonderful Internews projects, for me personally, was its constant support to documentary filmmaking, "Open Skies". The films were aired on television, and as a viewer, I enjoyed them tremendously.

There is a general opinion that the biggest problem in modern Russia is censorship. But my impression following talks with regional and national-level journalists is that self-censorship is no less dangerous. Journalists often forget about their professional dignity, trying to guess what the authorities may want and complying with it in advance, staying on the safe side. To fight this, something very simple thing is needed – to have personal contact with those who are brave enough to speak up and object, and who have experience in opposing, maybe not the central authorities, but local officials, people who successfully stand up for themselves and their profession. How can a reporter from Vladivostok find out that his Kuzbass colleagues managed to get their local authorities to change their minds about this or that stupid decision? Only by talking to one of them. In this sense it is hard to overestimate the value of Internews' seminars. At these seminars, conferences and schools, journalists felt themselves to be part of their big country, learned from each other, and studied best practices from leading Moscow media professionals who never refused Internews' requests to go to some far corner of Russia to meet regional colleagues.

After Internews has disappeared, there is no empty space. There are quite a lot of professionals that are able to give young people the proper view of the profession, rules, criteria and canons. There is still some kind of horizontal social network. The other question is that nowadays it's becoming dangerous to mention one's principles if they don't correspond with those of the authorities. As a rule, this doesn't threaten your life or your health (although in Russia there are many exceptions to prove the rule), but because of this, professional growth is finished. This is why many people prefer not to put their heads over the parapet. However this doesn't mean that in a changed environment the community will continue to display the same obedient behavior.

Unfortunately one cannot count on financing from within the country. The story of what happened to Mikhail Khodorkovsky became a stop sign for all potential Russian donors who would have liked to finance socially responsible activities. In the language of Russia, despite so much pride in its richness, there is just one word for "policy" and "politics". There are no philanthropists in Russia not because they don't have money and absolutely not because they don't appreciate the values of civil society and independent journalism. They do, but they are afraid. Not just for themselves and their fortune, but for their staff and for the entities they own. That is why Russian NGOs, especially those working in media development, human rights or international conflict resolution, have to count on support from abroad.

I would like to emphasize that recently the difficulties stemmed from both sides. The Russian authorities have done whatever possible to hinder the receipt of foreign grants by Russian NGOs. At the same time, against a backdrop of criticism about threats to freedom of speech and all other freedoms, foreign donors have also substantially reduced their grants. Despite this situation, there are still those who are not afraid to be called "spies" and are willing to work with foreign financial support, those who cannot continue to help society without such support. They cannot survive simply because they cannot count on any support from Russian entities unless the political environment changes.



Let's get back to Internews. Superficially you might think that despite all these efforts, all those years of work, and all those wonderful professionals meeting regional colleagues so many times – television still remained the same. But this is a false impression. Firstly, regional television learned how to earn money; therefore, there is a basis for their future independence, at least financial. Secondly, if one has a closer look on the content of the best regional stations, their programs are substantially ahead of their federal colleagues in terms of free expression, and at the same time no worse on a technical level. They are just poorer for very objective reasons. Thirdly, one cannot forget that Russia is a very centralized country, and the concentration of famous people, and so called leaders of public opinion, is incredibly high in Moscow and significantly lower in the regions, even in the capitals of large districts. Still, this problem is solvable because regional stations that have their own money can invite even the most popular figures.

All of the above means for me, for instance, that the ways to develop regional media are becoming quite clear. One, it should consist of the strengthening of the financial and technical basis of their operations. Two - self-development, or, as Chekhov put it: "forcing the slave out of ourselves". This means first of all communication with colleagues from different regions, leading professionals and experts, and foreign colleagues. Journalists in Russia should not estrange themselves from the achievements of civilization and should feel themselves as a part of an international community of fellow professionals. Self-isolation should be unacceptable.

Regarding the feeling of dissatisfaction (and sometimes mere irritation) that an intelligent person sometimes experiences after turning on the television, this feeling is temporary. Maybe I am too optimistic, but I believe in the pendulum theory. In the 1990s we would glue ourselves to our TV sets, not knowing which channel to choose from, and watching all the newscasts. Now the better part of the audience has switched to the Internet, and the rest of the public is relaxing after the shocks of the previous decade by watching endless entertainment shows and serials. But this period will end, too. What will be the main cause of change – whether it will be economic or social or cultural – no oracle can tell. But journalists should ready themselves for a new period, the one that will belong to the "critical viewer".

### **Internews: a history of success, told by an independent expert**

**Nina Zvereva**

**Head of Training at aMedia Studios**

*Overheard conversation:*

- *What's 'internews'?*
- *International news.*
- *No way!? In Russia it's something completely different.*

### ***The role of Internews, as I see it***

Russia is an enormous country. Not only that, but regional television in a city like Surgut, where the rich young oil barons live, is totally different from regional television in a city like Kostroma, mainly inhabited by pensioners because of the closure of production of the major factories there. There's no work for young people. There are huge differences in salary,



mentality, levels of education, even the language itself sounds completely different as it is spoken around the country.

Is it possible to gather in one auditorium representatives of such diverse cities and in a few hours reach some kind of mutual understanding, create a unified team?

It turns out you can.

The main message of all Internews trainers – foreign and Russian – was the absolute certainty that TV journalists, camera operators and editor need to learn! There are always ways of engaging the audience and making sure they don't pick up the remote to change channel! There are strict professional requirements, which if you use them don't guarantee success, but take you closer to achieving that success. And the main tool for a good reporter is not the camera at all – but the head!

This idea was not declared, but was always at the core of the participants' consciousness, because Internews trainers used participants' work to give practical examples, and it almost never happened that a seminar took place in the form of straightforward lectures. Just discussions, debates, games, questions!

Internews created a flagship for Russian regional journalism to prove that regional television is not a synonym for bad television.

On the contrary, famous NTV reporters travelled happily as trainers on Internews seminars, often to steal a good idea or take a look at an interesting local hero.

Tomsk television – the famous TV-2 – participated and won prizes at the annual nationwide TEFI competition, beating rich federal channels in important nominations like 'Interviewer', 'News Program', 'News Anchor.' You can add to that list Afontovo from Krasnoyarsk and Channel 4 from Yekaterinburg and Plus 12 from Tula and many, many others.

As soon as leaders began to appear, other regional broadcasters lost the excuse, as the Russian saying has it, that if the chimney is lower, the smoke is lower. Or – maybe it's bad, but at least it's ours! On the contrary, Internews demonstrated - if others can, then why can't you? A healthy envy and competition appeared.

Internews taught many directors of regional television and advertising managers how to make money. And that was one of the necessary steps towards freedom and independence, how to turn the media into a professional craft.

It turned out that you didn't have to ask the authorities for money – you could be independent and that meant, free from those same authorities.

I think that the strength of such a solid organization as Internews, in training thousands of people, wouldn't have been enough, if it hadn't been for the genius idea of combining training with competitions and festivals and touring round the whole country, taking the training right to people's door.

Internews' best project 'News-Local Time' was worthy of winning the TEFI prize for the best special project for Russian television.



Honestly, I was as surprised as any other regional journalist that Manana Aslamazyan and her team managed to do the impossible – drag Moscow snobs by the nose into the Russian regions! Not only that, but make the journey so prestigious and interesting that these stars were literally queuing up to go to the end of the earth – Khabarovsk or Khanti-Mansiisk – if only they would get asked!

### ***A few words about American tax payers***

Everyone knew that the main sources of funding for Internews were various foreign grants. Few saw the hard work and effort that went into preparing the proposals for these grants, how worried Internews staff was about the fate of proposed projects. And if they won, how they began worrying again, making sure that every kopeck went into the project, working to meet all the contract conditions.

Sometimes, as a competitor, it annoyed me that Internews trained people for free, even those who could have paid for training. Sometimes we would be training participants who hadn't made it onto Internews free-of-charge courses – the 'second tier', as it were. But as an expert I can confirm that in the vast majority of cases Internews gave a chance to become professionals to those people who would never have been able to pay for their own training – people who would never have even heard that such training was possible.

Also, Internews drew in to its various projects such a great variety of people, offering them a wide assortment of possibilities. For leaders – conferences like Logic of Success – in an elegant hall in the center of Moscow, and this kind of surrounding was very important, because if you want to talk about success, you have to do it precisely in a place like that. For editors it organized practically the first ever Russian specialized computer training center with its own clever machines (AVID).

With what great pleasure Manana Aslamazyan announced to her students at the end of the 90s that Russian businessmen had joined the foreign donors in supporting Internews!

It's possible that Internews should have started its commercial activities more actively a bit sooner, however this was done eventually – and one example is the Independent Film School. And today Internews journalism training is being continued in a respectable fashion by the Higher School of Economics, with the help of Manana's constant helpers at Internews, Anna Kachkaeva and Nina Ossina.

### ***Finally***

The history of Internews repeats the history of the democratic revolution in Russia. At the beginning – excitement, a big scope of ideas, a complete u-turn from Soviet-style provincial boring television to real Western ideas, the emergence of wealthy successful companies, the appearance of a new kind of leader.

This was followed by manifest oppression by the vertical of power, attempts to find compromise, a forced retreat, a regrouping of strength, reliance on commercial projects.

And nevertheless this is still the main result – a new generation of new regional television workers, who possibly will never be trained by Internews. But they'll get the know-how they need from those who did get that training, people who took on board the spirit of democratic television, into their minds and their hearts.



This is a result that no-one can ever take away.







## FOUR YEARS IN THE MEDIA

During the Soviet era, the broadcast media system in Russia was limited to one enormous state entity. The media system changed dramatically through the process of decentralization, the redistribution of ownership, the emergence of hundreds of private TV stations, “information wars”, and the decline of the media “oligarchs”. The Russian media industry was not the richest sector, but in contrast to other parts of the Russian economy, it was dynamic and grew exponentially. However at the start of the 2000s new elites entered the political arena and dramatically changed the direction of media industry development.

This was the moment when government influence – economic and ideological – began to grow in strength. It became fashionable in Russia to be “apolitical”, and this fashion stimulated an increase in entertainment programming and narrowed the territory for freedom of expression. Entertainment formats were not only more attractive commercially, but also less dangerous politically.

As a result, by the end of 2004 (when this ITV Program started), national television in Russia had definitively separated into two main spheres: government propaganda and pure entertainment.

This tendency was accompanied by the growth of the advertising market, the launch of new TV channels, and transformation of programming policies. It became increasingly evident that the chaotic but free development of the domestic media was being replaced by a model of entertainment television, of “managed” commercial TV, that existed to be loyal to those in power and increase its own profits.

In September 2004, at a meeting with Western experts and political analysts, President Putin said: “The authorities, like men, have to try, and the media, like women, have to resist”. In one year, effectively by the summer of 2005, the resistance of national TV had basically been overcome. All live debate shows were curtailed; programs that contained criticism of government policy or officials went off air. Just as things were 25 years earlier, almost all broadcasts went back to being pre-recorded. NTV, the former leader in terms of news broadcasting, abandoned its claim to be one of the “Big Three” national channels and reverted to openly sensationalist and aggressive crime coverage.

Broadcasters acquired “black lists” of *non grata* politicians, businessmen, journalists and political commentators. The Beslan tragedy was accompanied by restrictions on information (the state-run channels delayed live broadcasts after the storming of the school began and the number of hostages was consistently under-reported). The YUKOS affair, the change of power in Ukraine, new laws on in-kind benefits for pensioners – all these events were accompanied by propaganda campaigns in the media promoting the government’s point of view.

The 2004 Administrative Reform of government structures legitimized the coming to power of new elites, and also moved new people to the forefront of media industry management.

New bureaucrats, with a law enforcement background, replaced pro-market forbears and their lobbyists in key government positions, fortifying key ministries with ex-secret service functionaries or with people who were alien to the media industry but had demonstrated consistent loyalty to the authorities.

The Administrative Reform changed how the media were governed. The Media Ministry, formerly headed by a pro-market Minister, concurrently co-owner of the largest advertising agency Video International, was disbanded and merged with the Ministry of Culture. The new body, designated to promote government policy in this area, was called the Ministry of



Culture and Mass Communications and headed by Alexander Sokolov, formerly Rector of the Moscow Conservatory. Leonid Nadirov became his first deputy in 2004 (now since retired). Boris Boyarskov was appointed head of a new Service for the Supervision of Licensing, key for the industry. Both Nadirov and Boyarskov are former state security officers.

In addition to the Ministry, the media industry and culture were to be controlled by three federal agencies: the Agency for Print and Mass Communications; the Agency for Culture and Filmmaking; and the Agency for Archives.

However, this new massive structure, instead of increasing the efficiency of the management and development of the industry, fortified bureaucratic control over the media market. The new structures began competing for control over the industry. In less than two years after the establishment of the Agencies and the new Ministry, another reform was made in June 2007 which created a new organ – the Russian Federal Surveillance Service for Mass Communications, Communications and Cultural Heritage Protection (Rossvyazokhrankultura). Effectively, total control over the industry was moved into the hands of this Service, headed by Boris Boyarskov.

The media business in Russia is in some ways extremely open, and in others, extremely secretive. Transactions in other sectors of the economy are generally more complex, and – ironically – more transparent. In the media business, despite all their powerful publicity machines, there is no practice of publishing financial reports, disclosing the ownership structure, announcing mergers and acquisitions. This is why the media market is so difficult to survey and analyze. There is very little reliable industry research done in the country, and many analysts are forced to hunt for crumbs of information published in the press or by conducting informal interviews.

The analysis of trends offered here can be considered reasonably accurate because Internews Russia was constantly monitoring industry development and prepared several analytical reports on the subject, commissioned by international organizations and within the industry itself.

### **Key Trends in the Russian Broadcasting Industry in 2004-2008**

#### **1. Monopolization and take-over of management in order to establish control over media assets by a new “state/business” elite**

The Russian state directly controls two of the largest nationwide media enterprises – the All-Russia State TV and Radio Company (VGTRK) and the Channel One (formerly known as ORT).

In the last four years VGTRK received substantial funding from the state budget and completely restructured its resources. In February 2004, by a special Decree of the Russian Federal government, VGTRK was restructured in a process that involved absorbing its affiliates – regional television and radio stations, which resulted in a reduction of locally produced programming and total control over regional news coverage policy. Experts say that the news services of regional stations are now obliged to run the subjects and angle of their daily newscasts past the Moscow office prior to broadcast.

Today this state-owned corporation includes the national Rossia channel, 89 regional stations, the Strana.ru and SMI.ru news web-portals, the State TV and Radio Foundation (the largest archive), national TV channels “Kultura” and “Sport”, the radio stations Mayak, Mayak-24, and Rossiya; Vesti-24 satellite channel, RTR Planeta satellite channel which broadcasts outside Russia, and a large share of stock in the international Euronews channel.



In the last four years VGTRK equipment and facilities underwent radical renovation – today in terms of available technology VGTRK is better off than the majority of large European and US broadcasters.

Channel One, which competes fiercely with VGTRK - not so much for revenue as for Kremlin favors - also dramatically upgraded its technical assets during the same period.

The two most influential figures in the broadcasting industry are the heads of these two corporations – Oleg Dobrodeev and Konstantin Ernst, respectively. Channel One has generally won the competition for higher ratings because its programming policy is less dependent on the state, and also because it managed to successfully adapt international entertainment formats more often than Rossiya.

In 2004-2008, Channel One management initiated several large and costly projects: it launched a five-channel niche package on DirecTV (USA) for Russian speakers abroad and produced several successful movie blockbusters such as “Day Watch” and “Night Watch”. Although Channel One has won the competition against VGTRK in entertainment programming, VGTRK news programming is traditionally considered to be more professional.

This is why in recent years Channel One has been concentrating its efforts on news programming. Almost all newsroom staff was replaced and major investments were made. Early in 2008, a new broadcasting facility was opened that will serve as the basis for Channel One’s transition to digital broadcasting. (See section on digital transition in Russia below.)

However, the new studio design has had little effect on Channel One’s news policy. Channel One has been an active proponent of government propaganda for many years and, jointly with VGTRK, represents the authorities’ key information resource.

In addition to these two broadcasting giants, recent years were characterized by the emergence of new large media groups, and accompanying changes in ownership of top management in most large national broadcasting companies.

For example Gasport-Media, a large national media holding company, has finally taken shape as a broad media owner. In the last two and a half years, the company took 100 per cent control over its diverse media assets and established a centralized management unit headed by the state-affiliated GazpromMediaBank. Gazprom-Media, comparable in size to VGTRK and Channel One, includes NTV and TNT terrestrial broadcasters; the satellite company NTV+; radio stations “Echo of Moscow” and “City-FM”; “7 Days” Publishing House; the magazines “Itogi”, “Karavan Istoriy” and “7 Days-TV Guide”; NTF-Kino film studio; advertising agency NTV-Media; and a chain of movie theatres.

The St. Petersburg-based Channel Five TV company changed hands in November 2005. The new owners are the Severstal JSC (subsidiary of the Rossiya bank in St. Petersburg headed by Yuri Kovalchuk, a close friend of Vladimir Putin) and the “Volna” media company (reportedly also headed by a friend of Putin’s). Shortly after the take-over the company won a license for a package of 41 frequencies at a tender that was organized specifically for its benefit, and began simultaneous broadcasting to a large number of Russian cities. In 2007, a new National Media Group company was created. It belongs to the Rossiya bank (54%), Severstal JSC (19%), Surgutneftegaz (19%) and Sogaz insurance company (6%). The group includes Petersburg-Channel Five and the REN-TV network. According to the new General Director of NMG, the Group plans to acquire other media assets; currently negotiations are underway to purchase the largest national quality daily, Izvestia.

The Prof-Media group, which is 100 per cent owned by the Interros Group (Vladimir Potanin and Mikhail Prokhorov) is emerging as another large player on the media market. Today this is the largest private investor in the Russian media industry. Prof-Media owns TV3 network, MTV Russia, 2x2, VH1 Rossiya, Rambler Media, the Cinema-Park chain of multiplexes; the



film production company and distributor Central Partnership, five national radio chains, including the major radio network Avtoradio, over 10 magazines, and several large-scale online projects.

There are many examples of this trend, but for the purposes of this report it suffices to say that the market is visibly consolidating into the hands of fewer and fewer owners, loyal to the government.

## 2. Advertising Market Growth

In 2007 the Russian advertising market grew by 26%, reaching 228.7 billion rubles (approximately \$8.95 billion), according to the Russian Association of Communication Agencies (<http://www.akarussia.ru/eng/>). Advertising spending in 2007 reached almost \$9 billion, with an additional \$2.4 billion spent on various marketing services (promotional campaigns, direct mailing etc.). Adding on the costs of online ads, PR expenses and commission to intermediaries, Kommersant daily estimates the total figure as \$13.5 billion.

However, Kommersant writes that experts for the past two years have been unable to reach a common agreement. In summarizing the 2006 results, they could not agree on radio spending, while this year they also disagree on the volume of online advertising.

Market Segment	2006 bln RUR	2006 bln RUR excluding VAT	2007 bln RUR.	2007 bln RUR excluding VAT	Share in 2007, %	Growth, %
TV	85,9	72,8	112,5	95,3	48,0	31,0
Radio	12,5	11,1	15,7	13,8	7,0	26,0
Print,	44,6	37,8	51,9	43,8	22,0	16,0
including newspapers	9,4	8,0	11,6	9,9	5,0	23,0
magazines	19,2	16,3	23,4	19,6	10,0	22,0
free publications	16,0	13,5	16,9	14,3	7,0	6,0
Outdoors	33,1	32,2	40,4	39,3	20,0	22,0
Online*	2,9	2,5	5,8	4,9	2,0	92,0
Other Vehicles,	1,8	1,8	2,4	2,4	1,0	33,0
including indoors media**	1,3	1,1	1,9	1,6	1,0	46,0
movie trailers	0,4	0,4	0,5	0,5	0,2	25,0
TOTAL:	180,9	158,2	228,7	200,4	100,0	26,0

\* Expert Panel of RACA could not agree on the figure.

\*\* Ads inside business centers, retail chains, airports, train stations, etc.

The annual average advertising market growth of 30% is one of the most sustained trends in the media industry in recent years, with last year being no exception. However, the structure of advertisers has changed dramatically in recent years, and if this trend is not that apparent on the national advertising market, the regional markets remain very dependent on local politics and local authorities, who try to influence local advertisers to support loyal media.



Opposition media are struggling to attract advertising, because advertisers are wary of being associated with media purveying open criticism of the authorities, lest this ideological taint rub off on their own companies. The result is that the last four years saw the rich become richer, and the poor and not overtly loyal – poorer.

3. Production of Domestic Series and Entertainment Programs increased, squeezing out foreign programming almost entirely from national Russian television schedules

The years 2004-2008 saw an avalanche of domestic television series production – in various genres and quality, as well as the merging of television and film production.

*Television Series*

Television series filled a large percentage of airtime throughout the 1990s. In the last five years this type of programming has undergone significant changes. Previously, the largest part of this market was held by soap operas from Brazil, Venezuela, Mexico, Europe and the United States. Domestic production was 90 per cent dominated by re-runs of old Soviet series, like *17 Moments of Spring*. In the 90s, new Russian series were shot on low budgets, poorly written and under-produced. However from 1997 on, the leading channels started to replace foreign soaps with high-budget (by Russian standards) domestically-produced crime dramas.

TV series, mini-series and soap operas on Russian TV									
	1997	1998	1999	2000	2001	2002	2003	2004	2005
Russia	103	111	116	139	175	292	361	447	538
Europe	111	132	144	120	134	115	86	106	101
USA	87	99	130	82	92	130	204	172	153
Others	38	39	46	38	45	56	19	22	7

By 2005 foreign series had almost entirely disappeared from the prime-time schedules of the major national channels, moving onto the grids of smaller networks like DTV, or migrating to late night slots (*X Files* aired on Channel One at 2:30 a.m., and *Stargate* on NTV at 4:00 a.m.).

Almost the entire first wave of popular Russian series were crime dramas – gangster sagas, police detective shows or period “whodunits”. The most refined example of the genre was *Brigada* (*The Gang*, 2002, produced by Avatar-Films), which was the subject of heated discussions in the media and parliament on the prevalence of violence on television. Since 2004 there has been a clear diversification in terms of thematic content and an increase in quality of Russian-made series, due mostly to better financing, better experience and a willingness to learn the specifics of the genre. Among the best were those series based on the classical works of Russian literature (*Idiot*, produced by 2-B-2, *Master and Margarita*, produced by Rossiya and Central Partnership), as well as contemporary and period dramas, and sitcoms.

In 2008, domestic sitcoms and dramas have almost completely replaced foreign production even in day-time schedules. Today national TV channels broadcast approximately 400 different series every week. The most popular genres are melodrama and crime. Short (under eight episodes) and long (running for several seasons) series are the main Russian



television product today. They occupy the dominant share of air time, leaving little space for other TV genres.

#### 4. News and Current Affairs – the Dominance of Crime Reporting

News and current affairs programs occupy on average 2 to 8 per cent of air time on national TV. In presenting facts, the majority of journalists tend to either express personal opinions or else stick to standard editorial policy. Such phrases as “experts believe” or “observers think” most often do not mean that a reporter has asked experts for comment, but are employed as a rhetorical device. References to unnamed sources are the rule rather than the exception, and very few television channels require that their reporters verify information using no less than two independent sources. This unprofessional practice has led to reduced confidence in the news broadcast by some channels in particular, and an increased lack of trust in media in general.

In 2004-2005 several news and political programs were closed down. The few remaining talk-shows covering current affairs are pre-recorded, and their topics and guests are filtered by editors and management. There is an unofficial list of “allowed” subjects and speakers. Anecdotal evidence suggests that removal of news stories from newscasts is becoming more frequent. Frequently, state-run channels simply do not report undesirable news.

Instead, in 2004-2007, crime reporting has not just flourished, it has moved to the top in terms of popularity, competing with traditional entertainment formats. Instead of investigative journalism, crime coverage uses leaks or material supplied by private security agencies and the state’s special services. Investigative reporting has become one of the most discredited genres in Russian journalism. Following publication, there is rarely any follow up or assessment. Viewers have become distrustful, and believe everything is falsified - debating who paid for the story, who supplied the documents, and to what end. Even the assassination of the internationally famous Russian investigative reporter Anna Politkovskaya had no impact on this distrust, with the authorities playing on this feeling by suggesting that her death was arranged by enemies of the Russian government in order to discredit it.

Despite an explosion in the quantity of television documentaries being produced, and an increase in their popularity, the quality often leaves a lot to be desired. This field is dominated by pseudo-historical, cookie-cutter “archive footage with voice-over” films on the “secrets” of the personal lives of state leaders of the past, or Soviet-era movie stars, or sensationalist tabloid-style exposes of living celebrities.

The key political event of 2007/2008 – the parliamentary and presidential elections – had no great effect on television programming. Prime-time schedules were not interrupted to give special attention to these events. The campaign debates were broadcast in the morning at 7 a.m. or late at night. There was no special current affairs format created to illustrate the political campaign or outline its significance to voters – and even existing current affairs programs devoted almost no time to election coverage.

However, in all other contexts the designated winner – the United Russia party (sometimes called Unified Russia) – was mentioned twice as often as its nearest contender, the Communist Party.





*Political Parties Mentioned in the Media in November 2007*

Party	Total instances mentioned	Mentioned in controversial context	Main news subject	Mentioned negatively	Mentioned positively	Quoted/ interviewed on camera	Quoted indirectly
United Russia	465	32	100	14	62	146	4
The Communist Party (KPRF)	239	16	46	6	22	109	5
A Just Russia	205	10	43	8	15	124	1
The Liberal Democratic Party of Russia (LDPR)	190	10	25	0	15	116	0
The Union of Right Forces (SPS)	181	20	58	18	2	91	8
Yabloko	144	16	48	2	5	81	3
Patriots of Russia	124	3	35	0	2	73	6
Civil Force	86	2	27	0	2	43	3
The Party of Social Justice	81	1	26	0	1	31	1
Agrarian Party of Russia	75	0	29	1	5	37	0
The Democratic Party of Russia	68	1	36	0	5	29	3

Source: Medialogia. Based on news programs of Channel One, Rossiya, TVTs, NTV, and REN-TV, as of November 28, 2008 (<http://www.gazeta.ru/politics/elections2007/2360843.shtml>)

*Total Airtime Devoted to Political Parties by National TV Channels*

Party	Airtime (h:min:sec)
United Russia	29:23:11
The Communist Party (KPRF)	19:15:44
The Union of Right Forces (SPS)	14:43:44
A Just Russia	14:04:55
The Liberal Democratic Party of Russia (LDPR)	13:34:33
Yabloko	9:35:30
Patriots of Russia	8:15:06
The Party of Social Justice	6:53:58
Civil Force	6:24:28
Agrarian Party of Russia	6:09:57
The Democratic Party of Russia	5:08:29

Source: Medialogia. Based on news programs of Channel One, Rossiya, TVTs, NTV, and REN-TV, as of November 28, 2008 (<http://www.gazeta.ru/politics/elections2007/2360843.shtml>)



The presidential elections were covered in the same manner, with the designated winner Dmitry Medvedev receiving over five times more air time on five national channels and networks than his closest competitor Gennady Zyuganov (6:22:47 vs. 1:13:25 by January 21, 2008).

*Presidential Candidates Mentioned in the Media*

Candidate	Total instances mentioned	Mentioned in controversial context	Main news subject	Mentioned negatively	Mentioned positively	Quoted/ interviewed on camera
Dmitry Medvedev	4295	88	1982	11	124	1352
Vladimir Zhirinovskiy	1143	39	92	1	11	90
Gennady Zyuganov	1113	48	157	9	11	87
Mikhail Kasyanov	970	54	331	46	21	185

Source: Medialogia. Based on over 3000 Russian media: TV, newspapers and magazines, news wires and online publications from all regions of Russia, as of January 21, 2008 news programs of Channel One, RTR, TVTs, NTV, and REN-TV, as of January 21, 2008 (<http://www.gazeta.ru/politics/elections2008/medialog/2586445.shtml>).

5. Digital transition talk increases and niche TV channels grow in diversity

Digital transition was the most important topic of discussion for the Russian broadcast industry over the last four years. The Russian government passed a decree in 2005 saying that all terrestrial Russian broadcasters must be using digital transmitters by 2015. This decision was incredibly ambitious, because there was at that time and to this day there is still no common strategy for realizing such a massive transition.

In June 2006 the government established a special Commission for TV Broadcasting Development, headed by then Deputy Prime Minister Dmitry Medvedev. NAT was very active in this area, organizing dozens of roundtable discussions, two conferences, and two open meetings with Medvedev's Commission, but even now, in mid-2008, there has still been no agreement reached between government and industry on a unified concept of digital transition.

The key problems to be addressed are:

- should Russia adopt the IMPEG-2 or IMPEG-4 standard;
- who will become the operators of broadcasting multiplexes (telecom operators or broadcasters);
- how will broadcasting licenses be issued;
- and which channels will be streamed free of charge and which the viewers will have to pay for.

The last question is frequently misunderstood by media specialists, since this is a specifically Russian issue: in most large Russian cities today it is possible to view up to 18 analogue channels free of charge - so if digital transition turns some of these channels into fee-based, TV consumers will have less choice in the future than they have today.

On the other hand, access to TV channels is very unevenly spread across the country: 1.5 million Russians have no access to television at all; while 3.5 million receive only one channel. Only 33% of Russians can view more than five channels. Therefore digital transition





has the potential to radically improve access to information of rural consumers, but worsen access for viewers in larger cities.

Another undecided problem is the issue of which package of 12 channels – the so-called social package – will be distributed via multiplexes. The initial idea to include only state-run channels in this package has been fiercely contested by commercial broadcasters. On the other hand, with several dozen national networks, it will be very difficult to choose between them. It is also not clear who will bear the costs of launching multiplexes. Commercial broadcasters are trying to shift these costs onto the government.

Despite the delays in agreeing on a strategy for implementing digital broadcasting, Rossvyazokhrankultura has already issued several digital licenses to local broadcasters in Kazan, Ekaterinburg, Penza, and Khanti-Mansiisk as a result of their active lobbying. Now some are saying that these licenses were issued illegally and must be revoked. The Ministry of Communications has been actively supporting these broadcasters. The only region where an official digital broadcasting pilot project has been implemented is Mordoviya, surveyed by Internews Russia/EMF's Media Research and Analysis Center (the findings were published as *TV Digitalization: Russian and International Experience*).

While the government, ministers and broadcasters argue over a common solution, the producers are going ahead. The last two years in Russia witnessed a tremendous growth in niche channels. Niche channels are being launched by existing broadcasters (Channel One, VGTRK, CTC); by existing satellite operators (NTV+ and Akado); by Internet providers (AFK Sistema, which owns the largest ADSL provider in the country, last year acquiring Stream TV with 1.7 million subscribers and 50% of satellite Kosmos TV); by TV producers themselves (Sovershenno Sekretno, ATV).

These channels are being broadcast today via two satellite operators – NTV+ and Akado, via numerous cable operators and via the Internet, which continues to grow. Subscriptions to various forms of paid-for TV have grown by 30 per cent annually in the last two years.

#### 6. Regional television being incorporated into national networks

'Different television' – that is how many analysts, journalists and politicians think about regional television in Russia. It is indeed very different from the major national channels. Regional television traditionally has more news programs; more social features; it is more honest and sincere, but at the same time less technically professional and less influential.

In the 17 years it has existed in Russia, commercial regional television has changed both in quantity and quality. Today the regional television market has become an interesting investment opportunity for large national media companies.

Unfortunately, the negative processes that have affected Russian journalism in general have had no less an impact on the regional media. There are several types of regional broadcasters in Russia, and the following is a brief summary of changes for each group:

- *State regional TV and radio companies*

In 2005 all regional affiliates of VGTRK were transformed into subsidiaries. This resulted in increased control over programming, the unification of news programs ("Vesti" programs are now almost identical in every city), and substantial lay-offs of personnel. At the parental company in Moscow the Regional Department expanded, and today virtually every step made by a regional GTRK journalist is supervised from Moscow.

- *Large private TV stations in major cities*



This is the most interesting and promising segment of regional television, but in the recent years it has also changed. Starting as weak and small, regional television stations have become well-managed, financially stable companies with loyal audiences. They have become attractive to local authorities, large local businesses, and to national television networks.

Most owners/managers of these companies have been faced with the question over the last two years of where to go next with their company. Should they agree to persistent offers from Moscow, sell their company to a national network (which usually means early retirement), or should they try and develop their businesses further, fearing they possibly have little time left, since digital transition is likely to mean closure for most of them. Experts forecast that only one or two local broadcasters in each regional market will have enough financial resources to move over to digital broadcasting.

Currently the digital transition plans presuppose that all available channels on multiplexes will go to national broadcasters, and it is unlikely that they will give space to regional broadcasters, unless the government establishes quotas for local channels.

What should they do – move from broadcasting into production? But where will they find the staff able to create competitive products that can be offered to national channels? These companies' strength was in quality news production, while almost all their potential buyers (national TV networks) do not broadcast news at all. Or should they sell their businesses to local enterprises which want to purchase regional broadcasters in order to increase their political impact? There are hundreds of questions, a lot of unknowns in the equations, and virtually no answers.

Meanwhile many station owners over the last two years have taken the decision to reduce news programming or close down news programs entirely, since news production has become dangerous for their businesses. Far too often critical stories in the news lead to major disturbances for the companies – they are raided by fire inspectors, tax inspectors, even FSB staff, to determine if they have any pirated software installed, or their fire contingencies are inadequate – there are many legalistic ways to damage companies deemed trouble makers.

- *Small private and municipal companies*

These companies face the same problems as their large counterparts, but they do not get offers from large buyers – networks do not want them, and there are rarely any major businesses with investment ideas that are located in small towns. They are not competitive, and the best that lies ahead for them is to become small bureaus for larger broadcasters to occasionally supply local footage. So, practically no future at all.

Digital transition, regarded elsewhere in the world as a positive trend, is likely to have a negative impact on the diversity and plurality of opinion in Russia. The growth of major networks will negatively affect the development of regional TV, and the result will be that local communities will face their problems on their own in future, without the assistance that regional broadcasters used to give in terms of access to reliable local information, a watchdog function to keep local bureaucrats in line, and important social campaigns. Often local people would call their media companies when they had a problem which they had been unable to resolve on their own – a leaking roof, an irresponsible landlord, failure to pay pensions on time, lack of books in schools etc. The media took up these small causes and helped find solutions for people, sometimes without advertising these activities. This form of social responsibility was very widespread, and people in small communities particularly relied on it.



## 7. Public-service broadcaster still unlikely

Discussions about public service broadcasting have been ongoing in Russia for many years; some of the more liberal politicians and deputies continue to bring it up, but no real steps have been made in this direction. At the end of 2005, the Ministry of Culture and Mass Communications reportedly introduced the concept of "public service television" to the government, in a plan approved by the Ministry of Economic Development and Trade. The proposal was that public service broadcasters should be created by transforming the existing state-run channels. However, predictably, no progress on this transformation was made in the run up to elections in 2007/2008. The need for a draft law on public television was officially stated for the first time in the government paper, the 'Concept of Industry Development Up To 2015', but it remains unclear whether one of the national channels will be transformed into a public service one, or whether separate public service channels will be launched in the regions. Both possibilities are mentioned in the document. However there is no reason to expect any movement on this issue in the foreseeable future.

### **Final remarks**

Two major trends coexist in the Russian media market. The state has established direct control over the major national broadcasters and successfully implanted an authoritarian model of managing news and political programming. Balanced against this increasing state role in the sector, the media market itself is growing dynamically, competition in important areas of quality and technology of production is increasing, domestic production is expanding and improving, niche channels are gaining new audiences, the advertising market is blooming and the media sector presents a picture of industrious development.

Better entertainment is coming at the cost of declining quality and quantity of news – this is a global trend, which plays nicely into the hands of those in power in Russia who would like to see the critical role of an independent media expire or at least be undermined by a plethora of other, more relaxing choices. These trends arise elsewhere in the world, where there are thriving media sectors, by commercial dictates, and where viewers have a choice to watch a news channel they trust or a film they want to see. In Russia however, the 'commercial' aspect of this trend, is motivated by fear. The fear of performing what professional journalists know to be media's most basic traditional function – that of 'speak truth to power'. Russian broadcasters are increasingly dropping news production in order to avoid political and financial problems.

The most damaging aspect of all of this is the narrowing of access to information serving local communities and national audiences. Russians resented the destabilizing mood created by the media wars of the late 1990s and are temporarily relieved by the way in which the government wresting control over major companies has calmed the environment; they are generally satisfied with economic growth and optimistic about the future. (See Appendix, *Four Years in the Media*, summary of public opinion surveys "*Freedom of Speech and Independent Media in the Eyes of the Russian Public during the Last Twenty Years*" by Boris Dubin of Levada Center). However the riots of the early part of 2005, when thousands of people protested government plans to change the system of in-kind benefits, showed the limitations of one-sided dialogue in the media – the government was clearly taken by surprise. Unless the media are allowed to function as a focal point for dialogue between opposing views in society, the social strife will not diminish, but on the contrary, become more ingrained and intransigent.





## ISSUES JOURNALISM

### OVERVIEW

Throughout its history in Russia, Internews sought to enhance the quality, quantity and variety of information available to Russian TV audiences in a multitude of ways, including in-house production, horizontal news and features exchanges, acquisition and distribution to regional broadcasters of quality documentaries and PSAs.

In the political climate that followed the 2003/04 Duma and Presidential elections, Internews Russia deemed it paramount to bring regional TV audiences information highlighting the activities of civil society institutions and their role in dealing with some of the key issues in Russian society. Internews encouraged local broadcasters to seek and cover themes of social importance to their regional audiences, raising public awareness of the issues and the profile of civil society institutions addressing them.

New and expanded production projects within this component of the ITV program had the following characteristics:

- **Pro-active** – much more than in the past, Internews Russia producers played an energetic editorial role, proposing themes, information, and material created in Moscow to local co-producers rather than waiting for ideas from the regions.
- **Flexible** – recognizing the varied needs and abilities of larger and smaller stations, the formats on offer ranged from free-form materials that experienced producers could incorporate as they chose to carefully designed packages of materials that were used by smaller stations with a minimum of effort.
- **High-quality** – as stations became more and more concerned with competing with national channels, Internews placed a new emphasis on offering material of superior technical and journalistic quality, offering added value to a local station's own production.

The projects within this component of the program included:

- Production of the weekly socio-economic program *Personal Account* with an incorporated training component;
- Production of the *Provintsia* (Provinces) feature exchange project; and
- Campaigns in the media on social issues.

### KEY ACHIEVEMENTS

- The program created a strong network of regional stations that regularly broadcast each other's features and co-produced programs, providing a viable, cost-effective and high quality alternative to state-controlled national channels' increasingly propagandistic coverage and often complete exclusion of relevant social issues.
- A range of social campaigns, each involving approximately 200 stations, enhanced the credibility of regional broadcasters with their audiences, thereby



- strengthening their role in the community, and raising the profile of civil society organizations that tackle social issues.
- Cooperation with civil society organizations and partnership with other No's motivated regional broadcasters to pursue serious journalism and socially relevant content, and opened up to them new and valid alternative sources of information.
  - Editorial assistance to regional producers and professional training in issues coverage increased the level of professionalism of regional broadcasters.
  - A potential audience of over 18 million viewers was offered quality content addressing issues of local governance, human and minority rights, corruption, health, and social services.
  - The quality and perceived relevance of issues journalism for local communities led to the increasing popularity of these kinds of programs, which had a positive impact on broadcasters' financial performance and sustainability.
  - Project participants assumed social responsibility and took a proactive stance on issues affecting their communities, organizing community actions and providing material help to disadvantaged groups or individuals.
  - With Internews Russia giving the initial impetus, many project participants proceeded to develop their own creative and successful forms of social campaigning, and best practices in this area were further disseminated to other regional broadcasters.
  - Minorities and other vulnerable groups in the Russian regions received attention to their issues and practical support through local media initiatives, while these activities served as motivators and best practice examples for other social campaigners.

### Program Highlights

The **26-minute** socio-economic program *Personal Account* (**28** editions in 2004/05; **31** in 2005/06; **33** in 2006/07) was produced in collaboration with large regional stations (**16** stations in 2004/05; **33** stations in 2005/06; **29** stations in 2006/07) and broadcast to potential audience of over **16** million.

**150** minutes of regionally produced stories per month exchanged by **75** TV stations in two exchange groups of the *Provintsia* feature exchange project in 2004/05. **32** new *Provincial Report* magazines with **120** minutes of stories produced among **65** TV stations, with 20% of participating stations receiving program in DVD format or via Internet.

In 2005, *Provintsia* became a **self-sustaining project** with fee-based participation. Initially, there were **21** participants in this commercial venture; at the end - **24** regional broadcasters were circulating **352** features produced between June 2006 and April 2007.

A total of **27** social campaigns involved over **200** local TV stations.

A package of **25** *See You in Court* animated films was produced for distribution to regional broadcasters.





## PROGRAM DESCRIPTION



*Personal Account* in Irkutsk

### 1.1. *Personal Account* Weekly Socio-Economic Program

The weekly 26-minute *Personal Account* program is unique on Russian television in that it is the only show combining regional stories from around the country produced by collaborating regional broadcasters. Proposed by regional broadcasters themselves, the program is designed as a cooperative venture, providing news and human interest stories from around the country and filling a major gap not met by national television. The concept was agreed on by the broadcasters themselves at the outset of the project, to use accessible language

and an entertaining format to showcase some of the profound economic changes taking place in Russia recently. The program focused on the implications of economic news for the daily lives of ordinary citizens, addressing such issues as retirement pensions and mortgages, the cost of education, privatization of small businesses, consumer rights, management of personal finance, employment, migration, taxes and real estate etc, (see Appendix "*Personal Account*: the List of Program Headings").

The pilot show went out on December 13, 2004, and was broadcast weekly from January 2005.

The program included eight regular slots – three were filmed by Internews, and the other five by participating regional stations. The Moscow-produced section included an interview with a prominent newsmaker, a top government official or an expert offering a national perspective on the main theme of the program, while regional stories presented a local perspective (see Appendix "*Personal Account*: the List of Interviewees").

Another slot, co-produced by Internews and Pilot TV Studio, featured two extremely popular TV "personalities" in a three-minute animation – the popular cartoon characters Khryun (a pig) and Stepan (a rabbit) offering savvy comments on the issues under discussion.

Finally, Internews offered a legal news section called *Big Victories of Little People* that covered cases won in court by ordinary people standing up for their rights.

In the second year of the grant, the project was enriched by a training component: Internews brought together all the project participants and several candidates for a journalism and production workshop, and continued to offer them regular online consultations throughout the duration of the project.

In the third year of the grant, the *Big Victories of Little People* component evolved into a separate production project *See You in Court*, described below.



Khryun (left) and Stepan (right) in *Personal Account*.





*Personal Account in Surgut*

Each edition of *Personal Account* was localized with stories, interviews and in-studio discussions filmed in the region where the edition went on air, featuring the local angle and take on the issue under discussion, emphasizing aspects of particular relevance to local communities and probing local authorities and experts.

To facilitate localization, Internews developed a production technique of offering regional TV stations short (under two minutes) filmed pieces (such as interviews with newsmakers, experts, or authorities in the national capital, edited stories, raw and archival footage) that each station could edit into a program as it

chose, as well as graphics, relevant statistics, thematic recommendations and suggestions for types of local material. Internews-supplied video was available for distribution via the Internews video server: Most participants downloaded it from the Web while several companies without broadband access were sent video by post. Regional TV stations created their own editions, adding their own reporting, stories, presenters, and interactions with studio audiences; even so, each show has a unified format and look wherever it was broadcast. One regional edition was put on the Internews website every week and made accessible online.

*It seems to me that people are pretty good at organizing their personal finances. Unfortunately though, it's very difficult to follow macro-economic changes, especially because many of the processes taking place in the tax system and in money circulation are described in terms that are difficult to understand. It's a good idea therefore to use this format (which people can put to good use in their own financial planning) to provide a clear analysis of the state budget and money circulation."* Sergey Guriev, Rector of the Russian School of Economics, on *Personal Account* program.

The number of TV stations involved in co-production of this program doubled after the first year of the project, and remained stable in the third year (see Appendix "*Personal Account*: the List of Participating Stations").

*Personal Account in Tula**Personal Account in Akhtubinsk**Personal Account in Cherepovets*

## 1.2. See You in Court Project

*See You in Court* is a spin-off of the *Big Victories of Little People* legal news slot within the *Personal Account* weekly program. It is a series of short animated films for television, each portraying an actual trial, with comments by prominent Russian defense lawyers.



The concept for this project was first developed by the Russian Guild of Court Reporters jointly with Internews producers in 2005; the project aimed at promoting the idea of justice, the defense of citizens' rights, a proactive civic stance, and the knowledge and skills to empower citizens to successfully defend their lawful rights and interests using the existing court system. This was a networking project, involving regional correspondents of the Guild of Court Reporters and the Judicial Information Agency. Internews supported production of the TV component of this project.

This project tells the stories of real trials where an ordinary citizen got their day in court and won against a powerful opponent, ranging from a government department, to a large corporation, a law enforcement agency, a local official, a municipal department or housing authority, etc.

In August 2006, Internews launched production of the television component of this project, developing an original TV format, combining animation and the commentary of professional lawyers. The first package of 25 programs was completed in December 2006. It featured such well-known lawyers as Genry Reznik, Genrikh Padva, Karina Moskalenko, and Nikolay Gagarin; animations were produced by the Pilot-TV company. The package was distributed to regional broadcasters, and in December 2007 it won the "Silver Themis" prize awarded by the Council of Russian Federation Judges for best television coverage of courts and judicial community work at the Russian National Competition.

In March 2007 the Guild of Court Reporters began reporting for the second installment of 25 *See You in Court* films. By this time Internews was unable to continue its support to the activity, but the program had gathered sufficient momentum and popularity to survive.

### 1.3. *Provintsia* Feature Exchange Project

The *Provintsia* (Provinces) project was initiated in 1999 by a group of journalists from seven TV companies in major Russian cities: Yekaterinburg, Tomsk, Samara, Irkutsk, Kaliningrad, Kazan and Petrozavodsk. While attending an Internews seminar in Moscow, they decided to send each other the most interesting pieces that they produced and broadcast in their own regions. The idea quickly took off: none of the national TV channels seemed to find air time for stories featuring "provincial" life.



*Provintsia* Logo



*Provintsia* story. A nature-lover who lives in solitude on Sea of Okhotsk islands. TV Gubernia, Khabarovsk, Nov 2006.

This was the origin of this horizontal exchange project – a project that responded to the need of regional stations to provide their audiences with quality human-interest stories from other parts of the country which almost never made the national news. This new form of cross-regional cooperation brought two-fold benefits to regional broadcasters: it increased the variety of news material available to them and it motivated participating journalists to improve their professional skills by stimulating healthy professional competition.

Within the framework of this cross-regional cooperation, each month the stations participating in the project sent Internews their best human-interest stories featuring either local characters who became famous nationally, or the extraordinary lives of ordinary people, local historical, cultural or natural landmarks, local oddities, or interesting activities, projecting an overall positive attitude towards their communities.



The stories were then compiled into a single block, distributed to all participating stations in the group. Every station that contributed to the project gained the right to broadcast material sent by all other members of the group.

At the beginning of the grant, *Provintsia* involved **74** participating stations across the country, submitting on average **100** stories (**five** hours of footage) per month, which Internews organized into two packages: local news stories, and features for morning programs. *Provintsia* programming was reaching an estimated potential audience of **30 million** people across Russia. Its stories were also increasingly picked up by national channels such as NTV or *Russia Today* and by broadcasters in former Soviet countries and even in the West, such as Link TV (USA), prompting higher professional growth of participating regional stations and raising their self-esteem.

Many stations selected individual stories from each month's package and included them in their regular newscasts or morning programs, but others began using a higher percentage of material to create weekly programs built exclusively around *Provintsia* reports.



*Provintsia* story. City circus building is under renovation, and homeless animals are temporarily hosted by local residents. TV Afontovo, Krasnoyarsk, Jan 2007.

That last development prompted a new direction for the *Provintsia* project. Besides packages for its two "distribution circles" – *Provintsia-Morning* and *Provintsia-Plus*, created by cherry-picking stories from the common monthly blocks, Internews launched a regular weekly 13-minute magazine called *Provincial Report* in 2004.

*Provincial Report* – essentially a mosaic of Russian provincial life – was launched in October 2004. It was particularly useful for TV stations in smaller towns; however the project was available to any station willing to participate. After each program of the magazine was broadcast by participating stations, Internews placed it on the Web for download and rebroadcast by other interested stations.

Internews Russia together with the most active local producers developed a centralized *Provincial Report* template including a package of graphics and musical interludes, and a weekly format. The magazine design and structure were informed by feedback from regional viewers, such as:

- "...after the very first program went out we got a lot of phone calls with people asking, are we going to show this series on a regular basis?"
- "It would be interesting to see more about each of these regions, because it is fascinating to see how people live, how they think, how they differ from each other...A kind of study tour across Russia that is more than just a quick snapshot!"
- "The program won popularity most of all due to its design, the original editing together of various stories. The only thing that did not go down really well is that the themes vary too much from region to region. And because the stories are short, you get the feeling of looking into a kaleidoscope where everything changes with every turn of the tube..."
- "The stories are short and focused; too short to get boring. The journalists use this smart way of fitting a whole local legend into this tiny space - they entertain us and cheer us up".





From November 2004, the magazine was distributed on videotape and DVD to **65** regional TV stations once a month, with four weekly issues in the package. The monthly distribution was free of charge. TV companies could receive issues on a weekly basis if they covered the cost of postage themselves. Stations could also download magazine issues from the Internews video-server.

With several new stations requesting participation in the *Provintsia* and the *Provincial Report* projects every month, Internews built up its technical capacity and strongly encouraged stations to start using the online video exchange.

The *Provintsia* project also included a substantial training component designed to improve the professional skills of regional participating journalists. After a period of intensive workshops and on-site consultations, Internews Russia added a special area to its website for project participants to receive online consultation. Reviews of stories and tips provided by project producer Irina Kemarskaya were posted on the web every month, and project participants used the site as a forum for discussing each other's stories and sharing their professional experience.

As a result of *Provintsia's* success as one of the most popular production ventures ever supported by Internews Russia, in August 2005 the organization took the bold step of moving towards full self-sustainability of the project. From that point on, all participating TV stations had to pay a monthly fee to receive the monthly package of features plus compensation for rights to rebroadcast their stories by other stations.

Initially, **21** larger stations took part in this fee-based exchange network; by the end of the second year of the grant, their number increased to **27**, and **412** stories were circulating within the exchange system. Although the number of participants in the project decreased as compared to the previous year when the features were available free of charge, this fee-based network represented a step forward in relations between Internews Russia and regional stations, increased the stations' independence and self-reliability, and served as a testing ground for future commercial projects.



*Provintsia* story. A boy successfully mastering the art of bell-ringing. Mestnoe Televidenie TV, Cheboksary, Feb 2007.

During the third year of the grant, the number of participating stations was **24** (see Appendix, *Provintsia*: List of Stations Participating in Fee-Based Features Exchange), and from June 2006 to April 2007 they exchanged **352** feature stories. Virtually all stories sent to Internews were rebroadcast by at least one other participating station.

The satellite TV channel Russia Today requested and paid for a monthly package of the best *Provintsia* stories and *Provintsia* material was also sold to the Orthodox TV channel Spas (Savior) for its 30-minute TV magazine *Predely* (Boundaries).

Transforming *Provintsia* into a self-sustaining commercial project for regional stations remains one of Internews Russia's proudest achievements as part of the ITV project – had this not been attempted, a popular and informative TV show would likely have been lost entirely, and with it some of the only news available on television about the social and economic life of ordinary Russians in regions around the country



## 1.4. Social Campaigns

Internews Russia, with its broad network of partner TV stations and NGOs, its technical facilities and in-house expertise, was ideally positioned to reach out to the Russian regions through the media with socially relevant messages. Media campaigns initiated by Internews during the reporting period differed in scale and technique, depending on the target audiences, the role of partner NGOs working in the field and the availability of additional funding. Internews collaborated intensively with producers of PSAs and documentaries and frequently acted as co-producer of social materials in addition to being their primary distributor. This program component, as always, was cross-cutting with the training component. The training included seminars on issues journalism designed to promote competent and active coverage of social issues by local stations.

Media campaigns on social issues held during 2004-2007 IVT grant period included:

### International Day of Older People

In the summer of each year of the grant, long before October 1<sup>st</sup>, the International Day of Older People, Internews organized a *Super Star&Co* (Super StariKo = Super Old and Company) competition for the best TV story about elderly people who lead a full and active life under the heading “Starost v radost” (Happy Old Age). The entries were judged by Internews in partnership with the Agency of Social Information NGO (which also provided information support). The best stories along with Internews-produced PSAs were included in packages distributed by Internews to regional TV stations. The competition also involved small prizes for the people featured in winning stories, such as a set of artist’s materials for a talented amateur artist in Krasnoyarsk.



This lady from Smolensk became a marathon runner at the age of 60

In 2004/05, 38 regional stations entered the competition: 11 of the best stories and five three-minute stories produced by Internews were distributed to 75 regional stations.

In 2005/06, 24 stations submitted entries: nine of the best stories were distributed to 84 regional stations.

In 2006/07, 29 stations from 25 cities submitted 52 entries: 12 of the best stories formed a video package distributed to 234 broadcasters.

### Anti-AIDS Campaign

Internews Russia recognized the need to combat the HIV/AIDS pandemic in Russia as being one of the paramount social responsibilities which broadcasters should take on. The rate of infection growth in Russia is one of the highest in the world, and the problem of stigmatization is grave. Internews implemented a whole range of social campaigns aimed at raising public awareness of the issue and changing public attitudes towards people living with HIV/AIDS, extensively collaborating with other NGOs and donors active in the area.

**Women and HIV Action:** in 2004 Internews organized a competition for PSA scripts that resulted in the production of four PSAs and two special reports featuring politician Irina Khakamada, human rights commissioner Ella Pamfilova, journalist Elena Khanga, writer Tatyana Ustinova and designer Lidya Soselia. The package with written recommendations



was distributed to 125 regional stations that broadcast them on December 1<sup>st</sup>, 2004 as part of their World Aids Day activities.

***It's Time to Live TV Marathon:*** on December 1<sup>st</sup>, 2004, on the initiative of Internews Russia and with its active collaboration, Russia's main national TV station – Channel One - ran a live four-hour broadcast that included a talk-show hosted by Vladimir Pozner and popular Video Jockey Tutta Larsen, which was attended by prominent politicians, NGO leaders and music stars, with a star-studded concert where Russian musicians performed in support of those living with HIV/AIDS. Funds from ticket sales were used to buy medicine to treat children born to HIV-positive mothers.



*It's Time to Live*  
Telemarathon: guests in the studio



Telemarathon Co-Presenter  
Tutta Larsen



Vladimir Pozner, *It's Time to Live* Telemarathon, presenter

Internews Russia Executive Director, Manana Aslamazyan said: "Internews is proud to join this effort to mobilize against HIV/AIDS". Participants hoped to shine the bright light of the media on the issue, waking up both government decision-makers and the general public to the growing threat of HIV/AIDS.

Internews also distributed to hundreds of local stations its original short educational film *Terminal Diagnosis?* for broadcast on December 1<sup>st</sup>, 2004, and held a special workshop for regional journalists on HIV/AIDS coverage as part of its series *Do No Harm*.

***It's Time to Live Special Campaign to Control and Prevent HIV/AIDS.***

The positive reaction of viewers to the December 1<sup>st</sup>, 2004, TV marathon, gave impetus to a special campaign under the same title. It began on May 2005; local stations in 16 Russian cities started broadcasting live talk shows hosted by Vladimir Pozner and Elena Khanga; 12 shows went on air in 2005/06 and four between July 2006 and April 2007. The campaign was run in partnership with a group of Russian and international organizations, including UNAIDS, AIDS Foundation East-West, Focus-Media Social Development and Healthcare Foundation, International Medical Corps, Social Development and Information Center, and Transatlantic Partners Against AIDS.

*It's Time to Live* competition started in the spring of 2006 with support from the Ford Foundation. It involved print, broadcast and online media. Winning entries from regional broadcasters were included by Internews in its video packages distributed to local stations in conjunction with World AIDS Day.

***World AIDS Day (December 1<sup>st</sup>):*** In every year of the grant hundreds of regional broadcasters received packages of video material from Internews to broadcast in conjunction with World AIDS Day. Material included PSAs, documentaries and special reports, produced

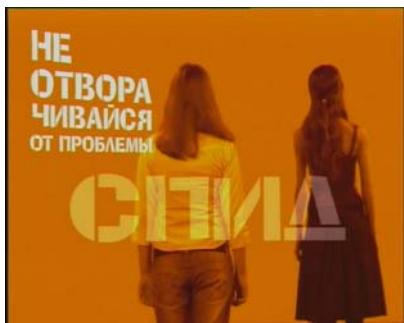


The first talk-show with Vladimir Pozner on  
STO TV Channel in Saint-Petersburg on  
May 15<sup>th</sup>, 2005.



domestically and internationally; Internews acted as a hub for discussion, localization and distribution of TV campaign materials across Russia for a large group of anti-AIDS NGOs, pulling together expertise, creative ideas, and funds provided by such organizations as Ford Foundation or EU HIV/AIDS Prevention and Awareness Program in Russia.

**Annual International HIV/AIDS Candlelight Memorial Day (May 15<sup>th</sup>):** Hundreds of TV stations in over 50 regions across Russia broadcast video material distributed by Internews and PSAs, documentaries and TV reports produced in-house and supplied by numerous Internews partners in anti-AIDS social campaign.



*Don't Turn Your Back* PSA against AIDS, localized for distribution in Russia in cooperation with Focus-Media Foundation, UNAIDS and EU HIV/AIDS Prevention and Awareness Program

**HIV/AIDS Prevention Project:** was launched in November 2004 by Internews in collaboration with the European Commission to organize media campaigns on AIDS prevention in Republic of Buryatia and Ulyanovsk region. In both regions, local stations received video packages that included Internews-produced documentary reports *Terminal Diagnosis?* and *HIV and Women*, as well as eight PSAs. The project also included the *People Want to Know* talk show hosted by popular TV personalities Kira Proshutinskaya and Andrey Dementiev by national TVTs network affiliates.

**Collaboration and Sharing of Experience with International Organizations:** Within the framework of its anti-AIDS campaign, Internews Russia engaged with several international organizations in improving the competence of its staff and sharing experience. In 2004 Nadezhda Khvorova, Internews Coordinator of Social Campaigns, took part in two series of seminars *Leadership in Action - For Russia Without AIDS* organized by IMC Consulting Group for anti-AIDS activists in Russia. Presentations that she made on Internews activities in this area helped to engage a number of regional anti-AIDS NGOs. In December 2004 Internews anti-AIDS projects were presented at the WHO Meeting of Regional representatives in Copenhagen (Denmark). And within the framework of EC HIV/AIDS Prevention project Internews sent one of its regional correspondents on a study tour to the Netherlands with a group of RF Healthcare Ministry officials and members of Buryatia and Ulyanovsk regional administrations, and a special report on HIV prevention in the Netherlands was broadcast in these regions as part of the campaign.

## Promotion of Healthy Life Style

In 2004/05, 122 stations received packages of PSAs promoting a healthy life style. PSAs included a 10-part series *I Choose Sports*, a 15-part series *Sports of Your Heroes*, and a 7-part series *Extreme Sports*, provided by the *Sports Against Drugs* Foundation and the ComInter Group and featuring outstanding Russian athletes, film and stage celebrities, and prominent public figures. In conjunction with the World Health Day (April 7<sup>th</sup>, 2005) Internews produced a special report *Smokestack* on the shape of Moscow environment which was included in the package along with the anti-smoking PSA *The Medical Form*.

In conjunction with the World TB Day, in 2004/05, Internews distributed to 76 TV stations an in-house produced interview with Mikhail Perelman, Chief TB Specialist at the Healthcare Ministry, five PSAs produced by CART and a documentary *Tuberculosis: An Old Problem for a New Century* contributed by the European Commission, along with written recommendations requested by the stations on best coverage of the subject.





In October 2005 Internews together with AVON organized a campaign *Together against Breast Cancer*. AVON sent a mobile mammograph to travel through Russian cities, offering women over 40 free of charge screening; Internews provided informational support for this action and distributed two PSAs commissioned by AVON Special Projects department to 85 regional broadcasters.

In April 2006, in conjunction with World Health Day, 120 regional stations broadcast video material supplied by Internews, which included three PSAs *Respect the Rules*, three PSAs *Give Up Smoking*, two PSAs *Together against Breast Cancer*, and eight PSAs *I Choose Sports*.

On December 22, 2006, Internews organized an anti-drugs campaign supported by the RF Federal Service for Control Over Trafficking of Narcotics. The campaign involved 238 regional stations which received two new sets of PSAs produced by ComInter company in the series *I Choose Sports*, featuring such star athletes as figure skater Evgeny Plushchenko and tennis player Nadezhda Petrova, and *Sports of Your Heroes*, featuring TV and musical celebrities such as Leonid Yakubovich and Jeanna Friske.

### International Day of the Disabled

In the first year of the program, Internews issued small grants to regional broadcasters to produce PSAs highlighting the situation for disabled people in Russia, and three documentaries (*Fighting a Shadow* by Don-TR, Rostov-on-Don, *The Lucky Man* by Dontelefilm, Rostov-on-Don, and *Every Man for Himself*, Desnitsa, Samara) were distributed to 125 local stations.

In the second year of the program Internews, in partnership with interregional NGO *Perspektiva*, provided 104 local stations with a documentary and three PSAs entitled *School for All*, united by the theme Education for the Disabled.



*School for All PSAs*

In the third year, a social campaign in conjunction with the International Day of the Disabled highlighted the issue of disabled people's employment rights. Core video materials were supplied by the NGO *Perspektiva*. Two PSAs – *Let's Make Our City Comfortable for Everyone* and an animation *There Was Once a Guy Called Serezha* discuss disabled people's employment. A documentary *About Eyesight* directed by renowned filmmaker Tofik Shakhverdiev features an athlete with impaired eyesight. The package also included a four-minute documentary *Martians* produced by Olesya Novikova, a journalism student at the Litovchin Humanitarian Institute of TV and Radio Broadcasting, which describes the closed



world of the disabled living in a boarding home. Video packages and campaign guidelines were distributed to 207 regional TV stations.

### International Day for the Abolition of Slavery

By December 2<sup>nd</sup>, 2004, 125 local broadcasters in 48 Russia regions received two in-house reports on the topic *We Are Not Slaves* and two PSAs donated by the UN Committee on Drugs and Crime, as well as anti-slavery campaign guidelines.

### Victory Day

Commemorating the 60<sup>th</sup> anniversary of the end of WWII, Internews Russia embarked on an ambitious investigative reporting project: the well-known war journalist, screenwriter and presenter Yevgeny Kirichenko led a network of Internews regional correspondents in search of forgotten heroes of the Great Patriotic War. Internews reporters found over 30 veterans who had been designated war heroes for their courage and sacrifice during WWII but who had never received their decorations. Once alerted, the Ministry of Defense was prompted to hold an awards ceremony for them, which was filmed for the Internews-produced documentary *Unknown Heroes*. This documentary, with 23 PSAs produced by ComInter, 10 in-house PSAs, and four short videos filmed by the Moscow School of Animation, were distributed to 170 local broadcasters.

### World Children's Day

Social campaigns in conjunction with the World Children's Day were organized in 2005, 2006 and 2007.



*Shots from Grown-up Children films*

In 2005, Internews gathered journalists from nine regional stations to produce a series of 8-minute documentaries on *Grown-Up Children* – kids who succeeded in resolving serious problems or behaved very maturely in difficult situations, as in case with the son of deaf-mute parents who collected the necessary documentation to get his family a new apartment. These shorts plus two PSAs *Family for Every Child* were delivered to 132 stations in 53 Russian regions. The format proved to be so popular, and the subject matter so moving, that many stations rebroadcast this material several times.

In 2006, the campaign addressed the issue of orphanages. Internews sent 105 regional stations four PSA's about adoption which were provided by the Ministry of Education and Sciences, four PSAs produced by ComInter for *The Mother* project, and a PSA *The Future is Here and Now* prepared by Yagra Cultural Center.



For the 2007 campaign, which focused on the issue of abandoned children and motherhood, 234 regional broadcasters received two PSA series: *Adoption* (four PSAs distributed by the Ministry of Education and Sciences) and *Mommy* (four PSAs produced by ComInter) and one PSA *They Understand Us* produced by the Yagra NGO.

### **Victims of Beslan - Memorial Day**

On the eve of the first anniversary of the tragic events in Beslan, activists of the *Materi Beslalna* (*Beslan Mothers*) organization turned to Internews for help in organizing a memorial in Beslan on September 3. The organizers of the memorial suggested that local TV stations mark this day by airing lullabies. Producer Arsen Gotlib and film director Elisaveta Skvortsova gave their permission to use a promo produced with an Internews sub-grant for the animated film project *Kolybelnie mira* (Lullabies of the World). Composer Vladimir Davidenko granted the rights for the music, and Internews produced a PSA which was posted on its website for distribution free of charge. Over 100 TV stations broadcast this PSA on September 3, 2005.

### **Holiday of Genuine Equality**

In conjunction with International Women's Day (March 8<sup>th</sup>, 2006), Internews carried out a campaign called *Holiday of Genuine Equality* aimed at attracting attention to women's problems in Russia and the CIS countries. The package distributed to 125 regional stations included three documentaries: *There Are Women in Russian Villages*, *Women's Fortune and Men's Dignity*, and *Who Will Sing a Lullaby*.

### **The First Global Road Safety Week**

In conjunction with the First UN Global Road Safety Week in April 2007, Internews sent 128 regional broadcasters a series of 16 animation PSAs produced by the "Smeshariki" company under the heading: "Safety ABC" and four in-house produced PSAs *Road Safety Depends on Us*.

### **"Do-Gooder" Social Action**

In conjunction with the Russian Year of Philanthropist, and support from the RF Federal Press and Mass Communications Agency, Internews commissioned a series of PSAs promoting well-known Russian patrons and donors of the past. The first six PSAs of the series, produced by ComInter and presented on January 17<sup>th</sup>, 2007, were distributed to 231 local broadcasters.

### **Big Victories for Little People**

This networking project, initiated in 2004 by the Guild of Court Reporters and Judicial Information Agency, promotes the idea of justice and protection of citizens' rights. Based on reports researched and submitted by a regional network of the Guild of Court Reporters' correspondents, describing actual trials where ordinary people succeeded in winning their cases against extraordinary odds, fighting corruption and malpractice in government offices, Internews filmed interviews with prominent defense lawyers, judges, legislators and human rights activists. In the three years of the grant, over 200 interviews were filmed and aired on the weekly socio-economic program *Personal Account*, and also posted on the Judicial Information Agency website created by the Guild of Court Reporters ([www.cia.ru](http://www.cia.ru)). Internews also pulled together a group of regional TV journalists who supplied filmed stories on these topics from their regions. In the third year of the grant, this initiative evolved into a separate social TV project *See You In Court* (see description above), that in December 2007 won the "Silver Themis" award for best TV coverage of judicial matters.





Viktor Zhuikov, Vice Chairman of the RF Supreme Court, and Gadis Gadjeiev, Judge of the RF Constitutional Court, offer their comments on court cases featured in *Big Victories for Little People*

### Partnerships, Consulting and Organizational Support

In addition to providing regular consultation to regional broadcasters on social campaigning, Internews provided assistance to a range of other organizations and institutions.

Internews took part in social actions and campaigns organized by partner NGOs and foundations: the Dynasty Foundation; the Agency for Social Information; the Potanin Fund; Greenpeace; and PSI.

Internews Russia organized an action in support of the Third National Competition "Changing Museums in the Changing World" for grants awarded by Vladimir Potanin Foundation. The goal of this competition was to provide strategic support for innovative museum practices and encourage museums to adjust to modern conditions. At the end of September 2006, Internews announced a competition on the best news story about museum collections or activities, within the framework of *Provintsia* project. Ten of the best stories were selected early in November by a jury that included Internews and Association of Cultural Management (ACM). The stories and a promotional video announcing the "Changing Museums in the Changing World" competition, produced by ACM, and campaign guidelines were distributed to **230** regional broadcasters by November 15<sup>th</sup>, 2006. At the end of November, Internews, in partnership with ACM, announced a competition for regional broadcasters for the best action in support of "Changing Museums in the Changing World" project, with special prize to be awarded to the winner in May 2007 in Moscow during the award ceremony for the "Changing Museums" contest.

In October 2006, Internews assisted its long-term partner, the Agency for Social Information, in organizing the "Our Children" social campaign by sending 207 regional broadcasters three PSAs, produced by the Movie Advertising Agency (Video International subsidiary), and guidelines for the campaign that promoted the adoption of orphaned or abandoned children.

### Library of Video Materials for Social Marketing

Over the course of many years, Internews Russia assembled a vast library of video material, reports, documentaries and PSAs on social issues, such as domestic violence, education for the disabled, prevention of trafficking in women, children's rights, minority rights, health issues, etc. In the first year of the grant, Internews made this large collection available online so that local stations that were not taking part in Internews-led social campaigns, could view the web versions and request broadcast-quality downloads or order copies. Over three years





of the program, Internews received over **500** requests from local broadcasters in almost 200 cities across the entire country for free, one-time distribution of video packages. Initially containing approximately **150** reports and PSAs, by the end of 2006, this collection included **267** titles - in-house produced, commissioned, or donated by Russian and international NGOs.

### 1.5. Supporting Documentary Filmmaking

For over a decade, Internews Russia supported the production and distribution of documentary films through its *Open Skies* project. During that period it facilitated the translation, dubbing and distribution of nearly 2,000 of the best foreign documentaries and assisted in the production of close to 50 domestic documentaries, many of which won prestigious Russian Nika, Golden Eagle and Golden Night prizes, as well as a number of international awards. This experience placed Internews in the position of remaining a hub for domestic documentary filmmaking. Internews continued to provide advice and assistance to leading domestic documentary filmmakers and play a prominent role in popularizing non-fiction cinema.

Internews Russia provided pre-production consulting and guidance; helped to raise funds; gave technical assistance during production and post-production period; assisted in distribution and festival screenings for the following documentaries:

- *Born in the USSR: 21 and Older* (director Sergey Miroshnichenko, Ostrov Studio); the film was shown at the Documentary Film Festival in Sheffield (UK).
- *History of the Russian Submarine Fleet* (six 45-minute films, director Lyudmila Nazaruk, Corona-Films Studio).
- *Saiga* (eco-documentary, director Alexander Masailov, Forest Studio, Bryansk).
- *The Vocation* (on the Mansi people, director Marina Razbezhkina, Risk-Film Studio. Partially funded with the Ford Foundation grant).
- *Prisoners of Terpsihore-2* (director Efim Reznikov, Granat Studio). This documentary, featuring Natalia Balakhnichenova, the Kremlin Ballet dancer, and renowned dancer and choreographer Bill T. Jones, in November 2006 was awarded the Grand Prix at the Chicago International Festival, and entered for competition at the prestigious Montreal Festival in March 2007. Distribution rights were sold to several European countries.
- *The Evacuation* (documentary series on the history of evacuation during the WWII. Directed by Samarii Zelikin, Yevgeny Sumin, Aleksandr Murugov and Vladimir Moss. Art-Project Foundation Studio. The series was broadcast on REN- TV network).
- *What Kind of America Are We Going to Live With?* (thirteen 26-minute episodes in the series, director Mikhail Taratuta, Mitakom Foundation for Development of Social Responsibility. Internews provided technical support).
- *Yuz, Jazz, Irka and the Dog* (Director Sergey Miroshnichenko, Ostrov Studio. The film was shown on the national *Kultura* channel.)



- *Photographer* (Granat Studio). Internews assisted in international distribution; the film rights for global distribution were purchased by Ideal Audience.

Internews also assisted Europe-Plus Sakhalin TV station (affiliate of CTC network) in developing concept for a series of full-length documentaries based on “History in Details” weekly program; helped the renown filmmaker Tofik Shakhverdiev in preparing an application for a public service TV grant to complete his famous documentary series on Russia’s children; guided a young Filmokey Studio in Voronezh through the process of producing their first documentary, *Legend of Kudejar*, which is now successfully selling on DVD.

#### *Popularization of Documentary Films*

Internews provided assistance on a regular basis to various organizations in their efforts to popularize documentary films.

Russian Union of Filmmakers: Internews coordinated weekly screenings of best domestic and foreign-produced documentaries.

The Guild of Documentary Film and Television: consulted Internews on a regular basis re international film festivals, systems of government and private funding of documentary production in various countries, and financing and festival screening opportunities for Russian documentary filmmakers. Within the framework of this close cooperation, Internews coordinated biweekly meetings of Russian documentary filmmakers with the audiences at the Documentary Film Club of the Central House of Artists.

Museum of Cinema: Internews helped organize retrospectives of Czech (December 2004) and Polish (April 2005) documentaries.

Annual International InterPhoto Exhibition: Internews coordinated the screening of documentaries on the art of photography in April 2005. InterPhoto became an international festival Open Photography at the end of 2005. It took place in many cities across Russia, including Moscow, St. Petersburg, Nizhny Novgorod, and Krasnoyarsk. Internews continued to provide assistance with the selection and demonstration of documentaries covering photography around the world.

Internews also joined its efforts with several research and production organizations to develop a long-term project aimed at creating a multimedia encyclopedia called *100 Voices of Russia*. This encyclopedia will include video material about the ethnography and culture of ethnic minorities in Russia. The Expert Council created for project implementation is headed by Academician Tishkov, Director of the RAS Institute of Ethnography, and the Board of Trustees was formed under the auspices of UNESCO. Three grants have already been received (from UNESCO, the Ford Foundation and the Federal Agency for Culture and Cinema) by the project consortium, and the pilot documentary on Chukchi people, *The Last Story-Teller* (producer Arnold Guiskin, Netski Studio, Moscow) was completed at the end of 2007.

## **POSTSCRIPTUM**

Following the police raid of Internews/EMF offices and the seizure of its video server, the in-house production and dissemination of video for *Personal Account* had to stop. However a number of regional stations, having learned to cover “personal economics” and having gained a loyal audience for the program, continued to produce the program on their own. Despite losing the quality material produced by Internews for the programs, as well as



Internews input into program concepts, regional broadcasters made a concerted effort to serve viewers' interests by continuing on their own steam.

Following suspension of Internews Russia/EMF's operation in May 2007, the original plan was to transfer the *Provintsia* project to the *Russia Today* channel where it was to become a self-sustainable subdivision. However instead a much better option presented itself – the **20** remaining stations in the network decided to continue independently. This proved the great value that the network attached to the project, recognizing the benefits of horizontal ties to other broadcasters, and gaining access to quality locally produced information about daily life in the Russian regions. They continue to put a lot of effort into exchanging stories, and the former Internews *Provintsia* team still provides them with professional and technical support, receiving stories, editing them into packages, and distributing packages to the stations. Although the number of participating stations decreased, the number of stories they exchange increased: now every *Provintsia* block contains on average 40 stories versus 30-35 in the past. It is no longer possible to download video from the Internet, and the stations have reverted to sending and receiving tapes or DVDs by post. Meanwhile, Internews *Provintsia* producers are posting the *Provintsia* archive as well as new contributions on the YouTube website at <http://ru.youtube.com/user/hsemedia> along with other video materials produced under the Issue Journalism component of the ITV program.

The Internews library of social marketing videos was confiscated in April 2007. However some material was salvaged from other sources and this is being posted at <http://ru.youtube.com/user/hsemedia>.







## PROFESSIONAL TRAINING

### OVERVIEW

The Russian media industry is impossible to quantify – figures from state bodies which register new media companies do not monitor the number which fail to take off or which cease to exist – however using the data provided by the unique Internews service, the Internews TV Atlas – the number of television companies continued to grow between 2004 and 2007. In 2001 the Atlas contained 700 TV and radio broadcasting companies, in 2004 that number rose to 1,000 and in 2007 that number rose again to over 2,000 companies currently operating around the country. At the same time, the Russian advertising industry was growing at one of the fastest paces in the world, increasing by a third every year since 2003. The industry itself is still relatively immature in comparison to media sectors elsewhere in the world – it was only in 1990 that independent commercial media companies were allowed to come into being.

Internews training programs from 2004 to 2007 sought to address some of the key challenges facing non-state media in the Russian regions, particularly since they represented the only viable alternative sources of information to the national broadcasters serving the country, which since 2001 had been re-assimilated by the state and state-owned companies. Internews strove to provide the very best in forward strategic thinking for media managers, by offering a staggered range of training opportunities for managers in varying types of companies from larger, economically viable regions to small town companies serving rural communities.

Journalism training continued to focus on professionalism, ethical reporting, and quality news reporting – with the proviso in this ITV project that having been successful in stimulating regional media to produce good news programming, it was now paramount that media start to think about socially responsible content.

**5,024** Russian media professionals were trained in Internews training programs between 2004-2007

These included:

**1,298** senior managers/owners

**2,812** journalists

**396** media law specialists

**112** media self-regulation actors

**314** law-enforcement agents

**112** media NGO representatives

One of the key issues affecting media companies in a difficult economic and political environment is how to create and maintain links with the audience (rather than government or business directly) for media content. Building trust with the communities they serve through responsible journalism is part of maturing into the role of media in a democratic society, and thereby winning loyalty, which in turn has a positive impact on advertising and sales revenue. Russian media often negotiate a tightrope – being too close to the audience and too critical of local government incompetence can lead to a crackdown by the authorities. By stimulating

healthy competition between media companies, the establishment of a strong media sector is one of the instruments which can protect vulnerable companies from undue pressure.

In these three years, Internews focused on its training strengths – in professional reporting, editing and production, documentary and creative film-making – but went further, creating synergies with university journalism faculties, disseminating new strategies like media



convergence and greater journalistic flexibility, promoting better understanding of Russian media law, helping to bolster media self-regulatory activities, capacity building for professional media industry associations and fostering better cooperation and mutual understanding between journalists, law-enforcement agencies and local government in the regions.

## KEY ACHIEVEMENTS

- Internews leadership events for top managers and media owners served **396** industry leaders with high-level strategic ideas for the future. Recognizing a new found financial stability in some parts of the regional market, Internews introduced media company managers to the important notion that progress requires personal investment – **593** senior regional broadcast managers paid fees for the first time in Internews history in order to receive top-notch training in finance and management. Internews continued to provide free-of-charge training in strategic and basic management but carried out the training locally in Tatarstan, Krasnoyarskyi Krai, Khanti-Mansiisk, Voronezh, Rostov and the North West – **309** regional media managers gained expertise, many of whom had never previously received professional training.
- In a raft of Moscow and regionally based training activities – Internews increased the professional skills and standards of **2,812** regional journalists, editors and camera operators, helping regional journalists realize a dream of becoming film and documentary makers – **29** went on to win major accolades and awards at international and Russian film festivals.
- The need to adapt to legal changes and adopt more professionally rigorous procedures in relation to the legal standing and performance of media was addressed by a series of activities including law conferences, the publication of 12 Law Brochures, two Schools for Media Lawyers and two Schools for Regional University Lecturers in Teaching Media Law – benefiting directly the **396** people who were trained, but indirectly many hundreds of media companies which will gain from their knowledge and experience.
- Recognizing the difficulties of introducing self-regulatory mechanisms for the media in current Russian conditions, Internews carried out several events and produced an important report to help those regional journalism juries and union initiatives which continue the struggle for more professional responsibility in the media – **112** people received the benefits of networking and exchanging best practices with the leaders in this field.
- For the first time, Internews trained law-enforcement officers from all arms of the law, as well as judges and court press officers – to work together with journalists instead of seeing them as an obstacle to doing their jobs. Intensive interactive training with role-swapping and exposure to trends towards transparency in the US and Europe forged better relationships for **314** beneficiaries from the legal services with the media they work with locally.
- The capacity of professional media associations, media NGOs and university faculties of journalism was increased by Internews training activities throughout the three years of the project. The new Law on Non-Commercial Organizations passed in 2006 brought significant change and anxiety to the Russian civil society sector – Internews, despite itself becoming a victim of the heightened government sensitivity to NGO activity – played one of the most active roles in helping the community of media NGOs adapt and survive.



## PROGRAM DESCRIPTION

### Management Training

#### Leadership conferences



Konstantin Ernst and Vladimir Pozner presenting at *Logic of Success V* Conference.

From 2004-2007, Internews Russia organized a series of Leadership Conferences, essentially high-level training opportunities for station owners and managers of regional broadcasters from around the country. The events were designed to focus on managing the response to growing advertising trends and financial opportunities, whilst stressing the important social responsibility the media have to their communities. The main event was the annual Logic of Success conference, which became an integral part of the annual Congress of the National Association of TV and Radio Broadcasters of Russia (NAT) – dual capacity building for the beneficiaries of media management strategic thinking, and for their professional association NAT. Logic of Success IV was held in October 2004 and attended by 163 TV station managers/owners from 46 cities. Logic of Success V was held from 10-12 October 2005 and attended by 87 TV station managers/owners from 46 cities and Logic of Success VI was held from 5-7 July 2006 by special dispensation of USAID Russia in Yerevan, Armenia, with the participation of 50 TV station managers/owners from both the Russian Federation and Armenia. See the *Logic of Success* Programs in the Appendix.

Three other major events focused on leadership aspects of the Russian media business sector. The first was a seminar in Samara for 32 TV managers from 21 cities entitled 'New Challenges for New Times: Topical Issues of TV Business and Regional Journalism', from 4-9 July 2004, focusing on management systems training, marketing, strategic planning, programming and sales management. The second was 'Russia's Network and Regional TV Broadcasting: Scenarios for the Future', held from 27-28 November 2004 in Moscow with 25 top station managers from around the country. The final event in the leadership category, prior to the development of a comprehensive training program for regional media managers, was the 'Regional TV Station Programming Conference' from 12-14 October 2005. This event gathered 39 programming directors from 24 cities to look at future trends for program development.

#### Leadership Conference Highlights

**396** top TV station managers and owners took part in **six** Leadership training events between 2004 – 2006 from over **137** cities around the Russian Federation.



## Fee-based Broadcast Management Seminars 2004-2007

In 2004, Internews developed a new strategy for training media managers, recognizing the changes taking place in the industry and pushing successful media companies to take the next step in their own development – investing in training themselves. Activities designed to increase the professional level of managers of financially stable companies were offered as fee-based seminars. Media companies were encouraged to pay most of their own expenses for attending training (travel, accommodation) as well as the cost of trainers' fees where possible. Between 2005-2007, Internews was successful in recovering 70% of the cost of running high-level management seminars from media companies themselves and from other cost share activities.

In a series of training seminars based on the Broadcast Operations Manual published by Internews in July 2004, TV managers and directors of sales, advertising and accounting departments were offered specialized courses in maximizing advertising sales, the specifics of accounting and taxation, budgeting, prime cost and profit management, dealing with media assets, personnel management and internal communication management systems, among others. (See Appendix, sample *Financial Management* seminar program.) From 2004-2005, Internews carried out 15 fee-based seminars which attracted 242 senior managers. From 2005-2006, there were 11 fee-based seminars attracting 196 participants. From 2006-2007, Internews provided 16 seminars on a fee basis but data on participation remain for only half of them – eight of these seminars had a total of 126 participants. Data are incomplete because of the confiscation of Internews servers in April 2007.

On March 19-23, 2007, in cooperation with the Guild of Publishers of the Periodical Press, Internews/EMF organized a fee-based two-day IFRA Newsplex workshop in Moscow about media convergence and new newsroom strategies, led by IFRA Newsplex Director Ditmar Schantin and Consultant Sarah Schantin-Williams and offered a Newsplex executive tour to the Telegraph Media Group in London and Nordjyske Medier in Aalborg/Denmark to see convergent newsrooms in action for 27 senior executives of print and broadcast media from Russia plus two from Ukraine (see Appendix, IFRA Newsplex Workshop and Executive Tour program).



Victor Muchnik (CEO, TV2, Tomsk) and Vyacheslav Neliubin (CEO, Expert-Moscow TV Channel, Moscow) at IFRA Newsplex workshop in Moscow.

## Fee-based Management Seminar Highlights

At least **593** senior regional broadcast managers invested their own money in Internews specialized management programs in **43** events between 2004-2007. Data on participation in eight seminars in 2007 not available.

	Date	Theme	Participants
1.	3-5 Sept 2004	Management Training Program for Regional TV stations	13
2.	15-17 Sept 2004	Efficient Management of TV and Radio Stations	17
3.	27-29 Oct 2004	TV Station Management Enhancement Sources	22
4.	17-20 Nov 2004	Introducing Media Financial Management	24



5.	17-18 Dec 2004	Broadcast Operations Manual: Practical Skills	19
6.	18-18 Mar 2005	Effective Sales of Advertising Opportunities in the Regions	22
7.	9-13 April 2005	Basic TV Management and Marketing	17
8.	16-17 April 2005	Using Marketing Strategies for Advertising Development and Sales	20
9.	25-27 April 2005	Business Planning Models for Regional TV Projects	12
10.	23-27 April 2005	Basic TV Management and Marketing	16
11.	28-29 April 2005	Specialist's Handbook for Sales of Advertising Opportunities	10
12.	14-17 May 2005	Sales, Branding and Promotion	16
13.	18-20 May 2005	Media Survey as an Instrument for Increasing Efficiency of Regional TV Stations	15
14.	21-24 May 2005	Sales, Branding and Promotion	20
15.	23-24 May 2005	Pricing and Sales Planning for Regional Media	15
16.	14-15 June 2005	Specifics of Media Financial Management, Accounting and Taxation	14
17.	20-23 June 2005	Efficient Management at a TV Station	40
18.	4-6 Aug 2005	Personnel Management in Media Sales Departments	7
19.	15-16 Sept 2005	Maximization of Ad Sales	16
20.	20-21 Nov 2005	New Aspects and Specifics of Media Accounting and Taxation	18
21.	2-3 Dec 2005	Budget, Prime Cost and Profit Management	17
22.	16-17 Dec 2005	Transactions with Media Assets in Regional Markets	19
23.	7-8 Feb 2006	Specifics of Personnel Management at Sales Departments	14
24.	23-24 Mar 2006	Additional Ways to Increase Revenues for TV Stations	24
25.	13-15 April 2006	Financial Management at TV and Radio Stations	15
26.	20-21 April 2006	Development of Communication Skills	12
27.	5-6 June 2006	Accounting and Taxation for Broadcasters	10
28.	13-14 Sep 2006	Budget, Prime Costs, Pricing and Profit Management	24
29.	21-22 Sep 2006	Personal Leadership in Company Management	16
30.	27-28 Oct 2006	Creating Value in the Media Industry	15
31.	27-28 Oct 2006	Financial Management and Business Planning in Media Industry	18
32.	9-10 Nov 2006	Practical Implementation of Media Quality Management Standard; Certification for Compliance to International Standards ISO 9001:2000/ ISAS BC 9001:2003 and P 9001:2005	6
33.	17-18 Nov 2006	Techniques of Efficient Media Sales	18





34.	24-25 Nov 2006	Accounting and Taxation in Media Industry: Relevant Questions and Practical Solutions	19
35.	7-9 Dec 2006	Practical Marketing and Efficient Sales for Media Companies	8
36.	26-27 Jan 2007	'Thinking Outside the Box' Methods of Increasing Broadcasters' Revenues	NA
37.	1-3 Feb 2007	Strategic Management, Planning, and Development	NA
38.	27-28 Feb 2007	Financial Management: Growing Revenues	NA
39.	14-16 Mar 2007	Strategic Management, Planning, and Development	NA
40.	17-18 Mar 2007	Efficient Management	NA
41.	20-21 Mar 2007	Secrets of Successful Sales	NA
42.	20-23 Mar 2007	IFRA Newsplex Workshop	29
43.	18-19 April 2007	Managing a Media Holding	NA

### Strategic and basic management training for electronic, print and Internet media in the regions

In 2005, Internews devised a program of management-enhancement training for managers of all media (electronic, print, Internet) in six target regions of the Russian Federation (Tatarstan, Krasnoyarskyi Krai, Khanti-Mansiisk, Voronezh, Rostov and the North West) as

	Managers
Moscow/ other Regions	36
Tatarstan	51
Krasnoyarsky Krai	44
Khanti-Mansiisk	34
Voronezh	42
Rostov	56
North-West	46
Total	309

part of an EU-financed Tacis project – the Regional Media Support Program. A program of training, consultation and a study tour were planned to enhance skills in company development, strategy, financial rigor, best practices, media law, international experience and business planning for small, medium and larger media enterprises in the target regions.

A total of 309 media managers received professional training to enhance their skills through two main types of training seminars: 'Strategies for Media Business Development' and 'Basic Media Management, Accounting and Sales'. (See Appendix, "Strategies for Media Business Development" seminar program.)

The main trends affecting the regional media were assessed as part of preparations, which included a Training of Trainers seminar for 38 top Russian media consultants. An assessment of the most effective kind of training looked at the instability of the industry – an overabundance of media companies in the regions meant stiff competition for advertising, with 40% of companies relying on government subsidy – making it difficult for media managers to propose plans for the future. In addition, there was a growing trend for regional media companies to be sold to national networks and conglomerates, with the number of 'independently owned' companies declining by 30% in 2007 compared to 2002. Finally, the often precarious financial position of regional media can be explained by a number of factors outlined in Internews Russia's 2006 report on the industry for the European Audiovisual Observatory: ownership disputes, political and economic complications, lack of professional skills and a brain drain of qualified staff to the central media. (The report is available at <http://www.obs.coe.int/about/oea/pr/internews2006.html>)





## Management Training in the Regions – Highlights

6 seminars on 'Strategies for Media Business Development'

6 seminars on 'Basic Media Management, Accounting and Sales'

A business plan competition with **12** winners

A media management study tour to the UK for **12** participants

2 additional specialized seminars: 'Media Management Quality Systems' and 'Financial Management, increasing business profitability'

In all, **309** media managers benefited from this training activity.

## Journalism Training

Internews Russia's training program provided a comprehensive range of professional enhancement seminars, competitions and courses for the whole range of journalistic, film, TV and print media professionals working in the Russian regions over the course of 2004-2007.

### Internews School of Journalism



39<sup>th</sup> School of Journalism, October 2006, student on practical assignment.



39<sup>th</sup> School of Journalism, October 2006, graduation ceremony. Maria Slonim, SJ Leader, on the left.

The Internews School of Journalism provided hands-on training in all aspects of news production for young broadcast professionals working for regional TV companies around the country. Originally launched in 1996, the School retained its popularity and the number of applicants was consistently over 10 for each place available. Initially, the participants were selected through a process of evaluation of their course entry material – a video report that they had produced for a recent news program, and a personal video describing why they would like to participate in the School of Journalism course. With the advent of Internews Russia's e-learning initiatives, an e-learning element was added to the preparations for the course. Completion of the e-learning courses was mandatory for all would-be participants. Evaluation of the courses provided the basis for selection of the best candidates, while those who did not succeed benefited from the knowledge and skills they acquired through completion of the e-learning modules. Sessions of the School were led by a raft of some of the best Russian and international trainers, including Maria Slonim (BBC journalist and producer), Marianna Maksimovskaya (REN-TV anchor), Poul Hansen (Head of Danish TV and Radio Office, Moscow), Svetlana Sorokina (Channel One anchor), Pavel Sheremet (Channel One



anchor and documentary producer) and Jon Alpert (DCTV founder and Emmy award-winning documentary film maker).

In the first year of the ITV program – 2004-2005, four Internews Schools were held with 49 graduates. From 2005-2006, there were six Schools with 72 graduates. From 2006-2007 there were five Schools, with 60 graduates.

In 2004-2005, Internews supported the Pozner School – a special training course for journalists who would like to become presenters of talk shows, analytical, educational or other public interest programming. The course was led by Vladimir Pozner, possibly Russia's most famous TV anchor, and who has a long history of supporting Internews projects, since his hosting of the historical 'TV bridges' in the 1980s between audiences in the United States and the Soviet Union. The School held two sessions training 48 journalists, and in the following years, it received funding from the Vladimir Potanin Fund to continue.

### Internews School of Journalism Highlights

From 2004-2007 there were **15** Internews Schools of Journalism, with a minimum of **181** graduates (data on graduation in the last two Schools are unavailable).

The Pozner School for anchors trained **48** journalists in 2004-2005 with Internews support.

### *It's Time to Act* Competition

December 2004 saw the launch of a new nationwide Russian TV competition – *It's Time to Act* – supported by the Commission for Human Rights under the President of Russia. Previously Internews Russia competitions focused on stimulating news production by regional TV broadcasters, a strategy that proved so successful that by 2004 almost all regional TV stations had begun broadcasting their own regular news shows and Internews Russia's competition *News-Local Time* had been taken over by the prestigious Russian Television Academy and turned into the TEFI awards (from *Televisionnyi Efir* – Television Airtime). As a result, Internews Russia turned its focus towards areas where regional broadcasters were weaker and needed the stimulus of healthy competition to achieve their potential. *It's Time to Act* was aimed at encouraging public service, socially responsible journalism with a focus on coverage of under-reported or misrepresented topics ranging from chauvinism, xenophobia and intolerance to attitudes to free enterprises, the authorities and health issues. The competition – which built on the previous popularity and success of the *News-Local Time* competition and the *World of News* conference – stimulated public debate about taboos and difficult issues in society, encouraging local broadcasters to be more conscious of the need to serve their communities with enlightening and responsible reporting.

In 2004-2005, the *It's Time to Act* competition received 524 TV report entries from 160 TV companies in 107 cities. The 2005 competition received 515 entries from 157 TV companies in 75 cities (see the *It's Time to Act* 2005 program in the Appendix). In 2006-7, the final round of the competition had to be cancelled when Internews Russia was forced to close in April 2007 – however the first two rounds of the competition garnered 306 entries from 67 TV companies in 57 cities.

### *It's Time to Act* Highlights

In three competitions from 2004-2007, there were **384** participating regional TV stations from **239** cities providing **1,345** socially responsible, public service news reports challenging xenophobia, intolerance and chauvinism.



## Regional Centers in Syktyvkar (Komi Republic), Neftekamsk (Bashkortostan) and the North Caucasus



Seminar in Vladikavkaz

Supported by EC financing in the form of a grant from the European Initiative for Democracy and Human Rights, Internews Russia set up two training centers in Syktyvkar and Neftekamsk, using the know-how it gained in previous USAID projects in providing localized assistance to small and medium-sized media companies in smaller cities, where economic development lags far behind that of larger regional centers. The training was designed to increase the financial independence of TV stations, raising the level of understanding of and dedication to ethical and professional standards of journalism, and improving broadcast media

coverage of key social issues. Using an interdisciplinary hands-on approach, the training promoted principles of team work between managers and journalists, introducing them to techniques of public service partnership and the coverage of social issues.

The Regional Centers provided six Management and Sales seminars in 2004-2005, with 104 participants from 31 TV stations. In 2005-2006, there were two Newsroom Management seminars and two Practical Journalism seminars held in Neftekamsk, and two Practical Journalism seminars held in Syktyvkar. The training concluded with a conference in both centers which included a competition for the best social projects carried out by participating TV stations. The second year provided training for 168 participants from 60 local TV stations.

The North Caucasus Russia regional center training was supported by the British Foreign Office and began by providing detailed research on the electronic media market in Adygeya, Chechnya, Kabardino-Balkaria, Karachay-Cherkessia, Dagestan, North Ossetia, Krasnodar Region, Stavropol Region and Rostov.

The result of the research was to indicate that the media in this region are badly affected by economic hardship caused by low advertising revenue, lack of professional personnel, a difficult relationship with the authorities and the problem of providing balanced coverage of ethnic and religious issues which cause tension in different parts of the communities they serve. The results were however in some cases surprising – despite the difficulties, there were around 31 privately owned TV broadcasters operating in the Chechen regions at the time of the survey. Seminars held in Vladikavkaz, Nalchik and Stavropol focused on sales, management, tactics for working with clients, using marketing communication to promote goods and services and other practical financial skills. The final conference in Nalchik in December 2005 included a professional competition for news reporting and provided training in improving effectiveness in business and information production. A total of 134 journalists, camera operators and TV managers/owners were trained, alongside 110 media sales representatives and advertisers.

### Regional Center Highlights

A total of **411** journalists, managers, owners and TV sales reps were trained locally during Regional Center initiatives from 2004-2005.



## Specialized production training

This program component was designed to respond to the demand from regional TV companies for qualified production personnel – with skills-based training for videographers, editors, studio directors, producers on non-format programs, film direction, screenwriting, anchoring and entertainment production.

### Specialized Production Seminars Highlights

Between 2004- 2007, Internews ran a total of **25** seminars for at least **304** production personnel from regional broadcasters (not all data are available)



*The Art of Videographer seminar, January 2007*

	Date	Theme	Participants
1.	3-4 June 2004	Image of a TV Presenter	12
2.	23-27 Aug 2004	TV Camera Work	12
3.	19-22 Oct 2004	TV Design: On Aesthetics	12
4.	18-21 Nov 2004	Philosophy of Editing with Kerk von Heflin	12
5.	3-7 May 2005	TV Camera Work	13
6.	10-12 Jun 2005	Master-class with Kirill Nabutov	11
7.	25-29 Jun 2005	The Elements of Modern Systemic Integration of TV Systems	22
8.	17-21 Oct 2005	Systemic Integration in Modern TV production	10
9.	18-22 Aug 2005	TV Camera Work	14
10.	5-7 Dec 2005	Master-Class with Svetlana Sorokina	15
11.	30 Jan-2 Feb 2006	Philosophy of Editing with Kerk von Heflin	19
12.	20-24 Mar 2006	Acting Skills for Presenters of Infotainment programs	8
13.	4-7 April 2006	TV Design for Commercial Success of a TV Station	19
14.	2-4 June 2006	Master-class with Kirill Nabutov	7
15.	19-22 Jun 2006	How to Write a Funny Script. Sitcom Writing Techniques with Adam Chase, Head of the Writing Team of Friends	28
16.	25-27 Oct 2006	Director of Infotainment Programs	13
17.	4-6 Dec 2006	The Art of TV Commercials	10
18.	7-9 Dec 2006	Creative Producer	14
19.	16-18 Dec 2006	Video Editing as a Creative Method	8
20.	15-18 Sep 2006	The Art of Videographer. Intelligent Video Sequence as a Way to Communicate Your Idea	11
21.	19-21 Sep 2006	Design Culture and Modern Television	13





22.	21-23 Oct 2006	Non-Linear Video Editing in Modern TV Production	8
23.	27-29 Nov 2006	Creative Efficiency in TV Branding and Design	NA
24.	25-28 Jan 2007	The Art of Videographer. Intelligent Video Sequence as a Way to Communicate Your Idea	13
25.	11-13 Mar 2007	Hosting an Infotainment Program	NA

### Independent School of Film and TV



The Independent School of Film and Television was founded in 1998 and became part of Internews in 2001, training young specialists in film directing, screen writing, anchoring and editing entertainment and creative programming for television. The School selects highly motivated talented young people who want to build a career in the motion picture or television industry. The Independent School of Film and TV's alumni work throughout Russia in the film and TV industry at leading companies, including Mosfilm, NTV, Channel One, Rossiya, TVTs and others. In 2004, 21 students graduated

from the previous year's course, with four going on to win prizes for their diploma work at two cinema festivals – Nachalo (Beginning) and Saint Anna. In 2005, 20 students graduated – Darya Basalaeva won prizes for her film *The Triumph of Will* at the Saint Anna and Nachalo festivals, while Valeria Gai Germanika's film *The Sisters* won the special diploma at the Moscow Festival of Patriotic Films Zvezda (The Star), the Kinoteatr.doc festival, was included in the Russian Day program at Cannes, and won a prize at the XVII Open Russia Festival Kinotavr.

### Independent School of Film and TV Highlights

**41** graduates completed the **two** courses between 2004-2006, with **six** going on to win prizes at numerous Russian film festivals and **one** being selected as part of Russia's best work for exhibition at the Cannes Film Festival.

### Real Time

The Real Time project helps TV reporters cross over from news reporting to documentary film-making – from television to cinema. Participants in the year-long program continued to work in as journalists while they attended special training and master classes to gain the skills necessary to make their own documentaries: including classes with documentary directors Alexey Khanyutin, Vladimir Gerchikov, Maria Solovtsova, film critic Kirill Izvolov, film director Aleksandr Mitta, French documentary director Stan Neuman and 13-E Emmy laureate and DCTV founder Jon Alpert. The first year course trained 28 journalists in three major workshops. From the second year, the course was made fee-paying, and 20 journalists were selected for participation in two major workshops. The third year saw 20 journalists participating in three major workshops. Graduates of Real Time won a total of 23 awards at international and Russian film festivals and competitions, including the Moya Provintsia



Festival (My Province), Zolotoi Buben (Golden Drum), Russian Patriot, Finno-Ugric World, TEFI Best Documentary, Kinoteatr.doc, the Paul Khlebnikov Foundation, the 48<sup>th</sup> Bilbao International Festival of Documentary and Short Films and the 10<sup>th</sup> International Festival of TV Programs and Films 'Golden Tambourine'.

### Real Time Highlights

**68** graduates completed the **three** courses between 2004-2007, with their films winning at least **23** awards at national and international documentary film festivals.

### Avid Center

The Internews Russia center is the only certified training center for the Avid non-linear video editing system in Eastern Europe. It was established by an arrangement with the European representatives of the world renowned company Avid Technology Inc. and its Russian distributor Elogar. The center offers training courses for editors tailored to meet their existing qualifications and financial resources – in 2004-5 it carried out nine courses for 34 participants, in 2005-6 there were 11 courses for 50 participants, and in 2006-7 there were eight courses for 26 participants.

### AVID Center Highlights

**110** editors were trained at **28** workshops to use non-linear video editing equipment, increasing their productivity and efficiency in the workplace. The equipment was also used to train students at the Internews School of Journalism, *Real Time* documentary making and the Independent School of Film and TV

### Multi-Skilled Journalist seminars

With EU Tacis support, a training course was developed for the professional training of

Target Groups	Journalists	Press Officers
Moscow and other Regions	20	
Tatarstan	151	6
Krasnoyarsky Krai	113	18
Khanti-Mansiisk	102	5
Voronezh	156	6
Rostov	161	16
North-West	142	16
Total	845	67

journalists called 'Multi-Skilled Journalist', which enhanced reporting skills for TV, radio and print media professionals in the regions. Devised at the beginning of 2005, it looked at contemporary trends in media development internationally and in Russia, specifically addressing the issue of media convergence. This trend, which means media companies can combine journalists and technology to produce content for TV, radio, newspaper and

Internet simultaneously is in its infancy in Russia, however the opportunities the notion provides for training were deemed highly compatible in the Russian context – in particular providing training for journalists in all fields of information production, along with professional and ethical standards for each media field, can give regional journalists the flexibility they





need to work in different sectors of the industry. The course was taught in three categories: A for journalists from major regional media companies in larger towns; B for journalists from medium-sized businesses in smaller towns and C for journalists from small media companies serving small communities. Taking into consideration the needs of the target regions (Tatarstan, Krasnoyarskiy Krai, Khanti-Mansiisk, Voronezh, Rostov and the North West), Internews held six Category A seminars, seven Category B seminars and nine Category C seminars. A total of 845 journalists participated. In addition, there were six seminars called 'City N for press officers and journalists' dedicated to enhancing the skills of local authority press officers in the target regions, in which 67 local administration press officers participated. The result was enhanced cooperation and professionalism in the interaction between the media and local authorities in the target regions.

### Multi-Skilled Journalist Seminars Highlights

A total of **845** TV, radio, newspaper and Internet journalists participated in this training in reporting standards and convergence in **six** major Russian regions from 2005-2007. In addition, **67** local administration press officers received specialized training in dealing with the media, enhancing cooperation and professional communication between media and local authorities in the regions.

### Media Law Training



Genri Reznik (center) with School of Media Lawyers students.

With EC Tacis support, Internews provided online media law consultation for regional media companies in cooperation with media law experts at the Media Law and Policy Institute. Three Law Conferences were held in Moscow with participants from the regions on the following themes: 'Legal Questions on the Foundation and Functioning of Media'; 'Intellectual Property and the Media'; 'Topical Questions of Russian Media Legislation'. Young lawyers from the target regions participated in two Schools for Media Lawyers, while journalism lecturers in the target regions benefited from two Schools for Regional Journalism Lecturers in Teaching Media Law. A total of 396

media lawyers and media law experts benefited from this component. See the programs for the School of Media Lawyers and School for Regional Lecturers in Media Law Teaching in the Appendix.

### Media Law Training Highlights

Online media law consultation addressed around **40** questions from regional media companies dealing with legal problems. Three law conferences were attended by **276** regional and national senior media managers and lawyers specializing in media cases.

**61** regional university journalism lecturers received training in how to teach media law to journalism students more effectively.

**59** young, newly qualified lawyers received specialized training in media law to enable them to work in advisory capacities to the media (currently Russian law degrees have no media specialization).



In total, **396** media lawyers, legal experts and senior media managers benefited from this training component.

### Promoting media self-regulation

The object of this training component was to support the limited initiatives that exist to promote media self-regulation in the Russian regions, and to that end Internews arranged six delegations for media industry associations NAT and ARS-Press to meet local authorities (governors and media relations officials) and the media in Krasnoyarsk, St. Petersburg, Khanti-Mansiisk, Kazan, Voronezh and Rostov. These meetings were followed by a joint seminar with the Council of Europe 'On the Challenges of Self-Regulation of the Russian Media Community and Questions of Professional Ethics', a General Meeting in Moscow for participants in regional self-regulatory bodies for the media for exchange of practices and a Final Conference on 'Self-Regulation of the Media – Problems and Solutions'. The program produced a report – 'Self-Regulation in the Media Sphere' by one of the leading experts in the field, Professor Mikhail Fedotov. A total of 112 journalists, editors and union representatives participated in activities for this component.

### Media Self-Regulation Highlights

**Six** personal meetings for media industry associations NAT and ARS-Press with the governors and media relations officers of local government in Krasnoyarsk, St. Petersburg, Khanti-Mansiisk, Kazan, Voronezh and Rostov raised the importance of self-regulation rather than legislation as the best way to deal with media responsibility. Three conferences for **112** media self-regulation actors provided rare opportunities to discuss their local problems and share best practices.

Professor of Law Mikhail Fedotov, head of the Russian Union of Journalists-supported Grand Jury on Information Disputes, put together a compilation of useful material for actors in the media self-regulatory field in Russia.

### Fostering good cooperation between media and law-enforcement



Svetlana Sazonova (Judge, Minusinsk); Ilguiz Galimullin and Ilguiz Guilazov (Judges, Kazan); Olga Agafonova (Court press officer, Voronezh). Council of Europe, 2007.

This training component was designed to improve cooperation between local media and local state officials in the region. It was achieved through the organization of nine special seminars to encourage interaction and greater understanding – 'Changing Places, for law-enforcement officers and journalists'. (See Appendices for the seminar program.) By developing cooperation with the communications section of the Court Department of the Supreme Court of the RF, Internews played a key role in establishing training techniques and standards for the new position of court press officer in the Russian judicial system. Three seminars were held 'On Raising the Qualifications of Civil

Servants Dealing with Media Relations in Courts of General Jurisdiction and under the Leadership of the Court Department'. (See Appendices for the seminar program.) These were the first training activities ever held to instruct staff holding the new position, designed as part of an effort to increase transparency. Finally, a study tour to France (the European



Court of Human Rights, the Council of Europe and the Ministry of Justice) gave insights into European standards and protocols for sharing court information with the media to seven judges and six court press officers from the target regions. In all, 314 people joined in these activities, including 213 law-enforcement officers, seven judges and 94 court press officers.

### Media/Law-Enforcement Cooperation Highlights

**214 law-enforcement officers** (police, correctional facility staff, security service personnel) were gained an insight into how the media work Relations were much improved by these face-to-face contacts.

**7 judges and 6 court press officers** participated in a trip to the European Court of Human Rights in Strasbourg, the Council of Europe, the Ministry of Justice and CSA in Paris to become familiar with media/judicial relations in Europe.

**89 court press officers** trained in new course to improve the transparency of the Russian court system, it was so well received that the RF Supreme Court Department would like to continue to use this program of training in the future.

### Capacity building of professional media associations

With EU Tacis support, Internews put together a raft of training activities to enhance the professional services and capacity of two major media industry associations – the National Association of TV and Radio Broadcasters (NAT) and the Alliance of Editors of Russian Regional Media (ARS-Press, a newspaper association). The directors of NAT and ARS-Press were invited to speak at Internews Media Law conferences and media self-regulation seminars, enhancing their profile as potential assistance providers in these fields. Training was organized for staff of NAT and ARS-Press in seminars on 'Public Relations' and



Sofia Dubinskaya (far left), head of ARS-Press, at the PR Seminar

'Organizing Major Events'. In addition, specialized seminars were arranged to assist the Project Partners and other non-governmental organizations adapt to the changes brought in under a new law on Non-Commercial Organizations in 2006, at which presentations were made and questions answered by representatives of the new state body responsible for dealing with non-commercial organizations - Rosregistratsia.

Requirements for NGOs to the Responsible RF Organizations'; 'Accounting and Tax Procedures for Non-Commercial Organizations'; and 'Accounting and Reporting Requirements'. These seminars were opened up to all interested professional non-governmental organizations working on Russian civil society development and in all, 112 people benefited from the training.

In addition, between 2004 and 2007, NAT and ARS-Press received Internews assistance in professionalizing their main annual events – the NAT Congress and ARS-Press regional newspaper reporting competition – the Golden Gong.

Three seminars were held on: 'Questions on the Reporting





Eduard Sagalaev (President, NAT), Manana Aslamazyan (General Director, Internews), Georgy Kudinov (President, Yuzhny Region Group)



Eduard Sagalaev giving an interview to Yuzhny Region Media Group (TV, radio and newspapers)

### Association-Building – Highlights

**Five** training seminars helped NAT, ARS-Press and over **30** other Russian NGOs with developing their public relations and major events organization skills. Internews organized **three** seminars to assist its peers in complying with the new law on Non-Commercial Organizations (passed in 2006), dealing with tax procedures for NGOs and the new accounting and reporting requirements of Rosregistratsia (the new state body responsible for dealing with NGOs). A total of **112** NGO representatives attended these seminars.

### Partnership with Journalism Schools

This assistance program for departments of journalism in state universities addressed the need for academic retraining and new methods of teaching television journalism in universities. In July 2004, Internews, together with the Department of Journalism of Moscow State University of M.V. Lomonosov (MSU), organized a conference devoted to education issues in the sphere of journalism. Striving to meet today's requirements, universities have started to introduce new specializations. Nevertheless, the gap between actual journalism and the existing journalistic education system remains great. There are few practicing journalists with an education in journalism theory, and few journalism academics with practical and contemporary journalism experience. For this reason, Internews initiated a difficult dialogue between deans and lecturers in journalism departments from **13** leading Russian universities and media practitioners.

The result was the creation of a Universities Partnership, signed by the deans of 13 universities on January 31, 2005. At a seminar in the Educated Television cycle in January 2005, television journalism lecturers from the universities of Barnaul, Voronezh, Vladivostok, Ekaterinburg, Irkutsk, Kazan, Rostov-on-Don, St-Petersburg, Chelyabinsk, Novosibirsk, and Moscow discussed methods of teaching modern television, studied teaching practices from other countries, particularly the United States (University of Missouri) and Sweden, where some of the participants also took an internship.





## Publication and distribution of Training Manuals

Internews used its training events to disseminate training materials and manuals to help participants during the course and for further study. Internews utilized existing training literature on various aspects of TV and radio stations activities – management, camera work, journalism, advertisement, editing, etc., translating the material into Russian, as well as commissioning experts to produce specialized training literature for regional TV professionals in Russia. Training manuals were provided to all participants of Internews schools and seminars free of charge.

The following are a selection of the books in the *Internews Library* series distributed during the project:

**Kemarskaya, Irina.** Professional Television Editor. Guidelines for those who want to become a TV Editor.

**Kurilina, Albina; Karnatovskaya, Alena.** Effective Media Sales: Handbook for Regional Media Sales Managers

**TV Station Corporation**, prepared by PRIMANN company, commissioned by Internews (the book describes the classic regional TV station structure, the roles of its employees and managers, etc.).

**Zvereva, Nina.** For Regional Journalists: Answers to Your Questions

**Kovach, Bill and Rosenstiel, Tom.** The Elements of Journalism

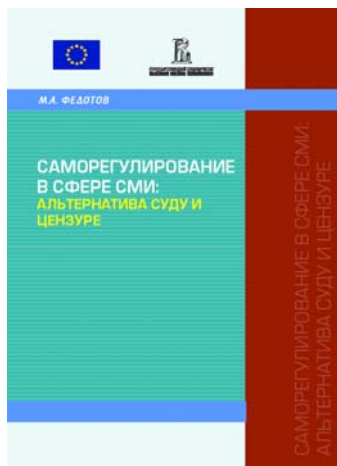
**Besse, Brigitte and Desormeaux, Didier.** Construire le reportage télévisé



Between 2005-2007, Internews produced 12 Law Brochures on the key legal issues facing Russian media companies today, in accessible language for use by media managers and lawyers on the themes: Access to Information; Defamation in the Media; Media Registration; Media Participation in Election Campaigns; Privacy and the Media; Regulating Labor



Relations in the Media; Advertising in the Media; Media Coverage of Criminal Matters and Court Reporting; Legal Status of the Media; Legal Security of Editorial Offices; Licensing TV and Radio Broadcasting Activities; Coverage of Extreme Situations by Journalists. These were published in an easily used brochure format with runs of 1,500 copies each and distributed to seminar participants, media associations like NAT and ARS-Press, the Voronezh Center for the Defense of Media Law and the St. Petersburg National Press Institute.



The report 'Self-regulation in the Media Sphere', produced by Internews in 2007, contains an overview of the history of the development of self-regulatory organizations for the Russian media, starting from the work of the Court Chamber on Information Disputes Under the RF President and finishing with the work today of the Public Council for Press Complaints. Its author, secretary of the Russian Union of Journalists Mikhail Fedotov, has been involved in self-regulatory efforts for the media in Russia since the very beginning. He is currently the co-chairman of the Public Council for Press Complaints. This publication looks at the hot debates over this issue, closely tied to the problems of ethics and professionalism versus competition and financial survival. This report is designed for a wide group of readers interested in ethical problems of contemporary Russian media, but most of all it is targeted at

participants in the many small regional organizations set up to deal with the issue of self-regulation in their local media markets. Chairman of the Russian Union of Journalists Vsevolod Bogdanov told Internews he was so impressed with the publication that he would like to order a reprint for distribution to RUJ members at their next major congress in Spring 2008.

In total, Internews distributed around 22,500 training manuals and brochures to Russian media professionals in the years 2004-2007, as well as making over 80 key publications available to read or download on its website.

## E-learning

Internews began to explore the potential of e-learning as a means to meet the huge demand for affordable, locally accessible professional training in a range of media fields. Interactive courses were designed to fulfill these functions:



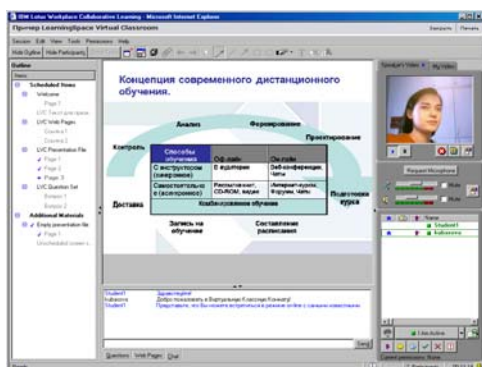
- Provide basic training in journalism, management, editing, camera work to a potentially unlimited number of journalists and journalism students;
- Make training accessible to people for use in their homes or at work, enabling them to organize their learning at their own pace, cost-effectively, and with key sections possible to download and complete offline, to minimize costs of Internet use;
- Complement Internews face-to-face training by enabling detailed candidate evaluation and selection, as well as creating a standard level for all candidates starting out on a course.

With the assistance of KUDITS Company, an IBM business partner and Internews key contractor, a graphic and functional design for online distance learning courses was developed over the first two years of the project. It was important to Internews that the





training have a very dynamic format – hence the use of the Virtual Classroom, pictured here. This software enables the students to interact with each other and with a trainer – live via webcam, at specific stages of the training. By the second year of development Internews had developed and tested courses on the *Basics of Editing* (screen-captured below) and *Basics of PowerPoint*. From 2005 onwards these courses began to be used as part of the evaluation and selection process of candidates for participation in the Internews School of Journalism. From 2006 the following four courses were added: *Journalists' Information Culture*, *News Text Writing*, *Media Law for Journalists*, *Speaking on TV*. The advent of distance learning modules meant that the School could be reduced from four weeks to three – with basic course material being dealt with online, and enabling the Internews Training Center to run more Schools per year. The number of Schools increased from four in 2004-2005 to six in 2005-6. Five Schools had already been held in 2006-7 prior to Internews Russia's closure in April 2007.



Practical exercises from the *Basics of Editing* course

From 2005-6, Internews developed content for several new courses, including *Basics of Videography*, *Working at the Regional TV Station Sales Department* and was working on versions of curricula for specialists with different level of professional skills.

A new *Editor of Infotainment Program* training course was also developed and introduced on the initiative of the *Personal Account* participants producing the program in the regions. This course provided training in TV production to upgrade participants' skills as reporters, editors, presenters and editors-in-chief of infotainment programs. Distance learning for this course began in March 2006 for 30 regional reporters. Internews began the development of a *Practical Course in Film Drama* in 2006. Between November 2006 and April 2007, 38 distance learning sessions were organized, including eight sessions of *News Text Writing*; nine sessions of *Media Law for Journalists*; nine sessions of *Basics of Editing*; eight sessions of *Speaking on TV*; and four sessions of *Media Law for Journalists*; with participants from over 50 TV companies in 48 cities.

## Distance Learning Highlights

**6** distance education system support specialists were trained (**1** system administrator, **2** multimedia instructional design editors, **1** tutor and **2** training program coordinators).

Distance learning content was finalized for *Basics of Editing*, *Basics of PowerPoint*, *Editor of Infotainment Programs*, *Speaking on TV*, *Journalists' Information Culture*, *News Text Writing*, *Media Law for Journalists*.

**420** journalists from **320** TV stations took part in e-learning preparations for **6** sessions of the Journalism School

**38** sessions of distance learning were carried out for personnel from over **50** regional TV stations



## ***POSTSCRIPTUM***

Many Internews/EMF training programs are now run by the Higher School of Journalism at the State University – Higher School of Economics ([www.hsemedia.ru](http://www.hsemedia.ru)).



## MEDIA RESEARCH AND ANALYSIS CENTER

### OVERVIEW

This project, added to the ITV program in the third year of the grant, grew out of the research and discussions led by the Media Laboratory group, hosted by Internews Russia since 2003 (described in Industry Support Activities section). Its aim was to help the broadcasting community of Russia acquire a clearer idea of what kind of impact its TV programming is having on audiences, how ordinary Russian viewers perceive TV content, to what extent TV has become a propaganda instrument of the government, and how it addresses social issues relevant for viewers' communities.

Research of this type is of much more than purely academic interest. The findings of the Media Laboratory gave broadcasters a wake-up call, and provoked heated discussions. The in-depth feedback from viewers collated by the MRAC project stirred even more ardent debates and helped to renew awareness among the broadcasting community of the public service function of the media and their responsibility in terms of influencing audiences' views on reality.

To yield reliable results, this research had to be provided by an agency independent both from the government and from industry interests. The project was implemented in 2006-2007 by an in-house team of researchers, outsourcing several components to GFK Rus company, which had cooperated with Internews and Media Laboratory on previous media research projects of similar nature, and to the Public Opinion Foundation (FOM) – a leading Russian public opinion research company. A large number of authoritative experts in the field, from the Higher School of Economics, the Media Committee, ROMIR Monitoring, Zircon Research Group, Russian State University for the Humanities, Institute for Social Sciences at the Russian Academy of Sciences, etc., were actively involved in design and analysis stages.

#### Program Highlights

Between March and December 2007, MRAC conducted three research projects: *Ordinary TV Critics*; *Content Analysis of TV Programming* and *Content Analysis of Social Issues*; and *Digital TV in Russia*.

Findings of the first two studies were collected in a two-volume publication *Russian Television: Between Demand and Supply*; results of the third study were published as *TV Digitalization: Russian and International Experience* collection. Both publications came out in January 2008.

The project was completed in December 2007.

### KEY ACHIEVEMENTS

- Three of the four research projects envisioned were successfully completed by the end of 2007, despite the suspension of Internews Russia/EMF operations in April 2007.



- The unique and innovative *Ordinary TV Critics* research project provided the media community with in-depth qualitative data on audience perceptions of TV programming, enabling them to reevaluate available quantitative data on audience measurements and move towards a better understanding of their viewers' responses and needs.
- The *Content Analysis of Social Issues Coverage* research project reviewed the frequency and perspectives of how a number of major social issues were addressed, revealing insufficient attention paid to coverage of pressing social problems by national media vs. regional media and a tendency to avoid social issues coverage per se unless tied to a comment made by a high-positioned public official.
- The *Digital TV in Russia* research project offered an independent assessment of Russia's digital strategy, comparative analysis vs. digital transition concepts in Western countries and a survey of audience response to digital TV in Mordovia Region where the pilot digital broadcasting project has already been implemented.
- The two-volume publication *Russian Television: Between Demand and Supply* that came out in January 2008 summarized the findings of *Ordinary TV Critics* and *Content Analysis* projects.
- The roundtable discussion organized at the Higher School of Economics in conjunction with presenting the book *Russian Television: Between Demand and Supply* turned into a heated debate on the public service function of the media, with calls for the media to wake up to their social responsibility and fulfill their true role as watchdog in a democratic society.
- *TV Digitalization: Russian and International Experience* was published in January 2008 and presents the full findings of the *Digital TV in Russia* research project, offering the first Russian comprehensive assessment of digital transition progress and public reception.

## PROGRAM DESCRIPTION

The Media Research and Analysis Center (MRAC) program, launched at the end of 2006, grew out of discussions and research projects undertaken by Media Laboratory (see Industry Support Activities section of this report) - an informal group of intellectuals who were interested in conceptualizing current Russian media landscape. Their research papers and presentations stirred intense debates in the Russian broadcasting community and revealed the lack of serious, detailed and reliable studies of Russian television content and its potential effect on the population. MRAC was designed to be fully independent of the government and industry interests, so that its autonomous position would ensure unbiased and trustworthy findings.

The project started with a roundtable discussion attended by media researchers, sociologists, philosophers, art and culture critics, and TV practitioners, including heads of major Russian TV channels and networks. They discussed project goals, possible outcomes and applications, and methods of research. Participants continued their close collaboration with the project – brainstorming on the design of the first study, supervising implementation, and conceptualizing results, eventually published in two volumes: *Russian Television: Between Demand and Supply*.

The first stage was to implement several pilot studies that would establish MRAC's credibility and determine the demand for such research within Russian broadcasting industry.



Three research areas were eventually selected – audience perception of TV content and the effect that TV content is having on the audience; content analysis of current TV programming; a media audit – an overview of currently active media outlets and companies, including such under-researched segments of the market as new media outlets and production/distribution companies.

The first research area was shaped into a project called *Ordinary TV Critics*; the second – *Content Analysis* – was broken into two segments: *Content Analysis of TV Programming* and *Content Analysis of Social Issues Coverage*; both were successfully completed by January 2008.

The third study – *Russian Media Audit* – had to be suspended when on April 18, 2007, all the data collected for the project and stored on Internews Russia servers were seized during a police raid.

In July 2007, one more research project was added – *Digital TV in Russia*, which surveyed implementation of pilot digital broadcasting project in Mordovia, and compared data to international concepts and practices of digital transition.

### **Ordinary TV Critics Project**

This project was implemented jointly with the Public Opinion Foundation (FOM) – a leading national public opinion research company that enthusiastically rose to the challenge of developing a special methodology for the study. The goal of this project was to let broadcasters hear the voices of their viewers – and learn what viewers really think about the TV products they consume, their criticisms and reactions.

For two months, mid-March to mid-May 2007, 80 respondents, selected from a range of different ages, social standing, education and income, were engaged to watch TV programs according to a predetermined schedule, and were then asked to express their opinion on the content of what they watched. The research methodology included selection questionnaires, one-to-one interviews about programs watched, continuous audience response measurements, focus-group discussions, and online discussions involving respondents whose preferences and behavior patterns were radically different from “normal” TV consumers.

The selection of programs to watch was representative of typical prime-time fare: news, current affairs, weekly news magazines, TV series, humor, games, talk-shows, documentaries and special reports.

In two months, researchers conducted four continuous audience response measurement sessions, eight sessions of one-to-one interviews (each involving approximately 10 respondents), two online discussions, and one analysis of blogs and web forums related to the motion picture *The Island*.

By December 2007, the study was completed, data had been processed and analyzed, and results had been interpreted by experts in a series of essays collected in two volumes of the book *Russian Television: Between Demand and Supply*, presented at a roundtable discussion on December 6<sup>th</sup>, 2007, organized at the HSE.

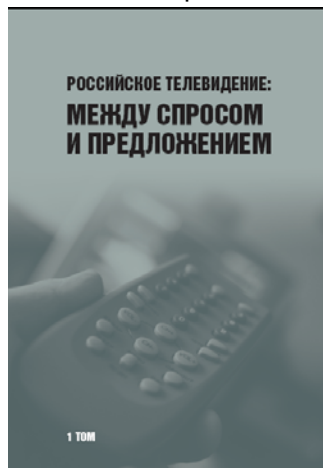


The key findings of this study can be summarized by saying that “ordinary” viewers were rarely found to make critical assessments of TV narratives. Often they accepted TV portrayals of reality as corresponding to actual reality. Myths, stereotypes, labels, selective representation of events were seldom perceived as such. Television for the subjects of the research was their paramount source of social knowledge, that is, many of their ideas concerning society and its institutions were borrowed from TV screens. That is to say that television is essentially an immensely powerful tool for shaping people’s picture of reality. This does not mean that viewers do not criticize TV. They see it as at times a dysfunctional element of social system; its social function is to entertain, inform, educate, describe the life of the nation, but they thought that television professionals refuse to perform this function because it is less profitable. However, while viewers criticize TV for low taste and cheap sensationalism, they nevertheless responded positively to watching these “low-brow” shows. TV viewers expect TV to protect them from disturbing or offensive content. That is, they see

in TV a powerful institution that should be taking care of them. To that may be added that viewers of an older generation (over 45) are less inclined to take TV-supplied information on its face value and more interested in politics, while the younger generation (younger than 25) are less interested in politics and cannot “read between the lines”.

Frequent Internet users among respondents are on the whole less credulous, more discerning, and devote less time to watching TV.

At the roundtable organized by the MRAC team at the HSE, where the book and the results of the study were presented, guests were split in their views of the findings. Vera Zvereva (State University for the Humanities professor), argued that the main finding of the research is that an “ordinary” citizen firmly associates television with the “state” and cannot imagine media institutions as independent from the state or dependent on other power



groups. Viktor Kolomiets (MSU professor and Head Researcher for Video International Advertising Group), on the contrary, argued that stimulating viewers’ critical thinking is unnatural, since normal TV-watching does not engage people in this capacity, and that the study overestimates the power of television to construe “social reality” for viewers, while in fact it is no more than a handy toy and a means to combat depression.

On March 15<sup>th</sup>, 2008, the research was presented in St. Petersburg at the round table co-organized with the Independent Press Institute to over 20 media researchers and journalism professors from the North-West region of Russia. Participants were actively urging the





research team to continue the project, refining methodology and polling audience in the regions as well, stressing high relevance of the findings and the importance to continue that type of studies.

## **Content Analysis**

The Content Analysis project was implemented by GFK Rus company in two parts: *Content Analysis of TV Programming* and *Content Analysis of Social Issues Coverage*.

### **Content Analysis of TV Programming**

The **Content Analysis of TV Programming** study began in March 2007. The field stage was completed by the end of May 2007, findings processed and interpreted by October 2007, and published in Volume Two of *Russian Television: Between Demand and Supply*. The study monitored content of prime-time programming on six national channels and networks over two weeks (19-25 March and 16-22 April 2007) according to a set of indicators developed by experts from Media Committee, SU-HSE, and Department of Qualitative Research at Russia TV Channel.

The key findings demonstrated that the share of news and current affairs programming is shrinking on Russian TV, and two out of six monitored broadcasters (CTC and TNT networks) removed news from their schedules completely. When news programs are aired, there is a noticeable reduction in domestic political news. Most issues that should be typically covered from political angle, are moved under the heading of isolated “social” evils; such subjects as inflation, growing crime rates, high accident rates in certain areas of manufacturing and extraction, are presented not as systemic faults that need to be addressed on a macro-level but as isolated micro-level incidents resulting from the ill-will of individual officials or entrepreneurs. Coverage of conflicts is allocated entirely to international news; domestic news presents a picture of stability and positive achievements.

This transition from a political to a social angle of coverage can be called the distinctive feature of current Russian TV news programming as opposed to 2004, when a similar study was conducted by Internews Russia. The new television reality is much more positive than in 2004; the image of the nation is presented as stable and well-off domestically, powerful and assertive internationally. All TV channels unite in imposing a picture of a stable and prosperous “Russia-as-it-should-be”, allocating crises, conflicts and failures to the margins as isolated incidents for which the political leadership of the country does not bear any direct responsibility.

Films, series, reality shows and talk shows that dominate prime time can be described as textbooks of conflict (crime, dysfunctional personal relationships). Domestic TV entertainment programming compensates for its low production quality with extensive demonstrations of socially deviant behavior and low moral or ethical standards, presented to viewers as examples to emulate.

Overall, the view of the world projected by Russian television has changed substantially in the past three years. Specific changes testify to two tendencies: one, to cater to the prevailing audience mood and two, to give in to government pressure. Russian television can still not be called an independent agent in shaping social constructs or myths.



## Content Analysis of Social Issues Coverage

For social issues coverage, the research team used the extensive database of the Medialogia company ([www.medialogia.ru](http://www.medialogia.ru)) which collects publications in over 3,000 Russian media daily, including TV, print, radio, online, and news wires. TV content was examined for key words. Coverage of six social issues was monitored: senior citizens; the disabled; corruption; HIV/AIDS; street children; and sexual minorities. TV content was monitored in three waves – April, July and September 2007. April and September are traditionally active months in the media, while July is a season of vacations, and TV tends to revert to “soft” topics. Data showed the total share of social issues coverage on TV; its distribution among various TV genres and media groups; balance between social issues coverage and political news. Findings were published in Volume Two of *Russian Television: Between Demand and Supply* collection.

**Table 1. Number of Publications on Social Issues in Russian Media**

Social Issue	Number of Publications		
	September 2007	July 2007	April 2007
Senior Citizens	9954	8053	9694
Disabled Persons	8549	6904	9054
Corruption	7638	5368	5073
HIV/AIDS	1264	1475	1072
Street Children	641	504	573
Sexual Minorities	173	110	101

As can be seen, Russian media seldom cover HIV/AIDS or street children; sexual minorities are total outsiders in media coverage. Why is a whole range of social issues marginalized and excluded from public discussion? The answer is partially found in news pegs (an event provoking news interest) for coverage of more highlighted social issues. Priority is given to a social issue that is currently prioritized by the government, and the number of publications goes up the moment a top official addresses it publicly. The prevalence of publications on retirees or disabled persons is due to comments made by public officials, budget amendments, raises in pensions, changes in benefits, and with election campaigning. The issues of HIV/AIDS, street children or sexual minorities seldom attract government attention and are consequently underreported. The second most important news pegs for social issues coverage are dates such as World AIDS Day or Candlelight Memorial Day, or a large-scale social campaign. Coverage of HIV/AIDS is mainly around these events and active awareness campaigns funded or initiated usually by international organizations, such as the “Stop AIDS” action. The third news peg would be a specific event, mainly of a criminal or scandalous nature, such as intentional infection of a partner with HIV, the ban on a gay pride parade in Moscow or news involving international celebrities who are gay.

As for distribution of social issues coverage between national and regional media, the national media lead in corruption coverage and allocate more time to sexual minorities, while regional media are much more attentive to coverage of all other social issues.



**Table 2. Number of Publications on Social Issues in National vs. Regional Media**

Period	Media Outreach	Number of Publications			
		HIV/AIDS	Disabled Persons	Corruption	Sexual Minorities
September	National	317	1520	3286	85
	Regional	650	5484	2528	46
July	National	660	1199	2311	49
	Regional	569	4607	1948	45
April	National	280	1493	2350	50
	Regional	616	6313	1815	33

Another revealing finding concerns the angle of coverage. Most of the social issues are not presented as social problems that must be addressed by the entire community. HIV/AIDS is mostly covered as a healthcare issue, while its social and legal aspects are substantially underreported. It is also covered mainly as a local problem of a specific town or region. The issue of the disabled, on the contrary, is covered as primarily social. Corruption is covered predominantly in conjunction with official statements on a national level, while its local and social aspects are marginalized.

## Digital TV in Russia

The **Digital TV in Russia** study involved examination of the pilot digital broadcasting project in Mordovia, with comparison to digital transition programs in the West. Qualitative and quantitative polling revealed the general attitude of populations in Mordovia and across Russia towards digital transition and motivation for digital TV consumption in the pilot region. Polling was conducted by ROMIR-Monitoring Group. Nationwide polling of 1,495 respondents took place on 12-18 September, 2007; polling of 522 respondents in Mordovia – on 13-24 September, 2007. Qualitative research involved four focus-group discussions in Saransk in September 2007 with participants who were subscribers to digital broadcasts.



The key findings were that 80% of respondents in Mordovia know about digital TV versus 54% of national sample, and 13% of Mordovian TV households have already installed set-top boxes. Approximately one third of respondents in Mordovia and nationwide are willing to pay for installation; 74% of Mordovians and 64% of Russians would switch to digital TV if installation was free. In Mordovia, installation costs approximately \$80 to \$100, and monthly subscription is about \$4. Most respondents thought that this was quite an affordable price for benefits like better reception quality and larger number of channels (at the moment it is 24 rather than the 7-10 analogue channels in Mordovia capital city or 1-2 in the rural areas). Viewing time of digital TV owners went up on the average from 2-4 to 6-8 hours daily, and there is a clear gravitation among audience groups towards watching niche channels (sport, music, 24-hour news). Customer satisfaction level

is high, and even though respondents regularly watch no more than 5 to 7 channels, they value their increased opportunity to choose from a much larger number. One negative effect noted by respondents is the increased number of family disputes over which channel to



watch, as most households own only one TV set, and only one TV set per household can be connected to the set-top box.

The findings of this study were also presented at a roundtable on December 6<sup>th</sup>, 2007, and in discussion it was mentioned that a number of legal collisions might arise in Russia with the introduction of digital broadcasting due to redistribution of frequencies, as present license holders in theory might monopolize digital broadcasting, packing a large number of channels in their existing bandwidths.

The study and a number of research papers on digital transition in Russia and internationally were published as *TV Digitalization: Russian and International Experience* collection in January 2008, offering the first in Russia comprehensive assessment of digital transition progress and its public reception in our country.



## INTERACTIVE RESOURCE CENTER

### OVERVIEW

Among the key elements of Internews Russia's assistance to independent regional broadcasters in Russia was the collection, processing and analysis of data acquired from a multitude of sources, in order to present local TV companies with reliable information on current media landscape and trends. Hand in hand with that went Internews projects aimed at teaching regional broadcasters new survival skills in the digital age. Almost from the very beginning of Internews' work in Russia, it actively promoted the use of digital technologies and the most modern means of communication and data transfer, implementing a wide variety of projects in this area, from offering local stations free modems to teaching their staff non-linear editing, computer graphics and how to handle digital cameras; from compiling the first and still the fullest database of Russian broadcasting companies to offering stations affordable proprietary CMS that helped them optimize workflows and facilitated horizontal news programming exchange. As the new media and new means of communication started taking over the market at breathtaking speed, Internews was arming its partner broadcasters with technologies and know-how that allowed them to enter the digital age fully equipped for competing with national media and confidently exploring new channels for news gathering and delivery and new sources of revenue.

During the grant period, the Interactive Resource Center component of the program included the following integrated elements:

- The web portal [www.internews.ru](http://www.internews.ru) that offered regional broadcasters continuously updated information on Internews Russia activities – from industry news and announcements of upcoming training events and competitions to downloadable video, training material, conference transcripts, broadcast laws and regulations, thematic segments for online consulting, distance learning, and professional discussions.
- Internet-based news exchange for participating regional TV stations ([www.rustv.ru](http://www.rustv.ru)).
- Development, installation and technical support of the proprietary newsroom production software *Fabrika Novostei* (News Factory) ([www.newsfactory.ru](http://www.newsfactory.ru)).
- Continuously updated online database of Russian TV and radio stations at [www.atlastv.ru](http://www.atlastv.ru).

### KEY ACHIEVEMENTS:

- During the reporting period, Internews Russia redesigned its main website, [www.internews.ru](http://www.internews.ru), turning it into a large information portal and vastly expanding services to regional stations that became available online.
- By vigorously promoting the application of digital technologies and new means of communication among its partner stations, Internews Russia succeeded in increasing its outreach to the regional media, involving them in distance learning courses, training follow-ups, online voting for competition entries, online news



and video exchange, professional discussions, and many other forms of vertical and horizontal interaction. At the end of the reporting period, virtually all Internews Russia projects had an online arm.

→ Proprietary *News Factory* CMS ([www.newsfactory.ru](http://www.newsfactory.ru)), which by the end of the reporting period was installed at over **370** TV stations across the country, radically improved their newsroom performance with streamlined production processes, heightened technological literacy of personnel, efficient editorial control and personnel management, and enabling stations to gain access to the horizontal news exchange system at [www.rustv.ru](http://www.rustv.ru).

→ In the third year of the grant, the *News Factory* project successfully moved to full self-sustainability, making the latest version of its CMS, *News Factory W Pro*, available on a commercial basis, with **39** stations purchasing this version by the end of the reporting period.

→ On its video server Internews Russia accumulated over **one Tbyte** of footage available for online viewing and broadcast-quality downloads, greatly increasing regional stations' access to news from other parts of the country and to quality video material on social issues, and by this token enabling them to improve the quality of their programming, increase credibility with their audiences and their involvement in community life, adhere to social responsibility, and promote democratic values.

→ Internews Russia continued to maintain and update the Atlas of Russian TV and Radio at [www.atlastv.ru](http://www.atlastv.ru), in the third year of the grant introducing free registration in order to improve access to information on its users. By the end of the reporting period, the database had over **2,500** registered users.

### Program Highlights:

By the end of reporting period, **378** hours of video files were posted at [www.internews.ru](http://www.internews.ru). Internews' video server stored over **one Tbyte** of video files. Website users could view these files in LRV format or download broadcast quality video upon request.

The Atlas of Russian TV and Radio online database at [www.atlastv.ru](http://www.atlastv.ru) contained entries on **2,079** TV and radio stations available to over **2,500** registered users.

Transcripts of news reports from over **80** stations were published daily on [www.rustv.ru](http://www.rustv.ru).

Over **370** television broadcasters installed *News Factory* CMS; **39** stations purchased its commercial version *NFW Pro*.

## PROGRAM DESCRIPTION

Internews gathers information on media in general and on television in particular and supplies this information to regional broadcasters. This was the role of the Internews Resource Center. The Resource Center also provided support to a number of industrial information resources, maintained connections with regional broadcasters and notified them of available professional opportunities, giving TV broadcasters a forum for professional discussions, and providing information to partner organizations such as the National Association of TV and Radio Broadcasters (NAT), the Russian Television Academy, the





Alliance of Head Managers of Regional Mass Media of Russia (ARS Press), the Advertising Federation of Regions (RFR), etc.

The Interactive Resource Center pursued the following objectives:

- Provide information and technological support to all Internews projects, including development of promo sites for all Internews larger special projects;
- Complete a massive reorganization of all Internews online resources and data bases;
- Redesign [www.internews.ru](http://www.internews.ru) with emphasis on video capabilities;
- Vigorously promote the use of new broadcasting and communication technologies by regional broadcasters;
- Introduce a new version of News Factory CMS – NFW Pro – to the market and begin commercial sales of the software.

## Media Portal [www.internews.ru](http://www.internews.ru)

**ИНТЕРНЬЮС РОССИЯ**  
МЫ РАБОТАЕМ ДЛЯ ТЕЛЕВИДИЕНИЯ С 1992 ГОДА

О нас | Интерньюс в мире | РусТВ.ру | Провинция | Атлас ТВ и Радио | Фабрика новостей | English

Поиск | навигация по сайту | навигация по проектам | ЕСЛИ ВЫ: - Оператор

**Мастер-класс Кирилла Набутова**  
Хороший ведущий отличается тем, что его любит камера. Известный телеведущий и продюсер Кирилл Набутов научит вас, как "любить" в себя камеру.

**От телевизионного репортажа к документальному фильму в "Реальное время"**  
Интерньюс начинает второй набор в школу документалистики "Реальное время". Дини Вертовы, Роман Кармены и Подняиски! Вы хотите учиться, но не можете надолго бросить работу?

**Ценообразование и планирование продаж рекламных возможностей СМИ**  
Семинар-практикум проведут Альбина Куркина, генеральный директор московского агентства "Анатолий и партнеры" и Юлия Деева, директор филиала "ТВ3 Медиа" в Ростове-на-Дону.

**33 Школа Журналистики Интерньюс: отборочная комиссия назвала имена студентов**  
Занятия начнутся 15 мая. Школу ведет Светлана Сорокина. Обучение бесплатное.

**Финальный заплыв**  
"Не плыви по течению, не плыви против течения, плыви туда, куда тебе надо". Вы готовы к плаванию? 17 - 19 июня 2005 "Интерньюс" проводит Фестиваль "Телевидение: новый вызов".

**Обучение**

- Школа журналистики
- Реальное время
- Семинары
- Дистанционное обучение
- Учебный центр АИД
- Региональные центры
- Консультации
- Учебная литература

**ТВ Производство**

- Социальные акции на ТВ
- Персональный счет
- Провинция

**ТВ для ТВ**

- Биржа труда
- SecondHand оборудование
- Видеообмен
- Региональные ТВ - новости

**Спецпроекты**

- Время действовать
- Логика успеха
- Фабрика Новостей
- МедиаАртЛаб
- Архив проектов

**Медиаобщество**

- Рег. ТВ-новости (РусТВ)
- Обмен советами
- Торговля поддержанным оборудованием
- Вакансии

**СПРАВОЧНИК**

- Профессиональные объединения
- Официальные инстанции
- Атлас ТВ и Радио
- Общественные организации
- Официальные инстанции
- Сетевые издания по СМИ
- Куда пойти учиться
- Поставщики оборудования
- Телевидение СНГ
- Законодательство
- Исследования
- Библиотека

**НОВОСТИ**

- Семинар-практикум для телевизионных операторов
- 33 Школа Журналистики Интерньюс набирает студентов
- Модели бизнес-планирования региональных ТВ-проектов
- Семинар "Рабочая тетрадь специалиста по продаже рекламных возможностей" пройдет 28-29 апреля 2005
- Студенты восьмого набора Школы Кино и ТВ впервые вышли на публику
- Региональные учебные центры Интерньюс
- Проект "Персональный счет" стал мультимедийным
- На региональных телеканалах продолжается успешное тестирование Виртуальной Класной Комнаты
- Российское сетевое и региональное ТВ-вещание: Сценарии будущего

**НОВОСТИ МЕДИАСООБЩЕСТВА**

**Принятые Госдумой поправки регулируют порядок названия и регистрации СМИ**

12 мая 2005 г. Госдума приняла в редакции согласительной комиссии поправки в закон о СМИ. Они регулируют порядок названия и регистрации средств массовой информации. Закон был принят Думой еще в апреле 2002 года, однако был отклонен Советом Федерации и направлен на доработку.

[Все новости](#) > [Подробнее](#) >

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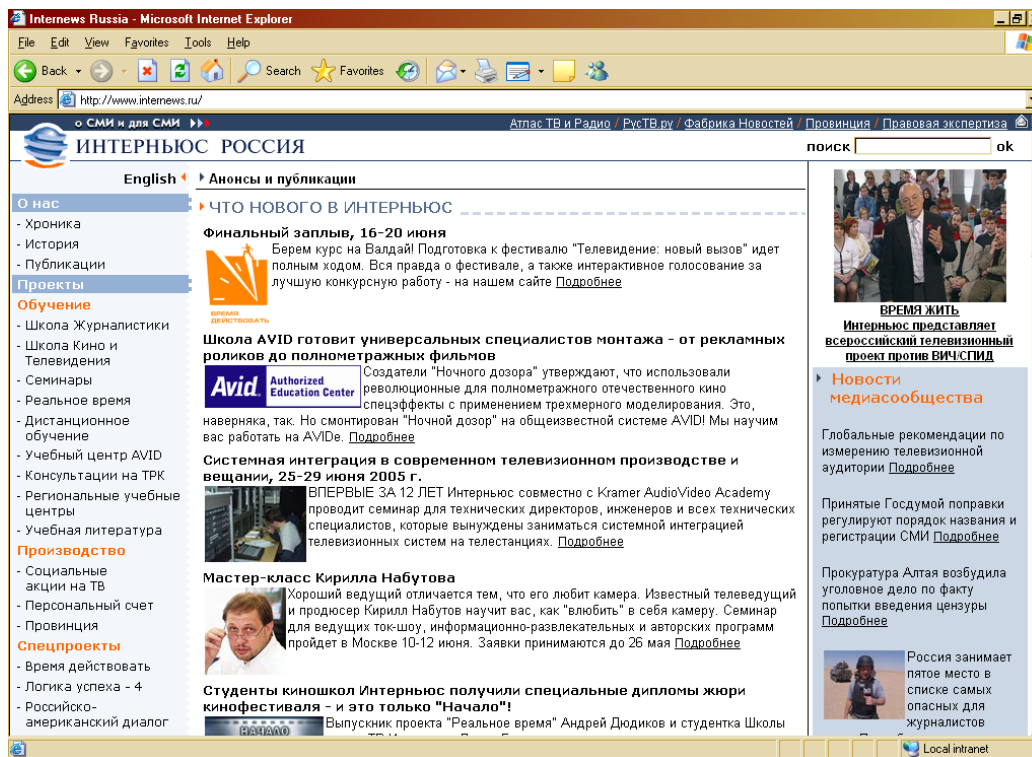
УЧАСТНИК TOP Rambler's 100

### Main page of redesigned Internews web-site at [www.internews.ru](http://www.internews.ru) in 2005

During the reporting period, the main Internews Russia website was redesigned, eventually becoming a vast media portal, integrating all Internews Russia online multimedia resources, providing support to all its projects, and serving as a platform for interactive professional communication and exchange among hundreds of regional broadcasters. Via Internews



Russia's web portal, local stations gained access to up-to-date information on media developments supplied by Internews, news covered by their counterparts in all corners of Russia, and a substantial number of online services.



This new resource was launched in stages and reached full capacity by September 2005. According to its multimedia concept, [www.internews.ru](http://www.internews.ru) made a large share of video resources in various formats available online, at broadcast quality. The total duration of available video resources quadrupled in the reporting years; at the beginning of 2007 [www.internews.ru](http://www.internews.ru) made over **378 hours** of footage available to users and the Internews video server stored over **one Tbyte** of video files.

Regional broadcasters gained access to the following Internews video projects:


**1. Weekly socio-economic program *Personal Account*.** Within the framework of this project Internews made available to users online all in-house-produced video materials that participating stations could view and download for inclusion in their local editions of the program. All video interviews were accompanied by an abstract and a short bio of each interviewed expert. Broadcast-quality video was available for download only to partner TV stations. There were **29** partner stations participating in this project by April 2007. Project participants also downloaded scripts and editorial recommendations prepared by the Internews project team for each program, transcripts of filmed interviews, and reference data they could use in putting together their local editions. This segment of the site also contained a large video archive of Internews-produced materials and of local *Personal Account* program episodes as they were broadcast by participating TV stations.




## Personal Account program site – sample Web-page (December 2005)

## Бытовая коррупция

Наши эксперты:



**Александр Лившиц**, заместитель Генерального директора по международным и специальным проектам компании "Русский алюминий", бывший министр финансов РФ



**Георгий Сатаров**, председатель научного совета Центра прикладных политических исследований "ИНДЕМ"

• [Сценарий выпуска "Персональный счет. Бытовая коррупция"](#)

### Персональный счет

[Дайджесты](#)


[Архив выпусков](#)


[О проекте](#)

[Обратная связь](#)






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**Персональный счет. Коррупция**  
**Эфир 12.12.05**  
[Канал - 12, Череповец](#)





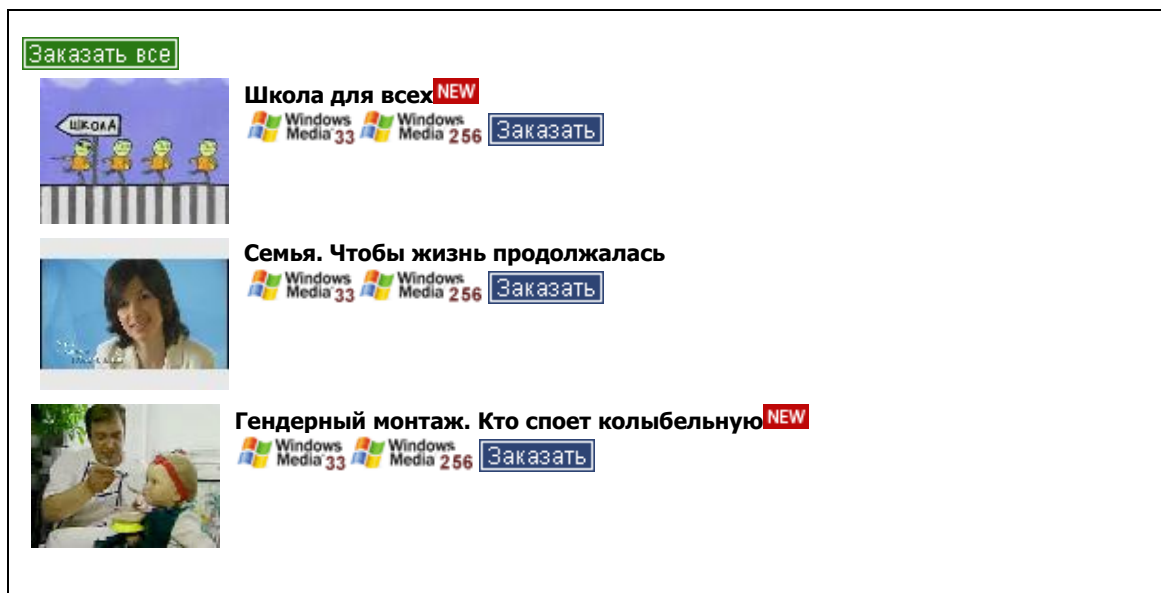

### Видео

N	сюжеты	хронометраж	смотреть	скачать
1	<b>Лившиц_11.m2p</b> 08-12-2005 - - -	1 мин 41 сек	 	<a href="#">MPEG2</a>
5	<b>Сатаров_6.m2p</b> 08-12-2005 - - -	1 мин 46 сек	 	<a href="#">MPEG2</a>
6	<b>Сатаров_5.m2p</b> 08-12-2005 - - -	45 сек	 	<a href="#">MPEG2</a>

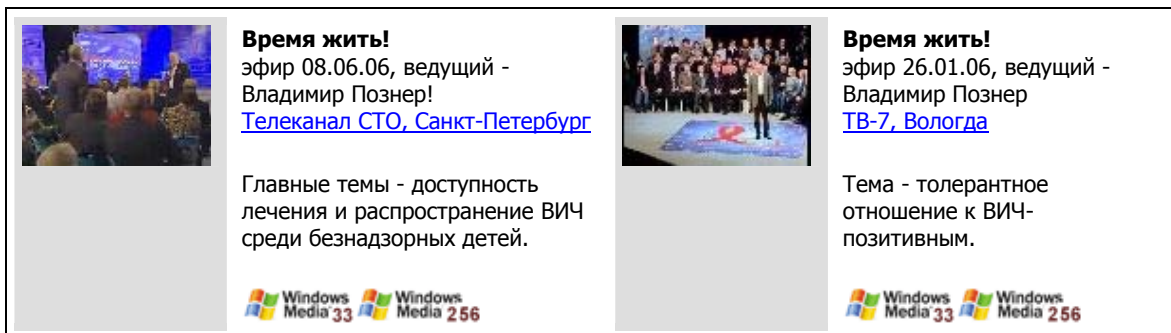
At the end of the second year of the grant, the total duration of *Personal Account* video materials available via the Interactive Resource Center equaled **174 h 39 m 46 sec**, including **17 h 50 m 01 sec** of broadcast-quality footage. Statistics for the third year of the grant are not available, but one can confidently assume that these numbers doubled.

**2. Social Actions.** This section of the portal gave broadcasters participating in a particular social action access to video packages of PSAs, reports and documentaries that they could view online or download at broadcast quality upon request. The section also contained announcements, guidelines and suggestions for organizing local social campaigns. In the three years of the project, Internews Russia placed a massive library of social marketing footage on its website, ranging from PSAs to full length documentaries which could be downloaded by individual stations. By the end of the reporting period the entire collection included **267** titles, with a total duration of approximately **18** hours.



Sample page of *Social Actions* video archive.

Among Internews-supported social actions, particular emphasis is given to the anti-AIDS project *It's Time to Live*. This was a series of live talk shows broadcast by regional stations and hosted by Russian TV journalists Vladimir Pozner and Elena Khanga, addressing accessibility of therapy, the rights of people living with HIV/AIDS, and HIV prevention. The talk shows were available for viewing at [www.internews.ru](http://www.internews.ru). The total duration at the end of the second year of the grant was 10 h 23 m 45 sec.

*It's Time to Live* talk-shows – sample Web-page (2006)

**3. Provintsia** is a horizontal features exchange between regional broadcasters. The more technologically advanced TV stations distributed their video via Internet and placed their stories on the Internews video server on a monthly basis. Video packages assembled by the project editorial team were also available for viewing and/or download on [www.internews.ru](http://www.internews.ru). From August 2005, participation in the project became fee-based. Between August 2005 and March 2007, on average **26** stations exchanged **764** feature stories via the Web.



## Провинция в мае (36)

Страницы: 1 2 3

**Экопоселение** **NEW**  
[Местное телевидение,](#)  
[Чебоксары](#)



Windows Media 33 Windows Media 256

**Приемная семья** **NEW**  
[ТВ-2, Томск](#)



Windows Media 33 Windows Media 256

**Женщина-штурман** **NEW**  
[Бор-ТВ \(Левый берег\),](#)  
[Бор](#)



Windows Media 33 Windows Media 256

**Вагон для инвалидов** **NEW**  
[ТВК, Липецк](#)



Windows Media 33 Windows Media 256

**Фитнес для бабушки** **NEW**  
[Север, Сургут](#)



Windows Media 33 Windows Media 256

**Слепые массажисты** **NEW**  
[АТВ-Ставрополь,](#)  
[Ставрополь](#)



Windows Media 33 Windows Media 256

## Участники проекта

4 канал, Екатеринбург  
 ICTV, Киев  
 Авторadio ТВ, Пермь  
 Альянс Медиа ТВ, Москва  
 АС Байкал ТВ, Иркутск  
 АСТВ, Южно-Сахалинск  
 АТВ-Ставрополь, Ставрополь  
 Афонтово, Красноярск  
 Бор-ТВ (Левый берег), Бор  
 БСТ, Братск  
 ГТРК Свердловская, Екатеринбург  
 Губерния, Хабаровск  
 Даль ТВ, Хабаровск  
 Каскад, Калининград  
 Местное телевидение, Чебоксары  
 НИКА плюс, Петрозаводск  
 Проспект ТВ, Астрахань  
 Радонежье, Сергиев Посад  
 Север, Сургут  
 СКАТ, Самара  
 СТС-9 канал, Киров  
 ТВ-2, Томск  
 ТВК, Липецк  
 ТВЦ-Саратов, Саратов  
 ТК Моя Удмуртия, Ижевск  
 ТРК Норд, Югорск  
 Югра, Ханты-Мансийск





Sample Provintsia Web-page (May 2006).

**4. The "Real Time" School for documentary filmmakers and the School of Film and Television.** These two training projects incorporated substantial distance learning and video components. They relied on interactive communication since most student assignments were done at home and mailed to the Internews video server. In this manner trainers were able to supervise students' learning progress between two in-class school sessions. A separate micro-site within [www.internews.ru](http://www.internews.ru) was allocated for training material, assignments, discussions, and viewing students' video projects. Twelve of the best documentaries produced by both schools' alumni were available for online viewing. The total duration at the end of the second year of the grant was **7 h 6 m 13 sec**.

**5. The nationwide Regional TV Competition "It's Time to Act".** All entries for this competition from over 200 broadcasters across the country were placed on the Internews website. At the end of the second year of the grant, their overall duration was **75 h 42 m 44 sec (597 entries)**. The winner in the "Peers' Recognition" category was determined by peer voting via Internet. Voting results and winners' names and stories were published on the website.





<p>Время Действовать II - работы победителей</p> <ul style="list-style-type: none"> <li>• <a href="#"><u>НОМИНАЦИЯ: ПРИЗНАНИЕ КОЛЛЕГ. РЕПОРТАЖ (1)</u></a></li> </ul>  <p><b>ПРИЗ: Русские мусульмане</b>  <a href="#">7 канал (Телесфера),</a>  <a href="#">Красноярск</a></p> 	<p><b>О конкурсе</b>  <b>Время Действовать-II</b>  <b>Время Действовать-II (фото)</b>  <b>Время Действовать-I</b>  <b>Обратная связь</b></p> <hr/>  <p><a href="#"><u>Время Действовать II - работы победителей</u></a></p>
<ul style="list-style-type: none"> <li>• <a href="#"><u>НОМИНАЦИЯ: КТО МЫ? КАКИЕ МЫ? ВРЕМЯ ПОНЯТЬ (4)</u></a></li> <li>• <a href="#"><u>НОМИНАЦИЯ: КТО НАШ ГЕРОЙ? ВРЕМЯ ИСКАТЬ (3)</u></a></li> <li>• <a href="#"><u>НОМИНАЦИЯ: СЛУГИ НАРОДА? ВРЕМЯ СЛУЖИТЬ (3)</u></a></li> <li>• <a href="#"><u>СОЦИАЛЬНЫЕ АКЦИИ КАНАЛОВ (3)</u></a></li> </ul>	 <p><b>Победители конкурса</b>  <b>Время Действовать-I</b></p>

Sample Web-page for *It's Time to Act* competition (2006)

Among key speakers during the final round of this competition were Russian TV stars, well-known journalists, economists, policy-makers and political analysts. Transcripts of the most interesting presentations and discussions were also made available at <http://www.internews.ru/timetoact/> in PDF format.

**6. Internews Journalism School.** Based on the schedule of school sessions, applicants' submissions and the final newscast produced by the school graduates were placed on the website. The overall duration of video related to this project at the end of the reporting period was just over **8 hours**.

**7. The *Logic of Success* conference.** Conference material from the *Logic of Success* conferences (PPT presentations, transcripts, video of keynote speeches) were available at <http://www.internews.ru/logika/>. This material was republished by many media, including "Teletsentr" and "Ogonyok" magazines and the "Media Atlas" online publication, and placed on the Advertising Federation of the Regions website.

**8. Regional Media Support.** In January 2006 Internews launched a large-scale training project for media in six Russian regions, the Regional Media Support Programme for TV, radio and print financed by the European Union in the framework of the Tacis programme. The website section dedicated to this project gave participants detailed information on each training event, agendas, conditions for participation, as well as detailed information on the final results of seminars, conferences etc. This section of website included regularly updated information on EU-Russia cooperation.

As part of this project, Internews Russia carried out an online legal consulting service for regional media. Well-qualified media lawyers from the Media Law and Policy Institute answered questions related to media laws and discussed typical situations that were relevant to the entire regional media community.





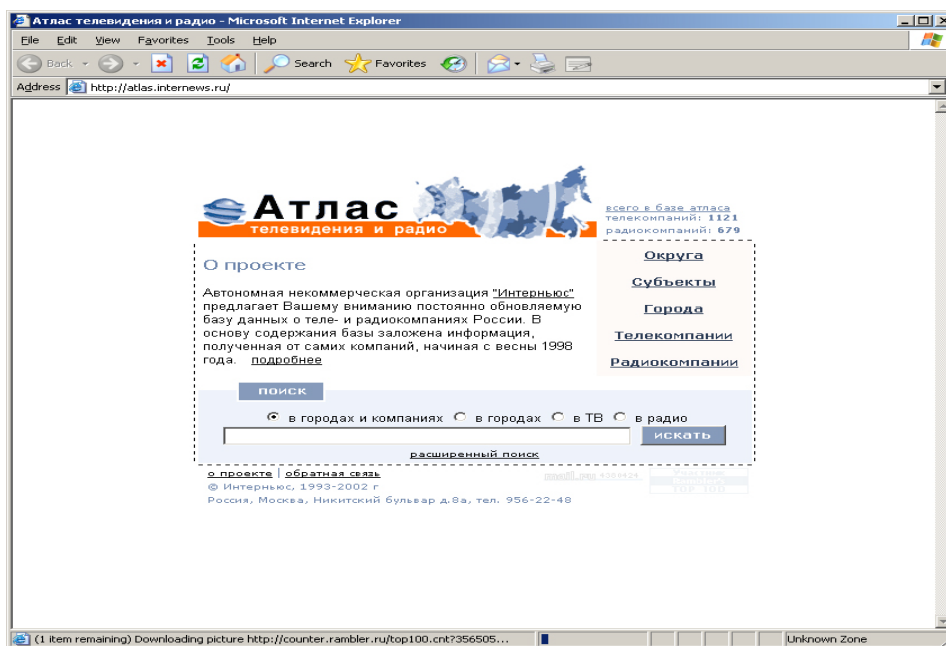
**9.** A special place on the website was allocated to the **Internews TV Channel**. Here users could view all video material related to Internews projects online. By the end of the reporting period the video server contained over **one Tbyte** of video files.

**10. Other information** available through Internews Russia media portal included:

- continuous updates on Internews projects (plans, descriptions, announcements, various reference materials, reports, press-releases, comments of participants, conference transcripts etc.);
- the most interesting press materials covering Internews activities;
- a "Media News" section which included the most interesting information on Russian and international media industries, media legislation developments etc.;
- literature on journalism, camera work, TV management and other TV professions (total of over **80** titles, including **11** textbooks);
- reference guides on NGOs, government offices related to media activities, media legislation, trade e-publications, media professional associations, CIS television, offices of international broadcasters in Russia, suppliers of TV equipment, etc. (over **130** links);
- a section for journalists with information on various professional competitions, fellowships and grants;
- a system of user forums.

During the third year of the grant, this resource was visited by over **100,000** unique users (up 15,000 from the second year) who viewed over **500,000** documents and video files.

Website [www.atlastv.ru](http://www.atlastv.ru)



First page of *Atlas of Russian TV and Radio* online database (2006)

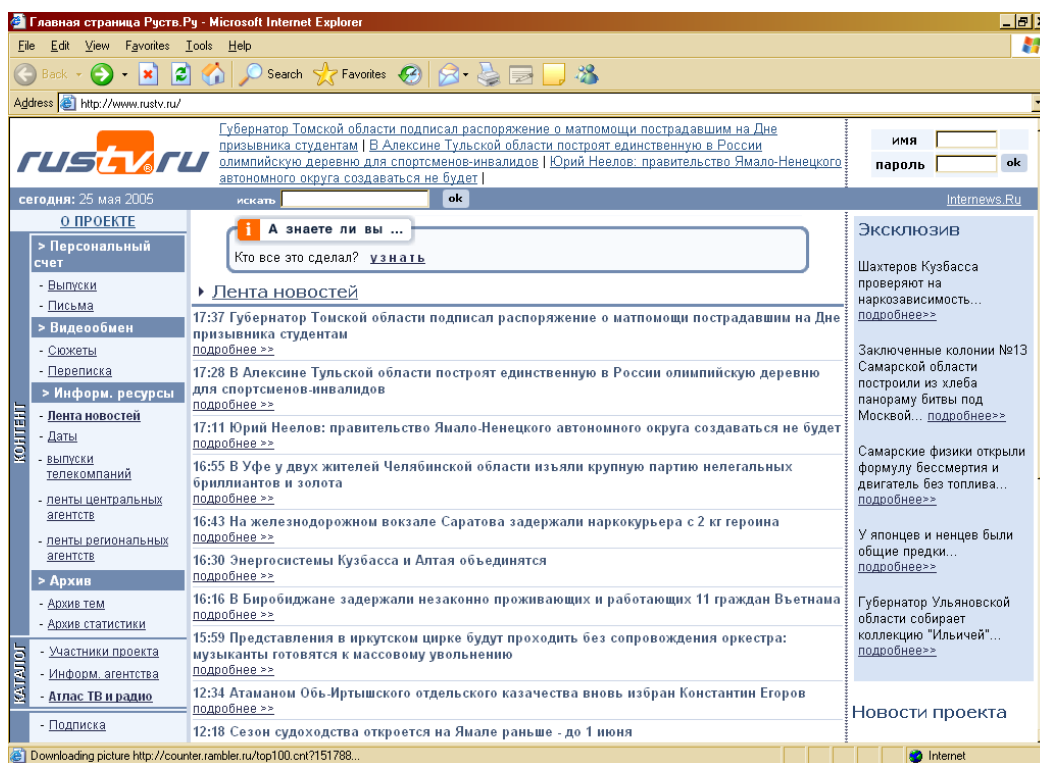


At the end of 2006, the continuously updated *Atlas of Russian TV and Radio* online database at [www.atlastv.ru](http://www.atlastv.ru) included **2,080** entries with information on TV and radio stations. This was the most complete database on domestic broadcasters available to the general public online. The website and data base were reorganized in October 2006, making part of information on the site available only to registered users. Registration was free, but this allowed Internews to collect unique data about site users.

The site statistics: in July, August, and September 2006, the three months preceding the introduction of registration, there were on average 20,000 visitors per month, and the number of requested pages exceeded one million. After registration was introduced, the number of visits went down (11,000 x 70,000 per month), but the quality of users increased. In December 2006, over **2,500** users were registered. These users were not random visitors but representatives of loyal target audiences.

### Website [www.rustv.ru](http://www.rustv.ru)

This specialized resource supported horizontal news exchange between regional broadcasters. The online interface permitted participating stations to upload scripts of their newscasts created in News Factory CMS to the [www.rustv.ru](http://www.rustv.ru) site. By the end of the reporting period texts of newscasts from **80** regional TV stations were published on this site daily. Regional news headlines were available as a news wire; stations which participated in the exchange could access the full texts. During the third year of the grant, over **40,000** stories were added to this database; over **15,000** of them were requested by other project participants.



Sample page of Rustv.ru regional news wire (2005).



**Website** [www.vkluchaisya.ru](http://www.vkluchaisya.ru)

In March 2006, the Resource Center launched a separate website for the All-Russia Children's TV Competition which had its final event in Khanti-Mansiysk on November 1 to 5, 2006. This was a large-scale joint project involving the government of Khanti-Mansiysk Autonomous Region – Yugra, the regional Yugra TV company, Internews Russia, the National Association of TV and Radio Broadcasters, Class TV company, supported by the Federal Agency for Press and Mass Communications and by the Russian Television Academy Foundation. The website included winning entries, a video diary of the festival, and working material about the competition.

**Если у тебя есть, что сказать сверстникам и взрослым,**

Если ты любишь телевидение,

**ВКЛЮЧИ:**

Голову, фантазию, друзей!  
Придумай идею детской программы!

Если ты уже в эфире – пришли передачу на конкурс!

Участвуй в конкурсе,  
Победи и приезжай  
на Всероссийский телевизионный детский фестиваль

**"ВКЛЮЧАЙСЯ!"**

**Теперь у тебя больше времени на подготовку! Мы продлили сроки приема заявок до 30 июня!**



**Про фестиваль | Для вопросов**

(с) Интерньюс, 2006 г

Россия, Москва, Никитский бульвар д.8а, тел (495) 956-22-48

**Web-site** [www.newsfactory.ru](http://www.newsfactory.ru)

This resource provided information and technical support for the News Factory software – a proprietary CMS for TV news production.

**News Factory**

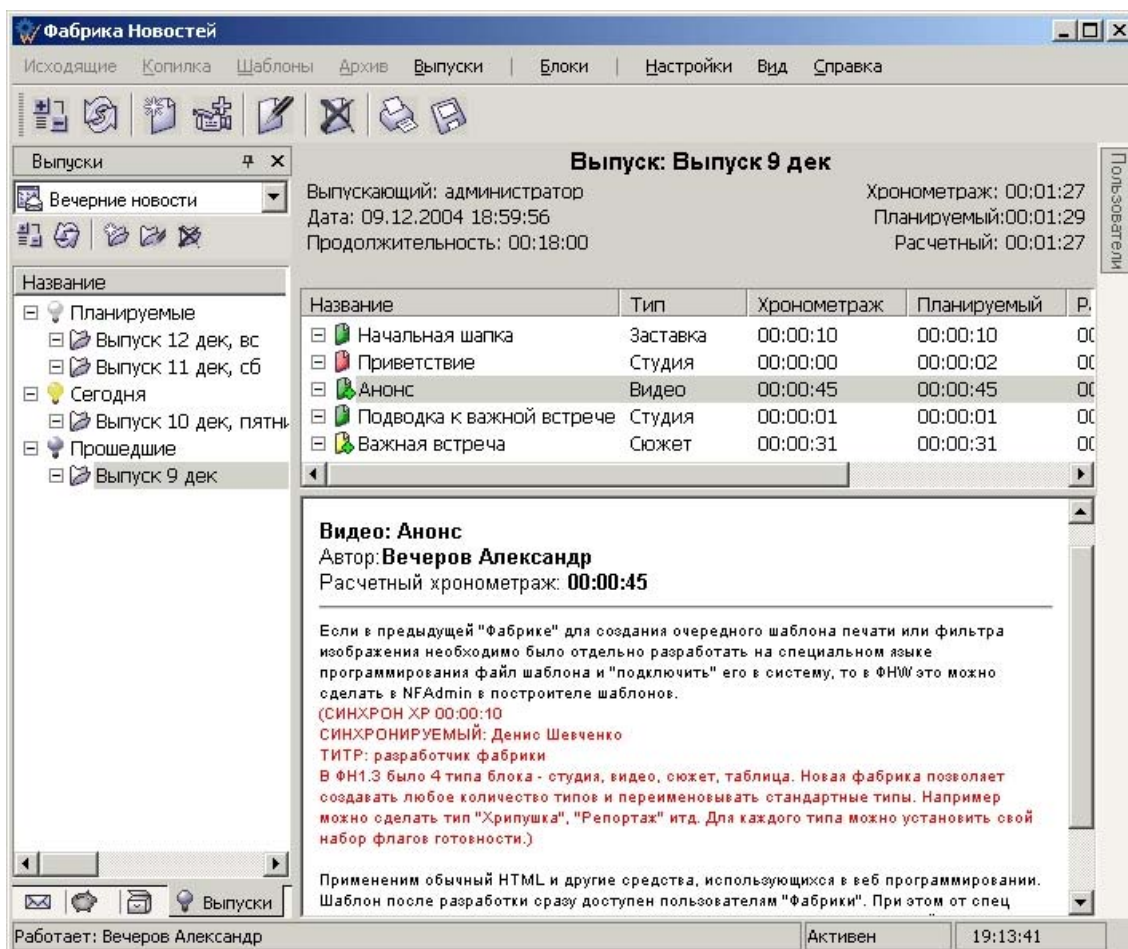
There is a high demand on the regional television market for TV CMS production systems such as News Factory. However, most regional broadcasters cannot afford the solutions offered by most commercial suppliers (the average price is about \$15,000). For over five years, Internews Russia has been supplying regional TV stations with in-house developed News Factory CMS package, provided installation and integration services and technical



INTERNEWS RUSSIA / EMF Independent Television in Russia / Grant # 118-G-00-04-00054

support, enabling local stations to successfully improve their productivity and competitiveness, and also providing them with an invaluable tool for establishing horizontal ties, exchange and collectively work on information.

A new non-commercial version of News Factory software – NFW – was released during the first year of the program. In addition to previous features, it allowed users to consolidate and edit daily news reports using the complete archive of previous broadcasts; directly operate the teleprompter and display text for news presented in studio in real time; receive and circulate news within a horizontal exchange system with other stations and view low-resolution video online. It also supported non-Cyrillic fonts. This version by the end of the reporting period was installed and successfully used by over **370** local broadcasters in Russia and CIS.



Sample screenshot of News factory W interface (December 2004)

In September 2006, Internews released a new version of this software – News Factory W Pro. This new version in addition to newscast production allowed users to maintain a full-scale digital video archive and text and video output on a number of multimedia platforms, including online and mobile. The new version was designed for commercial sale and had a significant advantage over its nearest competitors in terms of the price/functionality ratio.

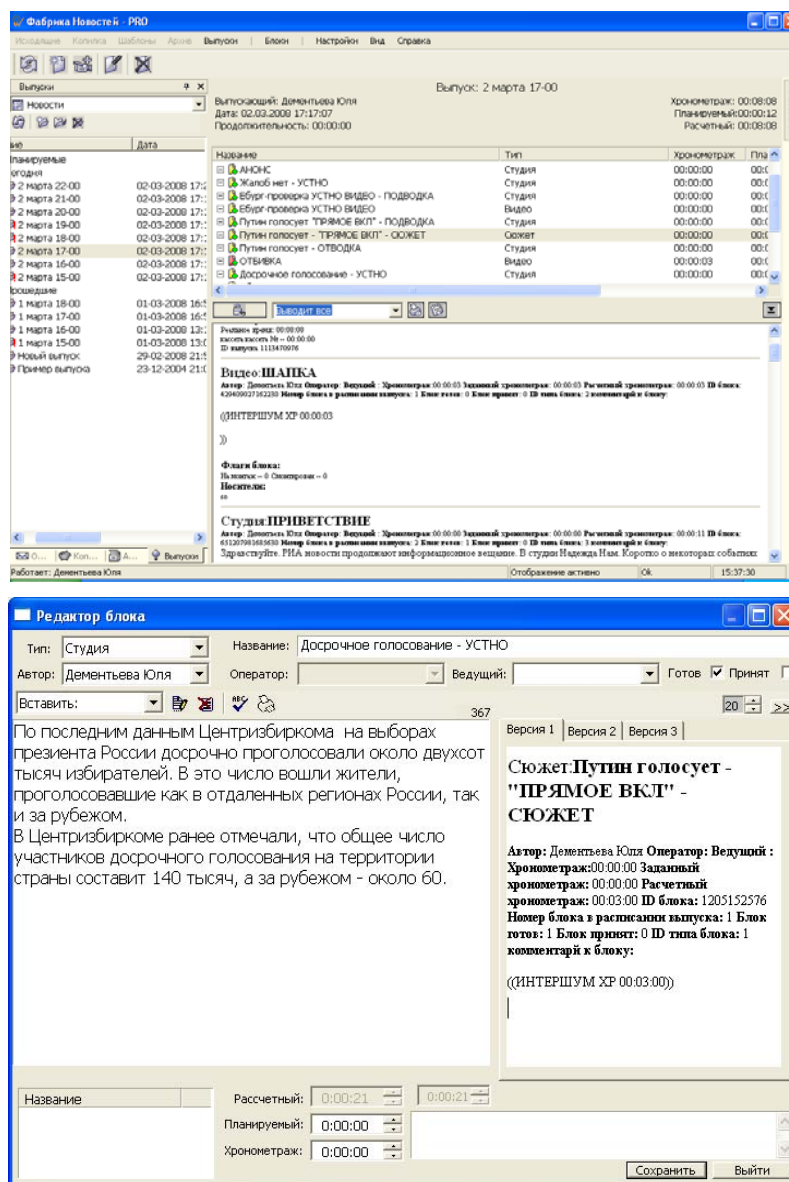
On September 1, 2006, Internews/Educated Media Foundation launched a fully self-sustainable News Factory project, targeting regional broadcasters. In 2006/2007, the commercial version of the NFW Pro CMS has been purchased by **39 TV companies**.



Apart from direct commercial sales of NFW Pro, broadcasters which were long-term Internews partners received a special offer. Broadcasters participating in the Rustv.ru exchange were offered free technical support for earlier versions of the software and discount on upgrading to the NFW Pro.

The technical support team for the News Factory at Internews provided the following services:

- technical support "hot line" (via telephone, e-mail, and ICQ);
- customized set-up of the software package for individual TV stations.



Screenshots of NFW Pro v.2.5 (March 2, 2007 – presidential election day) installed at convergent newsroom of RIA Novosti (largest national news agency) in the summer of 2007.

When Internews was forced to suspend most of its activities in April 2007, solutions were sought fast to address the fact that complete termination of technical support for the software





might negatively affect sustainable development not only of individual local TV stations, but the Russian regional broadcasting industry as a whole. In May 2007 the News Factory project was transformed into an independent commercial company. The News Factory team planned to offer commercial version of the software in Ukraine and Kazakhstan, to continue fee-based distribution of the software to Russian TV stations, and to expand fee-based services for the News Factory installation, maintenance and support, training, and system integration.

## POSTSCRIPTUM

The Interactive Resource Center project was devastated by the police raid in April 2007 and seizure of Internews servers and storage devices.

The websites the Resource Center supported:

1. 1) [www.internews.ru](http://www.internews.ru) was supported during the summer of 2007 as a basic bulletin board where updates on EMF complaints in the courts and information about the case were posted; it was shut down in the fall of 2007;
2. 2) [www.vkluchaisya.ru](http://www.vkluchaisya.ru) has not been online since April 2007;
3. 5) [www.atlastv.ru](http://www.atlastv.ru) went offline on February 23, 2008. The News Factory team had prepared the online database for transfer to the NAT website by October 2007, where it would find a new home for hosting and support. The team simplified the database structure and developed a universal web-based user interface. However, as of February 2008, NAT was not ready for the transfer of the database, and on February 23, 2008, the News Factory team stopped paying for hosting of the site. The database – last updated in April 2007 – is stored by the News Factory team, but is not available online. Between July 2007 and February 2008, 2,300 users registered to access the online database, with on average 50,000 visits per month.
4. 4) [www.rustv.ru](http://www.rustv.ru) – the video exchange project has not functioned since April 2007; the unique database and software were seized; currently the website functions as a mirror site for [www.newsfactory.ru](http://www.newsfactory.ru).
5. 5) [www.newsfactory.ru](http://www.newsfactory.ru) – the resource and the software development project are functioning as a commercial venture. Between April 2007 and February 2008, the total number of News Factory installations exceeded 400 across Russia and CIS. Between October 2006 and February 2007, approximately 70 stations purchased commercial versions of NFW Pro v.2.0 and NFW Pro v.2.5. News Factory team provides technical support to 24 stations under contracts transferred from Internews Russia/EMF and to 32 stations that purchased commercial CMS since April 2007 (27 broadcasters in Russia and five in Ukraine). The team has developed a customized CMS version for Internews Kazakhstan (under Internews Network contract), and Internews Kazakhstan acquired the rights for its distribution in Central Asia. A customized version of CMS was also installed at RIA Novosti national news agency in the summer of 2007, where it is used to produce video materials in their convergent newsroom. Currently the News Factory team receives up to 20 requests for technical support per month; after April 2007, it also conducted fee-based installations, software integration and trainings for eight broadcasters, including two stations in Ukraine.





## INDUSTRY SUPPORT ACTIVITIES

The development of a true civil society in Russia clearly depends on the continued growth and strengthening of the NGO sector. However in recent years the sector has been forced to operate in an increasingly hostile environment. Internews Russia became a significant player in this sector, and it saw the task of supporting other NGOs with similar ideals and promoting non-competitive open cooperation among them as a key factor towards its overall goal of strengthening independent media for democracy.

Internews actively assisted organizations whose work benefited regional media with advice, organizational support, and, through the Small Grants program, co-financing of well-designed projects.

### Program Highlights

**27** small grants from \$1,500 to \$24,000 were awarded to **15** NGOs, professional associations, regional broadcasters, production companies, and educational institutions.

In the course of three years, Internews Russia provided organizational, technical and consulting support to over **20** industry associations, NGOs, research and educational institutions, including National Association of TV and Radio Broadcasters, Academy of Russian Television, Media Law and Policy Institute, Media Lawyers Collegium, Glasnost Defense Foundation, St. Petersburg Independent Press Institute, Independent Press Center, Guild of Court Reporters, Eurasian Guild of TV Designers and Promoters, Advertising Federation of the Regions (RFR), ARS-Press, and the Foundation for Independent Radio Broadcasting (FNR), among many others.

## PROFESSIONAL ASSOCIATIONS

The **National Association of TV and Radio broadcasters (NAT)**, established in 1995 on the initiative of Eduard Sagalaev and top managers of regional TV stations, with Internews support, remains the only truly representative association for the Russian broadcast industry. Today NAT has over 500 institutional members, including national TV channels and networks, TV and radio broadcasters from all regions of Russia, as well as from CIS and other countries, production companies, industry suppliers and educational institutions.

For many years Internews Russia provided organizational support to NAT's annual International Congress that takes place within the framework of NAT Expo – the event of the year for domestic broadcasters – in an effort to consolidate the broadcast media community by raising the profile and increasing the membership of its leading professional association. Internews Russia assisted NAT in organizing its 8<sup>th</sup> Congress (November 2004), 9<sup>th</sup> Congress (November 2005), and 10<sup>th</sup> Congress (November 2006). Each event was attended by over 600 top managers of broadcasting companies.

In 2005, in conjunction with its 10<sup>th</sup> anniversary, NAT established a new annual award – “Star of the Media Industry” – in recognition of the top ten industry leaders who had made an outstanding contribution to the development of the Russian broadcast media. Apart from such nationally renowned figures as Alexei Venediktov (CEO of Echo of Moscow radio



network), Oleg Dobrodeev (News Director of Russian Television and Radio Company), Konstantin Ernst (Director of First Channel TV), and Irena and Dmitry Lesnevsky (co-founders of the REN-TV network), the awardees included long-time regional partners and friends of Internews – Arkady Mayofis (TV2, Tomsk), Igor Mishin (ex-president of Channel 4, Yekaterinburg), Alexander Tyunikov (AS Baikal TV, Irkutsk), and Oleg Urushev (Yugra TV and Radio Company, Khanti-Mansijsk).



Manana Aslamazyan receives award for personal contribution to development of Russian television.

A special award "For personal contribution to the development of Russian television" went to **Manana Aslamazyan, General Director of Internews Russia**, along with Vladimir Pozner (President of the Academy of Russian Television), Eduard

Sagalayev (President of NAT) and Mikhail Seslavinsky (Chairman, RF Agency for Press and Mass Communications).

**TEFI-Region:** The regional competition *News – Local Time* initiated by Internews Russia jointly with NAT and the Academy of Russian Television in 1998 fostered the professional growth of hundreds of local TV stations across the country. This was an Internews initiative that helped local TV stations meet each other, measure their work against their peers' achievements, benefit from the advice of respected and well-known colleagues from national channels, learn about the latest developments and trends in the industry, and feel themselves members of a thriving professional community.

When in 2001 the national TEFI award (the Russian equivalent of the Emmys) for Television Event of the Year went to the Internews *News – Local Time* competition, it became clear that the competition needed to be expanded to embrace categories and genres beyond pure news programming to reflect the richness and diversity of regional television production and give more broadcasters access to the benefits of participation.

In 2003, the *News – Local Time* competition was replaced by a newly organized series of Regional TEFI Awards, encompassing all aspects of regional TV. Internews Russia remained an active organizer and the provider of its training component.

In 2006, the TEFI-Region Awards were given in 15 categories divided between educational, entertainment and news programs. Internews Russia General Director, Manana Aslamazyan was a jury member in the News Report category with 56 entries submitted by broadcasters from across the country, among them 9 Internews School of Journalism alumni and 20 graduates of Internews trainings. In all three TEFI-Region competitions, Internews Training Director Anna Kachkayeva and Internews Director of the Independent School of Film and Television Anna Stepanova organized lectures and master-classes for participants and moderated discussions.

**Advertising Federation of the Regions (RFR):** The Advertising Federation of the Regions (RFR) is a small organization uniting several dozen regional advertising agency members. Aimed at resisting the domination of Moscow-based advertisers and agencies, RFR is actively seeking members and has a very good website. As it has since RFR's founding, Internews continued to coordinate related activities, share information and advice, and engage RFR members in training events. In April 2005, Internews provided organizational support to the nation-wide professional conference *Development Potential and Prospects of Regional Advertising Markets* held by RFR in Moscow, which attracted participants from 60 Russian cities and some larger national agencies such as Video International. The conference, considered a great success, provided an opportunity to



discuss topical issues, define the role and status of regional advertising markets in Russia and perspectives for horizontal and vertical ties between regional advertising agencies.

**Eurasian Guild of Television Designers and Promoters:** This BDA-member association of TV designers continues to satisfy a very real need for connection and information sharing among the designers working, usually in near-isolation, in TV stations across Russia. With no particular lobbying agenda, the group's primary activities are distributing relevant information and staging an annual conference, *Image of a TV Channel: Branding, Promotion, Design*, which is almost entirely organized by the group on its own and funded by participant fees. Internews continued to provide organizational support to the 5<sup>th</sup>, 6<sup>th</sup> and 7<sup>th</sup> conferences that grew in seven years into a large-scale networking event of the highest professional quality, attracting over 500 participants representing all major TV channels and networks in Russia and the CIS, dozens of the most dynamic local stations and leading production and design studios, as well as the most authoritative international experts.

**Media Lawyers Collegium:** In the course of the *Due Diligence* legal audit project, Internews recruited and trained a handful of regional lawyers already working with broadcasters to work as consultants. Since the project ended, these lawyers have maintained contact with each other and with the Internews project director, and have organized loosely into a media lawyers' collective. In the first year of the program, they formed an association the Media Lawyers Collegium - that in three years grew into an active regional network with many cases won in court for local broadcasters and an extensive clientele that regularly turned to them for legal advice. This is a significant step towards providing the regional broadcasting community with skilled legal representation in an environment that is becoming more and more oppressive for independent media. Internews supported this association throughout these years, availing them office facilities and communications, allocating space on its website, providing regular consultation, involving them in training events, and connecting them to prospective clients.

**Press Club:** Throughout the course of the program, Internews supported the award ceremony of the TV Press Club, which was created on a voluntary basis by journalists working for 17 leading publications and radio stations.

**Media Laboratory:** This informal group of intellectuals, first established in 2003, served as a starting point for the Media Research and Analysis Center (MRAC) project initiated by Internews Russia/Educated Media Foundation in the third year of the grant (described in Media Research and Analysis Center section). In the meantime this small research community filled the gap that existed in Russia - by conceptualizing the visual media landscape and applying critical theory to TV output. The group included philosophers, art and culture critics, sociologists, Russian State Humanities Institute professors, publishers and journalists. Their research papers and analytical essays, presented at media conferences and training events, stirred up the broadcasting community, holding up an unbiased and at times unflattering mirror and making broadcasters give more thought to the impact they may, even unconsciously, have on their audiences. The list of articles and research projects produced by the Media Laboratory includes: "War and Media" (Vitaly Kurennoy), "Information Images" (Oleg Aronson), "News as Mystification of Reality" (Anatoly Prokhorov), "Content Characteristics of Modern TV Programs" (Anatoly Krichivets), "TV Models as Medium" (Vera Zvereva), "Ideal" TV World Picture" (Olga Cherkashina), "12 Evils of TV in Russia" (Alexander Sharikov), "TV World Picture from the Point of View of Experts" (Kira Bogoslovskaya), "Content Characteristics of Information Broadcasting and Series" (Sergey Davydov).



**Alliance of Head Managers of Regional Mass Media of Russia (ARS-Press):** In conjunction with implementing the Regional Media Support Programme, Internews expanded its relations with print media associations, in particular with ARS-Press, which was a beneficiary of the Tacis-funded program. In November 2006, Internews provided organizational support to the ARS-Press Congress for Print Media Leaders held as part of annual Press Expo, concurrently with International Congress and Expo organized by NAT. In March 2007, Internews consultation enabled ARS-Press to organize its *Golden Gong Awards* – a traditional review of professional achievements that involves journalists from national and regional print media in Russia - with their own resources. For the first time, they were able to organize the event without reverting to outside organizational support.

## EDUCATIONAL INSTITUTIONS

**Pozner School:** For many years Internews cooperated productively with the Television Journalism School headed by Vladimir Pozner. It is no less popular among professional journalists than the Internews School of Journalism, with around 10 applications for each place on the course. Among its graduates are journalists from 89 Russian cities and seven CIS countries. The Pozner School offers specialized classes for reporters and presenters working in such TV formats as talk-shows, educational, and analytical programs. Five-week courses are offered to journalists (they have to be working as TV presenters/reporters already) whose application submissions prove a high professional level. An intensive curriculum includes lectures by well-known TV professionals, speech and communication skills training, camerawork, filming stories for popular TV. The 18<sup>th</sup> session of Pozner School at the end of 2005 was attended by nine TEFI-Region winners, who were awarded scholarships by the Vladimir Potanin Charitable Foundation. Technical support and equipment were provided by Internews.

**Partnerships with Schools of Journalism:** This pilot project entitled *Educated Television* was designed to assist state university Journalism Departments and Faculties. It was driven by the need to improve the professional training of journalism teachers and to develop new teaching methodologies and curricula for equipping future journalists with the skills necessary for successful work under new market conditions and with the advent of digital age.

Trying to keep up with rapidly changing times, universities in Russia have introduced new special courses, but there is still a wide gap between the demands of the media market and the state system journalism education. Very few journalists teach at universities across the country, and very few theorists who teach future journalists have actually worked in the modern media environment. For this reason, Internews initiated a challenging dialogue between theoreticians – Deans and Professors from Departments of Journalism in 13 leading domestic universities, and practitioners – media managers and owners who are the future employers of their graduates.

On 31<sup>st</sup> January, 2005, at the Moscow State University, 13 Deans signed a memo on establishing a "Universities' Partnership", which outlined an agreement to fund this network, and create a common depositary for training videos and materials. Internews provided legal support for this new university network and technical support in creating its Internet portal.

Professors of TV journalism from universities in Barnaul, Voronezh, Vladivostok, Yekaterinburg, Irkutsk, Kazan, Rostov-na-Donu, St. Petersburg, Chelyabinsk; Novosibirsk, and Moscow took active part in discussions of new journalism curricula and international



experience in this field. All project participants were very interested in Internews Distance Learning project which was the first of this kind in Russia.

## **OTHER ORGANIZATIONS**

In addition to working with the professional associations and educational institutions named above, Internews continued its close cooperation with many other organizations that work towards developing media in Russia or are supportive of more open, tolerant and fair Russian society. These included local groups working on freedom of expression, training, and media-related research and analysis. Organizations with which Internews had active collaborative relationships included: the Glasnost Defense Foundation, the Media Law and Policy Institute, Reporters Sans Frontières, Memorial, the Committee to Protect Journalists, the Independent Press Center, the Eurasia Foundation, the Russian Union of Journalists, Praktika TV Training Center in Nizhny Novgorod, the Regional Press Institute in St. Petersburg, the Foundation for Independent Radio, the Center for Journalism in Extreme Situations, the Guild of Documentary Film and Television, the Guild of Court Reporters, the Agency of Social Information, the Frontline in Russia, the Foundation for Development of Social Responsibility, and others.

Collaboration with these groups ranged from sharing information to significant joint ventures such as the EU-funded Regional Media Support project. Internews chose activities where its participation could help ensure that the interests of regional media professionals were adequately represented in other groups' activities.

## **SMALL GRANTS**

During the reporting period Internews continued a modest small grants program with applications accepted on a rolling basis for the support of well-designed initiatives benefitting the broadcasting community. A committee of Internews Staff members met monthly to discuss applications and define priorities. The projects included research, professional publications, training events, production of public service video materials, festivals and competitions of various kinds. Since the small grants program was aimed at strengthening the organizations as well as supporting valuable activities, the Internews small grants project director, Irina Emshanova, closely assisted potential grantees to define their projects, demonstrate their needs and justify their budgets. Nearly all grants required that the applicant had additional sources of funding. Support for those organizations helping broadcasters and other media professionals was not a separate component of the Internews project, but an integral part of all projects.

The following criteria for selecting grantees were applied:

- financial stability;
- demonstrated commitment to socially responsible journalism;
- previous participation in Internews projects;
- demonstrated production capacity;
- adequate resources (people and equipment) that can be devoted to project implementation;
- aiming for the benefit of the media-industry as a whole and not only the interests of separate grantees;





- range of activities (regional festivals, competitions and round tables; educational programs; media-law research and modification activities; other activities as different publications for media, professional research and monitoring of journalists' rights); and
- geographical diversity.

In the period 2004-2007, the Small Grants program included the following projects:

### **Support for professional associations and organizations advocating freedom of expression:**

- Support to institutions and organizations providing professional training for regional TV station personnel: Organization of the training session *TV Program Presenter* (master-class with Vladimir Pozner) for TV journalists from regional TV stations – October 2004
- Support to *Praktika* Training Center (Nizhniy Novgorod) in organizing a seminar for regional TV station news directors – November 2004
- Professional training for professors of the Irkutsk, Novosibirsk and Altay State Universities, and Mass Communications Institute of the Far East State University at the *Educated TV* seminar – January 2005
- Support to Moscow Law and Policy Institute in implementation of a complex project on media regulation that included a training program for students (Baturin School) – February-June 2005
- Content monitoring of regional media in the North Caucasus – Glasnost Defense Foundation, March-May 2005
- Support to Regional Press Institute (Saint-Petersburg) for organizing regular public events with NGOs, human rights activists, ecologists, economists, representatives of different government departments (12 events a month), as well as seminars for journalists with representatives of various civil society organizations – from March 2005 through February 2006
- Support for public awareness campaign and public discussion of issues underreported by Russian media, organized by the Independent Press Center Foundation, August-November 2005, May 2006 to May 2007
- Second edition of the anthology: "Media Disputes: How to Win? Verdicts, Recommendations, Expert Opinions". Circulation: 1200 copies. Glasnost Defense Foundation, September-October 2005
- Support for the 9<sup>th</sup> International NAT Congress "Broadcasting Technology Developments" in November 2005
- Support for the "Golden Gong" awards – a traditional review of professional achievements by journalists of national and regional Russian print media, organized by ARS-Press in April-May 2006
- Support for a number of events organized by the St. Petersburg Regional Press Institute: a panel discussion; "Press and Government" seminars for journalists and media professionals from the North-Western Federal District of Russia; "Newspaper Design" seminars; press-conferences on human rights, environment and social issues. March-April, 2006





- Support for the St. Petersburg Regional Press Institute in the area of regular public events involving NGOs, human rights activists, environmentalists, policy-makers, economists, and public officials, May 2006 through April 2007
- Study of current Russian laws on advertising and preparing a final conceptual report with legal analysis of new Russian Law "On Advertising". Report size – 30 standard pages (over 60 000 characters). Media Law and Policy Institute, January-May, 2006
- Organizing a series of seminars on "Issues of Regional Media Policy: Relationships between the Media, Government and Civil Society" in Bryansk, Ryazan, and Kostroma. Glasnost Defense Foundation, March to May 2006

### **Support for social activism of regional broadcasters through production and distribution of special programs, PSAs and other materials, on competitive basis:**

- Production of three PSAs: *Education for the Disabled: the Road to Independent Living* – Agni TV, Samara, November 2004
- New edition and production of jingles and booklets *HIV/AIDS Prevention* for HIV/AIDS media campaign in conjunction with the World AIDS Day (December 1<sup>st</sup>) to promote AIDS coverage by electronic media – Foundation for Independent Radio Broadcasting (FNR), November 2004
- Production of PSAs *HIV and Women* for HIV/AIDS media campaign in conjunction with the World AIDS Day (December 1<sup>st</sup>) to promote AIDS coverage by electronic media – Volga TV, Nizhniy Novgorod, December 2004
- Technical support for the production of documentary series *Which America We Will Have to Live With* (thirteen 26-minute films) for further distribution among regional TV stations – Foundation for Development of Social Responsibility, January-December 2005
- Support for investigative journalism project, including production of a documentary *Loneliness in the Face of Truth* on the assassination of two Editors-in-Chief of the Togliatti Review newspaper – Glasnost Defense Foundation, February 2005
- Development and production of the opening credits and graphic design for the *Unknown Heroes* series devoted to the 60<sup>th</sup> anniversary of Victory in the World War II – ComInter Group, March-April 2005
- Technical support for producing a series of stories *Big Victories of Little People* (50 5-minute slots) to be aired by regional TV stations, incorporated in the *Personal Account* program produced by Internews, and placed on the Guild of Court Reporters' Web-site. Joint Internews – Guild of Court Reporters project, July 2005 – December 2006
- Consulting support for the *It's Time to Live* anti-AIDS project (a series of live talk show broadcast by regional TV stations), jointly with the FOCUS-MEDIA Social Development and Healthcare Foundation, September-December, 2005

### **Competitions**

Internews has provided information support to several professional competitions, including the Open Russia Foundation competition for journalists covering legal issues called *Arbitrary Law* ("Proizvol v Zakone"), the NAT competition for journalists covering political events and



issues called *Simply about Politics - About Simple Politics* ("Prosto o politike – o politike prosto"), and the 5<sup>th</sup> National LAVR Awards for the best TV films and documentaries.



## ORGANIZATIONAL DEVELOPMENT

In its organizational development Internews Russia strived to maintain high levels of competence, and continued to develop efficiency mechanisms for the implementation of projects to support independent media. This included making advances in staff expertise and benefiting from cooperation with Internews Russia's local and international partners, primarily Internews Network (USA) and Internews International.

### INTERNAL COOPERATION

Internews Russia maintained a close relationship with **Internews Network (USA)**, relying on the US organization for assistance in several key areas. Internews Network provided assistance in maintaining relationships with the US media industry and with existing and potential private US funders; helping to develop and fundraise for international projects. It was also responsible for the recruitment of and logistical, financial and administrative support for foreign trainers and other consultants (e.g. for the *Logic of Success* and *TV Branding, Promotion and Design* conferences, and individual seminars). Internews Network also assisted Internews Russia in the recruitment of a qualified Director of Development and Communications (Gillian McCormack). Internews Network helped Internews Russia arrange its financial audit and organize a seminar for NIS accountants devoted to audit requirements. (See Appendix *Internews Network Narrative Report*.)

Internews Russia's General Director, Manana Aslamazyan, was a Board member for Internews Network and regularly attended its meetings and participated in organizational management and policy discussions.

Membership of **Internews International**, an association composed of Internews offices and other non-governmental media assistance organizations around the globe, supplied Internews Russia with opportunities for access to information about new funding sources internationally, providing cost share for USAID funds. Internews International connections also enhanced Internews Russia's ability to recruit international trainers and consultants, providing a mechanism for international video exchange and co-production, and generating invitations to participate in international competitions, festivals and international training programs.

During the reporting period Internews International organized three meetings of its member organizations for directors and heads of specific programs and projects – in France in 2005, in Thailand in 2006, and in Turkey in 2007. These meetings provided participants with leadership training, reports on successfully implemented programs, sharing of best practices, and opportunities to expand the membership. Internews International meetings improved the leadership skills of Internews directors and provided guidance on how best to work in challenging media environments in various countries. These gatherings also gave a strong impetus to the organizational development of the entire Internews family, with leaders of these organizations having direct and open discussions, generating new ideas and approaches to media assistance, generously sharing their diverse experience from all over the world, and initiating cooperative projects. In 2006, Manana Aslamazyan was elected President of Internews International and in December 2007, she was re-elected to this position.

Internews Russia also maintains close cooperation with **Internews offices in other NIS** countries, sharing best practices and elaborating effective strategies for work in the similar



political climate of the post-Soviet environment. Manana Aslamazyan, Internews General Director, and Gillian McCormack, Internews Director of Development and Communications, took part in all meetings of NIS Internews managers. Members of the training departments, IT departments and production departments of NIS Internews organizations regularly met and exchanged information and experience online whenever possible.

On May 5-6, 2005 Internews Russia, with the support of Internews Network, hosted a seminar for NIS accountants on USAID requirements for financial audit contracted by foreign recipients, led by US auditors Michael Freedman and Robert Albrecht from *Gelman, Rosenberg and Freedman CPA Accountants & Consultants Inc.*; Christine Jodet, Internews Europe Financial Manager, and Karen Frost, Internews Network Director of Finance. Participants discussed the common challenges of working in a multi-currency environment, the necessity of combining compliance with local laws and foreign donors' requirements, management and financial policies, etc.

Internews Russia finalized its internal policy and regulations, which were translated into English, and became guidelines for all new Internews offices around the globe.

## PROJECT DEVELOPMENT

During the grant period, Internews Russia has actively sought funding for a variety of projects from funders in Russia, Europe and the United States. Total amount of cost-share funding during the reporting period equaled **\$3,618,005** (see Appendix, EMF Funding Structure). Grants received during this period included:

- *Professional Journalism – A Road to Civil and Personal Freedom* – a grant for \$1,248,973 from Open Russia Foundation for a training program;
- *Regional Media Support Program* – a Tacis contract in which Internews Russia (\$547,555) was a member of a consortium led by Internews Europe. In the second year of the grant, Internews, as part of a consortium with [Internews Europe](#), the [Reuters Foundation](#), the [World Association of Newspapers](#), [Central European University](#) and the [Stanhope Centre](#), designed a new two-year project – the Regional Media Support Program – and won a grant to carry it out from the European Union's [Tacis](#) program against stiff competition from the BBC and other well-known international organizations. The project was designed to improve the professional skills of media owners, editors and journalists in six selected regions of Russia, as well as relations between media and local authorities through training provided with the support of the project partners: the [Alliance of Head Managers of Regional Mass Media of Russia \(ARS Press\)](#) and the [National Association of TV and Radio Broadcasters \(NAT\)](#);
- *Radio Journalism: Technical Training* – a grant for \$145,100 from Ford Foundation to finance a joint Internews – Moscow State University project of purchasing radio equipment and training radio journalism students.
- *100 Voices of Russia* – a grant for \$35,000 from Ford Foundation to finance production of a documentary *The Last Story Teller*, described in the Support for Documentary Filmmaking section.
- *The Vocations* – a grant for \$23,500 from Ford Foundation to co-finance production of a documentary on indigenous people of the Russian North, described in the Support for Documentary Filmmaking section.



- *Anti-AIDS Social Campaigns* – a grant for \$141,680 from IMC Consulting Group for a massive campaign to prevent and combat HIV/AIDS pandemic in Russia, including PSA production, *Do Not Harm* seminars for journalists, *Women and HIV* special report production, financing of *It's Time to Live* talk show on national Channel One, and other activities described under Social Campaigns and Professional training sections;
- *Regional Training Centers* – a grant for \$131,548 from EC for running two training centers for regional broadcasters in Komi Republic and Bashkortostan Region, described under Professional Training section;
- *North Caucasus Project* – a grant for \$93,750 from PWE to increase professional skills of broadcasters in the South of Russia (Chechnya, Ingushetia, Kabardino-Balkaria), described under Professional Training section;
- *Time to Act Competition* – a grant for \$30,000 from Open Society Institute Network Media Program to support the final event in Valdai in 2005 and organize discussion re establishment of Russian association of TV news journalists (see Appendix, Report on *It's Time to Act* competition finale in 2005;
- *Personal Account program* – a grant for \$52,000 from Dynasty Foundation in 2006 to support production of 13 editions of *Personal Account* TV program on specific topics such as social services, charity in Russia, new technologies, books vs. Internet, what is CSR, “brain exodus”, gender equality.

In addition, Internews Russia contributed to its ITV projects \$1,168,479 of commercial income generated by fee-based seminars, technical services, sales of News Factory software, and fee-based *Provintsia* project.

## FINANCE

For the purpose of streamlining the procedures guaranteeing the proper use of funds, accounted for and reported in both Russian and US currencies and with multiple requirements, Internews installed a new accounting management software - MS Business Solutions *Axapta* 3.0 Enterprise Edition – and introduced this program into its regular financial activities.

When considering the increasing reluctance of the Russian authorities to recognize foreign assistance, the substantial achievement of the past years was the fact that all Internews Russia's grants (including the USAID grant and its cost share grants provided by the EC, FCO UK and other donors) were registered by the Commission for International Humanitarian and Technical Assistance. Registration with this government commission is a condition for providing all major suppliers with VAT exemption.

Internews Russia was consistent in properly satisfying the programmatic and financial reporting requirements of grants issued by the US government, the European Union, and private domestic and international donors. Each year, Internews Russia was subjected to a financial audit by both Russian and American inspections to ensure compliance with both Russian financial and taxation laws and regulations, and international donor requirements. In each year of the grant, the USAID audit was performed by *Gelman, Rosenberg & Freedman, Certified Public Accountants*, a firm which employs both English-speaking and Russian-speaking specialists, which significantly facilitated the process. The auditors' reports concluded that Internews Russia's accounting policies and internal controls were consistent



with all applicable standards and regulations, and that the organization had improved on its reporting system year after year. The last audit of Internews Russia/EMF activities was successfully concluded in December 2007, despite the confiscation of some financial documents earlier in the year, the generally difficult circumstances, and this audit's conclusions were also positive.

Besides successfully passing the normal annual Russian financial audit, Internews Russia was twice reviewed by the Russian tax authorities over the past two years, for the period encompassing 2001-2004. All types of activities, both commercial and non-commercial, were scrutinized, including a 'matching audit' (a review of financial documentation of the largest suppliers and subgrantees, in order to confirm payments indicated in the original audit). The auditors found all expenses reasonable, allowable and allocable, and confirmed that all social and commercial taxes had been paid properly.

In 2006, Internews carried out its own audit of its sub-grantee - the Regional Press Institute in Saint-Petersburg. Internews also commissioned the *Audit Sun* firm to conduct an audit of its other sub-grantees (the Glasnost Defense Foundation, the Media Law and Policy Institute, and the Russian Alliance of Regional Media Managers). The auditors found all expenses reasonable, allowable and allocable, and confirmed that all social and commercial taxes had been paid properly.

During the merger process of Internews Russia with its legal successor the Educated Media Foundation, Internews also commissioned an audit from the *Korsakov and Partners* audit firm, for a check on all its payment documentation against banking records. This audit found that all accounting records were kept properly.

Currently the same firm, *Korsakov and Partners*, is assisting the EMF in the liquidation procedures.

## STAFF

Internews Russia/EMF was staffed by high-quality professionals who were often invited to share their expertise as members of organizing committees, competition juries, or as trainers and advisors. Several examples from the reporting period include;

- In June 2004, Manana Aslamazyan, General Director, and Nadezhda Khvorova, Creative Director on Social Marketing Programs, took part in the First International Central Asia Conference *Modern Development of Media Industry in Kazakhstan*. Manana Aslamazyan participated in round table discussions, and Nadezhda Khvorova delivered a presentation "Socially important topic on regional TV: Russia's experience";
- In June 2004, Manana Aslamazyan, Anna Kachkaeva, Training Director, and Oleg Dmitriev, Video Exchange Manager, attended the IX Media Festival *All Russia – 2004* in Sochi;
- In July 2004, Nina Ossina, Financial Director, and Svetlana Sergeeva, Senior Accountant, took part in a Regional accounting meeting in Kyiv, organized by Internews Network;
- In August 2004, Manana Aslamazyan, Oleg Dmitriev and Valentin Chernovol, Studio Director, attended the All-Russia Festival *My Province* in Borisoglebsk (Voronezh region);





- In September 2004, Nadezhda Khvorova conducted a master class in Yalta for the project *Gender Montage: Paradigms in Post Soviet Space* co-sponsored by Network Women's Program of the Open Society Institute (US) and the Institute for Social and Gender Policy (Russia). Nadya Khvorova has been participating in this documentary film collection project as an international expert and international advisory board member for several years;
- In December 2004, Gillian McCormack, Director of Development and Communications, and Ella Tukhareli, Correspondent, participated in an international meeting organized by the World Health Communication Associates in Copenhagen to discuss methods of effective communication about the HIV/AIDS epidemic;
- In February 2005, Andrey Vdovin, Marketing Project Coordinator, accepted the invitation of *Local Media Holding* ("Mestnyi Media Holding") to assist in evaluation of general managers of leading local media organizations;
- In March 2005, Gillian McCormack, Director of Development and Communications, was invited to act as a trainer on a course organized by the *Deutsche Welle* TV Training Center for Tanzanian journalists in Dar es Salaam and Zanzibar on the role of media during elections;
- In May 2005, Nina Ossina, Svetlana Sergeeva, and Olga Kravtsova (Assistant to the Director, and former accountant) shared their experience at the seminar for NIS financial managers, described above;
- In September 2005, Svetlana Sergeeva, Chief Accountant, participated in the Conference *Preparing Reports under International Financial Accounting Standards* organized in Moscow by *OOO Business Media Communications*;
- In September-October 2005, Nadezhda Khvorova, Creative Director on Social Marketing Programs, worked with the International Consultative Committee of the Gender Montage Project carried out by the Women Networking Program of the Open Society Institute (New York) and The Institute for Social and Gender policy (Russia);
- In November 2005, Nadezhda Khvorova participated as a jury member for the Inclusive School competition organized by *Perspektiva* NGO, and in May-June 2005, as a member of the organizing committee for the Grant Competition *2006:1000 Women Testimonies and Stories. Proposal for Improving Women Status in Russia*;
- Since January 2006, Nadezhda Khvorova has been working as a member of the Expert Committee for the Moscow International Disability Film Festival *Breaking Down Barriers III*;
- The Production Department provided consulting services to *Medicines Sans Frontiers* in organizing a TB prevention campaign in the Chechen Republic;
- In February 28-March 2, 2006, Gillian McCormack, Director of Development and Communications, participated in the Election Observation Media Expert round table at the *Osseatorio di Pavia*;
- In August 2006, Olga Kamenkova, Production Department Director, attended the All-Russia Festival *My Province* in Borisoglebsk (Voronezh region);
- In 2006, Manana Aslamazyan, Internews Russia General Director was a jury member at the TEFI-Region competition; Internews Training Director Anna



- Kachkayeva and Internews Director of Independent School of Film and Television organized trainings during TEFI-Region rounds in St. Petersburg and Orenburg;
- Oleg Dmitriev, Provintsia features exchange Director, served as a jury member at the *Moya Provintsia* festival in Borisoglebsk in 2006;
  - Grigory Libergal, Internews Programming Director, served as jury member during 2006 Moscow International Disability Film Festival *Breaking Down Barriers III*;
  - In the past three years, Manana Aslamazyan and Grigory Libergal served as jury members at the *LAVR* festival of documentary filmmaking;
  - In 2006, Grigory Libergal was on the Committee for Development of Documentary Filmmaking at the Russia's Ministry of Culture and Mass Communications;
  - Manana Aslamazyan was elected to the Public Collegium for Press Complaints, co-chairing the Media Community Chamber in 2006 and 2007;
  - Anna Kachkayeva, Internews Training Director, served as member of the board of Universities Partnership joined by 13 schools of journalism in State Universities across Russia.

To further improve the professional standards of the personnel, Internews encouraged its employees to advance their knowledge and skills at various seminars and training courses, some of which are listed below:

- Olga Kubasova, Distance Learning Manager, successfully passed the courses on *Lotus Workplace Collaborative Learning System Administration and Methods of Distance Learning using IBM Technologies* delivered by OOO KUDITS-Obraz;
- Alexey Larionov, IT Department Director, mastered *WebSphere Portal Server Administration* and *IBM WebSphere Application Server Administration* organized by OOO KUDITS-Obraz;
- Nina Ossina, Financial Director, attended the courses *Contemporary Issues of Accounting and Taxation* at the training center of tax inspectorate; *New trends in accounting and auditing, economical analysis and financial management, taxation and laws* (together with Olga Zhmaeva, Chief Accountant) at the training center *Felix*; and *TV/Radio companies: accounting, tax and legal issues* at BK Consulting;
- Maria Deniskina, Accountant, attended the course *Non-state educational organizations: legal regulation, accounting and taxation in 2005* at State Institute of Continuing Education;
- Natalya Zhukova, Grant Administrator, gained a Certificate of Completion in *USAID Administrative Compliance Requirements* from the Center for Public Management;
- Grigory Arosev, Distance Learning Manager, successfully passed the course *Methods of Distance Learning using IBM Technologies* delivered by OOO KUDITS-Obraz;
- Nikolai Khlopov and Yuri Voronin, Business Planning Consultants, mastered the *Project Expert System* course organized by OOO *Expert System*;
- Nina Ossina, Financial Director, attended the *Business Tax Security and Effective Management of Cash Flow* courses conducted by OOO *Business Media Communications*; *Training Course for Accountants* at the *Felix* Training Center; and Olga Zhmaeva, Chief Accountant, participated in the Seminars on VAT



*calculation and on New Tendencies in Calculating VAT and Annual Accounting for 2005 at OOO Status KVO97 and in the seminar Representative Offices of International Companies: complicated issues of Russian Labor Legislation organized by OOO Tsentr professionalnogo razvitiya (Center for Professional Development);*

- Maria Deniskina, Accountant, attended the course *New Forms of Labor Remuneration at the Institute of Computer Technologies;*
- Irina Savostyanova, Accountant, successfully passed the courses *Transport Vehicles Accounting and Maintenance* at the Institute of Computer Technologies and *Non-profit Organizations* organized by OOO Open Seminars.

With media companies increasingly contributing to the costs of training, and a growth in Internews' commercial training activities, Internews underwent some restructuring and staff changes.



Group non-verbal news presentation. Corporate training, August 27, 2004

With the aim of acquainting newly hired employees with Internews traditions, "family spirit", and enhancing the creative atmosphere and cohesion within the organization, Internews organized several corporate trainings for team building. They took place in 2004, 2005 and 2006 in a form of one-day outdoor retreats – Internews staff members drew pictures, wrote corporate mottos and poems, presented "news" with non-verbal communication and played interactive games. Newcomers and company veterans were equally involved in the activities. The informal atmosphere created at the event allowed participants to talk freely about the organization's deficiencies with a view to

providing constructive solutions. A brainstorming session on the theme "What does Internews mean to you?" delivered the main result: "Internews is a family."

## **STRATEGIC CHANGES AND INTERNEWS RUSSIA/EDUCATED MEDIA FOUNDATION MERGER**

During the second year of the grant, Internews encountered some serious problems related to the funding of its projects. The Open Russia Foundation, which provided 50% co-financing of all Internews USAID media training programs, was first forced to scale down its activities and then finally closed for political reasons. As a result, Internews had to look for alternative sources of co-financing and consider a transition to more commercial activities. Moreover, it was clear that Internews media clients in the regions were experiencing growing unease with regard to participation in Internews projects financed by international donors, as a result of increased pressure from the local authorities. The Internews Russia Board of Directors made several decisions aimed at changing the company's strategy in this volatile political environment, aggravated by the adoption of the new law on non-commercial organizations.

First, taking into account the fact that in the second year of the grant, Internews revenues from fee-based seminars and services were approximately \$360,000, a decision was taken to switch about 80 per cent of Internews seminars in management and journalism to fee-



paying. In addition, Internews decided to expand access to its training programs by inviting representatives of Moscow media companies to participate in fee-based seminars and training activities, and by introducing specialized fee-based courses for amateurs. This trend continued to expand, and by the end of 2006 free of charge services offered by Internews included only School of Journalism sessions and seminars funded by EU Tacis grant. All trainings in management, the production of entertainment formats, specialized TV production, AVID, programming, accounting, and videography were offered on commercial basis.

For this purpose Internews developed a base financial model for each type of seminar, and organized a big promotion campaign to attract paying participants. The Independent School of Film and Television, *Provinces* features exchange and the *Real Time* school of documentary filmmaking all became fee-paying. Virtually all commercial seminars from this period were exceeding the break-even point and returning profit, which testifies to the fact that Internews activities – had they continued – would have reached high self-sustainability potential. Had the grant continued into its planned fourth year, Internews also planned to make the School of Journalism sessions and the *Multi-Skilled Journalist* seminars fee-based.

To motivate the staff at the start of the second year of the grant, salaries of the training department personnel were partially funded from the grant and partially from commercial revenues, with the ratio of grant/commercial funds around 80/20. The overall amount of cost share to the USAID grant supplied by Internews commercial activities was **\$1,168,479** - generated by fee-based seminars, technical services, sales of News Factory software, and the fee-based *Provintsia* project. That strategy significantly facilitated further transformation of many ITV-funded activities into commercial ventures following suspension of Internews Russia/EMF operations.

Second, Internews entered into negotiations with the Higher School of Economics ([www.hse.ru](http://www.hse.ru)), a leading Russian university in the field of Economics and Social and Political Sciences, on a joint project aimed at improving the status of Internews training programs and introducing new subjects and courses. The Higher School of Economics was established in 1992 on the initiative of respected Russian economists (Yasin, Kuzminov) and members of the Russian Government (Gaidar, Shokhin, and others) with the aim of assisting economic reforms in Russia through the education of new professionals, as well as through academic research, consultancy and policy advice. In 1995 the HSE was awarded university status. In cooperation with major European universities such as the Erasmus University of Rotterdam, the Sorbonne, and the London School of Economics it established itself as a fundamentally new and modern educational institution. Through its branches in Nizhny Novgorod, Perm and St. Petersburg, the HSE is also closely connected with the economic and human resource development needs of Russian regions.

These negotiations were suspended in April 2007, but precisely due to these negotiations and the understanding reached through them, in the summer of 2007 the HSE opened a new department of additional education, the Higher School of Journalism at the HSE ([www.hsemedia.ru](http://www.hsemedia.ru)), and many Internews staff members moved to work there. HSJ in fact preserves all the best practices and traditions of Internews Russia. For that reason, the EMF Board has proposed after liquidation to transfer most of EMF equipment to HSJ for continuing these activities. The Tacis-funded Regional Media Support program was also completed by former EMF staff at the HSJ. The HSJ hosts the Independent School of Film and Television, various seminars, and currently leads the selection process for student enrollment into a new EMF-developed project – a two-year School of TV Management.

Third, Internews carried out a review of its organizational structure using a business planning process run by Business Planning Consultants Nikolai Khlopov and Yuri Voronin. They were



invited to analyze the activities of Internews and prepare recommendations on restructuring. This work resulted in the creation of a new organizational structure of Internews with new positions (Manager for Organizational Development and Head of the Commercial Department) and new departments organized on a project basis (see Appendices: “Internews Russia Organizational Structure”, “EMF Organizational Structure”; “EMF Business Processes”).

Another important decision was the establishment of a new legal entity – the Educated Media Foundation – in order to circumvent potential problems raised by the introduction of the new law on non-commercial organizations (the fact that Internews Russia had foreign citizens as its founders made its illegal under the new law; the new law also required that the name of an NGO was descriptive of its activities) and to ensure continuity of 15 years of Internews activities in Russia.

The new organization – the Educated Media Foundation – was incorporated in January 2007. Extensive consultations with a number of NGO lawyers permitted Internews Russia to choose the best available strategy – without closing ANO “Internews”, to merge it with the newly opened EMF, ensuring a smooth transition of all Internews Russia assets and the continuation of its grant-funded programs by this new organization. This also permitted Internews to choose a new legal form for the organization – a foundation – which meant it would be allowed to accept assistance from private individual donors, thus expanding organizational fundraising options. Immediately after registering the new organization with the authorities, Internews Russia/EMF notified the appropriate authorities and all its donors on this organizational change, ensuring the rightful legal succession of EMF in carrying on of Internews Russia activities.

The Board of the EMF included some members of Internews Russia Board - Manana Aslamazyan, Glasnost Defense Foundation President Alexei Simonov and Tomsk TV2 Media Holding President Arkady Mayofis - and a range of new highly respected public figures whose acceptance of EMF founder position testified to the high esteem in which Internews Russia was held by Russian media and civil society communities.

The EMF Board of Founders included:

- Yasen Zasursky, Professor, Dean of Moscow State University's Department of Journalism
- Henrikas Juskevicius, Adviser of UNESCO Director General
- Alexander Auzan, Moscow State University Professor of Economics, Head of Inter-Republican Confederation of Consumer Societies
- Alexander Filippenko, actor, Distinguished Artist of Russian Federation
- Vladimir Preobrazhensky (Chairman of the Board), CFO of Siberian Coal and Energy Company (SUEK), founder of Russia 2015 Club
- Svetlana Sorokina, TV anchor
- Alexei Simonov, Glasnost Defense Foundation President
- Arkady Mayofis, Tomsk TV2 Media Holding President and co-owner
- Manana Aslamazyan, General Director, ANO Internews

The Board appointed Manana Aslamazyan President of the Educated Media Foundation.





Between January and April 2007, the new Board actively discussed new plans and development strategy for the organization, refining its mission, proposing and supporting new commercial and humanitarian projects.

However, less than four months into EMF activities, its offices were raided by law enforcement and its documentation and digitally stored data seized. EMF management made several unsuccessful attempts to resolve this situation in court, but quite soon it became clear that the criminal charges against its President Manana Aslamazyan that served as a pretext for the seizure, would not be dropped, and neither would the confiscated data and equipment be returned. Manana Aslamazyan, having valid reasons to expect arrest if she remained in Russia, moved to Paris, France, where she is currently holding the position of Internews Europe Interim Executive Director. (See Appendices to this report, and also [http://www.internews.org/prs/2007/20070503\\_russia.shtm](http://www.internews.org/prs/2007/20070503_russia.shtm)).

The closure of Internews Russia/EMF prompted wide-scale protests by the Russian media and civil society community. An open letter to President Putin demanding an end to the harassment of the EMF and Manana Aslamazyan was signed by over 2,000 Russian journalists and delivered to the Presidential Administration; no acknowledgment or reply to this petition has yet been received. Numerous protests were made at the international level but there was no response from the Russian authorities.

As a result of this situation, the new Board of Founders took the hard decision to close the EMF. The Board established the Liquidation Committee, headed by Alexei Simonov of GDF, and the process of liquidation is still under way, slowed down by the fact that all Internews Russia/EMF records are still held by law enforcement.

As listed above and in appropriate sections of this report, a number of Internews Russia/EMF projects have been taken over by other organizations.

Almost all of Internews/EMF's 65 staff members, as a result of their excellent qualifications and reputations, successfully secured employment in friendly NGOs, media companies or educational institutions.

The Higher School of Journalism at State University – the Higher School of Economics hired Nina Ossina (CFO), Ilya Kiria (Director of Media Research and Analysis Center), Anna Kachkaeva (Training Director), EMF Training Department staffers Olesya Porter and Elena Semenova; Maria Deniskina (Accountant); Anna Stepanova (Director of Independent School of Film and Television), Yuri Voronin (Head of the Commercial Department), Nikolay Khlopov (Manager for Organizational Development), and Anatoly Vdovin (Driver), among others.

Svetlana Ashikhmina (Administrative Director) is now Deputy Director of the Central House of Journalists.

Konstantin Naumov and Denis Shevchenko, the News Factory software developers, founded an independent commercial venture - News Factory JSC, to continue to develop new versions of the CMS and new online projects for large media companies, sell NWF Pro packages and provide technical support for existing installations.

Oleg Dmitriev, Yekaterina Shipova and Andrey Baranov of *Provintsia* production team now work for the Russian international broadcaster - Russia Today.

Nadezhda Khvorova (Creative Director on Social Marketing Programs) heads up the Documentary Special Projects Department for *Rusiya al-Yaum* (a Russian channel broadcasting in Arabic).

Alexey Larionov, Alexey Kotikov and Vladimir Istomin of IT Department went to work for the IT Department of TV-3 Network.



Marina Razorenova (Production Director) is a staff writer for Cigar-Club Magazine.

Svetlana Sergeyeva (Senior Accountant) was hired by IREX, which is currently implementing a new USAID-funded program.

Irina Yemshanova (Director of Small Grants program) is a Program Manager for the International Center for Not-for-Profit Law in Russia.

Sergey Palko (School of Journalism Director) is working as producer of special projects at the “Rossiya” national TV channel.

Margarita Kalyants (Training Manager) is currently employed by the HSE Administrative Department.

Olga Kravtsova (Personal Assistant to General Director) is a Knight Fellow at the University of Washington (Seattle, WA, USA).

Andrey Vdovin (Director of Management Training) is the head of the corporate training department at the TNT Network.





## FINAL REMARKS

It is not easy to convey here the extreme efforts made by Internews/EMF management and financial administration personnel in order to try to ensure the survival of the organization in an increasingly hostile environment; adapting to the closure of a major Russian donor amid tax inspection screenings looking for any evidence of the slightest wrongdoing; turning key Internews training programs from free-of-charge to fee-based; lobbying with key officials for assistance for the government registration of its foreign government grants; whilst all the time maintaining a program of training and technical assistance to the regional media sector that benefited hundreds of stations and over a thousand media professionals every year.

The passing of the 2006 Law on Non-Commercial Organizations was accompanied by a government information campaign which described this law as necessary because of the need to curb the illegal and unpatriotic activities of an outlaw sector. Senior government officials, up to and including the president, made widely publicized statements to the effect that the NGO sector was corrupt, often a front for money laundering and riddled with foreign spies. Televised debates like 'To the Barrier' showcased Duma deputies accusing respected members of the Russian NGO community of *fostering* social division and human rights abuses, so that they would continue to receive salaries to combat these evils from foreign governments – themselves happy to pay for any services which would make Russia look bad in the eyes of the world.

In fact, the Russian NGO sector was highly regulated, by law, and by the RF Commission on Technical and Humanitarian Assistance, even to the extent that one of the many requirements for registration of foreign technical and humanitarian assistance grants was a letter from a relevant government minister, testifying to the fact that they agreed with the concept of the activity, and promising to monitor and evaluate it closely.

Internews received increasing numbers of reports from School and training graduates that upon their return to the regions, they were interviewed by the police and local FSB to determine the nature of the education Internews was providing.

It was against this background that Internews embarked on a great effort to make sure it was in conformity with the new 2006 Russian law, prepared to address the prevailing government mood, and give up its name and its brand in order to continue to be able to do the work it had done, and done well, for over 15 years.

It is in some ways ironic that the pretext for the downfall of the organization was the minor infraction of its president, in failing to fill out a declaration form upon entering the country for an amount of money (9,500 Euros) just slightly over the then allowed amount of \$10,000. This simple error, one made by dozens of travelers into Russia every day and commonly dealt with by an administrative fine, was the only lever the authorities had to cast doubt on the honor and reputation of the person of Manana Aslamazyan, and connected with her, the organization of which she was president.

This was the reason given for the police raid and confiscation of 11 Internews servers and all of its financial documentation in April 2007 – in an effort, prosecutors said, to link the customs infraction with illegal financial activities of the organization she ran. Despite the fact that all Internews/EMF documents and all the financial and other information available on the servers has been in the possession of the investigating officers for almost 12 months, no such evidence has been found, and no further charges have been offered. The result of this action was effectively to paralyze the organization and cause it to close.





However the closure of Internews is not a tragedy. It is, if anything, the symbol of its success. The Russian government take-over of the major national broadcasters at the beginning of this century was testament to the fact that those in authority wanted to ensure that information resources available to the public would be loyal and uncritical. In time, but too late, those same forces realized that there is an army of regional broadcasters who have been trained to perceive themselves as loyal not to those in power, but to their audiences, their communities and to the standards of their profession.

The ultimate legacy of Internews Russia lies in the hearts and minds of the 20,000 journalists, media managers, camera operators, film directors, documentary makers, technicians, news editors, talk show presenters, and producers who walked through its doors, and back into the regions their media serve.





## **APPENDICES:**

- 1. Independent Expert Analysis**
- 2. Four Years in the Media**
- 3. Issues Journalism**
- 4. Sample Training Programs**
- 5. Conferences and Competitions**
- 6. Organizational Development**
- 7. Media About Us**





## **1. INDEPENDENT EXPERT ANALYSIS**

### **The role of Internews in the context of Russian broadcasting**

**By Sergey A. Muratov**

**Professor, Division of TV and Radio Broadcasting, Department of Journalism, Moscow State University, Doctor of Philology, Member of the Academy of Russian Television**

Internews was not just an organization; it was certainly the brightest and the most inspiring entity in the Russian television sector. This truth was illustrated by its goals, the results it achieved, and the very atmosphere in this organization that "infected" everyone who dealt with it. Its name was not so familiar to the national broadcasters, but in the regions it was known almost everywhere, from tiny TV stations to large channels. Many of the smaller companies grew into large ones with the help of Internews.

In the 1990s many thousands of people entered Russian journalism without any formal education in this complex profession. Hundreds of new "private" and "commercial" studios started out by producing local newscasts. They had wonderful plans, lots of enthusiasm, great expectations – but minimal skills. The support from Internews was priceless here.

Internews emerged in 1992 with the goal of supporting independent regional television. Its head, Manana Aslamazyan, was not only its founder, director and chair of the board, but also its soul.

Internews worked to develop professional skills, self-sustainability and independence of local journalists, reporters, anchors and other TV professionals, and its classroom was the whole country.

From the very beginning, Internews created close-knit networks of regional stations, making them work together for mutual benefit and peer support. Opposed to the philosophy of national channels that filled the air with soap operas and official news, Internews helped regional stations produce real life stories from other regions throughout the country ("Local Time", "Province" projects), and air high-quality foreign and Russian documentaries ("Open Skies" project).

Towards the mid-1990s the most advanced and active TV stations managed to strengthen their resources, and owed a great deal of this to Internews' support. The professional level of local staff was raised substantially, because hundreds of journalists, cameramen, and editors studied in Internews Journalism Schools, seminars and round tables, or gained consultation in production (mostly production of news programs). TV stations finally got professionally educated managers, computer graphics specialists, advertising, and so on.

Another important networking event that gathered TV professionals from the whole country to exchange ideas and learn from each other, was the competition "News: Local Time" that had started in 1998. It served as a year-round TV university with classrooms in dozens of cities and towns in Russia: Yekaterinburg and Irkutsk, Orel and Nizhniy Novgorod, Tomsk and Kazan, Sochi and Vladivostok. These would become the capitals for excellence in regional television. The competition's jury consisted of professionals from the best information agencies in the world, and also from the most prominent figures of Russian television



(Vladimir Pozner, Alexander Lyubimov, Vladislav Flyarkovsky, Alexander Gurnov, Dmitry Kiselev, Oleg Dobrodeev, and others). The participants noted that "...The atmosphere was amazing. There was a feeling of brotherhood, a professional community – we would keep talking even while sitting on the stairs..."

Thanks to the competition, local journalists got the opportunity to see the work of their colleagues and compare it to their own work. At the seminars organized around the competition, many participants reported discovering something new and important that seemed so obvious and relevant but had been unknown to them before. Step by step, these educational events helped form the basis of professional ethics in Russia. This is how this small training organization operated in its tremendous work, giving new impulses to the development of regional television. Internews was almost single-handedly responsible for forming a new generation of TV professionals.

The three-year project "It's Time to Act" became the logical continuation of the "Local Time" competition. It encouraged broadcasters to participate in socially important actions. The titles of the nominations – "Who are we?", "What are we?", "Who is our hero?" – were questions that inspired both journalists and the public to think about social processes. This successful initiative led to a new nomination, "Television and Life" in the national TV competition TEFI.

Systematic workshops and seminars, internships and regional competitions open to people working in all parts of the country, enabled regional broadcasters to master not only the production of news, but also many other types of programs to enrich their schedules, as well as quality documentary films. The trainers in Internews' Independent School of Cinema and TV created a unique holistic system of teaching that involved creative workshops, a range of theoretical and practical sessions and master classes that were led by the most productive and respected practitioners of modern cinema and television (the directors Vladimir Khotinenko, Vladimir Motyl, Krzysztof Zanussi, Alexander Mitta, and Marina Razbezhkina; screenwriters Alexander Borodyanskiy, and Valery Zolotukha; anchors and program directors Alexander Gurevich, Matvey Ganapolsky, and Andrey Maximov).

Internews also had its own production projects, and they were always based on material from the regions, inspiring local studios to contribute to graphics and concepts that could be used around the country (like "Anatomy of Feelings", dozens of series created in cooperation with regional studios).

Another Internews' project, "News Factory" (software complex for the newsrooms), was a gold mine for analysts, researchers, documentary film makers, historians, enabling them to find answers to questions like "What did people in the regions feel a year before the riots?", "What were this candidate's promises before the elections?", "What were the demands of the strikers five, ten, 15 years ago?"... Such projects as "News Factory" and "Province" (video exchange of feature stories from different regions) promoted new working structures and stimulated regional broadcasters to master modern broadcasting technologies. This would never have been possible without grant support and foreign professional experience.

During the last years Internews developed itself into an educational complex that offered seminars, internships, journalism schools and workshops led by the most prominent Russian and foreign professionals. The Internews Journalism School that had been operating since 1996, gave hundreds of certificates of graduation. Internews taught journalists to avoid conformism and accommodation. When journalists acquired the key professional and ethical standards of their profession and understood their mission, they learned how to earn their living without being "sold" or "serving" someone. "We believe that journalism is not just a profession, it has a mission, and it is a way of looking at the world," said Manana



Aslamazyan. "We believe that coverage has to present all points of view, as comprehensively as possible".

I believe the relationship with the authorities is the most sensitive and acute question. It is the right and duty of a journalist to criticize the authorities. Arguments between the authorities and the media are part of the profession, and what is alarming is not so much when there is an absence of such arguments, but when they exist but one cannot see them. "The authorities constantly want to be on the air," said Manana Aslamazyan, "They want reporters to show not what the authorities are doing, but what they say what they are doing. I tell journalists that they should explain to the authorities – we are happy to tell people about your wonderful activities, but let us do it the way that we consider appropriate".

In the last period of its existence, Internews (or strictly speaking its successor, the Educated Media Foundation, EMF) was particularly full of constructive ideas and new projects. Distance learning came was introduced, and six different courses gave an even wider community of regional journalists the opportunity to learn creative writing, to acquire video shooting and editing skills and to study media law in a convenient distance learning format. The EMF also created a Media Research and Analysis Center. Throughout its existence, the organization published handbooks and manuals for journalists, editors, producers, managers and media lawyers.

What are the conclusions?

Internews' influence on the development of regional journalism was incredible. I witnessed it myself when I participated in a number of its projects. When two graduates of my department were hired by Internews they were absolutely sure that they got the best prize ever.

For viewers of the federal channels that can now see the whole world via television, Russia still remains an unknown country. We can find out daily what the weather is like in other Russian towns. But what kind of political, moral and cultural climate is there? The programs produced by regional stations that studied at Internews contrast starkly with the one-sided and lifeless federal news shows that are mostly focused on political games, and don't show the real life of the country and its people. Experts think that local newscasts at the most advanced local stations are much more comprehensive and "human".

The catastrophe that happened to Internews and its disappearance from the map of Russian broadcasting is not only a professional and technological disaster, but, above all, a social one. The influence of this organization on the geography, image and quality of modern regional television, and on the life of the country in general, is still to be properly evaluated and understood.





## Internews was the victim of its own success

***He без вины виноватые or those responsible are not without blame***

**By Victor Muchnik, Yulia Muchnik, TV-2, Tomsk**

It would be an exaggeration to say that there would have been no Russian regional non-state television and media business without Internews. Of course, the regional media sector would have come into existence without Internews. But it would have been different. And it would have been significantly worse than it is now. To describe the role that Internews played in shaping regional media landscape, it is necessary to mention the following.

1. Throughout the whole of its existence, Internews served as an ideal communicator, coaching local TV stations out of their small provincial world, connecting them with each other, creating a professional community, and building bonds between the capital and province. It was very important to feel that you're not alone.
2. Internews shaped the vision of professional standards, be it for the work of a journalist or an advertising manager. Numerous Internews schools, seminars, internships, and residencies created priceless opportunities to exchange experience and allowed those just starting their careers in the media business to see how it works in places that have had decades of success. The first such experienced and successful model was provided by our Western colleagues. Then Russian regional journalists started to adopt best practices from their provincial colleagues that were more advanced at that time.
3. Internews shaped our vision of values - not only professional ones, but the basic values of "what is good and what is bad". Many regional stations still haven't turned into a tool for the ruling bureaucracies and are still freer than the federal media (even considering all the problems). Internews made a considerable contribution to that.
4. Internews promoted the use of advanced technologies in the regions. It is worthwhile to remember that many local stations started their work with two or three VHS recorders and an old camera - compare that with their technical level now. Certainly, Internews did not finance those procurements, but because of Internews, regional media structures learned how to spend funds optimally, and how to invest their profit to their best advantage.
5. Internews made it possible to look into the future of media industry, by generating discussion of problems that even people from the most advanced Russian media outlets had perhaps just started to think about. It facilitated industry development.
6. Thanks to Internews, regional media companies learned to manage their businesses independently, based on their own resources and not relying on support from the authorities, either federal or local. It created and even now continues to create an economic basis for activity which is relatively free from the influence of the authorities. This does not mean that media should be into opposition politics, but about keeping a professional distance. Some regional stations managed to keep the distance not only from the local authorities, but also from the oligarchs, both local and national.



All of the above means that Internews was also instrumental in supporting the development of civil society in the Russian provinces, as strange as that may sound. It turned out that during Internews seminars and conferences people learned not only about their profession, not only about journalism, not only about media business, but about attitudes towards life in general. And, of course, this is not about politics, but about important life values: tolerance, independence in behavior and thinking. That's why the title of one of the last Internews journalism competitions was "It's Time to Act". By the way, perhaps it was this title that frightened the Russian authorities so much. But in fact the discussions during the competition were not about political actions. We talked about what media have to do to build communications between rich and poor, between local and national, between the authorities and society, between the healthy and the sick, between the province and the capital. And prizes were given in nominations like "It's time to help", "It's time to understand"...

Out of all the projects of Internews, we consider the following to have been the most important:

1. **Internews School of Journalism** – to our knowledge, this training program provided the best practice for professionalizing television journalists in Russia. The importance of this practice is often measured just by the hundreds of people who often came to the School with practically zero professional experience and in a month would return as professional TV makers. However the most important aspect was that when they returned, graduates disseminated their experience and understanding of professional values to their colleagues. So in reality those hundreds, to some extent educated thousands of others. We know this by the example of our own station. The same role was played by the numerous seminars and residencies provided by Internews. It is important that Internews graduates continued to communicate and to feel themselves as a part of a close-knit community. From a certain point, we became Internews trainers ourselves. And for us it was very important not only to communicate our own experience, but also to view this experience from the perspective of our colleagues from other provincial stations. When one describes the special meaning of Internews School of Journalism for the Russian media, it is necessary to remember that professional journalism education in most Russian universities nowadays leaves a lot to be desired. The alumni of journalism departments, as a rule, lack elementary professional skills. Many Internews school graduates (among those who had previously graduated from the journalism department in a university) would often use the same phrase: "A month there gave me more than five years at university".
2. **News Factory** – one can definitely say that this project revolutionized news production technologies in the Russian provinces. Internews' last conferences and seminars on the topic of "convergent newsroom" gave us the chance to look into the future of media and taught us to think several steps ahead, to build a business strategy taking into account new and existing revolutionary shifts in media technology that hadn't yet reached us.
3. **The Logic of Success Conferences** – this conference was crucial for regional media managers, and we do not know of another forum in Russia where the future of the industry would be discussed with so much interest and in such detail. What is important is that the conference always presented a broader perspective than just an industry one. We communicated with people that had become well-known in other businesses, and it broadened our horizons in our own business.



The conference contributed a lot towards shaping future directions for local media companies in a changing world.

4. The competitions **"News: Local Time"** and **"It's Time to Act"** are worthy of a separate mention. It was because of these competitions that we felt ourselves to be a community. These competitions set very high standards for local news. The workshops enabled regional media professionals to learn about best practices from Russian TV stars like Sorokina and Parfenov. Everybody knows how important it is to get others' opinions and a detailed professional critique on your programs. We think that for the TV people from the capital, Internews competitions became a kind of school as well. Tours in different parts of the country during selection stages, screening hundreds and thousands of hours of competition material, broadened the Muscovites' understanding of how the country lives. This was one of the most important roles that Internews played – bridging the traditional gap – at least in the TV community - between the capital and province. In addition, the competitions gave us the opportunity to learn from each other, and there was no obstacle to getting ideas from Krasnoyarsk or Yekaterinburg and then applying them at your own station. The continuation of these competitions now is today's "TEFI: Region". It's a very good thing, of course. But so far it has failed to create the atmosphere of free and interesting dialogue that had characterized Internews events.
5. **"Province"** – this video exchange project between regional TV stations let us see and show the "other Russia" on local air. This "other Russia" is mostly ignored by the federal channels, not even for censorship reasons, but simply because of their different perspectives on what's important.

It has been almost a year since Internews has gone. The reasons for its execution are obvious. All of them are listed above. The Russian authorities perceived Internews as an enemy organization. This has a certain logic to it. The existence of a media business that strives to be professional, self-sustaining, and independent from the authorities, even on a local level, contradicts the whole system of the power vertical in Russia. Regional media businesses had become professional and independent to a great extent due to Internews. And, also due to Internews, this remained the case despite today's environment. The current Russian authorities could not forgive Internews for that. Its fate was probably a foregone conclusion, and in a way we shouldn't have expected anything different.

With the execution of Internews, regional stations in Russia lost an important channel of communication, for which so far there has been no adequate replacement. Many of them were simply left alone with their own problems, ones which Internews had been helping to resolve successfully. Russian regional journalists lost the opportunity to learn and raise their professional level at Internews schools. With the execution of Internews, a targeted blow was made to the whole media community in Russia. In defense of Internews, a letter to then President Putin was written in April 2007 (*English translation and link are at <http://www.internews.tv/home/appeal.html>*). The letter contained a requirement to stop the "murder of Internews". It was a demand, not a petition. And two thousand regional and Moscow journalists were not afraid to sign a letter, such as this. There was no reply to it, and the organization has been brought down. But Internews managed to unite different people, professionals who will not allow themselves be integrated into today's system of relationships between the authorities and journalists in Russia – these are the people who really understood what Internews was teaching.



We miss Internews very much. It was, among everything else, a place that regional media professionals could call home. Coming to Moscow, we always knew that there was a place where you felt welcomed, where you could share your problems, and where you could always find help if you needed it. Those people who visited the building at Nikitsky Boulevard even once, will miss talking to Sergey Palko, Anya Kachkaeva, Margarita Kalyants, Volodya Istomin, Ira Yemshanova, Grisha Libergal, Marina Razorenova and many other staff devoted to what they were doing, who created the unique Internews' atmosphere. There was a reason that all regional journalists always called, and still do, the head of Internews Manana Aslamazyan "Mom". No one can destroy these personal relationships. In the end, this means that, apart from everything else, Internews established something extremely important. Despite the current environment and today's "vertical of power", Internews created horizontal relationships between people that were rose above that, uniting people not only by their professional interests, but by their views of what is proper and right – in our profession, and in life.



## Internews Russia

**By Alexei Simonov, President, Glasnost Defense Foundation**

Internews Russia introduced itself as a non-governmental self sufficient organization in 1994 - part of a network of international organizations of over 30 national Internews offices around the world.

The Board, of which I was a member, included several non-Russians. It was a stable organization, but it had to endure certain changes because of the unstable country in which it was located and its unstable laws. So, in January 2007, Internews was transformed into the Educated Media Foundation (EMF), and all foreign members of its board were replaced, as required by law, by native citizens. When in April 2007 all the servers and working documentation of the EMF were confiscated by the authorities, and the director of the organization Manana Aslamazyan had to leave Russia to avoid illegal arrest, the board came to the decision that the organization must be closed, because it no longer had any perspectives of being as useful and reliable as it had been throughout all the long years of its varied activities. I was elected temporary President of the EMF to replace Manana, and became chair of the Liquidation Commission, responsible for leading the effort, with a heavy heart, to close the final chapter on Internews/Educated Media Foundation.

I witnessed both the birth and the death of this organization. So what happened in between? What made Internews (let me call it by the name which is dear to my heart) so valuable, simply by giving a helping hand to the new commercial non-government provincial TV sector?

In the year of 2004 I published a book dedicated to the first 15 years of non-government TV. It had two parts – the author's version of events, and the version of events of those who were actually involved in creating it – what I called the "heroes version". The book was awarded a prize for being the best book on journalism of 2004 by the Russian Union of Journalists. Its title was "The end of the holidays of disobedience". In the second part there were nine detailed interviews with the founders and owners of the best provincial TV companies from Yekaterinburg, Krasnoyarsk, Novosibirsk, Tomsk, and Moscow. And all of them, including the Moscow station headed by Eduard Sagalayev (now the head of the National Association of TV and Radio Broadcasters), acknowledged that one of the most important sources of their development was Internews, headed since 1994 when it was registered as a Russian NGO by Manana Aslamazyan, who started her activities as the administrator, responsible for in the smooth running of the Russian office of Internews USA in Moscow.

The peculiarity of the first TV stations in the provinces, which sprang to life like mushrooms after rain in the years of 1990 and especially 1991 (after the Coup), was that they were started by people who formerly had nothing to do with TV and journalism: scientists, teachers, radio engineers, former officers, small entrepreneurs, etc. They were poor and tough and the only thing they were sure of was that the future belonged to them. So they were ready to learn all they could about management and editing, news reporting and stand-ups, advertising and programming.

Internews was born as the right organization in the right time and place. And from the very beginning Internews accepted the idea of two ways of teaching: if you deal with a hungry man you can give him fish to eat, or you can give him a fishing-rod, and teach him how to use it, so that he can catch the fish himself.





These two approaches co-existed throughout the 15 years of Internews' existence, but gradually the proportion began to change. In the course of growth, they gave less and less fish and instead provided a variety of fishing rods, and the reach of these fishing rods grew tremendously. From the very beginning Internews considered the American way of managing the TV industry the best example, so the first teachers and trainers came from America, and at first, most of the money came from America as well. By 1994, Internews Russia had already gained three years' experience in carrying out seminars on independent news making, on management, and on advertising as a basic source of making money. And it had already established a stable reputation – most of the people attending the Internews events became Internews fans. They found the know-how provided by Internews useful, easy to adopt in everyday work. The best of them got the opportunity to visit the USA and see how TV works in big and small towns of America with their own eyes.

But this was mostly “the fish”. The “fishing rod” was represented by NVS (Independent Broadcasting System), which was organized and supported by Internews, uniting around 30 regional stations, whose staff took part in Internews seminars and other initiatives. The other fishing rod was a unified news program called “Local time”, which consisted of news from different stations edited into a half hour program once a week. When “Local Time” began, it consisted of 15 stations and by the end of its four year existence there were more than 70 contributing stations.

The archive of the 206 issues of this program is the real story of four years of the country's life with the regional view on what was going on, what was really important and how it all worked.

This became one of Internews' most important goals and one of its greatest achievements: putting together different broadcasters and uniting them into a kind of civic corporation.

Internews came to an end not because it became less popular – on the contrary – too many stations wanted to take part in its activities. It had become a hub for all commercial independent-minded regional TV stations, their source of intellectual capital, their champion and their rock.

Internews' next big program after “Local Media” dealt with TV documentaries. In 1994 documentaries practically disappeared from the screens of national TV, and Internews decided to return them to the public. The program was called “Open Skies”, continued for seven years and practically saved some artists and studios from creative extinction. Internews bought the rights to show many of the very best foreign and Russian documentaries and sent copies to more than 300 regional TV-companies. These were two hour blocks and the station's responsibility was to broadcast them as part of their local schedules. By the second year over 400 stations were involved, Internews had a team of 30 people dubbing the films into Russian and it was distributing them not by the unreliable postal system but cars, trains, ships, and planes. By the third year Internews had obtained enough funding to buy time for satellite distribution. In some ways it seemed like a miracle, but they really pulled it off. The fourth year was marked by a new alliance: IBS joined the REN TV network and distribution became their main task, while continuing to serve those regional companies not in the REN TV network.

Internews supported Russian directors with technical assistance to finish around 60 films that went on to win around 40 awards at Russian and international film festivals. This process gave Internews a chance to bring together a large group of documentary makers,



assisting them in forming a Guild of Documentary Makers, and helping develop a formula for the national prize for documentaries LAVR. Internews was even successful in attracting state funding to finance some of these films.

The problem of every civic organization is in its strategy: either wide or deep - to provide an umbrella to as many customers as possible, or to give a large volume of knowledge to a few. Internews tried to fulfill both these strategies in a program called "News-Local Time". Previously there had been a state-organized competition for television companies called "All Russia" but it had become too formal and inefficient. Internews saw the need to stimulate healthy professional competition and established "News-Local Time" with a jury evaluating both the quality of production and the quality of the news itself with an expert panel of peers in the media. Parallel to the competition, Internews held master classes, discussions on freedom of speech, news making techniques, ethics and news priorities. By taking part in these training and competitive events for regional television, the Russian experts – Moscow members of the Russian Television Academy, popular broadcasters with many years' experience working at the top end of Russian television – gained fabulous insight into the lives of the provinces, and the journalists serving these communities. This in turn served to open their outlook, helping them recognize the complexity and variety of their national audiences.

The financial crisis of 1998 caused a sea-change in Internews strategy for helping local media, because of the terrible effect on the economy in general, and the impact on media development regionally. Internews proposed new and innovative ideas to help provincial stations minimize their financial risks and introduce damage limitation techniques. The Small Grants program of provided targeted financing for media companies to purchase desperately needed equipment.

Internews' first foray into social campaigning during the media targeted one of the most endemic problems affecting life in Russia, that of domestic violence. The "Prevention of harassment of women in the family" campaign was the first Internews initiative reaching out to regional media to encourage them to fulfill their social and public service obligations to the community. It was the start of many years of work in producing and distributing socially oriented programs and campaigns.

Groundbreaking research was carried out with Internews input and invaluable assistance – like the "Anatomy of Free Speech" – a broad yet thorough investigation of the circumstances in which information is gathered, produced and distributed in 86 Russian regions. The work was done by Internews, the Russian Union of Journalists, the Glasnost Defense Foundation and by experts around the country, providing a reliable picture of the level of freedom of expression in every region of Russia. I took part in this work and I regret terribly that it lasted only for two years – 1999 and 2000 – because it was a unique tool to assess the situation and use it as a lobbying tool in specific regions.

Internews recognized the importance of advertising for the media by going further than training TV station advertising and sales staff – it reached out to potential advertisers themselves, to show them how television advertising could make a difference to their businesses. Seminars were always backed up with reliable research efforts – in this case a study on "Who is the Russian advertiser?" and "The Volume of 55 local advertising markets". Both contributed to the survival of commercial TV in Russia during dire financial times.

The creation of News Factory software for information exchange, editing and reporting opened up a new dimension for regional broadcasters in their news making process – encouraging them to use computers, install software and update their technology to make



their work easier and more efficient. The most important achievement of this project was that it effectively modernized the psychology of newsmakers. By 2004 News Factory Software was used by over 400 stations in Russia and the CIS. The whole attitude towards the editing process changed in the industry as a result.

News Factory opened access to news produced by the 400 users along with a huge range of products and services, databases, archives, news commentary etc. The main principle of this project was that the better your own product, the more you get out of the unified source material – exchange moved on from just print news to video exchange online. As with each project Internews started, it began with small local assistance and developed into a program of broad opportunities for all contributors. Projects were directed not only to help stations survive, but to give the industry new technology, new skills and the humanitarian mindset that “the more you give, the more you get.”

The survival and growth of many local stations was a direct result of Internews support and assistance. When by 2001 the crisis was over, Internews began a series of conferences called ‘The Logic of Success’, which provided senior managers and media owners from the regions with strategies for business progress, looking at future trends for the sector specifically and the country’s economic development more generally. This was a new approach aimed at those who were able not only to achieve self-sufficiency, but who had the desire and ambition to think about the future development of their enterprises. The very best minds in Russia lectured at these events: economists, writers, businessmen and media leaders.

The idea of all Internews projects was to show regional media that their management, their programming, their staff’s education, and their technical resources could be better - better organized, better equipped, better educated. Internews opened their eyes to the ideals of today and tomorrow. Aimed at making a better society for everybody, its usefulness depended on the activity of the media themselves. Its second important idea was that media could improve themselves if they understood more clearly what was going on in the industry, at other companies, in other regions. The establishment of connections between media in the regions was partly achieved by consistent use of the best pupils of Internews seminars as teachers and by providing accurate information about company profiles. Internews published special books and created a website called the Internews Atlas of TV and Radio, which contained data on over 2,000 regional media companies country-wide. And parallel to all this there existed an integrated system of training schools: Internews trained newsmakers and managers, computer graphics and advertisers, journalists, camera operators, sales managers, marketers and accountants in the latest methods and programming.

In total Internews gave the commercial TV and radio industry nearly 20,000 advanced specialists.

We can say that Internews was not only the best educational organization for the industry, but also in itself the most advanced media assistance organization in the country, often the only one really taking the pulse of the industry, analyzing its condition and, as good doctors do, providing appropriate medicine to prevent and treat potential illness.

Over the years, hundreds of people worked for Internews, which at its last had a permanent staff of 65 with dozens of part-time consultants and trainers involved in its many activities. Many people who started out with Internews in the early 90s were still working with it when it closed – directors, trainers, logisticians, translators, experts, drivers. And throughout its 15 years of existence Internews was successfully led by Manana Aslamazyan. Internews was her life, her love, her challenge and her baby. She



was not only the heart of the organization, she was the chief engineer who put all its various parts together and made them work consistently and well. In the course of these 15 years Manana became a very important figure in the industry. Her skills in communication and her honesty meant she was exactly the right person to send in to negotiations, to bring in people from different countries and different scales and values, and make sure everyone felt they had gained something. She was even on excellent terms with people who went to the top in different state companies - ministers, directors, heads of departments etc. They all took part in her schools, seminars, different competitions. She was an invaluable support to sister organizations, like the Union of journalists, National Association of TV Radio Broadcasters (which Internews helped come into existence), the Glasnost Defense Foundation, the Center for Extreme journalism, and many others. There is no doubt that if the organization had not been so crudely shut down, it would have gone on providing important assistance to the industry as a whole and to its people in particular.

The closure of Internews in April 2007, when its servers and documents were confiscated and there was no possible future in the current political circumstances was a great and terrible shock.

But despite the atmosphere of fear and returning censorship, over 2,500 people working in different fields - the media industry, state and commercial stations - signed a public letter of support for Manana Aslamazyan and Internews in February 2007.

When the new law on NGOs and their activities was accepted by the State Duma in 2006, it forbade foreign citizens from being part of the founding board of an NGO. It was clear that the law was aimed at the best NGOs, who received money from international sources. So it was decided not only to change the members of the Board of Founders, but to change the organization's name, while ensuring that its statutes retained the very best ideas of what Internews was about. In the end, changing the name did not save Internews from closure, only killing the brand, which from 1992 to 2007 was a mark of high quality, honor and dignity.

Alexei Simonov  
President of Glasnost Defense Foundation  
Acting President of the Educated Media Foundation



## Assessing the role of Internews Russia for media assistance

By Floriana Fossato

*Floriana Fossato has just completed a pilot research piece on the role of the Internet for democratization in Russia, to be published in April 2008 by the Reuters Institute for the Study of Journalism at Oxford University and is writing her doctoral dissertation on the influence of television on Russian national identity at the federal and regional level.*

To assess the role played by USAID-funded media assistance projects in Russia it is useful to compare the situation in 2007-2008 with that of the beginning of the decade. As the millennium opened, the mood in the US and Russia was very different than today. David Gergen, former advisor to three US presidents, opened his book "Eyewitness to Power," published in 2000, with the words "It is just possible that we are living at the dawn of a new golden age." Seemingly corroborating this optimistic assumption, during his first term in office as President of Russia, Vladimir Putin did much to establish good relations with world leaders, stressing that Russia was keen to develop good international and business links.

However, in his first address to the nation in July 2000, Putin sent a clear message concerning the media. Everybody in the West applauded Putin's words that "without a really free media Russian democracy cannot survive and civil society cannot flourish," but few noticed Putin's earlier warning that the media should be careful to avoid assuming the role of a "mass misinformation instrument for fighting the state."

During his first term in office, while a new level of trust and cooperation was established between Russia and the West on important economic and political issues (particularly after Russia's supportive reaction to the terrorist attacks of 9/11), Putin began methodically and aggressively to eradicate all mass media operations that the Kremlin deemed to be "mass misinformation instruments for fighting the state."

The successful attack on NTV, considered the most professional television channel existing in Russia at the end of the 1990s, ended with the transfer of ownership from oligarch Vladimir Gusinsky to state-controlled gas monopoly Gazprom, and had a huge impact on the journalistic community. The unceremonious methods used by state officials to deal with the elite of Russia's television journalists re-introduced fear and a pressing sense that self-censorship was the only way to maintain one's status and continue making a career in Russia's journalistic community. Attacks on other companies to which NTV journalists had migrated made it clear that in order to avoid trouble, companies should concentrate on the business aspect of their operation and favor entertainment over independent coverage of political developments. Journalists not wishing to follow this trend were presented as public relations technologists lacking personal convictions and attachment to the state, cynically selling their talents to undermine Putin's stabilization effort.

From the start of Putin's second presidency in 2004, an increasingly harsh patriotic and anti-Western sentiment was cultivated by the Kremlin. The aim of this exercise was to intensify the yearning of the Russian people to return to the perceived strength and independence ("sovereignty") of the former Soviet and Russian periods. President Putin's administration directed this operation, making systematic use of the possibilities offered by the state-





controlled federal channels of Russian television. Television broadcasts were used to exacerbate the feeling of disappointment towards the West that many Russians shared after the 1990s, and to create a new sense of national identity, based on a binary view of the world divided between “us” and “them” (“Nashi i Chuzie”, “Russia vs the West”) and reinforce the past identification of Russia as a “besieged fortress”.

Providing a succinct analysis of the background of these developments Carnegie Moscow Centre analyst Dmitry Trenin said in his “Getting Russia Right” (Carnegie, 2007) that “In the 1990s, when Russian elites wanted integration in principle [with the West] they dreamed of an instant accession to a position of prominence in each and every club they were seeking to join. Instead of going through obligatory and tedious homework on the path to joining, they hoped to use networking to reach a master deal with European and American elites. This approach went nowhere.”

The widespread feeling of disillusion that followed the first post-Soviet decade provided the backdrop for media developments taking shape during Putin’s second term in office. From 2004 onwards Putin became the focus of the television effort to create a new mythology of an emerging strong Russian state. The framing of newscasts and of a whole range of other broadcasts, including films and entertainment programs cultivated the notion of the heroic and paternalistic president following well-established Russian cultural patterns that see the leader of the country assuming the role of the “father of the nation”.

Particularly over the last two years Putin did much to intensify the perception that the West deliberately rejected Russia’s integration attempts, offered no help other than manipulative in order to exploit Russia’s weakness of the 1990s; that it sought to acquire control over the country’s immense energy resources and eventually dismember the Russian Federation.

Individuals, organizations and institutions seen as inconsistent with this message have been actively marginalized and publicly denounced as “agents of the West, acting to destabilize the country.” Putin’s version of reality, meanwhile, which he expounded on regularly, on prime-time, during lengthy live broadcasts, became the only reality that Russian citizens were invited to recognize. Each word he pronounced acquired immediate and widespread resonance, often with far-reaching consequences, as over-zealous officials were keen to show their loyalty.

Against this backdrop, the harassment in 2007 of the Educated Media Foundation (EMF) – the heir of Internews Russia— and of its Director, Manana Aslamazyan, is entirely consistent with this trend, aimed at weakening the influence of Russian organizations that share common values with Western institutions and work actively to disseminate them.

Centralized nation-building touched all institutions of civil society, from the judicial system, which saw its relative independence in the 1990s effectively undermined during Putin’s presidency, to the legislative system, which was developing with great difficulty in the 1990s. Parliament has been blatantly manipulated in the last years, to the point of being reduced to a rubber stamp machine approving Kremlin directives.

The lack of growth of legitimate institutional structures which could be respected by society greatly hindered the impact of the media assistance conducted by non-governmental organizations.

EMF/Internews Russia, the most active non-governmental organization working in the field of media assistance in the country, was selected to act as a resonant example for regional journalists and other media assistance programs financed by Western institutions. As with





the NTV case in 2000, it was logical to single out the best known organization, to set an example and show publicly the Kremlin's serious resolve on the issue.

Federal broadcasts became remarkably alike during Putin's first term in office and after 2004 they assumed to a great extent the propaganda role they had in the Soviet era. Meanwhile, until 2005, despite increasing administrative pressure, regional broadcasters maintained a more diversified approach. This was made possible largely thanks to the work of Internews Russia and of the various international donors, primarily USAID and the European Commission, that financed its activity.

During its fifteen years of activity EMF/Internews Russia trained nearly 20,000 journalists, producers, business managers at all levels, web designers and media lawyers on issues such as marketing and advertising sales, television design, media management, and business planning.

Regional journalists who had benefited and made their own the professional media ethics disseminated by EMF/Internews Russia, initiated an open letter to President Putin in support of the organization, acknowledging Aslamazyan's huge personal contributions to the industry. Within a few days in the spring of 2007 more than 2,000 Russian media professionals signed the petition, signaling a higher degree of industry support than in the NTV case in 2000. However, in a clear sign of deliberate disengagement with the independent media, the Kremlin did not answer any of the points raised in the petition.

Non-Russians often labor under the misapprehension that the Russian Federation has only a limited amount of Moscow-based television stations under strict Kremlin control. The situation, however, became much more nuanced over the last 10 years, largely thanks to the initiatives launched by EMF/Internews Russia in the fields of training, media business education, legal education and inter-regional networking. In addition to the 17 federal television channels, some 1,500 companies came into existence, broadcasting to local audiences over 11 Russian time-zones. At least half of these produce local news, entertainment and documentary programmes.

Federal channels mirror distant realities, and many Russians consider them to an extent a form of "exotic" entertainment. Meanwhile, they depend on their own, local stations for information about events taking place in their area. A 2005 study by Russia's measurement agency TSN Gallup confirmed that the regional public largely disregarded federal channels and networks on matters concerning information, while relying for news and analytical programs mainly on regional broadcasters.

This situation attracted advertisers and created economic opportunities for the better-established television companies in medium-sized regional urban markets, as well as job opportunities for professionals in the regional media industry. It is here that the role of EMF/Internews Russia as a tireless promoter of professionalism in all aspects of broadcasting was crucial. Over the fifteen years that EMF/Internews Russia has worked with regional television, the financial strength of the industry has increased phenomenally and well established regional companies have emerged.

Since 1998 Internews Russia organized dozens of competitions, conferences and seminars, bringing together journalists from all over the country and creating professional exchange networks. At the competitions, regional state and independent companies were assessed on an equal footing. Top journalists and managers of powerful Moscow-based channels took part in EMF/Internews events as participants and as trainers.



The Logic of Success management conference, started in 2002, became a regular annual industry event at which top Russian regional TV managers and industry experts examined strategies for maximizing business effectiveness, discussed future technical developments and their consequences in terms of contents of broadcasts and ethics of the profession. The lack of such a platform in 2008 is acknowledged by managers in private conversations as extremely negative. Hundreds of television stations have participated in social-media campaigns developed by EMF/Internews Russia, supporting elderly people, HIV/Aids prevention, orphans and a healthy lifestyle in a country with huge problems due to alcohol consumption.

For the last three years the nationwide contest It's Time to Act, which Internews Russia began carrying out in 2003, was conducted under the aegis of the presidential Civil Society Institutions and Human Rights Council (CHIHRC), chaired by Ella Pamfilova, in a sign that the more open-minded group in the presidential administration appreciated the role of EMF/Internews Russia for the creation of a civil society in Russia. However this may have eventually played against the organization in 2007, due to the confrontation of competing Kremlin clans ahead of the passage of power to Putin's preferred successor in March 2008.

Internews Russia, and Manana Aslamazyan personally, were at the heart of the creation of Russia's National Association of Television and Radio Broadcasters and of other important industry bodies.

Significant EMF/Internews Russia resources that have de facto ceased to exist with the closure of the organization in 2007 were the only comprehensive and up-to-date atlas of TV and radio in Russia, and the excellent online e-learning courses developed by Internews which are stuck on its confiscated servers.

Important contributions remain, however. More than 400 companies in Russia and in former Soviet republics improved their newsroom efficiency using unique Internews-created software, News Factory, for their broadcasts, and many are using the software to this day. Thousands of Russian journalists preserve the memory of the professional and ethical lessons they benefited from during seminars and events organized by EMF/Internews Russia. Despite the constrictions of the present situation they are determined to continue following standards that EMF/Internews Russia contributed to introduce and disseminate throughout its existence.

Their work is hindered by the current public lack of support for freedom of speech and expression. Manipulation of the media by the authorities and the limited impact of horizontal networks on the public sphere have resulted in a situation where Russian citizens are not worried about the immense power of the state, the threats to life and the difficult legislative conditions influencing journalists' activities. First on the list of many Russians' hierarchy of values are welfare benefits, the right to work and a decent income. According to a 2007 survey by the Public Opinion Foundation (FOM) 53 per cent of those polled regarded free medical care as their highest priority, 43 per cent prioritized the right to a decent wage and only 5 per cent regarded freedom of opinion to be of the greatest values. Russian public opinion currently does not consider criticism expressed in the media to be necessary. Maxim Trudolyubov, one of the editors of the daily "Vedomosti," concludes that: "it is not merely the public attitude towards the media as an institution that has changed. It is also the attitude towards criticism and independence per se that has taken a turn for the worse."



## **Internews Russia Review**

**By Irina Yasina**

**Director of the Regional Journalism Club (Former Director of Open Russia Foundation)**

In today's Russia everybody watches TV, and everybody criticizes it. Some call it "a zombie-box", others "a propaganda machine", however, few Russian families don't have several TV sets at home. According to recent sociological polls conducted by the respected Levada Center, the average Russian citizen spends about three hours a day near a working TV set. Obviously, in these circumstances it's impossible not to pay attention to the quality of Russian television.

Those who lived in the Soviet Union can easily remember the dull, gloomy television of those years. Apart from the fact that it was boring, it was also very unprofessional. We just had nothing to compare it with. But when the borders were opened, and former Soviet citizens were able to compare not just the content of television, but the lights in the studio, the smiles and elocution of the anchors, the interviewing skills, moderating skills - Russian viewers understood that there was a long way to go before the appearance of normal television in our country.

In the early 1990s, Internews emerged with the goal of increasing the professionalism of regional television. It was an organization that we funded several years ago, when it was blooming. From the moment the Open Russia Foundation, where I was director, started giving grants to Internews, I realized it was hard to find a television journalist that hadn't heard about this company and what it did. Moreover, no one paid the kind of attention to the development of regional television that Internews did – not even the Ministries or the Russian Union of Journalists. In addition to delivering the professional skills that no one else was giving to regional TV journalists, Internews encouraged people not to contemplate, but to act. Open Russia funded some of Internews' social projects, in particular the It's Time to Act competition that had been held annually for three years. The television journalists who participated had to take some kind of positive local social action, like helping the disabled or the elderly, or abandoned children. In this way, journalists were not only carrying out the function of passing on information to the public, but were waking them up to social problems in their regions, encouraging them to join in the action, making them do something. The competition required reporters to follow up on their subjects about heroes and show their story developing over time. And if the first year gathered only about 20 participating TV stations, in every subsequent year that number grew. It's important to note, that even after Internews' disappearance, this action continues to take place, just under a different title.

The first time I participated in an Internews' event was in the fall of 2002. It was the final session for the regional TEFI competition in Nizhniy Novgorod. At that time I was most struck by the absolutely free, uninhibited atmosphere of communication between regional journalists and prominent figures, and this wasn't some one-sided impudence of young provincials, or arrogant back-slapping from Moscow big shots, but an exchange of mutual interest, with recognition of each other as equals in the same profession with the same passion.

I also took part in one of the annual Logic of Success conferences that gathered media industry leaders together to broaden their views on what was going on in the country and make this a starting point for evaluating the industry's role and place in Russian business. That year one of the speakers at the conference was my boss, now imprisoned, Mikhail



Khodorkovsky.

One of the most wonderful Internews projects, for me personally, was its constant support to documentary filmmaking, "Open Skies". The films were aired on television, and as a viewer, I enjoyed them tremendously.

There is a general opinion that the biggest problem in modern Russia is censorship. But my impression following talks with regional and national-level journalists is that self-censorship is no less dangerous. Journalists often forget about their professional dignity, trying to guess what the authorities may want and complying with it in advance, staying on the safe side. To fight this, something very simple thing is needed – to have personal contact with those who are brave enough to speak up and object, and who have experience in opposing, maybe not the central authorities, but local officials, people who successfully stand up for themselves and their profession. How can a reporter from Vladivostok find out that his Kuzbass colleagues managed to get their local authorities to change their minds about this or that stupid decision? Only by talking to one of them. In this sense it is hard to overestimate the value of Internews' seminars. At these seminars, conferences and schools, journalists felt themselves to be part of their big country, learned from each other, and studied best practices from leading Moscow media professionals who never refused Internews' requests to go to some far corner of Russia to meet regional colleagues.

After Internews has disappeared, there is no empty space. There are quite a lot of professionals that are able to give young people the proper view of the profession, rules, criteria and canons. There is still some kind of horizontal social network. The other question is that nowadays it's becoming dangerous to mention one's principles if they don't correspond with those of the authorities. As a rule, this doesn't threaten your life or your health (although in Russia there are many exceptions to prove the rule), but because of this, professional growth is finished. This is why many people prefer not to put their heads over the parapet. However this doesn't mean that in a changed environment the community will continue to display the same obedient behavior.

Unfortunately one cannot count on financing from within the country. The story of what happened to Mikhail Khodorkovsky became a stop sign for all potential Russian donors who would have liked to finance socially responsible activities. In the language of Russia, despite so much pride in its richness, there is just one word for "policy" and "politics". There are no philanthropists in Russia not because they don't have money and absolutely not because they don't appreciate the values of civil society and independent journalism. They do, but they are afraid. Not just for themselves and their fortune, but for their staff and for the entities they own. That is why Russian NGOs, especially those working in media development, human rights or international conflict resolution, have to count on support from abroad.

I would like to emphasize that recently the difficulties stemmed from both sides. The Russian authorities have done whatever possible to hinder the receipt of foreign grants by Russian NGOs. At the same time, against a backdrop of criticism about threats to freedom of speech and all other freedoms, foreign donors have also substantially reduced their grants. Despite this situation, there are still those who are not afraid to be called "spies" and are willing to work with foreign financial support, those who cannot continue to help society without such support. They cannot survive simply because they cannot count on any support from Russian entities unless the political environment changes.

Let's get back to Internews. Superficially you might think that despite all these efforts, all those years of work, and all those wonderful professionals meeting regional colleagues so many times – television still remained the same. But this is a false impression. Firstly, regional television learned how to earn money; therefore, there is a basis for their future



independence, at least financial. Secondly, if one has a closer look on the content of the best regional stations, their programs are substantially ahead of their federal colleagues in terms of free expression, and at the same time no worse on a technical level. They are just poorer for very objective reasons. Thirdly, one cannot forget that Russia is a very centralized country, and the concentration of famous people, and so called leaders of public opinion, is incredibly high in Moscow and significantly lower in the regions, even in the capitals of large districts. Still, this problem is solvable because regional stations that have their own money can invite even the most popular figures.

All of the above means for me, for instance, that the ways to develop regional media are becoming quite clear. One, it should consist of the strengthening of the financial and technical basis of their operations. Two - self-development, or, as Chekhov put it: "forcing the slave out of ourselves". This means first of all communication with colleagues from different regions, leading professionals and experts, and foreign colleagues. Journalists in Russia should not estrange themselves from the achievements of civilization and should feel themselves as a part of an international community of fellow professionals. Self-isolation should be unacceptable.

Regarding the feeling of dissatisfaction (and sometimes mere irritation) that an intelligent person sometimes experiences after turning on the television, this feeling is temporary. Maybe I am too optimistic, but I believe in the pendulum theory. In the 1990s we would glue ourselves to our TV sets, not knowing which channel to choose from, and watching all the newscasts. Now the better part of the audience has switched to the Internet, and the rest of the public is relaxing after the shocks of the previous decade by watching endless entertainment shows and serials. But this period will end, too. What will be the main cause of change – whether it will be economic or social or cultural – no oracle can tell. But journalists should ready themselves for a new period, the one that will belong to the "critical viewer".



## Internews: a history of success, told by an independent expert

By Nina Zvereva  
Head of Training at aMedia Studios

*Overheard conversation:*

- *What's 'internews'?*
- *International news.*
- *No way!? In Russia it's something completely different.*

### Chapter 1: Internews in my life, or can I be regarded as an independent expert?

At the start of the 90s I was the Russian TV correspondent for Volga Region, working for Nizhny Novgorod broadcasters as well, where I had my own evening show. I thought that wasn't enough and in November 1992 I organized a private TV school in Nizhny Novgorod for talented independent journalists called 'New Cadre'. The idea was simple – raise a new generation of really independent talented journalists and with them create the best regional television in Russia! There was a dual meaning to the name of the school – new cadre for the screen and for life.

I was a romantic. In these years the clever people were not setting up schools, but gathering up broadcasting licenses like hot pies. Licenses were easy to get, free, you just had to know how to talk to the right people, and the main thing was not to be afraid to build a new business. Few people believed then that television could become a business in Russia.

It was right at that time that I first heard the word 'Internews'. Our first independent TV companies in Nizhny Novgorod got some of their personnel trained in the USA and in Moscow and they came back after this training completely different – with new approaches, new technology, new knowledge. They had heard words that were completely alien to us then – stand-up, action, live, media plan, pre-production.

I immediately tried to get onto one of these training courses but they told me that Internews only trains personnel from non- state companies.

However information about my own school in Nizhny Novgorod had apparently interested the people I spoke to and they invited me as a trainer on an Internews seminar.

This was a selection of 'pilots' for the festival 'News – Local Time'. I got to meet representatives of news departments from small cities in central Russia. To say that I was nervous is an understatement.

In an adjoining room the competition jury was sitting under the leadership of one of my idols – Vladimir Pozner. Svetlana Sorokina was working with my colleagues from the bigger cities in central Russia – at that time a super star from the best federal Russian channel NTV.

Judging by the fact that they started to invite me regularly, my 'casting' had gone well and I joined the ranks of Internews trainers gladly and with enthusiasm, all the time developing my own school, which by 1997 had won nationwide status and gained a new name – 'Practice'.





In a way we were in direct competition with Internews, but had the good sense to make friends, work as partners and sometimes Internews came to the aid of its younger Nizhny Novgorod brother, giving us small grants to carry out seminars or inviting us to participate in various projects with our production studio.

Internews published my first textbook. Internews gave me a reputation as a good trainer and taught me how to be one. Internews gave me the opportunity to meet colleagues from the widest possible range of cities in Russia.

But most importantly, notwithstanding that I was invited as a trainer, I still got to fulfill my dream and learn a lot myself – learn from people working at Internews. What I learned was first and foremost how to effectively organize the actual process of training in order to get the best results.

## **Chapter 2: The role of Internews, as I see it**

Russia is an enormous country. Not only that, but regional television in a city like Surgut, where the rich young oil barons live, is totally different from regional television in a city like Kostroma, mainly inhabited by pensioners because of the closure of production of the major factories there. There's no work for young people. There are huge differences in salary, mentality, levels of education, even the language itself sounds completely different as it is spoken around the country.

Is it possible to gather in one auditorium representatives of such diverse cities and in a few hours reach some kind of mutual understanding, create a unified team?

It turns out you can.

The main message of all Internews trainers – foreign and Russian – was the absolute certainty that TV journalists, camera operators and editor need to learn! There are always ways of engaging the audience and making sure they don't pick up the remote to change channel! There are strict professional requirements, which if you use them don't guarantee success, but take you closer to achieving that success. And the main tool for a good reporter is not the camera at all – but the head!

This idea was not declared, but was always at the core of the participants' consciousness, because Internews trainers used participants' work to give practical examples, and it almost never happened that a seminar took place in the form of straightforward lectures. Just discussions, debates, games, questions!

Internews created a flagship for Russian regional journalism to prove that regional television is not a synonym for bad television.

On the contrary, famous NTV reporters travelled happily as trainers on Internews seminars, often to steal a good idea or take a look at an interesting local hero.

Tomsk television – the famous TV-2 – participated and won prizes at the annual nationwide TEFI competition, beating rich federal channels in important nominations like 'Interviewer', 'News Program', 'News Anchor.' You can add to that list Afontovo from Krasnoyarsk and Channel 4 from Yekaterinburg and Plus 12 from Tula and many, many others.

As soon as leaders began to appear, other regional broadcasters lost the excuse, as the Russian saying has it, that if the chimney is lower, the smoke is lower. Or – maybe it's bad,



but at least it's ours! On the contrary, Internews demonstrated - if others can, then why can't you? A healthy envy and competition appeared.

Internews taught many directors of regional television and advertising managers how to make money. And that was one of the necessary steps towards freedom and independence, how to turn the media into a professional craft.

It turned out that you didn't have to ask the authorities for money – you could be independent and that meant, free from those same authorities.

I think that the strength of such a solid organization as Internews, in training thousands of people, wouldn't have been enough, if it hadn't been for the genius idea of combining training with competitions and festivals and touring round the whole country, taking the training right to people's door.

Internews' best project 'News-Local Time' was worthy of winning the TEFI prize for the best special project for Russian television.

Honestly, I was as surprised as any other regional journalist that Manana Aslamazyan and her team managed to do the impossible – drag Moscow snobs by the nose into the Russian regions! Not only that, but make the journey so prestigious and interesting that these stars were literally queuing up to go to the end of the earth – Khabarovsk or Khanti-Mansiisk – if only they would get asked!

### **Chapter 3: The role of personality in history, or a few words about Manana**

I know what I'm talking about. Because I've been running a Russian television school myself for over 15 years, and recently signed diploma number 3,000 – meaning that over 3,000 people have passed through 'Practice' seminars and projects.

But Internews projects have trained close to 20,000 people.

Imagine, Manana Aslamazyan knows half of them by name! I saw this with my own eyes many times. What's more, she remembers the background of all these people and the history of the companies they work for. She helped a lot of people in life, she always found time for the most open conversations. She would quietly enter the room when a seminar was being taken by a new trainer and within a few minutes would be able to tell whether the class was going well or not. She just didn't allow bad master classes to happen, because she could run a discussion easily herself and always asked the right question.

She knows how to think up a project and organize it. Controlling the process from the beginning to the end and get the right result. She knows how to analyze aims and mistakes. She can talk to beginner journalists from Siberian villages and with the super stars of national television – she's straightforward, dignified, without snobbery or prejudice.

She's never satisfied with what she's done and always doubts herself. She can be sharp – if a member of her team has missed an important detail, or if there's suddenly no hot water at the hotel where seminar participants are staying. The only thing she was never able to do was to think of herself and her own health.

This work enabled her to put together everything – her long experience in theatre administration, her leadership qualities, the wisdom of an Eastern woman and her absolute conviction in the rightness of democratic ideals.



The first directors of independent Russian television companies, whom she pestered and educated with particular love, aren't called 'the sons of Manana' for nothing.

It is nice that when things got hard for her, they stood by her. A great rarity in Russia!

#### **Chapter 4: A few words about American tax payers**

Everyone knew that the main sources of funding for Internews were various foreign grants. Few saw the hard work and effort that went into preparing the proposals for these grants, how worried Internews staff were about the fate of proposed projects. And if they won, how they began worrying again, making sure that every kopeck went into the project, working to meet all the contract conditions.

Sometimes, as a competitor, it annoyed me that Internews trained people for free, even those who could have paid for training. Sometimes we would be training participants who hadn't made it onto Internews free-of-charge courses – the 'second tier', as it were. But as an expert I can confirm that in the vast majority of cases Internews gave a chance to become professionals to those people who would never have been able to pay for their own training – people who would never have even heard that such training was possible.

Also, Internews drew in to its various projects such a great variety of people, offering them a wide assortment of possibilities. For leaders – conferences like Logic of Success – in an elegant hall in the center of Moscow, and this kind of surrounding was very important, because if you want to talk about success, you have to do it precisely in a place like that. For editors it organized practically the first ever Russian specialized computer training center with its own clever machines (AVID).

With what great pleasure Manana Aslamazyan announced to her students at the end of the 90s that Russian businessmen had joined the foreign donors in supporting Internews!

It's possible that Internews should have started its commercial activities more actively a bit sooner, however this was done – and one example is the Independent Film School. And today Internews journalism training is being continued in a respectable fashion by the Higher School of Economics, with the help of Manana's constant helpers at Internews, Anna Kachkaeva and Nina Ossina.

#### **Chapter 5: Finally**

The history of Internews repeats the history of the democratic revolution in Russia. At the beginning – excitement, a big scope of ideas, a complete u-turn from Soviet-style provincial boring television to real Western ideas, the emergence of wealthy successful companies, the appearance of a new kind of leader.

This was followed by manifest oppression by the vertical of power, attempts to find compromise, a forced retreat, a regrouping of strength, reliance on commercial projects.

And nevertheless this is still the main result – a new generation of new regional television workers, who possibly will never be trained by Internews. But they'll get the know-how they need from those who did get that training, people who took on board the spirit of democratic television, into their minds and their hearts.

This is a result that no-one can ever take away.





## 2. FOUR YEARS IN THE MEDIA

# Freedom of Speech and Independent Media in the Eyes of the Russian Public during the Last Twenty Years

By Boris DUBIN, Sociologist, Levada Center

**For the great majority of Russia's adult population freedom of speech is not one of the most important human rights.** In October 2007 just one out in five Russian citizens polled by the Levada Center said that freedom of speech should be considered of the greatest value. Russians regarded free medical care, material security in one's old age/during illnesses, the right to a decent wage according to one's specialization and other guarantees provided by a paternalist form of statehood as their highest priorities. It should be noted that the same scale of priorities was highlighted in opinion polls conducted in 1993-1994, following the introduction of the first economic reforms of then-Prime Minister Yegor Gaidar, when privatization and deregulated prices first hit the population. The conclusion is that at the top of most Russians' hierarchy of values are guarantees provided by the state, NOT human rights.

Meanwhile, or, rather, for this precise reason, the majority of the Russian grown-ups do not believe that freedom of expression and media independence are currently under threat. The last time when concerns over freedom of speech were recorded in opinion polls was in 2004 and coincided with the Beslan tragedy (September 2004), covered widely in the media.

### Which position do you support?

	2000 VII	2000 IX	2003 X	2004 X	2005 XII	2006 XII	2007 XI
Russian authorities are attacking freedom of speech and are encroaching upon independent media	25	30	28	38	27	27	27
Russian authorities are NOT attacking freedom of speech nor encroaching upon independent media	58	46	53	46	49	47	56
I am not sure	17	24	19	16	24	26	17

1600 respondents

Events in the North Caucasus and particularly the first Chechen war greatly influenced the view of the media for many Russians. In 1994 the first signs of distrust to the media were recorded. This tendency was reinforced during the parliamentary and presidential elections of 1995-1996, when the mass media, particularly television, started influencing the behavior of the Russian electorate, manipulating public opinion. The first "spin doctors" appeared on the scene precisely in the mid-1990s. Broadcasts aimed at creating a sense of nostalgia for the past and the increased amount of entertainment (that would become one of the main features of major federal channels in the last decade) date from the same period.

### To which extent the press, radio and television should be trusted?



	'89	'93	'94	'95	'96	'98	'99	'00	'01	'02	'03	'04	'05	'06	'07
Entirely	38	26	27	23	24	24	25	26	30	23	22	26	24	24	25
Partially	40	48	38	47	47	44	44	44	47	44	46	45	45	43	39
Not at all	6	10	17	17	17	18	19	18	17	21	22	18	18	21	22
I don't know	16	16	18	12	12	14	12	12	6	12	10	11	13	12	14

2100 respondents

The second Chechen war occurred under strict restrictions of freedom of information in the mass media. Meanwhile, most Russians said in opinion polls that they did not trust the media.

#### To what extent you trust media reports on Chechnya?

	1999 December	2001 April	2001 September	2003 May	2007 August
Entirely	10	7	6	7	5
Most of the time	28	20	24	25	28
Not really	46	50	47	46	49
Not at all	12	16	20	19	13
I don't know	5	7	4	4	6

1600 respondents

**The majority of Russia's adult population doesn't currently see --and doesn't seem to want to see – any alternative to the status-quo.** The present situation is considered the best possible, the president [Putin] is regarded as the country's leading democrat, the political regime he and his advisors have established is considered overall democratic and the work of the mass-media is regarded as satisfactory.

The second half of the 1990s and the beginning of the new decade have marked the appearance of a new type of media community. Its position in relation to the structures of state power cardinaly differs to that of the end of the 1980s/beginning of the 1990s. The new structure of state power also started emerging distinctly after the year 2000. **The monopoly of power established by the state and the reduction of pluralism in society emerged as a result a "ritual" form of public politics. Russians currently participate in the political process exclusively as spectators of television broadcasts.** Several genres of televised political shows are noticeable: the government meeting; the president's press-conference; the meeting of the president with the people; religious events attended by top state officials; concerts marking state anniversaries attended by top state officials.

The political process has become increasingly uniform, Kremlin-centered, televised. Television in its turn has assumed the role of mouthpiece and hostage of state policy. Entertainment has become the main method used to achieve the effective implementation of state policies. A "society of viewers" has formed, one that passively adapts to anything offered. I would like to note that a "television viewer" is a political category, imposed by the authorities upon the population and subordinated to the authorities via existing channels of mass communication. The lack of a precise ideology in television broadcasts and the prominence of entertainment programs are important components of this strategy.

**We are witnessing the organization of mass expressions of social activity by a centralized power structure that has gained control over most modern mass communication technologies.** However, its goal has not been to modernize the main institutes of Russian society (power, civil, judicial or educational institutes.) Using official and





semi-official media, the state disseminates rhetoric of anti-modernization, whose main goal is to keep alive the belief in “Russia’s different way,” the nostalgia for a superpower status and the yearning for a leadership of the world.

**When were the press, radio and television most interesting and attracted people’s attention?**

In Soviet times (until 1985)	24
During the perestroika period (1987-1991)	9
In the 1990s	10
During the period 2000-2007	<b>34</b>
I don’t know	24

Opinion poll conducted in September 2007 among 1600 respondents

Most Russians do not realize, or are not ready to appreciate the authorities’ influence on the media and existing restrictions on freedom of opinion and freedom of expression. **No more than 20-25 percent of Russians are concerned about restrictions on freedom of speech.**

Meanwhile, if we compare opinion-polls results of the last years with those of the 1980s, it is clear that the situation has changed radically. At that time most respondents believed that the space for freedom of expression and for freedom in general was growing. Today the prevailing opinion is that in this sphere nothing is happening. However, some Russians are starting to realize that the situation is growing worse.

**How did the situation change during last year concerning the possibility to express freely one’s opinion?**

Year	1989	1990	2000	2001	2002	2003	2004	2005	2006	2007
The situation has changed for the better	<b>68</b>	63	19	26	31	29	16	20	14	36
The situation has been getting worse	4	6	18	19	20	15	18	17	13	18
The situation is unchanged	16	17	56	45	42	48	58	55	<b>62</b>	37
I don’t know	12	15	8	11	7	8	8	8	11	9

1600 respondents

During the electoral year 2007 the assessment of the work of the mass media and of many other sectors of Russians’ daily life has crystallized on positive positions. Today the percentage of Russian who see an improvement in the work of the mass media is twice higher than the percentage of those who look at the media critically and almost equals the percentage of those who don’t see any major change (36:18:37). The present composition is similar to the composition recorded during the beginning of Vladimir Putin’s first term in office.

**However, the open attempt of the state-run media to influence the Russian population begins to annoy some television viewers.** A small section of the most educated and qualified Russians has stopped watching television regularly. The majority of Russians continues watching, but growing signs of irritation and even adversity are recorded in opinion polls. This situation was particularly evident during the electoral campaign [of 2007]. In comparison with the 2000 electoral season, in 2008 the percentages of respondents, whose attention to the elections was attracted by media coverage (27% in 2000 vs. 20% in 2008), and of respondents who understood the political dynamic thanks to the media (23% in 2000 vs. 14% in 2008), became noticeably lower.





### 3. ISSUES JOURNALISM

#### **Personal Account: List of Interviewees (highlights)**

1.	Eugene Abov	VP, Guild of Publishers of Periodical Press
2.	Boris Altshuller	Head of "Rights of the Child" regional NGO at the Russian Human Rights Research Center
3.	Elena Drapeko	Deputy chair of the State Duma Committee for Culture
4.	Vladimir Dudnitsky	CEO, National Agency for Financial Research
5.	Vitaly Evdokimenko	Deputy head, Federal Tariffs Service
6.	Mikhail Fedotov	Secretary, Russian Union of Journalists, Professor of Law
7.	Vyacheslav Fetisov	Head of the Federal Agency for Physical Culture, Sports, and Tourism
8.	Viktor Geraschenko	Chairman of the YUKOS board; former head of the Central Bank of Russia.
9.	Vladimir Gimpelson	Director, Center for Labor Research at the Higher School of Economics
10.	Andrey Issaev	RF State Duma Deputy
11.	Galina Karelova	President, RF Social Security Fund
12.	Irina Khakamada	Chairwoman, <i>Our Choice</i> Party ("Nash Vybor")
13.	Alexander Livshitz	Deputy CEO for international and special projects; Russian Aluminum; former Minister of Finance
14.	Andrey Makarov	RF State Duma Deputy
15.	Andrey Nechaev	President, Russian Financial Corporation; former Minister of Economics
16.	Boris Nemtsov	Chairman of the Board, <i>Neftynoy</i> Corporation
17.	Viktor Pokhmelkin	RF State Duma Deputy
18.	Petr Shelisch	Chairman, Union of Russia's Consumers; Duma Deputy
19.	Nikolai Shmelev	Institute of Europe, Director
20.	Alexander Shokhin	Chair, Russian Union of Manufacturers and Entrepreneurs; former deputy Prime Minister



21.	Diana Sork	VP, International Confederation of Consumers' Societies
22.	Tatyana Ustinova	popular crime fiction writer and TV host
23.	Alexander Vassiliev	Art and fashion historian
24.	Dmitry Yanin	Chairman of the Board, International Confederation of Consumer Association
25.	Yevgeny Yassin	Higher School of Economics, Director
26.	Grigory Yavlinsky	Chairman, <i>Yabloko</i> Russian Democratic Party
27.	Alexander Yakovlev	Rector, Moscow Law Institute
28.	Dmitry Zimin	President, Dynasty Foundation

### **Personal Account: List of Participating Stations**

№	City	TV Station	Year of the Grant		
			04/05	05/06	06/07
	Akhtubinsk	"ATV-Center"			
	Achinsk	21 <sup>st</sup> Century Broadcasting Corp.		05/06	06/07
	Belgorod	"Belyi gorod"		05/06	
	Blagoveshchensk	"Alfa-Kanal"	04/05	05/06	
	Bryansk	"Channel 60"	04/05		
	Chelyabinsk	"Regional Television"		05/06	06/07
	Cherepovets	"Channel 12"	04/05	05/06	06/07
	Irkutsk	"AS Baikal TV"	04/05	05/06	06/07
	Izhevsk	"Moya Udmurtia"	04/05		
	Kirov	"Grand TV"		05/06	
	Kizlyar	"MMM"		05/06	
	Khabarovsk	"DalTV"		05/06	06/07
	Khabarovsk	"Dalnevostochnaya" GTRK			06/07
	Khanty-Mansiysk	"Yugra"		05/06	06/07
	Klin	"Klin Plus"		05/06	06/07
	Kostroma	"KIT Info"			06/07
	Krasnodar	"MTRK Krasnodar"	04/05		
	Krasnodar	"RBK Kuban"		05/06	
	Kumertau	"ARIS"		05/06	
	Langepas	"Langepas"		05/06	
	Lipetsk	"Channel 5"		05/06	06/07
	Murmansk	"Blitz"	04/05		06/07
	Nizhniy Tagil	"Telekon N"	04/05	05/06	06/07
	Norilsk	GTRK "Norilsk"		05/06	06/07
	Novokuznetsk	"Kanal 10"		05/06	06/07
	Novocherkassk	"Channel 37"	04/05	05/06	06/07
	Orel	"Istoki"		05/06	06/07
	Rostov-on-Don	"Yuzhnyi Region"	04/05	05/06	06/07
	Saratov	"Veshchatel"	04/05	05/06	06/07
	Sergiev Posad	"Radonezhie"			06/07
	Smolensk	"SCS"		05/06	06/07



	Stavropol	"Stavropol ATV"		05/06	06/07
	Surgut	"SurgutInfromTV"	04/05	05/06	06/07
	Taganrog	"Taganrog TV Company – 21 <sup>st</sup> Channel"		05/06	06/07
	Togliatti	"Lik TV Center"		05/06	06/07
	Tula	"Plus 12"	04/05		
	Tver	"April"		05/06	06/07
	Ulyanovsk	"SKA-TV"	04/05		
	Velikie Luki	"Rapid"		05/06	06/07
	Vologda	"TV-7"		05/06	06/07
	Volzhsky	"Status- KVO"		05/06	
	Ekaterinburg	"ATN"	04/05		
	Yugorsk	"NORD"		05/06	06/07

### **Personal Account: List of Program Headings in 2006/2007**

1.	"To drink or not to drink?"
2.	This Year's Results
3.	Counting Money in Our Pockets
4.	Expensive Newspaper
5.	What Do We Wear?
6.	How Much Do Our Pets Cost?
7.	Plastic Cards
8.	Generals of the Sand Quarries
9.	Telecom for the Entire Country
10.	National Projects
11.	Employer and Employee
12.	Science and Life
13.	Sports and Us
14.	The Fate of Russian Teachers
15.	Internet: Yes or No
16.	Symbol of Quality
17.	Rising Prices
18.	Hobbies
19.	Pirated Goods
20.	How Much is Culture?
21.	I Want to Be a Capitalist
22.	Four Weddings and a Funeral
23.	The Cost of Our Security
24.	Home Improvement
25.	Shopping: Expensive Form of Entertainment?
26.	Life is a Game
27.	Exports and Imports
28.	Surprises of Nature
29.	Tax Amnesty
30.	People's Default
31.	Legal Assistance to Citizens
32.	Bribes
33.	Migrant Workers and New Migrant Laws



**Provintsia: List of Stations Participating in  
Fee-Based Features Exchange**

№	City	TV Station
1.	Astrakhan	"Prospekt"
2.	Bor	BIA
3.	Bratsk	Bratsk TV Studio
4.	Cheboksary	"Mestnoe Televidenie"
5.	Irkutsk	"Media Syndicate"
6.	Kaliningrad	"Kaskad"
7.	Khabarovsk	ITA "Gubernia"
8.	Khanty-Mansijsk	"Yugra" TV
9.	Kirov	Channel 9
10.	Krasnoyarsk	"Afontovo"
11.	Lipetsk	TVK
12.	Moscow	Alliance-Media
13.	Moscow	Mir-TV
14.	Petrozavodsk	NKM-TV
15.	Samara	SKAT
16.	Saratov	"Veshchatel"
17.	Sergiev Posad	"Radonezhie"
18.	Surgut	"Sever"
19.	Tomsk	TV2
20.	Yekaterinburg	Channel 4
21.	Yugorsk	"NORD"
22.	Yuzhno-Sakhalinsk	ASTV
23.	Kyiv (Ukraine)	ICTV
24.	Almaty (Kazakhstan)	Open Asia Program



**IT'S TIME TO ACT COMPETITION: FINAL EVENT PROGRAM, JUNE 2005**



**ВРЕМЯ  
ДЕЙСТВОВАТЬ**

**ПРОГРАММА**

Всероссийский конкурс регионального телевидения

**"ВРЕМЯ ДЕЙСТВОВАТЬ"**

**ФИНАЛ**

**Валдай, 17-19 июня 2005 г.**

<b>17 июня, пятница</b>	
<b>10:00 – 10:30</b>	<b>Регистрация участников и гостей</b>
<b>10:30 – 11:00</b>	<b>«Разминка»</b>



11:00 – 11:30	«Перекличка»
11:30 – 13:30	«Заккрытие открытия»
14:00 – 15:00	Торжественный обед в честь победителей
15:00 – 16:30	<p><i>Сценарные упражнения</i></p> <p>«Видеоэпиграф: Животные Хрюн и Степан и «наших» и «не наших»</p> <p><b>«Какая Россия нам нужна?</b> (национальный вопрос с упором на экономику, бизнес, демографию и задачи телевидения)</p> <p><b>Преображенский В.В, презентация</b></p> <p><b>«Видеоэпиграф: животные о «слугах народа»</b></p> <p><b>«Какая Россия нам нужна?</b> (верховные менеджеры России с упором на выборы, коорупцию, общественный контроль, самоуправление и задачи телевидения)</p> <p><b>Сатаров Г.А, фонд ИНДЭМ, Москва презентация</b></p>
16:30 – 17:00	Кофе-брейк
17:00 – 17:45	<p><b>«Видеоэпиграф: Эмиль Паин и том, что цивилизация – это преодоление вечной агрессии к чудому»</b></p> <p><b>«Язык вражды»</b> (презентация «языка» телевидения и СМИ с обсуждением результатов анализа материалов конкурса «Время действовать»)</p> <p><b>Г.Кожевников, заместитель директора информационно – аналитического центра</b></p>
17:45 – 18:30	<p><b>« Новый вызов».Дискуссия. На кого работают журналисты? Ответить означает понять – почему граждане доверяют или не доверяют телевидению. Можно работать на себя, на редакцию, на владельцев, на власть. Но есть инстанция, которая располагается выше других. Эта инстанция – аудитория, то есть граждане. Чего граждане ждут от телевидения? Что такое журналистская репутация? Что значит в журналистике действовать?</b></p> <p><b>Участники: С.Сорокина, В. Познер, М.Бергер,И.Петровская, И.Зимин и др. Члены жюри</b></p> <p><b>Модераторы: Е.Енин (4 канал, Екатеринбург),</b></p>



	<b>Ю.Мучник (ТВ2, Томск)</b>
<b>19:00 – 20:00</b>	<b>Ужин</b>
<b>18 июня, суббота</b>	
<b>10:00 – 13:00</b>	«Ринг»: с настоящими бойцами, судьями, рефери и болельщиками Тема: <i>«Закон, что дышло, куда повернешь, туда и вышло» или «Сытый голодного не разумеет», «У богатого друзей, что мякины около зерна»</i> (участники отстаивают противоположные точки зрения, обсуждая в контексте современности народную мудрость) <b>Рефери – И. Дзялошинский</b>
<b>11:30 – 12:00</b>	Кофе-брейк
<b>12:00 – 14:00</b>	«Ринг». Продолжение Тема: «Что русскому хорошо, то немцу смерть» Рефери – В.Преображенский
<b>14:00 - 15:00</b>	Обед
<b>15:00 – 18:00</b>	«Ринг». Продолжение Тема: «Власть принадлежит народу» Рефери – Г. Саттаров
<b>18:00 – 19:00</b>	ужин
<b>19:00 – 21:00</b>	Подготовка купустников школьников к торжественному «Костру»  «Валдайские напевы». Концерт Жюри
<b>21.00.</b>	
<b>19 июня, воскресенье</b>	
<b>10:00 – 12:00</b>	<b>Телевидение : новый вызов</b>  <b>Разминка</b> <b>"Миссия журналиста: твой выбор?"</b> . Модератор: <b>Иосиф Дзялошинский</b> , директор Института коммуникативистики, Москва
<b>12:00 – 14:00</b>	<b>Телевидение : новый вызов</b> Нужны ли журналистские объединения
<b>14:00 - 15:00</b>	обед

15:00 – 18:00	<b>Телевидение : новый вызов</b> Нужны ли журналистские объединения
18:00 – 19:00	<i>ужин</i>
19:00	<b>«Капустники» у торжественного «Костра»</b>

Валдай, 17 – 19 июня 2005 г.

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АНО "Интерньюс" при поддержке Совета при Президенте РФ по содействию развитию институтов гражданского общества и правам человека



## IT'S TIME TO ACT COMPETITION – FINAL EVENT REPORT, JUNE 2005



# ИНТЕРНЬЮС

**АВТОНОМНАЯ НЕКОММЕРЧЕСКАЯ ОРГАНИЗАЦИЯ**

119019, Москва, Никитский бульвар, 8А, Центральный Дом Журналиста

### Russian Television Festival "Television: the New Challenges"

The Final of the Russian regional television contest "It's Time to Act!" took place at Valdai as part of the Internews festival "Television: New Challenges" from June 16 until June 19 2005. The contest took place with the support of the Presidential Council for the Support of Development of Civil Society and Human Rights in the Russian Federation.

A total of 152 regional television companies participated in the three tours of the contest. Representatives of 35 were present at the final, as well as many regional journalists who had attended Internews Russia Schools of Journalism.

The Final, as in the three tours (Central, Eastern and Western Russia) earlier in the year, included five nominations:

1. Who are We? Time to Understand
2. Who are our Heroes? Time to Search
3. What are Our Fears? Time to Think
4. Serving the Community. Time to Serve
5. First Steps. Time to Help

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The value of the contest "It's Time to Act" was two-fold.

Firstly, the contest continued Internews Russia's effort to create and maintain a horizontal network of regional journalists committed to the examination of common professional issues of interest and concern through 11 time zones, from Kaliningrad to Sakhalin Island. Participation in contests of this kind provides journalists with a unique opportunity to meet, get acquainted with the production of distant colleagues, discuss topical TV issues and ultimately create links with each other.

Secondly, Internews Russia continued its well-established tradition of carefully structuring each tournament of the competition, as well as the final. Each day included an intense schedule of discussions, stimulated by the active presence of nationally-recognised Russian journalists and trainers, political analysts and sociologists. These discussions were at all times well-attended by the regional participants, who took an active part, asking direct and often provocative questions, raising controversial issues and engaging in open exchanges of opinions.

The program of discussions during the TV festival was as follows:

Day 1                    "Exercise Scenarios - What Kind of Russia Do We Need?"



A presentation by Dr. Galina Kozhevnikova of the SOVA analytical centre introduced this discussion. SOVA had previously analysed material submitted to the contest from the point of view of hate-language. Her report presented the findings of this analysis. Dr Georgii Satarov, President of the INDEM think-tank, which monitors corruption in Russia, led the discussion.

Day 1                    ["Do As We Do and Do It Better"](#)

A presentation of social initiatives of regional television companies in the framework of the contest "It's Time to Act" by Internews Russia coordinator Nadezhda Khvorova. Professor Iosif Dzyaloshinskii, director of the Institute of Communicativistics and journalism professor analysed the material and led the discussion.

Day 1                    ["Discussion - New Challenges for Television"](#)

The intensive first day closed with an engaging and at times emotional discussion, with the active participation of TV presenter and President of the Russian Television Academy Vladimir Pozner, First Channel presenter Svetlana Sorokina, print and internet economic commentator Mikhail Berger and television analyst Irina Petrovskaya. Participants took an extremely active part in the discussion, asking direct questions on subjects including personal and professional ethics of conduct.

Day 2 was devoted to a game in which participants were divided into four groups. Each group was assigned a drama-style exercise, in which they were asked to show the meaning of a well-known Russian saying in a performance. The public was asked to judge which of the groups had produced the most convincing performance. The goal of the exercise was to train groups to articulate ideas in a different way. Trainers on ethics and journalism commented on the stronger and weaker points of the performances, asking questions and developing arguments.

Day 3 started with a new [round of discussions concerning the mission of journalism](#), led by Professor Dzyaloshinskii, who presented several existing models and encouraged participants to analyse the strong and weak points of each of them.

Day 3 proved particularly important, as it marked the start of an initiative taken directly by a number of regional journalists inspired by the discussions on the role and the problems related to their profession that had taken place in the course of each tour of the contest.

On Day 3 a group of these journalists [presented a new initiative, aimed at establishing a regional association of television journalists](#). The initiative group said the presentation was the result of work conducted over the last three months prior to the final of the contest. Unlike existing journalistic organisations, the new association aims at establishing strict professional and ethical positions, in an attempt to address the problems that have emerged during the last 10 years with regard to so-called "commercial" journalism. Professor Dzyaloshinsky moderated the discussion on the goals of the initiative, as well as on the technical problems linked to the establishment of an association.

Representatives of some 30 regional TV companies took part in the discussion. The main points discussed were the following:

- The Association will have the goal of strengthening standards of ethics among journalists, improving professional journalistic standards and helping to improve the





attitude (currently quite negative) that citizens have towards the journalistic profession.

- A **Code of Ethics** will establish the guiding principles of the Association. Adherence to these principles will be expected from all members of the association. The Initiative Group presented and proposed for discussion the principles of the “Moscow Charter of Journalists,” a code of ethics adopted by a small group of leading Moscow-based journalists in the 1990s. Professor Anna Kachkaeva, an academic and leading Russian journalist, who is a member of the Moscow Charter, made a short historical overview, explained the modus operandi of Moscow Chart members and commented on each point of the charter.

The Initiative Group asked participants to say whether or not they considered the creation of the regional association a positive development. The majority of colleagues present voted in favour. The text of the Moscow Charter of Journalists was adopted as Code of Ethics guiding the new association.

The Initiative Group proposed the **Structure of the Association**. The presentation was followed by a discussion, during which changes and improvements were introduced. Every point, described below, was adopted by direct vote.

- **GOALS** of the Association:
  1. Strengthening standards of ethics among journalists;
  2. Improving professional standards;
  3. Creating an open exchange of professional experience among members;
  4. Establishing a mechanism of cooperative support in crisis situations
  5. Help improving the attitude (currently quite negative) that citizens have towards the journalistic profession;
- **STRUCTURE** of the Association. A network of journalistic clubs based in different cities will form the basis of the association. Each club will have the same rights and the same charter. The clubs will meet regularly, often inviting newsmakers. Management of the association will be established following the RF Law “On Civil Associations.” Each club will be registered locally and will be part of the all-Russian association. A Coordination Centre will be established;
- **MEMBERSHIP** of the Association. Only professional journalists will be admitted. A professional journalist is a person earning his/her income through occupation in a media organisation, at journalistic/creative level. Every journalist sharing the principles of the association and ready to sign a declaration of adherence can become a member;
- **FINANCIAL STRUCTURE** of the Association. The main source of income of the association will be a fixed membership fee. There will be an initial membership fee and then yearly contributions;
- **MAIN ACTIVITIES**. Organisation of contests at city level and via the Internet, as a mechanism to enhance discussion among association members of their professional activity. Legal assistance for members. Regular meetings (at least once per month) to discuss professional issues and/or meet newsmakers. Exchange of video-material through a Coordination Centre (database of video-material), organisation of training. Creation and maintenance of an Association website. Information and help on available jobs in other regions.



National Association of Television and Radio Broadcasters (NAT) President Eduard Sagalaev, who was present at the discussion, proposed the creation of a Friends' Club of the new Association. The Friends' Club could support its initiatives in various ways.

Following the discussion an Organising Committee was created, composed of 17 journalists from different regions, who are committed to establish the Association in their cities.

A number of options were offered, concerning the name of the association:

1. Association of Regional Journalists' Clubs (ARKZHUR);
2. Regional Association of Journalists (RAZH);
3. Association of Regional Journalists (ARZH);
4. Club "Regional Association of Journalists" (KRAZH);
5. Journalists' Association of Regional Clubs (ZHARK);
6. Journalists' Association of Regional Union Clubs (ZHARKO)

As a result of the meeting, the initiative group decided that:

1. All comments and changes proposed by participants of the June 19 meeting will be taken into account and a Manifesto of the association will be prepared;
2. The Initiative group will prepare a draft Charter of the Association;
3. The Initiative group will prepare a working plan for local coordinators until November 2005 included;
4. Local coordinators will organise a meeting of prospective Club members in their cities before 1 August 2005, and will circulate a report of the outcome of these meetings;
5. During these meetings, participants will be invited to vote on the name of the association (see above list of possible names.) Results should be sent to the initiative group before 1 September 2005
6. The Initiative group will prepare the website of the association, where all future information will be made public and discussed in a forum.
7. Documents for registration shall be prepared before 1 November 2005

List of cities, where the first journalists' clubs will be created:

1. Blagoveshensk
2. Izhevsk
3. Kazan
4. Kirov
5. Krasnodar
6. Krasnoyarsk
7. Moscow
8. Murmansk
9. Nizhny Novgorod
10. Norilsk
11. Omsk
12. Sergiyev-Posad
13. Tbilisi (Georgia)
14. Tomsk
15. Tyumen
16. Cheboksary
17. Yuzhno-Sakhalinsk



## Appendix 3

WINNERS OF *IT'S TIME TO ACT* COMPETITION

First Tour – December 14-16, 2004, Perm – Central: 99 representatives of 54 regional stations from 25 cities		
<i>Nominations</i>	<i>Winner / TV station / Story</i>	<i>Diploma / TV station / Story</i>
Who are we? What are we like? It's time to understand	Channel Four, Ekaterinburg / Results of the Week	TVS, Izhevsk / National Conflict in Malaya Purga TVS, Izhevsk / The Nazi Attacked the Pacifists Channel Five Plus, Cheboksary / Gipsy Children
Who are our heroes? It's time to find out		Channel Four, Ekaterinburg / A Farmer from the Depth of the County TVS, Izhevsk / Blind Boy-Composer TV Khorriyat, Kazan / Credo of Svetlana Mitrofanova
Servants of the people? It's time to serve		TVTs, Ekaterinburg / National Diasporas SKAT, Samara / Domestic Violence and Rehabilitation a la Samara
Who are we afraid of? It's time to think	Panorama, Chelyabinsk / The Authorities and the Press. Games without Rules	Volga, Nizhny Novgorod / Elections. Big Game ART-TV, Neftekamsk / Emergency in Neftekamsk
Take the first step. It's time to help	Region-46, Kurgan / Protection and Care	Channel Five Plus, Cheboksary / Let's Be Stronger Avioradio-TV, Perm / A Family for an Older Person
Special Colleagues Recognition Prize		Vyatka, Kirov / Meetings at Vyatka
For Best Videography		Vyatka, Kirov / Meetings at Vyatka

Third Tour – March 1-3, 2005, Krasnoyarsk – Eastern: 95 representatives of 52 regional stations from 31 cities		
<i>Nominations</i>	<i>Winner / TV station / Story</i>	<i>Diploma / TV station / Story</i>
Who are we? What are we like? It's time to understand	Yugra, Khanty-Mansiisk / VELLA	TV-2, Tomsk / Pig Skins in Kislovka TV-2, Tomsk / Phenomenon of Russian Vodka
Who are our heroes? It's time to find out		TV-2, Tomsk / Hermits
Servants of the people? It's time to serve	TV-2, Tomsk / Peak-Hour	TV-2, Tomsk / After Putin's Visit Channel Seven, Krasnoyarsk / Patriotism within "Framework" NTS, Irkutsk / The Third Term of the Governor
Who are we afraid of? It's time to think		Prima-TV, Krasnoyarsk / KrasAir and Shakhid Women Transit, Nizhnevartovsk / The Territory of Fear
Take the first step. It's time to help	TV-2, Tomsk / Lilliputs Adopted a Child	TV-2, Tomsk / The Son Found his Father Baikal TV, Irkutsk / Tales of Maria's House Severnny Gorod, Norilsk / Children in a Cage
Special Colleagues Recognition Prize		TV-2, Tomsk / Pig Skins in Kislovka TV Pavlovsk, Pavlovsk / I can't Live Other Way





## **4. SAMPLE TRAINING PROGRAMS**

### **Appendix 2**

#### **Seminar Program**

##### **Introduction to Financial Management of Electronic Media**

Moscow

November 17 – 20, 2004

*November 17*

**10:00 – 18:30**

**Trainer:** Aleksandra Ionova, instructor, Center of Accountants and Auditors, Moscow State University.

- Finances and financial mechanisms of a commercial organization. Efficiency analysis and evaluation of the disposal of financial resources by a commercial organization.
- Financial analysis and methods for managing the finances of a commercial organization. Financial planning.
- Evaluation of the property status of a commercial organization. Non-circulating and current assets. Financial resources. Net assets.
- Financial status: analysis and evaluation (financial stability and liquidity). Efficiency. Business efficiency analysis and evaluation.

*November 18*

**11:00 – 19:00**

**Trainer:** Irina Nikitushkina, assistant professor, Economics Department, Moscow State University

- Modern financial model of a company. Characteristics of financial approach to analysis of company activities: interpretation of costs, profits; interpretation of profitability; approach to monetary measurers. Contradiction between money flow and profit. Advantages and disadvantages of money flow indicators in the financial analysis of company activities. Accounting and financial approaches to money flow indicators. Company financial decisions and responsibilities of financial manager. What does "value" mean and how to measure it? Who uses the information about company value and what for? Factors that have an impact on a company value. Comparative analysis of methods for assessment of a company value. Application of value management concept in making strategic financial decisions.  
Case-Study – review of a report on cash flow.
- Management information and importance of cost accounting  
Sources of cost in a business cycle. The main components of cost accounting system. Types of costs in the cost accounting system: controllable and uncontrollable costs, provisional costs, direct and indirect costs, variable and fixed costs. Application of CVP-analysis for making management decisions in different situations. The main methods of cost accounting. Methods of control and cost cutting.  
Case-Study – review of cost structure of a company



- Planning of activities as a tool of cost accounting  
Development of an indicator-based reporting system in order to control types of activities creating a company value. Two sides of budgeting process: management technology and planning. Budgeting procedures and consistency. Budget forms and order. Determination of responsibility centers in a system of interaction between company departments. The budget: key notions. Inter-relation between company reports and their application in budgeting process. Basics of budget control.  
Case-Study – development of a company budget. Analysis of budget discrepancies.

**November 19**

**10:00 – 18:30**

**Trainer:** Marina Gracheva, professor, Economics Department, Moscow State University

- Business plan: structure and content. Business planning in the investment management system.
- Methods and approaches to preparation of long-term investment decisions. Case studies.
- Tools and criteria for efficiency assessment of investment projects.
- Basics of risk analysis.
- Program support in preparing investment decisions.

**November 20**

**10:00 – 16:00**

**Practical characteristics of financial management at regional TV and radio stations**  
General discussion

**Moderator:** Dmitry Sergeev, CEO, Regional Media Group, Moscow





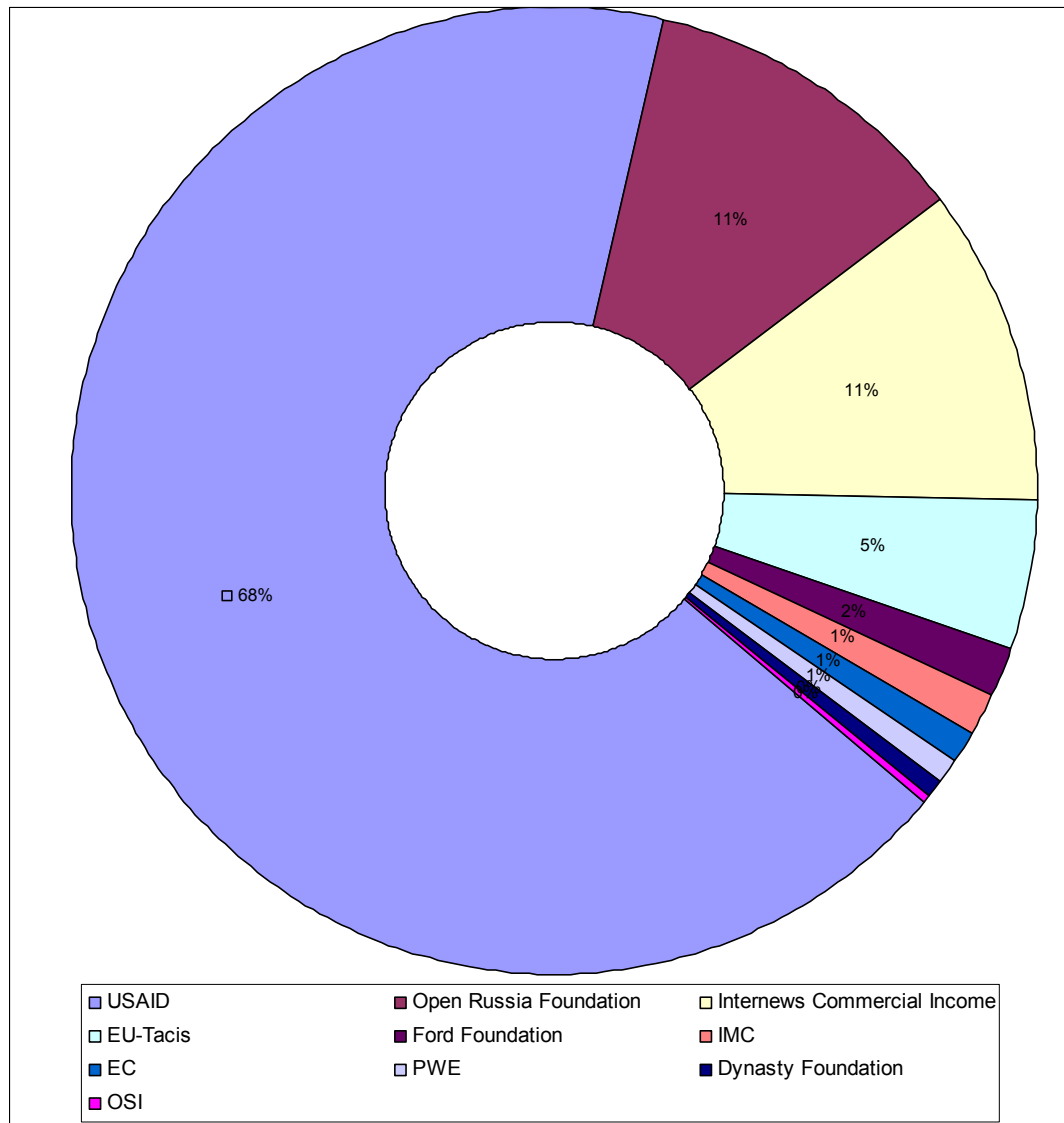
## **5. CONFERENCES AND COMPETITIONS**



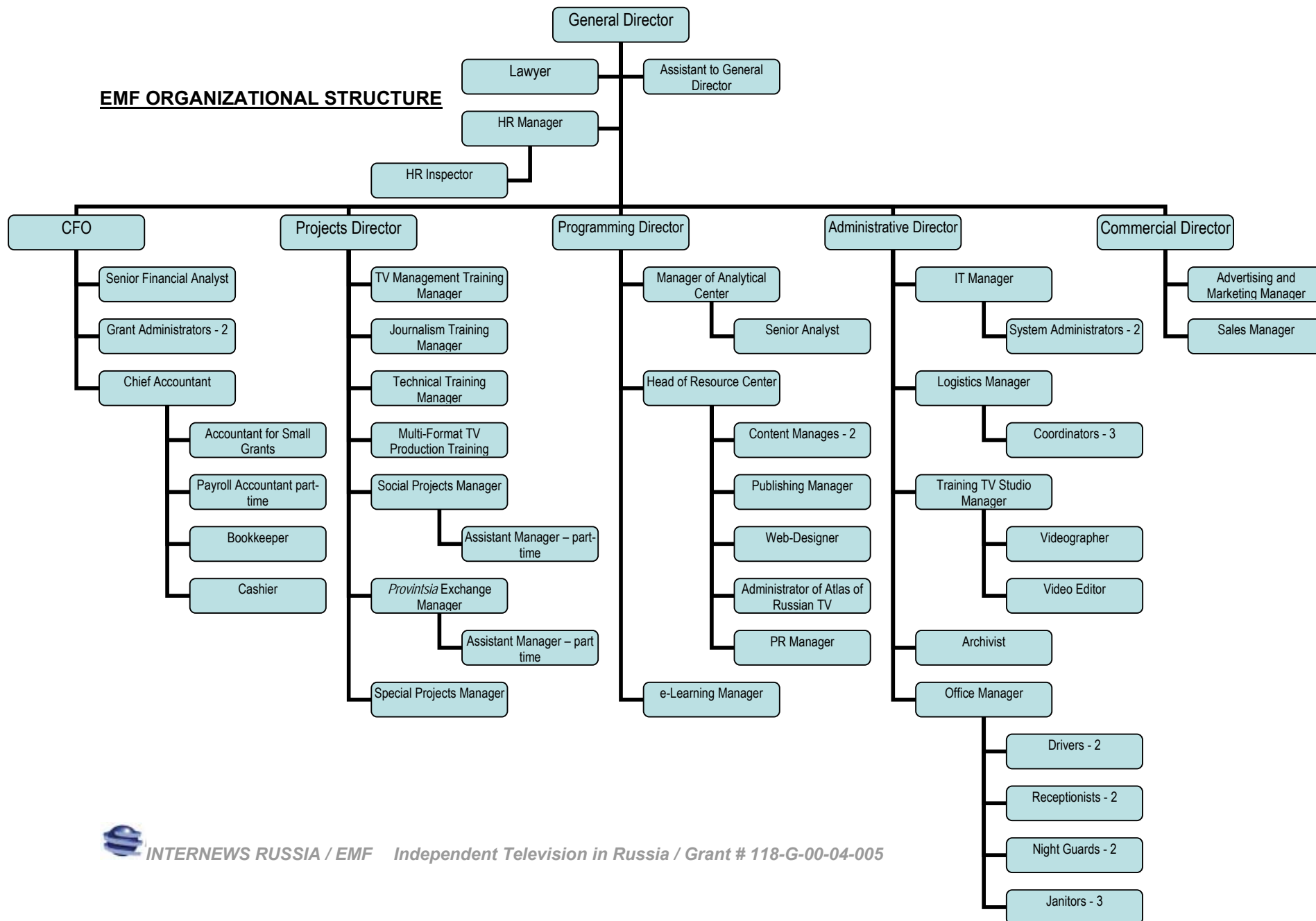


## 6. ORGANIZATIONAL DEVELOPMENT

### INTERNEWS RUSSIA / EMF FUNDING STRUCTURE



**EMF ORGANIZATIONAL STRUCTURE**



# **Internews Network's Final Narrative Report**

**Independent Television in Russia**

**No.118-G-00-04-00054/Sub-IN-04**

**Reporting Period: July 1, 2004 - March 31, 2008**

## **SUMMARY**

During the period of July 2004 through March 2008, Internews Network provided a variety of support services to EMF's Independent Television in Russia project through this sub-grant. The majority of that support was provided by Internews' New York office from 2004 – 2007. Internews Network staff assisted EMF identify, contract and support international media specialists to provide technical assistance to Russian journalists and media professionals. Internews Network provided EMF trainers and programs with industry resources and information on trends from the US and EU media. Through the NY base, Internews was able to maintain close links and dialogue with the US media industry, leveraging those relationships to benefit EMF trainings and program design. These industry relationships were also used to design US meetings for Russian media industry leaders when they traveled to the US. Over the course of this project, invaluable programmatic, logistical, administrative and representational support was provided to EMF through this sub-grant, drawing upon strong organizational ties and maximizing this unique partnership to the benefit of this project.

## **DESCRIPTION OF ACTIVITIES**

### Outreach and Strategic Development

One of the key areas of assistance that Internews Network provided to EMF through this grant was the connection to key trends and leaders in the US media industry. Having media specialists based in New York extremely familiar with the development of the Russian industry allowed Internews to identify issues, resources and opportunities that would assist EMF in providing the best possible assistance to their project's beneficiaries.

Internews was also able to represent EMF and the Independent Television in Russia project at public fora in the US, with both public and private sector stakeholders in NY, DC and elsewhere. Internews helped keep various USG officials briefed on media development and project efforts in Russia and was also able to build relationships between EMF and key private interests to help cultivate long-term relationships between Russian and US Media and media support organizations.

### Trainers, Consultants and International Experts

One of the main support services provided to EMF by Internews Network was the identification and contracting of Western consultants and trainers to be used for external technical assistance by the Independent Television in Russia program.

Headed by Persephone Miel and Nadya Vnukov in the New York office, Internews was able to work closely with EMF to identify the specific needs, then draw upon Internews' extensive contacts in the media world to network and identify the appropriate specialist. While in many cases the trainers were experienced CIS trainers, in other cases, these trainers, speakers and industry experts needed significant pre-departure preparation for their assignment. In all



cases, the consultants needed clear scopes of work, the context for their assignments and logistical and administrative support during their visits.

Internews' experts were used for special projects such as the *Internews School of Journalism*, the *Logic of Success* conferences and the *Creative Efficiency in TV Branding and Design Seminar*. Specific examples of international trainers or experts that were identified, contracted and supplied to EMF to support project activities included:

**Maria Slonim**, journalist and producer (BBC), **Poul Hansen**, Head of Danish TV and Radio Office in Moscow, and **Ilya Kor**, an Israeli journalist, all led training sessions at the Internews School of Journalism. Maria Slonim and Ilya Kor returned to lead multiple sessions for students at the Internews School of Journalism.

**Werner Novak**, a senior trainer and consultant from the *Deutsche Welle* TV Training Center in Berlin, explained German practices of teaching TV journalism during a seminar in January 2005 for lecturers of television journalism from universities in Barnaul, Voronezh, Vladivostok, Ekaterinburg, Irkutsk, Kazan, Rostov-on-Don, St-Petersburg, Chelyabinsk, Novosibirsk, and Moscow.

At a workshop for Russian journalists, **Jon Alpert**, a famous American TV reporter and laureate of 13 *Emmy* awards for documentaries, taught a special journalism training course for 12 journalists (six men and six women) from 12 cities.

**Kerk von Heflin**, a well-known European editor and director, came to Moscow twice to teach 19 regional TV station editing specialists from 17 cities. The first seminar was so popular among regional TV stations that Internews invited Kerk von Heflin back to Moscow to build upon the success of the first seminar and share his experience with more regional specialists. Moreover, he carried out individual consultations with each participant.

**Annette Schaeffer** of Yankee Group (UK), an internationally recognized leader in media technology research and strategic consulting, assisted with the *Logic of Success* conference in 2006. This high profile event addressed ownership structures of Russian regional TV; strategic changes to the domestic and international media markets and various models of financing business development. Schaeffer provided insight into new technologies for creating and disseminating content, changes in consumer behavior, and new business models for the news media.

The *Creative Efficiency in TV Branding and Design* seminar was taught by a team of distinguished British TV professionals: **Bob English**, creative director, Nth Degree, and **David Edelstein**, executive producer and managing director, Nth Degree. They covered the creative aspects of media company branding, the branding business in the modern marketplace, the mutual impact of business and creativity, approaches to branding on different markets, as well as best practices in the area of planning and executing branding projects.

At a seminar on writing sitcoms, **Adam Chase**, a well-known American TV writer ("Friends", "The Simpsons") introduced participants from regional media companies and production studios to the step-by-step process of creating scripts for sitcoms, now a growing sector within Russian domestic production. This seminar gathered working script writers from Moscow production companies, including several leaders of writing teams.

**Floriana Fossato**, who has extensive experience as a journalist and media critic, and who is currently working on a PhD on Russian regional television at University College London, also led individual training seminars for journalists on various topics.





In November 2006, **Micha Riss**, a partner and creative director at UnitedSenses, participated as an expert in the 6<sup>th</sup> annual Russian Design conference. This conference is the only event in Russia devoted to the issues of TV promotion, branding and design and had representatives from all major TV channels and networks in Russia and the CIS, as well as dozens of the most active local stations and leading production and design studios.

It should also be noted that a number of European trainers were also utilized by the project, funded by the EU, but identified and supported by Internews Network. These included **Jonathan Charles**, a BBC TV correspondent, **Mark Franchetti**, Moscow correspondent for the UK newspaper the Sunday Times, and **Marius Lukusianas**, UNESCO adviser on media issues in Russia.

#### Support for US Study Tours and Visits

In addition to facilitating western media experts going eastward, this sub-grant also allowed Internews Network to make arrangements and provide extensive support for the visits of Russian journalists who came to the United States for various exchanges or study tours.

One of the most high profile visits of Russian journalists to the US was '*The Russians are Coming*' Cybercar Tour, a unique and high profile initiative to facilitate an international exchange and transform the way millions of Russians and Americans see and understand each other.



Internews Russia and Downtown Community Television Center (DCTV) took five Russian journalists on a two-week investigative tour of the United States in DCTV's Cybercar, a 40-foot mobile production studio with external video wall, to document American life and share videos of life in their Russian hometowns. The group, from five different cities in Russia (Tomsk, Nizhny Novgorod, Sergiev Posad, Irkutsk, and Krasnoyarsk), documented ordinary American life through their eyes, creating stories that were totally new to both American and Russian audiences.

In addition to documenting the lives of ordinary Americans, the Russian journalists shared video stories showing their American hosts what life is like in their very different Russian hometowns. In several cities on the tour, the Russians and Americans held a "Town Meeting" where they discussed their impressions of each other. These town meeting exchanges and the video stories from both countries served as the foundation for a series of reports and documentaries about '*The Russians are Coming*' Cybercar Tour of the U.S. that have been prepared for broadcast on Russian and American television.

This program resulted in more than 30 hours of raw material and the production of numerous stories filed in each of the five Russian markets. The visiting Russians were featured on national broadcasts in both countries, on CBS' "Early Show" as well as on the Russian national television broadcaster, NTV. More importantly, the rich experiences and interpersonal connections during the trip provided much-needed insight for all parties that multiplied the effect of the trip on future coverage of the US-Russian relationship.

Other smaller scale visits by Russian journalists to the US required advance logistical support and the arrangement of special meetings. This was provided by Internews Network,



not only for Internews Russia staff, but also for numerous Russian journalists who visited the US during the period of this sub-grant.

Internews Director of Development and Communications

Through this sub-grant, Internews Network assisted with the recruitment, hiring and logistical and administrative support for a full time development and communications director. In this role, Gillian McCormack worked extremely closely with EMF, providing strong external communications support, coordinating project activities with other initiatives, providing strategic consultation and ensuring external materials were of the highest professional quality.



## 7. MEDIA ABOUT US

### ***Putin Strikes Again***

[\(PDF version of article - 5MB\)](#)

June 19, 2007

By Jamey Gambrell



Photo: Internews

Manana Aslamazyan, former president of the Educated Media Foundation (EMF), a nonprofit organization that has trained more than 15,000 Russian broadcast journalists, mostly from the provinces, helping them to establish independent television and radio stations. EMF was effectively shut down and forced to suspend its programs indefinitely after a raid on its offices by the Russian Ministry of Internal Affairs on April 18, 2007.

Russian journalists have suffered crippling attacks in recent years, as Vladimir Putin pursues his policy of strengthening the "vertical" dimension of his administration's "power pyramid." The Kremlin's geometrical terminology means enforcing, from the top down, an ideology intended to align all sectors of Russia's "managed democracy" (another key phrase of the Putin era) into tidy, clearly demarcated, easily controlled zones of activity and influence. No strong minority views, no awkward revelations in the press are to mar the sleek façades of the state. The messy disarray normally associated with functioning democracy—the irritating criticism, noisy opposition, and



inconvenient news uncovered by investigative reporters (what Russians proudly called *glasnost* a mere seventeen years ago)—has been summarily and sometimes harshly dealt with.

The techniques range from mild bureaucratic harassment of news organizations to physical attacks on individual journalists. The body count among Russian reporters is now thirteen murders in the line of duty since Putin has been in power. In each case the reporter was investigating or had published stories critical of government or business officials. No one has been convicted of these killings, even in the rare instances when the police have apprehended suspects. The murder last October of the brave, rash Anna Politkovskaya, about whom Robert Cottrell wrote eloquently in these pages recently,[\[1\]](#) got worldwide attention but others are little known abroad. The Committee to Protect Journalists found in 2006 that Russia was the third most deadly country in the world for reporters.[\[2\]](#)

Murdering journalists is simply the most visible manifestation of the constant campaign against the press. Far more effective are the economic, judicial, and administrative measures being used systematically to quash human rights and information-gathering organizations and other genuinely independent members of civil society. Frequent tax audits and expensive, time-consuming re-registration procedures have been among the weapons of choice. In recent months there have been raids on news organizations to confiscate "illegal software"; shuffles of top-level management between government-controlled and "private" national television stations that provide most Russians with their news; managerial directives to present 50 percent "positive" news; "stop lists" of politicians and activists not to be mentioned on the air; and an end to live, on-the-scene reporting and live talk shows.[\[3\]](#) Local television and radio stations are especially vulnerable to ad hoc attacks—e.g., the regional governor or big-city mayor who tells companies not to advertise on "disloyal" TV stations, the municipal authorities who suddenly discover problems with a lease, or violations of fire or sanitation codes.

One of the most recent victims of the Putin bureaucracy has been an NGO called the Educated Media Foundation (EMF), formerly known as Internews Russia. Over the past decade, this nonprofit organization has trained more than 15,000 Russian



broadcast journalists, mostly from the provinces, in the best practices of journalism. It has, for example, conducted seminars, workshops, and classes for news writers, editors, managers, advertising directors, and program producers that have helped them to establish independent television and radio stations. It has given awards for documentaries of high quality, and worked out arrangements for sharing originally produced material among regional radio and television stations, thus encouraging the regions to report on themselves while achieving financial independence. The only "ideological" aspect of their work has been to explain and encourage internationally recognized ethical standards for fair reporting.

On April 18, EMF (whose headquarters are located in Moscow's famed House of Journalists) was raided by twenty officers of the Department of Economic Security of the Russian Ministry of Internal Affairs. During the eleven-hour "occupation," no one was allowed to leave, and the ministry police confiscated all of the organization's computer servers, in addition to all current financial and administrative records, from contracts to entries for an upcoming journalism award competition. EMF was effectively shut down and forced to suspend its programs indefinitely.

In an editorial published in late May (during the conference of the International Federation of Journalists, held in Moscow this year), *Vedomosti*, a prestigious Russian-language business daily produced jointly with *The Wall Street Journal* and the *Financial Times*, wrote:

Yet another trend has made itself abundantly evident in the situation of "Educated Media." It is not unusual for Russian law enforcement agencies to engage in "inverse *ad hominem*" attacks in which they transplant charges brought against a private citizen onto the organization run by that person even when alleged transgressions are nothing but a private act.

The ostensible reason for raiding the offices of EMF was a minor personal infraction of customs laws by the EMF's president, Manana Aslamazyan. In January of this year, she returned to Russia from a trip abroad, entering the country without declaring 9,550 euros, or some \$12,900; by doing so she slightly exceeded the legal limit of \$10,000. Though this would normally incur a small fine, it was transformed into a criminal charge of transporting "contraband" and used to close down the entire organization.



Ms. Aslamazyan is a well-known and highly respected figure among Russian journalists; she has been a member of the Russian Federal Broadcast Licensing Committee and has received numerous awards. After the raid halted the EMF's programs, over two thousand journalists from throughout the country signed an open protest letter to President Putin, among them Russia's most prominent television journalists, including Sergei Dorenko, Mikhail Osokin, Leonid Parfenov, Vladimir Pozner, and Svetlana Sorokina.

Despite this unprecedented show of solidarity and support, it is unlikely that the protest will have any effect. Everyone recognizes that the government's aim was to "manage" another aspect of Russian "democracy": i.e., NGOs that have received funding from foreign sources—in this case, USAID, TACIS, and numerous American and European foundations. EMF had also been supported by the Open Russia Foundation, established by the billionaire businessman Mikhail Khodorkovsky, whose political ambitions, many feel, led to his present internment in a remote Siberian prison camp for allegedly committing fraud in his business dealings.

The impact of this single episode may appear negligible—after all, no actual TV stations were closed, and EMF did no more than train and advise journalists; it wasn't itself a news-gathering organization; but the tactics being used are much the same as those employed to dismantle Yukos, the oil company run by Khodorkovsky, and to prevent anyone even remotely related to it from exercising the constitutional freedoms guaranteed in the Russian constitution. In a May 30 article in the paper *Novoe Vremia*, titled "Why Manana?," Irina Yasina, former program director of Open Russia, now chairperson of the Regional Journalists Association, explained the rationale behind the recent actions against EMF:

What are the driving forces of yet another *pogrom* on the already sterilized landscape of Russian television? Why was one necessary in the first place?... This is all about making an example of one to scare others. No need to kill off an entire pack of wolves if... you can just take out the alpha male, right?... Others will simply get the message well in advance and do what is expected of them....

It is difficult to keep track of what is going on regional television from the Kremlin. There are way too many regional TV outlets in the country.... People watch their programming simply because they can no longer take all the propaganda rushing in from the channels controlled by the federal government. In order to... "streamline" the broadcasting on all the [recalcitrant





regional] channels without incurring too high an expense for staff censors, one fires a single shot across the bow to scare them all into submission at once....

For this to have the desired effect, the target of choice has to have iconic status in regional journalism. If you simply trump up some charges against a reporter or even an editor-in-chief from Siberia, people elsewhere— for example, in Stavropol'ye or in Lipetsk—may or may not perceive that as a threat to them....

Choosing Manana Aslamazyan for the role of a "whipping girl" is dead-on accurate. The taming of the "old NTV" [the formerly independent TV channel] was a perfect choice. It was all a slam dunk from there. The case against Mikhail Khodorkovsky, Russia's wealthiest and most successful businessman, was a perfect choice as well. Now, all business leaders, from the very prominent to the most obscure, see in their sleep the chilling visuals of the Krasnokamensk correctional facility.<sup>[4]</sup>

The authorities twice extended the "criminal investigation" beyond the original sixty-day timeline for filing charges established by Russian law. Lawyers for Ms.

Aslamazyan and the Educated Media Foundation's founders (the Russian equivalent of trustees) are continuing to pursue a legal remedy through the courts to prevent the case against Ms. Aslamazyan personally from being expanded to include the organization. The damage, however, has been done. A criminal indictment for "contraband" was handed down on June 19. Ms. Aslamazyan has decided to resign from EMF and to accept a consulting position with the Internews Network. See her open letter to friends and supporters on [www.internews.org/russia](http://www.internews.org/russia).

The attack on EMF—and on organizations like it—deserves attention from writers, editors, and civil libertarians outside Russia. Links to the Open Letter to President Putin and a list of its signers (in English and Russian), as well as to numerous other articles in the Russian and Western press, can be found at the Internews site.

Writers, editors, and others concerned about press freedom wishing to sign the international version of the petition can find it at the Global Forum for Media Development, [www.gfmd.info](http://www.gfmd.info).

—June 21, 2007

## Notes

<sup>[1]</sup> See "Death Under the Tsar," *The New York Review*, June 14, 2007.



[2] See "Attacks on the Press in 2006: Europe and Central Asia," Committee to Protect Journalists, [www.cpj.org/attacks\\_06/europe\\_06/eur\\_analysis\\_06.html](http://www.cpj.org/attacks_06/europe_06/eur_analysis_06.html).

[3] On May 11, in advance of an opposition rally at Samara, police raided the offices of *Novaya Gazeta* there, evidently trying to prevent reports on the rally. *Gazeta.ru*, an Internet publication, reported on April 17 that a series of sudden top-level management changes at REN-TV, the Russian News Service (RSN), and Radio Russia, all major regional networks (the latter two belong to the Russian Media Group, a holding company controlled by Lukoil), had brought about a radical shift in editorial policies.

In a story that was picked up in part by *The New York Times*, *Gazeta.ru* wrote that RSN staff were given explicit instructions by their new bosses on who could be mentioned on air, how any opposition to the government would be referred to, and were told that 50 percent of their stories about Russia had to be "positive." See "Russkaia sluzhba promyvaniia mozgov" ("The Russian Brainwashing Service"), [www.gazeta.ru/2007/04/17/oa\\_2\\_36937.shtml](http://www.gazeta.ru/2007/04/17/oa_2_36937.shtml), and Andrew E. Kramer, "50% Good News Is the Bad News in Russian Radio," *The New York Times*, April 22, 2007. For the Samara raid, see <http://www.ifj.org/default.asp?index=4919>.

[4] See [www.internews.org/articles/2007/20070531\\_rja\\_emf.shtm](http://www.internews.org/articles/2007/20070531_rja_emf.shtm).

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[http://www.internews.org/articles/2007/20070531\\_rja\\_emf.shtm](http://www.internews.org/articles/2007/20070531_rja_emf.shtm)



## ***Why Manana?***

The New Times | May 30, 2007

**Why was Manana Aslamazyan singled out? We have all been asking ourselves, Why were the consequences of bringing into the country an undeclared extra 70,000 rubles so grave? And, most importantly, why did these consequences befall not only Manana Aslamazyan personally, but the entire “Internews” organization as well? It sure seems a bit excessive. What are the driving forces of yet another *pogrom* on the already sterilized landscape of Russian television? Why was one necessary in the first place?**

*Irina Yasina,*

Chair, Regional Journalist Association

Just in case some people do not know, Manana Aslamazyan has single-handedly done more to strengthen the fledgling Russian regional television than all the journalist unions, ministries and agencies institutionally and all the Lesins and Seslavinkys personally combined. For over ten years, she had taught, conducted training sessions, brought TV celebrities with her to Russia’s periphery, arranged various contests and master class presentations. Sure, she was not doing it all by herself. She had her team to help her. She led that team ably, as she still does, with her unquestionable reputation.

Then, she screwed up – just as many other intellectuals had before her. They were not very good with money and did not read the law carefully. Well, it now seems she



would have been better off if she had conducted her master classes in customs law instead of journalism.

But to use this as an excuse to harass “Internews” (after the renaming in conjunction with a repeat of the official registration procedure, the organization has become known as “Educated Media”)? Note the qualifying adjective in the new title: not “submissive,” not “loyal,” not “pro-government,” not even “independent.” The descriptor of choice is “educated.”

The authorities have been excessive in all manifestations of their power. They have even awarded one another a few decorations to celebrate. The political landscape is being cleaned up down to the bare pavement. These actions do, however, make sense. Not some common sense that we could relate to. They follow some other logic. The KGB logic, perhaps?

This is all about making an example of one to scare others. No need to kill off an entire pack of wolves if [for the same effect] you can just take out the alpha male, right? Why was the treatment of the NTV Channel so rough? Well, because the example made of NTV’s star anchors (who had to look for any job they could get with any TV channel and were continuously changing their core values to please the employer) has become, among other things, an opportunity for others to do some thinking of their own. You see, if even the most freedom-loving journalists can be made to “give up their core principles,” then doing that with others will not even require any discussions. Others will simply get the message well in advance and do what is expected of them. They will not even have to be pressured.

Same story with [Mikhail] Khodorkovsky. Whether the absolutely terrified Russian business community was just a side effect of the Khodorkovsky case or scaring them was an unstated objective all along does not really matter now. What does matter is the result. And the result is that everyone understood that nobody was immune anymore.

Now, time to ponder a little. It is difficult to keep track of what is going on regional television from the Kremlin. There are way too many regional TV outlets in the



country (once again, hats off to Manana for that). People watch their programming simply because they can no longer take all the propaganda rushing in from the channels controlled by the federal government. In order to [intellectually] “streamline” the broadcasting on all the [recalcitrant regional] channels without incurring too high an expense for staff censors, one fires a single shot across the bow to scare them all into submission at once. This has to be done in such a way as to make it evident to all that the warning is no longer being given only to Moscow-based media having the misfortune to have to operate in risky proximity to the Kremlin walls. Now, they all are targets. For this to have the desired effect, the target of choice has to have iconic status in regional journalism. If you simply trump up some charges against a reporter or even an editor-in-chief from Siberia, people elsewhere – for example, in Stavropol’ye or in Lipetsk – may or may not perceive that as a threat to them. More likely than not, the signal will be ignored, perceived as a byproduct of local intrigues and turf wars.

In this logical context, choosing Manana Aslamazyan for the role of a “whipping girl” is dead-on accurate. The taming of the “old NTV” was a perfect choice. It was all a slam dunk from there. The case against Mikhail Khodorkovsky, Russia’s wealthiest and most successful businessman was a perfect choice as well. Now, all business leaders, from the very prominent to the most obscure, see in their sleep the chilling visuals of the Krasnokamensk correctional facility.

The head of “Internews” (“Educated Media”) is a well-known person. Besides, she is an enthusiast, does not care much about money, and enjoys recognition of the journalistic community throughout the free world. The warning shot in the form of “criminal prosecution” [of such a person] will definitely be heard on the country’s periphery – in offices of newspapers and in studios of television outlets where remnants of freedom are still alive. In fact, everyone will hear and understand this kind of warning shot.

Manana need not castigate herself for not being well versed in the intricacies of bringing foreign currency into her home country. By her transgression, she only expedited the pre-ordained.



<sup>1</sup>Mikhail Lesin is a high-ranking mass media official in the Russian government. From 1999 to 2004, he served as Russia's Minister for Press, Television and Mass Media

<sup>2</sup>Mikhail Seslavinsky is another high-ranking mass media official in the Russian government. From 1999 to 2004, he served as Russia's Deputy Minister for Press, Television and Mass Media. Since 2004, he has headed the newly formed Agency for Press and Mass Communications

<sup>3</sup>Region in the south of Russia

<sup>4</sup>City approximately 500 km southeast of Moscow





[http://www.internews.org/articles/2007/20070629\\_washpost\\_emf.shtm](http://www.internews.org/articles/2007/20070629_washpost_emf.shtm)

washingtonpost.com

## **Russian Probe Shuts Media Foundation**

### ***Critics See Political Motive in Charges Against Group's Leader, Raid at Offices***

By Peter Finn

Washington Post Foreign Service

Friday, June 29, 2007; Page A15

MOSCOW -- A Russian nonprofit organization funded by the U.S. government to train journalists and improve management at local television stations has been shuttered by a criminal investigation that critics charge is politically motivated.

Authorities targeted the Educated Media Foundation after its head was found with slightly more than \$12,500 in undeclared currency at a Moscow airport, an offense that routinely would be settled with a fine, lawyers said.

Instead, Manana Aslamazyan, 55, is facing up to five years in prison on smuggling charges. Her organization, previously called Internews [Russia](#), is accused of money laundering -- an allegation that Russian journalists and civic activists, as well as Western diplomats, dismissed as absurd.

The effective closure of the foundation, whose computers have been seized and bank accounts frozen, is the starkest example yet of the Russian government's hostility to Western-funded nongovernmental organizations, or NGOs. The authorities accuse them of trying to foment the kind of political discontent that brought on street revolutions in neighboring [Ukraine](#) and [Georgia](#).

Russia has tightened registration and reporting requirements for the entire nongovernmental sector, with special restrictions on foreign-funded groups.



President [Vladimir Putin](#) has repeatedly warned that Russia will not tolerate interference in its internal affairs.

"Unfortunately, the situation in [Russia](#) for NGOs is not safe, and this case is just an excuse to provide a lesson to the entire community," said Pavel Chikov, head of the human rights group Agora, which provides legal consulting services to NGOs across Russia. "The message is that they can use the slightest mistake."

The mistake in this case occurred on Jan. 21 when Aslamazyan landed at Moscow's Sheremetyevo airport. In her purse she had 9,000 euros in an envelope as well as 550 euros and 5,000 rubles in her wallet.

Aslamazyan walked through the exit for arriving travelers who have nothing to declare. She was stopped by a customs officer. She said in an interview this week that she immediately realized she'd made a mistake and volunteered that she had cash that was the equivalent of \$2,567 more than the allowed limit of \$10,000, meaning that she should have declared all the cash. The 9,000 euros, she said, was a personal loan from a friend in [Paris](#), where she had just visited.

"I was not hiding anything. It was just a mistake," Aslamazyan said in a telephone interview from Paris, where she fled as the criminal investigation here escalated. "I was sure I would be penalized, but I couldn't imagine that my mistake would have such consequences. My foundation was destroyed."

In most cases involving similar amounts of money, people have to appear before a justice of the peace and pay a fine, according to Boris Kuznetsov, Aslamazyan's attorney. "That's it. Case closed," said Kuznetsov, one of Russia's best-known criminal defense lawyers, who is representing Aslamazyan for a nominal fee. "This case was exceptional."

Kuznetsov said investigators ignored a general customs service directive that the severity of any charges for undeclared currency is determined by the amount of money involved over the legal limit. Investigators, he said, counted the \$10,000 allowance as well as the \$2,567 above the limit to press smuggling charges and elevate the offense above an administrative matter.



Aslamazyan's case, which normally would have been handled by the airport police department, was taken over by an investigative committee at the Interior Ministry.

"I am confident the organizers of this case are in the Lubyanka," said Kuznetsov, referring to the headquarters of the FSB, the internal security agency and successor of the [KGB](#). "She was stopped at random, but someone heard Manana was detained and then the KGB decided, great, we'll take her."

The Interior Ministry said it had no immediate comment on the case.

On April 18, 20 officers from the Interior Ministry raided the offices of Educated Media. A month later, the group's bank accounts were frozen. Most of the 65 staff members have had to find new work.

The nonprofit organization has trained 15,000 Russian journalists since 1996, according to Aslamazyan.

"Her personal case has led the government to close Internews, and it's a catastrophe for regional journalism," said Marianna Maksimovskaya, host of "The Week" on the private Ren-TV channel, a show that has editorial independence.

According to Interior Ministry documents provided to [The Washington Post](#), the investigation expanded to include suspected money laundering by the foundation.

"In order to reveal facts of legalizing (laundering) of money or other property obtained in a criminal way, financial and other accounting documents were taken from the offices," stated one report. "During the investigation it was revealed that the following money transfers by foreign organizations were made to the bank account of 'Educated Media' during the period of December 2006 to March 2007: 70,000 euros from Internews Europe Association ([France](#)) and \$300,000 from Financial Service Center (USA). However, there is no data on spending those amounts."

Internews [Europe](#) is an organization affiliated with the Educated Media Foundation. The Financial Services Center is the [U.S. State Department](#) disbursing office that



makes overseas payments for U.S. agencies with foreign operations, according to a U.S. Embassy spokeswoman.

The \$300,000 was a scheduled disbursement from the [U.S. Agency for International Development](#), according to U.S. officials and Aslamazyan.

Since 2004, USAID has given approximately \$8 million to the Educated Media Foundation and its predecessor organization, Internews Russia. From 1998 to 2004, the United States provided almost \$30 million to Internews U.S., some of which was sent to the organization's Russian arm.

The embassy spokeswoman said the U.S. government is satisfied that the grant money was spent properly. She noted that Educated Media, like all recipients of U.S. grants, is subject to annual independent audits and is required to submit regular financial and programmatic reporting.

"Internews has complied with all of these requirements and has had no material negative findings against them," the spokeswoman said.

The nonprofit organization has also received funding from the [European Union](#), the Canadian government and private groups such as the [Ford Foundation](#).

Aslamazyan's organization has "helped raise professional standards for journalism in Russia, not only in reporting news but also in encouraging coverage of issues important to citizens and civil society groups, such as tolerance, health issues, consumer rights, and other themes," the embassy spokeswoman said in an e-mailed statement.

After the April raid on the group's office, more than 2,000 Russian journalists, including dozens from state or state-controlled stations, wrote an open letter to Putin asking him to intervene.

"We consider the actions of the law security bodies against Educated Media another step in the infringement of civil rights declared in the Russian constitution, of which you are the guarantor," the letter said. "Educated Media was never involved in any



political activities. . . . Today many 'Internews' and 'Educated Media' graduates are the pride of Russian television.

"The reputation of Manana Aslamazyan in the Russian television community is unquestionable."

Putin did not reply.

Aslamazyan described the letter as the "most unexpected and most pleasant thing in this story. . . . When I think of the people who signed the letter," she said, "I feel I can survive."

Kuznetsov said he fears she will be put in jail pending trial if she returns, so for now she is remaining abroad.

"There are certain cases that are key cases," said Kuznetsov. "This case is a litmus test. It defines the condition of this society, the justice system, censorship, openness, freedom of speech, the basic values of a society and a democracy."



<http://tv2.tomsk.ru/internews/>

*Москва, Кремль  
Президенту РФ В.В.Путину*

## **ОТКРЫТОЕ ПИСЬМО**

### ***Уважаемый господин Президент!***

Мы, журналисты российских СМИ, высказываем свою крайнюю озабоченность в связи с действиями МВД России против АНО Интерньюс. 18 апреля с.г. в московском офисе фонда проектов в области образования и СМИ "Образованные медиа" (бывший "Интерньюс") сотрудники департамента экономической безопасности МВД России провели выемку финансовой документации. Эти следственные действия, согласно официальным объяснениям, проводились в рамках расследования уголовного дела о контрабанде. Дело было возбуждено ЛОВД "Шереметьево-2" в связи с задержанием в аэропорту в конце января этого года руководителя "Образованных медиа" Мананы Альбертовны Асламазян с незадекларированными 9,5 тыс. евро. Провозить без декларации можно 10 тыс. долларов. Разница в курсах составила около 70 тысяч рублей. Г-жа Асламазян неоднократно поясняла, что просто ошиблась и готова нести ЛИЧНУЮ ответственность за свою ошибку, квалифицирующуюся как административное правонарушение. Но оперативники пришли в возглавляемую ею организацию. Из чего следует, что возбужденное против Мананы Асламазян уголовное дело было направлено не только и не столько против нее лично, сколько против возглавляемой ею некоммерческой организации. В настоящее время все образовательные проекты этой организации остановлены. Мы рассматриваем действия правоохранительных органов против «Образованных медиа» как





очередной шаг к ущемлению гражданских прав, декларированных в Конституции РФ, гарантом которой Вы являетесь.

"Образованные медиа" никогда не занимались политической деятельностью. Организация учила региональных журналистов делать профессиональное и ответственное телевидение. Сегодня многие выпускники «ОМ» являются гордостью российского телевидения. Они успешно трудятся как на государственных каналах, так и на каналах, не принадлежащих государству (это тысячи журналистов, работающие в сотнях региональных станций России). Манана Асламазян – член правления Академии Российского телевидения, она долгое время принимала участие в работе Федеральной лицензионной комиссии при Министерстве печати и информации РФ. Конкурс «Новости – время местное», который в течение нескольких лет проводила по всей России возглавляемая ей организация, стал заметным событием в жизни электронных СМИ и был удостоен высшей национальной телевизионной премии «ТЭФИ». Ее авторитет в телевизионном сообществе России непререкаем.

Манана Асламазян сделала для развития профессионального телевидения в современной России чрезвычайно много. Ее самоотдача и самоотверженность служат примером для многих из нас. Обвинения ее в контрабанде поначалу всеми нами были восприняты как досадное недоразумение, и все мы были уверены, что эта ситуация скоро разрешится. Но случившееся 18 апреля продолжение с изъятием документов фонда «Образованные медиа» показывает, что попытки уничтожения организации, возглавляемой г-жой Асламазян, продолжаются и могут, увы, увенчаться успехом, если лично Вы, господин Президент, не вмешаетесь в ход этой истории, наносящей очевидный ущерб нашей стране.

Сегодня мы, подписавшие это письмо, и Вы, господин Президент, можем предотвратить подобное развитие событий. Остановите расправу с "Образованными медиа". И, может быть, эта маленькая история станет шагом к восстановлению диалога между властью и обществом. У нас еще есть шанс. Прислушайтесь к нам, господин Президент.



## **An Open Letter**

to Russian President Vladimir Putin  
The Kremlin Moscow

Dear Mr. President,

We, journalists from Russian media, express our extreme concern in connection with the action of the Interior Ministry against Internews Russia. On 18 April of this year, in the Moscow offices of the Educated Media Foundation (formerly Internews Russia), which carries out projects in the area of education and media, employees of the Department of Economic Security of the Interior Ministry of Russia carried out a seizure of financial documentation. These investigative activities, according to the official explanation, were carried out within the framework of the investigation of a criminal case of suspected smuggling. The criminal investigation was opened by the LUV D [Transport Office of Internal Affairs] of Sheremetevo 2 in connection with the detainment at the airport at the end of January of this year of the head of the Educated Media Foundation Manana Aslamazyan with 9,500 Euros that she had not declared to customs. It is legal to bring up to the equivalent of \$10,000 US without making a formal declaration, not Euros. The difference in the exchange rate amounted to about 70,000 rubles [approximately \$2,700]. Ms. Aslamazyan has explained several times that she simply made a mistake and is ready to take PERSONAL responsibility for her mistake, which is usually treated as an administrative violation. But investigators turned up at the nonprofit organization of which she is the head. From which it would seem that the criminal case opened against Manana Aslamazyan was aimed not so much at her personally as against the organization. Currently all educational activities of the organization have been halted. We regard these actions of the law enforcement agencies against the Educated Media Foundation as another step towards the infringement of civil rights enshrined in the Russian Constitution, of which you are the guarantor.

The Educated Media Foundation has never carried out any political activities. The organization trained regional journalists to make professional and responsible television. Today many of the graduates of the organization are the pride of Russian television. They work successfully both on state channels and on channels not belonging to the state (thousands of journalists, working at hundreds of regional Russian stations). Manana Aslamazyan is a member of the board of the Academy of Russian Television, she took part for a long time in the work of the licensing commission of the Ministry of Press and Information. The nationwide TV news competition "Local Time" which was run by her organization for many years became a major event in the life of the electronic media and won a TEFI, the country's prestigious national television award. Her authority in the Russian television community is indisputable.

Manana Aslamazyan has done an enormous amount for the development of professional television in today's Russia. Her generosity and self-sacrifice serve as an example for many of us. The charge of smuggling seemed at first to all of us to be simply an annoying misunderstanding, we were all convinced that the situation would be straightened out quickly. But the continuation on 18 April with the seizure of the Foundation's documents shows that the attempts to destroy the organization led by Ms. Aslamazyan continue and may even be



successful unless you personally, Mr. President, intervene in this situation, which is clearly bringing harm to our country.

Today, we who have signed this letter, and you, Mr. President, can prevent this outcome. Stop the punishment of Educated Media. And perhaps this incident can become a step towards the restoration of a dialogue between the authorities and society. There is still a chance to make this happen. Listen to us, Mr. President.

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20. **Агапова Лера**, редактор Медиалайн
21. **Адамова Софья**, ТРК Петербург - 5-й канал
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147. **Безпятах Валерий**, издатель газеты Городские вести (Ревда)
148. **Белая Анастасия**, редактор телеканала Россия
149. **Белая Елена**, зам ответственного секретаря газеты Молва г. Владимир
150. **Белгороков Александр**, консультант региональных медиа
151. **Беленицкая Нина**, редактор телеканала Россия/ВГТРК
152. **Беликов Денис**, журналист ИД МК
153. **Белимов Виктор**, журналист Екатеринбург
154. **Белов Илья**, режиссер программы Профессия-репортер на НТВ
155. **Белорыбкина Ольга**, главный редактор НТ ТК Телекон г. Нижний Тагил
156. **Беляев Андрей**, студент МГТУ им. Н. Э. Баумана
157. **Беляев Иван**, корреспондент службы информации радиостанции Премьер "Вологда""
158. **Беляев Юрий**, Руководитель Южнороссийского биографического центра
159. **Белянина Наталья**, обозреватель газеты Мордовия сегодня г.Саранск
160. **Бензик Алена**, корреспондент радио Лемма
161. **Бердюгин Олег**, генеральный директор медиа группы КомИнтер
162. **Бережная Марина**, доцент факультета журналистики СПбГУ
163. **Бережная Татьяна**, шеф-редактор ТНТ-Владивосток
164. **Бережной Александр**, корреспондент филиала ВГТРК "ГТРК Владивосток""
165. **березкина Валерия**, журналист телекомпании ТВК-6канал Красноярск
166. **Бернвальд Станислав**, музыкальный ведущий радио ЮНИТОН Новосибирск. Лауреат премии Попова
167. **БЕРШТЕЙН Максим**, главный редактор газеты Новости Костомукши (Республика Карелия)
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169. **Бешкарева Наталья**, корреспондент ТРК 37 канал г. Новочеркасск
170. **Бизюкин Сергей**, аспирант
171. **Биккель Любовь**, газета Деловое Прикамье (Пермь) обозреватель
172. **Биктагирова Наталья**, журналист Медиагруппы 101 г. Тюмень



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174. **Билык Мария**, Телескоп
175. **Бисеров Вадим**, журналист внештатник еженедельника Пермский обозреватель Пермь
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180. **Близнецова Мария**, трафик-менеджер телекомпании ОРТВ
181. **Бобков Александр**, редактор ТК СТС-9 канал (Киров)
182. **Бобкова Екатерина**, переводчик
183. **Бобров Сергей**, сценарист член СК РФ
184. **Бобровский Андрей**, журналист ТРК Медиасоюз Рубцовск
185. **Бобровский Алексей**, ведущий радиостанция Бизнес-ФМ
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193. **Бозиев Алан**, зам. главного редактора службы информации телерадиокомпания Мир
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197. **Болотный Михаил**, директор фестиваля Майские Чтения
198. **Болтаев Рахмон**, Аргументы и Факты Душанбе
199. **Болтянская Нателла**, ведущая программ р/с Эхо Москвы
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208. **Борисова Евгения**, тренер по журналистике Москва



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210. **Борковский Евгений**, зам. главного редактора The New Times
211. **Бородин Арина**, телевизионный обозреватель газеты Коммерсант
212. **Бородин Ольга**, редактор НТ ТК Телекон г. Нижний Тагил
213. **Бочков Сергей**, студент Литинститута
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226. **Бурганова Ксения**, сценарист
227. **Бурдинов Сергей**, БайкалМедиа Улан-Удэ
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233. **Бушуева Валентина**, корреспондент ООО ТВС-Новгород
234. **Быкасов Александр**, журналист ТК РЕН ТВ-Киров
235. **Быков Евгений**, зав отделом ОГУ ТВЦ-Курск
236. **Быкова Алена**, корреспондент ГТРК Кремль (г. Нижний Новгород)
237. **Быкова Ольга**, корреспондент сайта [www.kurgan.ru](http://www.kurgan.ru)
238. **Бычкова Ольга**, журналист радиостанции Эхо Москвы
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- 245. **Валеев Артур**, руководитель программы канал СТС
- 246. **Валиева Тамара**, обозреватель НТРК (Кыргызская Республика)
- 247. **Валова Ольга**, Корреспондент ТК ЕСТВ редактор информационного портала/Екатеринбург
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- 249. **Ванцева Елена**, ПТРК Урал-Информ ТВ г.Пермь
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- 252. **Варсопко Алексей**, журналист журнал Путь домой
- 253. **ВАСИЛЕНКО Владимир**, обозреватель ИГ Империи (газета КОМОК)
- 254. **Васильев Николай**, специальный корреспондент Вести - Санкт-Петербург
- 255. **Васильев Николай**, корреспондент. 3 канал Москва
- 256. **Васильев Александр**, коммерческий директор
- 257. **Васильев Валерий**, руководитель медиа проектов. Видеостудия АМВИДЕО Великие Луки-Москва.
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- 259. **Васильева Тамара**, Сергеевна ведущая программы Новое утро ТВК - 6 канал Красноярск
- 260. **Васильева Екатерина**, журналист ИД Ва-Банк
- 261. **Васильева Валерия**, редактор ТК Четвертый канал
- 262. **Васильева Людмила**, журналист
- 263. **Васильков Максим**, шеф-редактор радиостанции Business-FM
- 264. **Васильченко Олеся**, Васильевна журналист медиахолдинга АС Байкал ТВ
- 265. **Васильченко Лидия**, ведущая инф.выпусков ВГТРКГТРК Алтай
- 266. **Вашукова Марина**, заместитель начальника организационно-аналитического управления Администрации городского округа Балашиха Московской области
- 267. **Вдовенко Мария**, сценарист продюсерский центр Леан-М
- 268. **Вдовин Юрий**, Зам. председателя общественной правозащитной организации Гражданский контроль
- 269. **Вдовин Николай**, редактор Вести +. Санкт-Петербург
- 270. **Вдовин Андрей**, Директор Академия ТНТ
- 271. **Веденеева Наталия**, корреспондент ComNews
- 272. **Велигодский Михаил**, Председатель ККПОО Гражданский ГОЛОС
- 273. **Венедиктов Алексей**, гл. редактор радио Эхо Москвы
- 274. **Венжер Наталия**, Чл. СК России
- 275. **Верещагин Игорь**, фотограф
- 276. **Верина Наталья**, корреспондент ТРК Подлипки г. Королёв Моск. обл.
- 277. **Верник Александр**, журналист компания Интерсвязь
- 278. **Вероника Семенюк**, редактор НТВ-Мир
- 279. **Верховский Александр**, член Союза журналистов директор Центра Сова



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286. **Ветрова Наталья**, журналист медиахолдинг АС Байкал ТВ Иркутск
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296. **Вишневский Борис**, обозреватель Новой газеты
297. **Вишня Денис**, журналист тренер Интерньюс
298. **Влада Луговкина**, редактор ТК Россия программа Вести
299. **Владимирская Ольга**, продюсер Петербург-5 канал
300. **Владовский Юрий**, сценарист ОАО Первый канал
301. **Власова Алла**, газета Телесемь-Тюмень
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305. **Вождаева Оксана**, корреспондент ТРК ТВ-2 (Томск)
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309. **Володина Ольга**, главный редактор ПЦ ЛЕАН-М
310. **Володченко Арина**, ведущая программы В телевизоре "(""СТС-ОткрытоеТВ""")"
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312. **Волынкина Алла**, редактор службы телепроизводства ТРК СКAT г.Самара
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315. **Воронин Николай**, корреспондент ТРК ТВ2
316. **Воронин Виталий**, корреспондент ТРК Петербург 5 канал



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324. **Вострикова Алина**, PR-manager компания M+W Zander
325. **Вугельман Алена**, 4 канал Екатеринбург
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330. **Высоцкий Глеб**, директор ООО Саткомсервис внешкор журнала Теле-Спутник
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347. **Галянина Елена**, свободный журналист
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349. **Гамзов Алексей**, ведущий новостей телеканала Культура
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353. **Гарнов Максим**, журналист Dinariy.com
354. **Гасанов Гаджи**, журналист Радио Свобода Прага





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- 357. **Гвоздев Алексей**, корреспондент Рен-ТВ
- 358. **Геворкян Наталия**, журналист
- 359. **Геворкян Эвелина**, ведущая Эхо Москвы
- 360. **Гематдинова Эльвира**, ТРК Лениногорск (Лениногорск)
- 361. **Гендина Виктория**, выпускающий редактор сайта Каспаров.Ru
- 362. **Гензе Юлия**, редактор корсети Доброе утро ОАО Первый канал
- 363. **Геодакян Константин**, Технический директор Общественная организация содействия СМИ Интерньюс Ереван Армения
- 364. **Герман Руднев**, журналист-проблемник газеты В десяточку шк. 10 г. Красноярск
- 365. **Гессен Мария**, главный редактор журнал Gala
- 366. **Геут Анна**, журналист главный редактор информационного центра АмГУ г. Благовещенск Амурской области
- 367. **Гиззатов Рашид**, дизайнер журнала В городе Н
- 368. **Гилев Артем**, режиссер ОАО Первый канал
- 369. **Гиль Светлана**, редактор ОТРК Югра
- 370. **Гилязова Рамиля**, продюсер ТВ 3-канал Москва
- 371. **Гималтдинов Фирдус**, ведущий программы Вести-Татарстан ГТРК Татарстан Казань
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- 374. **Глазков Максим**, главный редактор газеты Свобода и Слово
- 375. **Глазкова Екатерина**, студент
- 376. **Глазунов Олег**, продюсер TOPWORLD Studio г. Москва
- 377. **Глазунова Вероника**, студентка соцфака РГГУ
- 378. **Глеб Черкасов**, редактор отдела комментариев Газеты.ру
- 379. **Глебова Мария**, редактор телекомпания РЕН ТВ
- 380. **Гликман Елена**, кинопродюсер
- 381. **Глотова Александра**, корреспондент НТВ
- 382. **Говорухина Марина**, правозащитник Украинского Хельсинского союза по правам человека
- 383. **Гоголева Юлия**, журналист филиала ВГТРК/ ГТРК Татарстан
- 384. **Голдовская Марина**, режиссер член Академии Российского ТВ лауреат ТЭФИ лауреат Государственной премии.
- 385. **Голенко Жанна**, журналист ВГТРКГТРК Алтай
- 386. **Голланд Анна**, Космополитен-видеоверсия шеф-редактор
- 387. **Голобородова Искрина**, координатор ТК АРТ Караганда Казахстан



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389. Голова Татьяна, ответственный секретарь телекомпании ЭХО
390. Голованов Антон, Координатор Медиа программ Фонд Новая Евразия
391. Головки Алексей, корреспондент 5 канал
392. Головин Владимир, режиссёр директор ООО Кинокомпания ИГРА
393. Голуб Галина, журналист на пенсии
394. Голубев Владимир, ответсек газеты Наш дом - наш город Екатеринбург
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408. Горбунова Майя, журналист г. Пермь
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410. Гордеева Галина, преподаватель
411. Гордеева Ирина, коммерческий директор Мой город без цензуры
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- 427. Грекова Светлана, фоторедактор Огонек
- 428. Гремина Елена, литератор
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- 431. Григорьев Станислав, шеф-редактор газета саратовский криминал
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- 437. Грошева Ольга, редактор МДТ-театр Европы журналист
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- 439. Губарева Светлана, главный редактор сайта www.nord-ost.org
- 440. Губина Светлана, Информационное агентство Бел.Ру Белгород редактор службы новостей
- 441. Губский Александр, Шеф-редактор ТРК Сургутинтерновости
- 442. Гудкова Анна, редактор кинокомпания ПРОФИТ
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- 450. Гусалова Анна, помощник директора Французский культурный центр в Москве
- 451. Гусаров Вячеслав, корреспондент
- 452. Гусатинская Эйлина, гл.ред. Спектр НЕДЕЛИ Финляндия
- 453. Гусев Дмитрий, заместитель директора телекомпании НТМ-Ярославль
- 454. Гусева Евгения, ведущая эфира Радио Сибирь Томск
- 455. Гусева Марина, шеф-редактор городов телеканала РБК
- 456. Гуськов Антон, редактор Студии Профит Екатеринбург
- 457. Гуткин Михаил, журналист Русская служба Голоса Америки
- 458. Гутник Ольга, ведущая новостей петербургский телеканал СТО
- 459. Гуцал Евгений, Корреспондент НТВ
- 460. Даведьянов Андрей, руководитель службы продвижения ТВ-6 Владимир



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- 462. **Давыдова Диана**, журналист ТНВ (Казань)
- 463. **Даминова Альфия**, журналист г.Уфа
- 464. **Дан Артур**, Интернет-проект Чайхана
- 465. **Даниелян Микаэл**, корреспондент Прима-нюс (Армения)
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- 467. **Данилович Михаил**, журналист газета Пермские новости
- 468. **Данкевич Феликс**, обозреватель ТаймАут Петербург
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- 470. **Дашкова Марина**, Дизайнер-верстальщик Эйзенштейновский центр исследований кинокультуры
- 471. **Дворянчик Андрей**, телеоператор ТК Бородино Красноярский край
- 472. **Девяткина Елена**, директор Телерадиокомпании Тверской проспект (Тверь)
- 473. **Дегтярь Михаил**, руководитель студии Репортер ("ТВ" "Центр") член Академии Российского ТВ трижды лауреат ТЭФИ
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- 475. **Деева Юлия**, коммерческий директор ИД Глобус Санкт-Петербург
- 476. **Делова Светлана**, выпускающий редактор ТК СургутИнформТВ
- 477. **Дементьев Владимир**, специальный корреспондент РБК-ТВ
- 478. **Дементьева Елена**, Генеральный директор
- 479. **Деменьшина Кристина**, корреспондент ТРК УрГУ Екатеринбург
- 480. **Демидова Елена**, режиссер
- 481. **Демидова Екатерина**, ГТРК Южный Урал продюсер
- 482. **Демьянец Эдуард**, корреспондент отдела экономики газеты Время. События. Мнения. Тенденции.
- 483. **Демьянко Ольга**, Ответственный секретарь ИД Деловая столица
- 484. **Денисова Анастасия**, международный редактор и корреспондент программы Сегодня на НТВ
- 485. **Денисова Светлана**, специальный корреспондент программы Истории в деталях Москва
- 486. **Дергунова Елена**, шеф-редактор отдела региональных новостей и спецпроектов ДИП Вести
- 487. **Деришев Михаил**, корреспондент ТТВ (Саратов)
- 488. **Джани Феруза**, журналист Информационное агентство Фергана.Ру
- 489. **ДЖАПАРИДЗЕ НАДЕЖДА**, редактор газеты Гражданская инициатива г.Краснодар
- 490. **Джемухадзе Екатерина**, студентка РАТИ(ГИТИС)
- 491. **Джопуа Оксана**, продюсер программы Неделя РЕН ТВ
- 492. **Дзюба Светлана**, Корпорация ТелеОмск-АКМЭ (г.Омск)
- 493. **Дзялошинский Иосиф**, профессор Высшей школы экономики член Евразийской Академии



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- 494. **Диамантэ Армандо**, директор ТК Эфир #ИМЯ? Челны
- 495. **Дик Сергей**, корреспондент ТРК ТВ2 (Томск)
- 496. **Дик Лилия**, корреспондент газеты Западная Лица г. Заозерск Мурманской области
- 497. **Диляра Тасбулатова**, кинообозреватель журнала Итоги
- 498. **Димкова Ирина**, промо-продюсер Интерактивное телевидение РИКОР
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- 503. **Дмитриев Даниил**, гл. инженер ТРК Русский Север г. Вологда
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- 506. **Дмитриева Наталья**, шеф-редактор службы информации радиохолдинга Медиа FM (Томск)
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- 508. **Добренко Станислав**, гл. редактор Свежей Газеты
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- 510. **Добровольский Владимир**, писатель
- 511. **Добронравова Елизавета**, старший корреспондент журнал Дело
- 512. **Доброхотов Роман**, замредактора отдела экономики газеты Новые Известия
- 513. **Добрынин Сергей**, Шеф-редактор ОАО НТВ-ПЛЮС
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- 517. **Долгин Борис**, Информационно-аналитический интернет-канал Полит.ру заместитель  
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- 518. **Долгина Екатерина**, корреспондент ТРК УрГУг. Екатеринбург
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- 521. **Долгополов Артём**, старший редактор ГТРК Кубань
- 522. **Долгополов Николай**, продюсер программы Неделя РЕН ТВ
- 523. **Долина Наталья**, завлит драмтеатра Колесо им.Глеба Дроздова
- 524. **Долматов Валерий**, Независимый представитель город Нефтекамск
- 525. **Доманов Иван**, главный режиссёр телекомпании НТМ-Ярославль
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- 527. **Доминникова Людмила**, редактор му "ТелестудияАТВ-Центр""
- 528. **Донская Анна**, студентка ВГНА
- 529. **Доренко Сергей**, журналист



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- 542. **Дубчак Владимир**, Руководитель веб-проекта EFamilyFinance Северная КаролинаСША
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- 544. **Дугин Виталий**, режиссер программы Неделя РЕН ТВ
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- 548. **Духанов Станислав**, корреспондент газеты За рубежом
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- 551. **Дьяченко Андрей**, Руководитель радио Heart FM г. Барнаул
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- 553. **Дятликович Виктор**, корреспондент журнала Русский репортер
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- 555. **Евстигнеев Александр**, корреспондент Первого Канала
- 556. **Евтеева Татьяна**, ответственный секретарь журналист журнал САМАРА
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- 559. **Егорова Елена**, редактор ТК Канал 5 плюс "Чебоксары""
- 560. **Ежелева Любовь**, Пресс-секретарь правозащитной общественной организации Солдатские матери Санкт-Петербурга
- 561. **Елина Светлана**, шеф-редактор программы Неделя член Академии Российского ТВ
- 562. **Елькин Владимир**, МСТБ ГРУПП
- 563. **Ельчанинова Светлана**, режиссер член Союза Кинематографистов РФ
- 564. **Емелина Наталья**, журналист Радио Томск
- 565. **Емельянов Сергей**, Студент
- 566. **Емельянова Наталья**, Московский комсомолец в "Тюмени"





- 567. Емельянова Наталья, и.о. редактора службы информации радио Эхо Перми
- 568. Енбаева Светлана, Менеджер по информации Строительного портала [www.stroyka74.ru](http://www.stroyka74.ru)
- 569. Ениколопов Николай, шеф-редактор программы Вести
- 570. Енин Евгений, Четвертый канал Екатеринбург
- 571. Енютина Галина, АНО Центр социально-трудовых прав
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- 573. Ерёмина Мария, пресс-секретарь Министерства строительства инфраструктуры и дорожного хозяйства Челябинской области
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- 578. Жаринов Никита, редактор и журналист G&S Events
- 579. Жарчинская Яна, журналист
- 580. Жданова Лариса, генеральный директор ООО Газета Губерния
- 581. Железнова Юлия, журналист
- 582. Железцов Александр, литератор телевизионный сценарист
- 583. Желтышева Екатерина, Исполнительный директор ООО Арктик Медиа Холдинг
- 584. Жеребин Сергей, корреспондент ТРК Петербург - 5-ый канал
- 585. Животовская Лариса, зам. шеф-редактора еженедельника Биржа плюс карьера
- 586. Жиганова Дарья, корреспондент журнала Бизнес -курс
- 587. Жидкова Татьяна, журналист
- 588. Жильцова Галина, журналист газеты Курьер. Среда. Бердск Новосибирская область
- 589. Жирнова Елизавета, ВГТРК ГТРК Саратов
- 590. Жихарева Анна, корреспондент ТРК 37 канал г. Новочеркасск
- 591. Жуйкова Ольга, Телеоператор МТВ-Киров
- 592. Жуков Сергей, менеджер Национальный Телевизионный Синдикат
- 593. Жуков Роман, видеоинженер ТРК Радонежье Сергиев Посад
- 594. Жукова Ярослава, спец.корреспондент краевого государственного телеканала Енисей-регион (г. Красноярск)
- 595. Жуковская Ирина, копирайтер телекомпании Канск 5 Канал
- 596. Жулькин Игорь, корреспондент ТРК Белый город Белгород
- 597. Журавлева Леся, программный редактор радио Диполь FM. ЗАО студия ТРТР. г. Тюмень
- 598. Журавлева Лилия, Актриса театра и кино
- 599. журналист Владислав, Пенза
- 600. Заборова Юлия, Радио ЭХО-Москвы Екатеринбург
- 601. Завадская Мария, редактор ТРК РЕН ТВ
- 602. Загребной Юрий, шеф-редактор информационного агенства МосСовет
- 603. Зайцев Илья, редактор Новостей ТВК (г.Красноярск)



- 604. **Зайцев Андрей**, режиссер
- 605. **Зайцева Ирина**, помощник директора Французского культурного центра в Москве
- 606. **Зайцева Наталья**, журналист газеты Карельская Губерния
- 607. **Залевская Кира**, бывшая телеведущая директор ООО "Объединение Альтернатива"" г. Королев
- 608. **Замятина Светлана**, корреспондент ТРЦ Восточный экспресс
- 609. **Занин Дмитрий**, стажер-корреспондент ВГТРК ГТРК Красноярск
- 610. **Зарембо Константин**, Директор Радио Сибирь
- 611. **Захаревич Антон**, Телесоператор ТРК Петербург - 5 канал
- 612. **Захаров Николай**, корреспондент программы Сегодня телекомпания НТВ
- 613. **Захаров Роман**, Фонд защиты гласности
- 614. **Захаров Александр**, Дизайнер Тольятти
- 615. **Захарова Тамара**, комментатор Радио России Санкт-Петербург
- 616. **Захарова Лия**, корреспондент Будьте здоровы! ОТВ (Челябинск)
- 617. **Захарова Виктория**, студент МГУИЭ
- 618. **Захидов Акбар**, Арт-директор РА WESTMEDIA Москва
- 619. **Зацепин Виталий**, редактор Радио 5 Канск
- 620. **Зацерклянный Максим**, Видеооператор ТК Премьер. Калининград.
- 621. **Збарский Алексей**, продюсер корреспондент ТРК Петербург-5 канал Хабаровск
- 622. **Зверева Нина**, Член Академии Российского телевидения лауреат ТЭФИ
- 623. **Зверева Ольга**, руководитель Интернет-проектов группы Эксперт-Урал
- 624. **Зверева Татьяна**, координатор фестиваля ВМЕСТЕ - РАДИО Фонд независимого радиовещания
- 625. **Звягинцев Юрий**, Директор Радио 22 Барнаул
- 626. **Звягинцева Екатерина**, корреспондент ГТРК Татарстан (Казань)
- 627. **Здравомыслова Дарья**, корреспондент Радио Свобода шеф-редактор службы информации Радио 107 FM (Екатеринбург)
- 628. **Землянухин Сергей**, Первый канал - "эксперт;" ОФК Киношок - директор программ
- 629. **Зенов Илья**, Редактор отдела информации ТРК Юганск
- 630. **Зимин Роман**, режиссер монтажа Studio UP Москва
- 631. **Зимин Денис**, администратор сайта ТРК ТВ2 Томск
- 632. **Зиновьев Евгений**, редактор газеты Городские вести (г.Ревда Свердловской области)
- 633. **Зиновьева Юлия**, Национальный Телевизионный Синдикат
- 634. **Зиновьева Наталья**, выпускающий редактор службы информации канала Апекс-TV ведущая информационной программы (Новокузнецк)
- 635. **Зинченко Олег**, директор телекомпания 25 ТВ Тверь
- 636. **Зирин Максим**, журналист
- 637. **Злобина Светлана**, выпускающий редактор телестанции Канал 12 (г.Череповец)
- 638. **Злобина Ульяна**, студентка Журфака (Томск)



- 639. **Солин Виталий**, студент
- 640. **Золотарева Елена**, корреспондент ГТРК Коми горг. Сыктывкар
- 641. **Золотухин Андрей**, преподаватель факультета журналистики Воронежского госуниверситета
- 642. **Зубакова Марина**, главный редактор ТВК г. Липецк
- 643. **Зубкова Юлия**, продюсер НТВ
- 644. **Зубченко Натэла**, редактор телеканала Заозерск ТВ г. Заозерск Мурманской обл.
- 645. **Зуев Руслан**, Гл. редактор Агентства правовой информации LINA
- 646. **Зыблев Сергей**, журналист ТРК Афонтово (г. Красноярск)
- 647. **Зыков Сергей**, журналист ВГТРКГТРК Алтай
- 648. **Ибраимов Бакыт**, ОО Журналисты эксперт нарушений журналистов и СМИ
- 649. **Иванов Александр**, главный редактор ТРК 37 канал г. Новочеркасск член Союза журналистов России
- 650. **Иванов Кирилл**, ведущий корреспондент программы Неделя в большой стране 5 канал
- 651. **Иванов Игорь**, креативный директор "ТК""Транзит"" г. Нижневартовск
- 652. **Иванов Михаил**, главный редактор сайта Киноафиша Ру
- 653. **Иванов Пётр**, студент филологического факультета
- 654. **Иванов Геннадий**, Оператор - корреспондент ОАО Медиа - холдинга Полуостров Тамань
- 655. **Иванов Евгений**, теледизайнер Оренбург
- 656. **Иванов Максим**, журналист
- 657. **Иванов Алексей**, Оператор (городские новости) Телекомпания Санкт-Петербургское кабельное телевидение
- 658. **Иванова Дарья**, ТВ Центр зав. Приволжским корреспондентским бюро
- 659. **Иванова Татьяна**, корреспондент ГТРК Кремль
- 660. **Иванова Марина**, журналист ВГТРКГТРК Алтай
- 661. **Иванова Алена**, ТК Новый регион менеджер
- 662. **Иванова Ксения**, продюсер программы Профессия репортёр НТВ
- 663. **Иванова Екатерина**, журналист ТРК Наш дом г.Пенза
- 664. **Иванчин Алексей**, выпускающий режиссер ТВ-Столица
- 665. **Ивашевский Алексей**, журналист информационный портал Екатеринбург
- 666. **Ивлева Татьяна**, студентка журфака ТГУ
- 667. **Ивченкова Татьяна**, дизайнер
- 668. **Игнатенко Полина**, студентка ВАВТ Москва
- 669. **Игонин Роман**, корреспондент НТВ
- 670. **Изирханова Тавсият**, главный редактор МТ Гелиос (г. Хасавюрт)
- 671. **Измайлов Марлен**, главный редактор портала Город Киров.RU
- 672. **Изофатова Елена**, продюсер ведущая ТРК ТВ-2 лауреат премии ТЭФИ-РЕГИОН
- 673. **Изюмова Елена**, корреспондент журнала Эксперт Волга
- 674. **Илличевский Николай**, редактор ТВ



- 675. **Ильин Эдуард**, телеоператор ТРК Петербург 5 канал
- 676. **Ильин Михаил**, директор Агентства Коммуникативных Стратегий Красноярск. В прошлом сотрудник ТРК Афонтово
- 677. **Ильинская Надежда**, Председатель Гильдии гендерной журналистики МедиаСоюза
- 678. **Ильшат Аминов**, Генеральный директор ОАО Телерадиокомпания Татарстан-новый век
- 679. **Инджиев Артур**, Журналист газеты Аргументы Недели Юг
- 680. **Иноземцева Полина**, корреспондент ТРК Радонежье Сергиев Посад
- 681. **Исаев Илья**, редактор Телеканала Россия
- 682. **Исаков Сергей**, менеджер г. Москва
- 683. **Исаков Алексей**, директор ООО Студия Жест
- 684. **Исакова Наталья**, режиссер ООО Студия Жест г. Трехгорный
- 685. **Исаханова Эльмира**, корреспондент ТК АРТ Караганда Казахстан
- 686. **Исламов Айдар**, шеф-редактор Янаульского ТВ Башкортостан
- 687. **Исмагилова Юлия**, редактор ТСН г.Бугульма
- 688. **Истомин Роман**, корреспондент службы информации ГУП РК Коми республиканский телевизионный канал
- 689. **Итальянцева Марина**, инженер
- 690. **Иштубаев Рудольф**, видеооператор Янаул ТВ Башкортостан
- 691. **Ищук Сергей**, Издатель-редактор газеты Ё г.Хмельницкий
- 692. **Кабаков Дмитрий**, Кинорежиссёр член СК России
- 693. **Кабакова Валерия**, обозреватель газеты Вслух о главном
- 694. **Кабиров Антон**, журналист ТРК СТВ
- 695. **Кавыршин Роман**, режиссёр Первый канал
- 696. **Кадимский Евгений**, Звукорежиссер композитор член СК
- 697. **Кадыкова Светлана**, Юрист Телерадиокомпания Подлипки г.Королёв М.О.
- 698. **Казаков Юрий**, эксперт Фонда защиты гласности
- 699. **Казакова Екатерина**, ИД Информация и Инвестиции
- 700. **Казаковцев Владимир**, Директор по рекламе ГУП РК Коми республиканский телевизионный канал
- 701. **Казанский Денис**, комментатор НТВ+
- 702. **Казарина Ольга**, председатель Межрегионального профсоюза журналистов и работников СМИ
- 703. **Кайгородова Катерина**, выпускающий редактор ООО АМК Сибирский "проект"""
- 704. **Кайданов Аркадий**, писательтележурналист Нальчик
- 705. **Калантар Левон**, режиссерИнтерныйюсАрмения
- 706. **КАЛАЧ Максим**, корреспондент ТРК Терра-РЕН-ТВ. (г. Самара)
- 707. **Калашникова Галина**, редактор информационной программы РЕН-ТВ
- 708. **Калиничев Алексей**, ведущий программы Вести-Татарстан ГТРК Татарстан (Казань)
- 709. **Калининченко Олеся**, корреспондент ГТРК Хакасия Абакан



- 710. Калиновская Елена, корреспондент еженедельника Коммерческие вести (Омск)
- 711. Калиновский Игорь, спецкор Омского представительства РГ
- 712. Калих Андрей, Центр развития демократии и прав человека
- 713. Калматов Эмиль, Директор Интерньюс-Кыргызстан
- 714. Камалова Люция, журналист
- 715. Камардина Юлиана, студентка журфака МГУ
- 716. Каменщиков Денис, журналист Екатеринбург
- 717. Камила Сафина, режиссер
- 718. Каминская Татьяна, зав. кафедрой журналистики НовГУ
- 719. Камионский Александр, режиссёр студии Трансдокументар Германия
- 720. Камынина Александра, продюсер ТРК Петербург-5 "канал"" (Москва)
- 721. Канаев Андрей, инженер ОАО МОЭСК
- 722. Канаев Алексей, генеральный директор ТВ-7 (Вологда) Канал-12(Череповец)
- 723. Канарев Сергей, руководитель общественной организации Молодые журналисты Алтая
- 724. Канев Игорь, шеф-редактор службы информации Студии ТРТР г. Тюмень
- 725. Кантеладзе Тамара, программный директор ТРК Афонтово г.Красноярск
- 726. Канфер Леонид, Неделя с Марианной Максимовской РЕН-ТВ корреспондент
- 727. Капитонихина Евгения, редактор новости Первый канал
- 728. Капустина Наталья, продюсер радио Попса лауреат премии Союза журналистов России
- 729. Карабанов Александр, Режиссер радио Шансон
- 730. Карагодин Денис, студент философского факультете Томского государственного университета
- 731. Карецкая Юлия, корреспондент ТРК Петербург 5 канал
- 732. Карлов Роман, ведущий Рен-ТВ
- 733. Карлова Светлана, дизайнер
- 734. Карпов Александр, генеральный директор ТРК ТВ3 Москва член правления НАТ член АРТ лауреат ТЭФИ
- 735. Карпов Александр, Директор Центра экспертиз ЭКОМ СПб
- 736. Карпов Станислав, Директор по развитию газеты Связист.spb
- 737. Карпов Дмитрий, Системный администратор телекомпании Каскад (Тульская область)
- 738. Карпова Ольга, корреспондент КП-Челябинск
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- 740. Картавцев Андрей, корреспондент программа Неделя РЕН ТВ
- 741. Картозия Николай, Директор дирекции праймового вещания НТВ
- 742. Карунос Андрей, корреспондент ННТ - 10 канал
- 743. Кацин Лев, Главный редактор и издатель газеты Еврейский Мир Нью-Йорк США
- 744. Качалов Дмитрий, главный редактор информационного портала region51.com
- 745. Качалова Диана, сеть газет Мой район Петербург
- 746. Качкаева Анна, телекритик зав.кафедрой телевидения и радиовещания факультета



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748. **Кашина Марина**, руководитель службы информации ОАО ИРТ г. Усть-Илимск

749. **Кашинцева Анастасия**, ведущая корреспондент ГТРК Татарстан

750. **Каширин Максим**, Фотограф пресс-службы ОАО РЖД

751. **Кварацхелия Нино**, Журналист-переводчик

752. **Квасов Денис**, редактор отдела компаний и рынков журнала Эксперт Волга

753. **Квиринг Ирина**, журналист Караганда

754. **Квятковская Мария**, Юрист НАНБО ЮКЦ ПАБЛИСИТИ

755. **Кельш Таня**, студентка журналист г. Киль

756. **Килина Ольга**, ген.директор ТК Объектив (г.Чайковский)

757. **Ким Дмитрий**, корреспондент ТК АРТ Караганда Казахстан

758. **Ким Наталья**, корреспондент НТВ

759. **Ким Сергей**, Телеведущий Красноярская ТРК Афонтово

760. **Ким Ольга**, журналист Фонда независимого радиовещания

761. **Ким Игорь**, фриланс продюсер

762. **Кира Залевская**, г. Королев предприниматель в прошлом телеведущая ТРК Подлипки

763. **Кирик Александр**, гл. инженер телекомпания ВЕТТА

764. **Кирилин Кирилл**, доцент кафедры журналистики Алтайского госуниверситета

765. **Кириллов Антон**, репортер 3 канала

766. **Кириллов Николай**, режиссер Уралинформ ТВ г. Пермь

767. **Кириллова Елена**, студентка МГТУ им.Баумана

768. **Кирилова Алена**, директор рекламной группы ООО Метроном г. Н. Тагил

769. **Киркина Нина**, Николаевна директор ГУ Информационный центр Зеленый "Дол" ""

770. **Кисакова Валерия**, журналист " ("ТМК-Медиа" "" Москва)

771. **Киселев Евгений**, политический обозреватель радиостанции Эхо Москвы лауреат ТЭФИ

772. **Киселева Наталья**, журналист Дни.Ру студент Интерньюс Драматургия кино и тв

773. **Киселёва Светлана**, Самара программа Ваше утро редактор и ведущая

774. **Китайчик Мария**, эксперт Института проблем информационного права

775. **Клешнин Николай**, Видеоинженер ТРК Петербург 5 канал

776. **Климас Роман**, главный редактор ТРК Наш Канал (г.Курск) ст.преподаватель отделения

журналистики КГУ

777. **Климов Олег**, фотожурналист

778. **Климович Марина**, шеф-редактор службы информации Студии ТРТР г. Тюмень

779. **Клишин Дмитрий**, журналист ВГТРК ГТРК Алтай

780. **Клюкин Алексей**, редактор новостей 33 канал Киров

781. **Кнапнугель Алексей**, коммерческий директор телеканала СТС-Прима г.Красноярск

782. **Кныш Валентина**, рисечер ТРК 5-ый канал

783. **Княгницкий Гарри**, корреспондент программы Истории в деталях СТС





- 784. Кобзева Наталья, редактор программы Новости РБК - ТВ
- 785. Коблянская Ольга, редактор СтримТВ
- 786. Кобызова Наталья, шеф - редактор Альфа-канала Благовещенск
- 787. Кобяков Владимир, корреспондент НТВ
- 788. Ковалев Игорь, юрисконсульт Арт-Центра Авангард
- 789. Ковалёва Екатерина, корреспондент ведущая ТРК ТВ2 (ТОМСК)
- 790. Ковалевская Ирина, менеджер по PR Информационное агентство Росбалт
- 791. Ковальчук Владимира, корреспондент Вести-Приморье телеканал Россия
- 792. Ковачев Сергей, продюсер ТРК ВИКИНГ г. Гатчина Лен.область
- 793. Ковтонюк Ольга, шеф-редактор радио Эхо Москвы в Томске
- 794. Ковтуненко Юлия, студентка Останкинского института
- 795. Кожухов Михаил, Руководитель программы Вокруг света
- 796. Козеева Ольга, шеф-редактор службы информации Юмор ФМ
- 797. Козенко Андрей, корреспондент газеты Коммерсантъ
- 798. Козлов Алексей, оператор ТК "СТС-ОткрытоеТВ"" "
- 799. Козлов Дмитрий, режиссер
- 800. Козлов Роман, режиссер монтажа РБК-ТВ
- 801. Козлова Виктория, Внештатный фотокорр ИТАР ТАСС
- 802. Козырев Олег, корреспондент The New Times сценарист писатель
- 803. Колбовский Александр, журналист Первый канал
- 804. Колбунов Владимир, редактор газеты Спутник телезрителя г.Барнаул
- 805. Колганова Татьяна, главный редактор ТРК Радонежье г. Сергиев Посад
- 806. Колесников Алексей, журналист газета Мой район
- 807. Колесников Владимир, Редактор газеты Хронометр-Волгоград
- 808. Колесников Максим, Студент юридического факультета Камского Института Выпускник 2й Школы юристов СМИ проводимой ИНТЕРНЬЮС (декабрь 2006г)
- 809. Колесникова Елена, корреспондент ТРК Петербург 5 канал
- 810. Колмогоров Андрей, технический директор Vizrt Russia
- 811. Колнер Галина, Ответсек городского еженедельника РИО Панорама г.Находки
- 812. Колобаева Надежда, ассистент режиссера кинокомпания Слон
- 813. Колозян Анна, теледизайнер
- 814. Колонтаев Андрей, Зам. редактора журнала Дело (Самара)
- 815. Колонтаевская Дарья, гтрк Самара корреспондент
- 816. Колосов Алексей, Алексеевич преподаватель факультета журналистики Воронежского госуниверситета. член СЖ РФ
- 817. Колосова Надежда, корреспондент радио Премьер Вологда
- 818. Колотовкин Сергей, директор рекламное агентство Тройка г. Томск
- 819. Колчанов Егор, радиоведущий радиостанции Русская волна лауреат премии Попова г.Красноярск



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822. **Комар Павел**, студент ВГНА (Москва)
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827. **Комиссаренко Алла**, студентка МПГУ
828. **Комиссарова Анна**, продюсер НТВ
829. **Комков Вячеслав**, журналист
830. **Комлева Елена**, журналист ОАО Новокузнецкое независимое телевидение
831. **коморникова Галина**, редактор газеты курьер.среда.бердск
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833. **Кондакова Наталья**, редактор-координатор ТК ТВ-КОМ г.Бийск Алтайский край член Союза журналистов России
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835. **Коневич Александр**, корреспондент информационной службы Первого канала
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841. **Константиновский Павел**, Директор программ Город FM
842. **Контарева Анастасия**, редактор Телекомпании Полюс
843. **Коньков Антон**, менеджер Пермского клуба региональной журналистики
844. **Коньков Роман**, МУП ПЦ ВСЯ УФА стажер
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846. **Копейка Александр**, Константинович Первый зам. главного редактора Издательства Юридический Мир
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848. **Копылова Елена**, шеф-редактор ИА Город новостей
849. **Копыткова Наталья**, Александровна Режиссер монтажа тк прима
850. **Копытова Татьяна**, журналист - ТК Школа+Tv (ЗАО Северск) Участница фестиваля включайся (АНО Интерньюс - Россия)
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852. **Кормачев Олег**, корреспондент МИК (Архангельск)



- 853. **Корнева Юлия**, Программный директор ООО Национальный телевизионный синдикат
- 854. **Корнева Юлия**, журналист программы Час Пик. Суббота ТРК ТВ-2
- 855. **Корнилов Александр**, главный специалист редакции информационных программ ОТРК Югра г. Ханты-Мансийск
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- 857. **Коробицина Наталья**, юрист НТ ТК Телекон г. Нижний Тагил
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- 861. **Королева Евгения**, PR-директор Русская деревня
- 862. **Кортаева Елена**, журналист газеты Мой город без цензуры г.Ханты-Мансийск
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- 872. **Косицына Ирина**, г. Самара ТРК СКАТ рук. пр. Ваше утро
- 873. **Косолапов Владислав**, гл. редактор телекомпании ВЕТТА
- 874. **Косолапова Наталья**, архитектор ОАО ТомскНИПИнефть ВНК
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- 879. **Костюченко Елена**, корреспондент Новой газеты
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- 883. **Кохреидзе Нино**, корреспондент службы новостей ТК Аьфа-канал
- 884. **Кочубей Наталия**, студентка журфака МГУ
- 885. **Кошеленко Павел**, Журналист (Благовещенск)
- 886. **Кравцова Ольга**, русское радио новосибирск



- 887. **Кравченко Галина**, Леонидовна зам. главного редактора газеты Вечерний Краснодар
- 888. **Кравченко Андрей**, режиссёр Первый канал
- 889. **Кравченко Инна**, редактор отдела карьера-менеджмент газета Ведомости
- 890. **Кравченко Виктор**, специалист Фонда Новая Евразия
- 891. **Кравченко Зоя**, специальный корреспондент ТВ Столица
- 892. **Кравченко Светлана**, собкор. областной газеты Южно-Сахалинск - твоя газета
- 893. **Кравчук Александр**, независимый журналист
- 894. **Красоткин Максим**, специальный корреспондент ТВ Столица
- 895. **Красухин Геннадий**, член редколлегии журнала Вопросы литературы
- 896. **Кречетова Олеся**, журналист ВГТРКГТРК Алтай
- 897. **Кречетова Мария**, директор Томской Школы публичной политики
- 898. **Кривенцева Полина**, ПЦ МИР Реалити
- 899. **Криволапова Зоя**, секретарь нижевартовского отделения Союза журналистов
- 900. **Крикунов Евгений**, технический директор ТК АНТ г.Краснодар
- 901. **Кристина Шкидина-Ярковская**, ведущая программы новостей телеканал Столица
- 902. **Крихан Раду**, режиссер
- 903. **Кронгауз Екатерина**, специальный корреспондент журнала Gala
- 904. **Кротков Олег**, видеоператор ТРК Радонежье Сергиев Посад
- 905. **Круглов Сергей**, Владимирович редактор ТК Видеотон Каменоломни Ростовская обл.
- 906. **Круговых Наташа**, режиссер тк Домашний
- 907. **Крылов Дмитрий**, телеведущий Первый канал
- 908. **Крылов Антон**, ведущий Радио Всё (WNYZ) Нью-Йорк
- 909. **Крылов Александр**, Сотрудник Адвекс-РОССТРО (СПб)
- 910. **Крылова Ирина**, информационная ведущая Русское Радио Новосибирск
- 911. **Крымская Елена**, главный редактор т/к ТТВ Саратов
- 912. **Крысов Владислав**, Редактор РЕН-ТВ Киров
- 913. **Кубота Константин**, оператор ТК Петропавловск
- 914. **Кудашов Алексей**, корреспондент НТВ
- 915. **Кудина Екатерина**, НТВ
- 916. **Кудрявская Анна**, участница семинара Интерньюс 1992-го года журналист Продюсерской Артели Сергея Шалаева г.Омск
- 917. **Кудрявцева Валерия**, фотокорреспондент г-ты Дружба
- 918. **Кудрявцева Анна**, шеф-редактор ТРК Подлипки (ныне Королев ТВ) сейчас в декретном отпуске
- 919. **Кузавков Сергей**, корреспондент телекомпании ОПТВ Красноярск
- 920. **Кузин Евгений**, ответственный секретарь агентства Телескоп
- 921. **Кузина Катерина**, журналист самарского ежемесячного общественно-политического журнала Самара. Журнал столицы региона
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- 923. Кузнецов Глеб, корреспондент газеты Новости Костомукши (Карелия)
- 924. Кузнецов Вячеслав, журналист PR-менеджер медиахолдинга РЗС /г. Тюмень/
- 925. Кузнецов Сергей, независимый журналист Екатеринбург
- 926. Кузнецова Ангелина, пресс-секретарь гуманитарно-политологического центра Стратегия(Санкт-Петербург)
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- 928. Кузнецова Ирина, корреспондент газета Время (Саратов)
- 929. Кузнецова Маша, студентка факультета журналистики МГУ
- 930. Кузнецова Анна, ведущая программ ГТРК Белгород
- 931. Кузовков Андрей, исполнительный продюсер Телерадиокомпания Студия-41
- 932. Кузьменко Анна, шеф-редактор информационной службы ТК АТВ-Ставрополь
- 933. Кузьмин Евгений, редактор ИА Амур.инфо г. Благовещенск
- 934. Кузьмин Вячеслав, редактор сеть независимых газет Мой район Москва
- 935. Кузьмина Галина, руководитель коммерческого отдела Бугульма-РТВ
- 936. Кузьмина Евгения, редактор программы "Персональный счет" ТВ Центр Саратов "
- 937. Кузьмина Наталия, журналист РЕН ТВ Воронеж
- 938. Кузьминова Лидия, спец.корреспондент Телекомпании 25 "ТВ"" (г. Тверь)
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- 954. Курбатский Стас, РЕН-TV sound designer
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- 957. Курилина Альбина, член правления ассоциации Рекламная Федерация Регионов
- 958. Курицын Сергей, Телекомпания НТМ город Ярославль
- 959. Кустова София, учитель историишкола №198



- 960. Кустова Ольга, корреспондент ИА REGNUM
- 961. Кутовой Андрей, Телеоператор
- 962. Кутузов Алексей, ТВ-Дизайнер
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- 979. Лаптева Антонина, Информационная группа 74 г.Челябинск
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- 988. Ласточкина Алёна, ведущая телекомпании ТВ2 (г.Томск)
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- 992. Лебедев Игорь, Директор по развитию Четвертого канала
- 993. Лебедева Юлия, (Поспелова) журналист ООО ВК Телесфера Красноярск
- 994. Лебедева Мария, выпускающий редактор ТК СургутинформТВ





995. Лебедева Анастасия, главный редактор радиостанции Эхо Перми
996. Левицкая Екатерина, Специальный корреспондент "ГТРК""Смоленск""руководитель" службы новостей Русское радио-Смоленск
997. Легейдо Юрий, редактор ТК АИСТ Иркутск
998. Легкобитова Юлия, юрист Радио Сибирь
999. Лёзова Анна, журналист ТК Телекон Нижний Тагил
1000. Ленкина Мария, журналист СПб
1001. Леоненко Алексей, оператор ВГТРКГТРК Алтай
1002. Леоненко Наталья, корреспондент ТРК Северный город г.Норильск
1003. Леонидович Максим, Тех. директор Казахстан Караганда
1004. Леонтьев Филипп, продюсер программы Политкоктейль O2TV
1005. Леонтьева Елена, эксперт ФБК
1006. Лесневская Ирена, член Академии Российского ТВ лауреат премии ТЭФИ
1007. Лесневский Дмитрий, продюсер член Академии Российского ТВ
1008. Лесневский Сергей, руководитель службы информации молодежного канала Дебют СТ
1009. Лесскис Георгий, журналист русской службы ЕвроНьюс
1010. Леухин Александр, редактор телекомпании НТМ г. Ярославль
1011. Лефи Роман, студент ННГУ журналист.
1012. Леханова Анастасия, ассистент режиссера 31 канал Челябинск
1013. Лештаев Олег, инженер АмГУ
1014. Лещева Римма, юрист ООО МАС ЕвроТранс
1015. ли Дарья, корреспондент Радио Маяк
1016. Ливенцов Евгений, журналист Информационная служба радиохолдинга Медия ФМ
1017. Линючева Мария, Программный редактор телеканал Волжская волна г. Саратов
1018. Липман Мария, гл. редактор журнала Pro et Contra
1019. Листова Елизавета, специальный корреспондент телеканала Россия
1020. Литвинова Анастасия, корреспондент программы Сегодня телекомпании НТВ
1021. Литвинова Мария, журналист Аргументы недели
1022. Литвинова Мария, корреспондент газеты Белгородские известия
1023. Литвинович Геннадий, редактор альманаха Мужская жизнь
1024. Лихашва Анна, Адвокат ККА АП КК МТРК Краснодар
1025. Лишневская Татьяна, журналист радио Эхо Москвы в Омске
1026. Лобаева Виктория, Продюсер Рен ТВ
1027. Лобанов Игорь, главный редактор официального сайта РЕН ТВ
1028. Лобанова Оксана, Юрьевна редактор отдела новостей ПТРК Урал-Информ-ТВ
1029. Лобань Ирина, корреспондент службы информации петербургский телеканал СТО
1030. Лобастова Яна, председатель НКО Гильдия журналистов. г. Краснодар
1031. Лобжанидзе Этери, бывший веб-редактор АС Байкал ТВ
1032. Лобода Марина, журналист "(""МК" во "Владивостоке"" г.Владивосток )



- 1033. **Лойк Никита**, ведущий инф.выпусков ВГТРКГТРК Алтай
- 1034. **Локшина Татьяна**, член Союза журналистов (Москва) председатель Центра Демос
- 1035. **Лопарев Павел**, собственный корреспондент Первого канала г.Тюмень
- 1036. **Лопата Андрей**, журналист МедиаКорСеть
- 1037. **Лосева Елизавета**, корреспондент ТРК Южный Регион
- 1038. **Лосева Кристина**, корреспондент ТРК ТВ-2 Томск
- 1039. **Лосева Тамара**, студентка ФЖ ТГУ внештатный корреспондент ТРК ТВ-2
- 1040. **Лосева Юлия**, корреспондент ТК ТВС г. Ижевск
- 1041. **Лоскутова Екатерина**, журналист ТК РТВ (г. Усолье-Сибирское Иркутская область)
- 1042. **Лотов Алексей**, программист ФГУП ИРМ г.Заречный
- 1043. **Лошак Андрей**, корреспондент программы Профессия-репортер НТВ
- 1044. **Лузин Сергей**, Выпускающий редактор ТРК Петербург 5 канал
- 1045. **Лукашевич Василиса**, редактор Сибирского агентства новостей
- 1046. **Лукашов Дмитрий**, режиссер Лидер ТВ
- 1047. **Лукина Наталья**, продюсер ТРК Петербург 5 канал
- 1048. **Лукинов Евгений**, корреспондент ТРК Петербург-5канал в г. Ставрополь
- 1049. **Лукиных Александр**, выпускающий редактор ТК ТВ-КОМ г.Бийск Алтайский край. Член Союза журналистов России
- 1050. **Лукьянчиков Александр**, редактор службы новостей РЕН-ТВ
- 1051. **Лупинин Олег**, арт-директор телекомпании Афонтово
- 1052. **Лушаков Евгений**, Маркетолог ЗАО Телекомпания СургутИнформ-ТВ г.Сургут
- 1053. **Лысаков Вячеслав**, лидер движения автомобилистов Свобода Выбора обозреватель Новой колумнист Ведомостей.
- 1054. **Лысенко Ольга**, журналист газеты Антенна
- 1055. **Лысов Артем**, ведущий специалист отдела маркетинговых коммуникаций Первый канал. Всемирная сеть.
- 1056. **Лычева Зоя**, редактор ТРЦвосточный экспресс г. Челябинск
- 1057. **Львовский Станислав**, литератор
- 1058. **Любителива Марина**, главный режиссер телеканала БЛИЦ г.Мурманск
- 1059. **Людмила Шевченко**, Институт развития прессы-Урал директор
- 1060. **Людмила Соколова**, зам.ген.директора по телевещанию ТК АТВ-Ставрополь
- 1061. **Лютенков Александр**, кинорежиссёр АНО КИНОПОИСК
- 1062. **Лютиков Александр**, журналист Омск
- 1063. **Люттов Павел**, журналист ТРК Наш дом г.Пенза
- 1064. **Лямзенко Олег**, старший оператор ТРК 37 канал г. Новочеркасск
- 1065. **Лянная Татьяна**, главный редактор новостей МИА Город (Благовещенск)
- 1066. **Ляхович Олег**, обозреватель газеты The Moscow News
- 1067. **Магданов Сергей**, журналист р/с Эхо Москвы в Казани
- 1068. **Магомедов Омар**, корреспондент ТРК Петербург-5 канал (Дагестан)



- 1069. **Магомедова Милана**, продюсер ТРК Петербург - 5 канал Махачкала Дагестан
- 1070. **Магомедова Раиса**, корреспондент "РГВК""Дагестан""г.Махачкала"
- 1071. **Мазалова Мария**, студентка журфака МГУ
- 1072. **Мазманян Каринэ**, журналист компания Ad Here mobyl Bee Line
- 1073. **Мазунин Александр**, редактор РБК
- 1074. **Мазур Сергей**, ответственный секретарь группы глянцевого журналов ИДР "(""Домовой"" Кресты"" др.)
- 1075. **Мазуров Михаил**, Директор 33 канал г. Киров
- 1076. **Мазуровский Андрей**, Генеральный директор ООО Карельская телекомпания Ника
- 1077. **Майоров Сергей**, Руководитель и ведущий программы Истории в деталях телеканал СТС
- 1078. **Майорова Ася**, ведущая инф.выпусков ВГТРКГТРК Алтай
- 1079. **Майофис Аркадий**, президент Томской Медиа Группы член АРТ член Правления НАТ лауреат премии ТЭФИ
- 1080. **Мак Ирина**, специальный корреспондент газеты Известия
- 1081. **Макаров Василий**, Редактор Радио Шансон Нижний Тагил
- 1082. **Макарова Екатерина**, продюсер Северо-Западного корбюро РЕН ТВ
- 1083. **Макарова Елена**, журналист "ТРК""Наш" "дом"" Пенза
- 1084. **Макарова Инна**, PR-директор Диасофт
- 1085. **Макарова Елена**, Телекомпания Вся Уфа корреспондент
- 1086. **Макарова Екатерина**, продюсер телекомпании РЕН ТВ
- 1087. **Макей Елена**, Член Некоммерческого Партнерства Юристы за гражданское общество член Совета Екатеринбургского Мемориала
- 1088. **Максак Анатолий**, руководитель медиагруппы Сальская степь
- 1089. **Максименко Василий**, ведущий программы Сегодня НТВ
- 1090. **Максимов Илья**, журналист
- 1091. **Максимова Алена**, директор МУ Городской информационный центр Ханты-Мансийск
- 1092. **Максимовская Марианна**, ведущая программы Неделя Рен-ТВ член Академии Российского ТВ
- 1093. **Малёнкина Ирина**, ответ. секретарь журнала Территория бизнеса
- 1094. **Малик Инна**, Накальник отдела договоров и продаж рекламы ЗАО ТК СургутИнформ-ТВ г.Сургут
- 1095. **маликов виктор**, председатель совета директоров объединения эксповим
- 1096. **Малыгина Лидия**, Продюсер программы Профессия - репортер НТВ
- 1097. **Малыхина Юлия**, корреспондент ТК ТВКиК г. Курчатова выпускница школы Интерньюс
- 1098. **Малышев Кирилл**, корреспондент ведущий новостей Серебряный Дождь в Омске
- 1099. **Мальцева Наталья**, журналист член Союза журналистов (Челябинск)
- 1100. **Мамедов Константин**, главный редактор газеты Вельск-инфо
- 1101. **Мамонов Роман**, журналист ведущий программ телеканала РЕН-ТВ ведущий программ Business-FM



- 1102. **Манири Аннита**, проетировщик
- 1103. **Мансков Сергей**, редактор Литературная газета. Алтай
- 1104. **Манскова Елизавета**, корреспондент ГТРК Алтай
- 1105. **Маргарита Панфилова**, независимый журналист
- 1106. **Маргелов Андрей**, программист The New Times
- 1107. **Марианна Шахян**, Руководитель юридического отдела ООО ВК ТЕЛЕСФЕРА (7 канал)
- 1108. **Марин Андрей**, директор ТК АРТ-ТВ Нефтекамск
- 1109. **Маринец Анна**, корреспондент ТРЦ Телемикс г. Уссурийск
- 1110. **Марк Кротов**, Журналист радио Свободная Европа
- 1111. **Марк Подберезин**, ТК Школа+Tv (ЗАО Северск) Участник фестиваля включайся (АНО Интерьюс - Россия)
- 1112. **Марков Владимир**, режиссер монтажа Мосфильм
- 1113. **Марков Виктор**, Диктор-редактор новостей радиостанция Русская волна Красноярск
- 1114. **Маркова Ольга**, зам. главного редактора службы новостей ТНТ-Саратов
- 1115. **Маркова Надежда**, репортер телекомпания ОТВ (Екатеринбург)
- 1116. **Маркозов Николай**, редактор Российского информационного канала Вести
- 1117. **Мартова Людмила**, Директор ИД Премьер
- 1118. **Мартовский Андрей**, директора ООО СКАТ информ
- 1119. **Мартыненко Анна**, редактор информации телеканал ТТВ (Саратов)
- 1120. **Мартыненко Сергей**, креативный продюсер ТК Мир Реалити
- 1121. **Мартынов Евгений**, выпускающий редактор РБК-ТВ
- 1122. **Мартынова Дарья**, 12 канал (г. Омск)
- 1123. **Мартынова Александра**, ведущий специалист управления по информационной политике администрации Нижневартковского района
- 1124. **Мархашёва Галина**, Редактор отдела информации газеты Иван-Город
- 1125. **Марченко Юлия**, журналист 31 канал Алматы Казахстан
- 1126. **Марченкова Виктория**, независимый журналист
- 1127. **Масалов Александр**, публицист прозаик (Ростов-на-Дону)
- 1128. **Масальцев Матвей**, газета Газета обозреватель
- 1129. **Маслов Николай**, начальник отдела ЗФ ОАО ГМК Норильский "никель" ""
- 1130. **Маслова Виктория**, юрисконсульт ОАО Новокуйбышевское телевидение
- 1131. **Масюк Елена**, тележурналист член Академии Российского ТВ пятикратный лауреат премии ТЭФИ
- 1132. **Матвеева Дарья**, корреспондент программы Новости АС Байкал "ТВ" "" г. Иркутск
- 1133. **Матевосян Ася**, Директор студии Монарх ТВ Армения
- 1134. **Матизен Виктор**, кинообозреватель Новых Известий
- 1135. **Матис Юлия**, PR Телекомпания Четвертый канал Екатеринбург
- 1136. **Маткин Алексей**, ТК Регион-45 режиссер
- 1137. **Матушкин Виталий**, шеф-редактор телерадиокомпании Лангепас



- 1138. **Маханова Мария**, главный редактор ТРК Северный город г. НОРИЛЬСК
- 1139. **Махов Всеволод**, Выпускник первой школы журналистики Интерньюс. Ныне не журналист.
- 1140. **Мащуров Антон**, Киновед Кино без Границ
- 1141. **Медведев Стас**, режиссер студии Коордиата 20
- 1142. **Медведева Дина**, ООО АртЛинкИнтер
- 1143. **Меднов Вячеслав**, главный редактор телеканалов ТВ-МИР и 39 канал г. Барнаул
- 1144. **Мезенева Наталья**, и.о. генерального директора ООО ТК Норд - ТВ Архангельская обл. г.Новодвинск
- 1145. **Мелехин Илья**, корреспондент УралИнформ-ТВ Пермь
- 1146. **Мельман Александр**, обозреватель Московского комсомольца
- 1147. **Мельник Виктор**, телеоператор НТВ
- 1148. **Мельникова Елена**, корреспондент г. Капитал Екатеринбург
- 1149. **Мелюков Станислав**, гендиректор телекомпании Видеосервис (г. Белогорск Амурская область)
- 1150. **Мерзлякова Светлана**, главный редактор Янаульского ТВ Башкортостан
- 1151. **Мериин Дмитрий**, директор телеканала ТТВ Саратов
- 1152. **Меркер Анна**, гл.юрисконсульт ВГТРК/ГТРК Алтай
- 1153. **Меркудинов Игорь**, студент журфака МГУ
- 1154. **Меркулова Наталья**, пиар директор Фонд Эдуарда Сагалаева
- 1155. **Местецкий Михаил**, Гильдия режиссёров России
- 1156. **Метелева Марина**, Васильевна Редактор отдела экологии газеты забайкальский рабочий директор ЧРОУ АСИ Социнформ (г.Чита)
- 1157. **Метельская Яна**, главный редактор радио Абакан
- 1158. **Мещанинова Наталия**, кинорежиссер
- 1159. **Мещерякова Татьяна**, руководитель отдела промоушн АС Байкал ТВ
- 1160. **Микушина Ольга**, независимый журналист г.Бишкек Кыргызстан
- 1161. **Микшис Михаил**, Президент ЗАОКорпорация МАКС МЕДИА "ГРУПП" г. Сочи член Академии Российского Телевидения
- 1162. **МИЛЕНЬКАЯ Екатерина**, редактор ведущая новостей ТРК Терра-РЕН-ТВ (г. Самара)
- 1163. **Милова Екатерина**, начальник отдела рекламы ТРК Зеленогорск
- 1164. **Мильдзихова Ляля**, руководитель пресс-службы федеральной программы Поезд в будущее
- 1165. **Минаева Милана**, продюсер компании Зод медиа
- 1166. **Минасян Лиана**, NEWSRU.com редактор
- 1167. **Мингалёва Яна**, журналист 10 канал г.Новокузнецк
- 1168. **Минина Юлия**, корреспондент ТРК ТВ2 (Томск)
- 1169. **Миргород Олеся**, руководитель PR - проектов РА Креатив-Медиа Москва
- 1170. **Мириманова Наталия**, медиа и конфликты исследователь
- 1171. **Мирмаксумова Аида**, Корреспондент еженедельника Новое дело г. Махачкала Дагестан



- 1172. **Мирная Юлия**, менеджер РЕН ТВ
- 1173. **Миронов Антон**, Петрозаводск собкор ИА Интерфакс по Карелии
- 1174. **Миронова Тамара**, корреспондент ТК Столица
- 1175. **Миронова Юлия**, арт-директор ЗАО Редакция Независимой "газеты"\*\*\*\*
- 1176. **Митрофанова Оксана**, редактор студии спецпроектов Первого канала
- 1177. **Митрухин Сергей**, корреспондент ТРК Афонтово (Красноярск)
- 1178. **Митрюкова Елена**, журналист ведущая ТК СТС-Открытое ТВ
- 1179. **Михайлин Дмитрий**, заместитель генерального директора еженедельника Аргументы недели
- 1180. **Михайлова Мария**, корпункт телеканала РБК-ТВ в СПб
- 1181. **Михайлова Наталья**, обозреватель газеты Премьер - новости за неделю (Вологда)
- 1182. **Михалев Алексей**, Эхо Москвы
- 1183. **Михальков Сергей**, ведущий программы Вести-Томск
- 1184. **Мишин Василий**, в прошлом слушатель семинаров Интерьюс)
- 1185. **Млечин Леонид**, член Академии Российского ТВ
- 1186. **Мнацаканян Александр**, редактор новостей центр Демос
- 1187. **Могилевская Эльвира**, выпускающий редактор [www.relga.ru](http://www.relga.ru)
- 1188. **Модель Светлана**, корреспондент ТРК Радонежье Сергиев Посад
- 1189. **Молодецкая Лилия**, Исполнительный директор АНРИ
- 1190. **Молодов Владимир**, журналист FlyNews
- 1191. **Молодцов Георгий**, режиссёр АНО Лаборатория социальной рекламы
- 1192. **Молчанов Владимир**, журналист телеведущий канал Россия член Академии Российского ТВ дважды лауреат премии ТЭФИ лауреат Премии Союза журналистов
- 1193. **Моргун Мария**, корреспондент Вести-24
- 1194. **Мордасов Михаил**, фотожурналист Новгородские ведеомости
- 1195. **Морозов Андрей**, директор ТРК Белый город
- 1196. **Морозова Мария**, редактор отдела новостей газеты ВСЁ (Петрозаводск)
- 1197. **Морозова Екатерина**, редактор РЕН ТВ
- 1198. **Морозова Зоя**, режиссер студии Зод Медиа
- 1199. **Московка Ирина**, Корреспондент газеты Новый Вестник Караганда Казахстан
- 1200. **Московчук Елена**, Продюсер информационной программы Новости - 24 РЕН ТВ
- 1201. **Мошкин Григорий**, ТМГ руководитель службы маркетинга
- 1202. **Музалевский Виктор**, оператор программы Неделя РЕН ТВ
- 1203. **Мукменов Равиль**, корреспондент ТРК Петербург 5 канал
- 1204. **Муравьева Лариса**, продюсер и корреспондент ТК СТС-Открытое ТВ Томск
- 1205. **Муратов Сергей**, профессор МГУ член Академии Российского ТВ член Академии Союза кинематографистов
- 1206. **Мухомовский Александр**, шеф-редактор программы Перекресток ТК Афонтово г.Красноярск





- 1207. **Мурашов Андрей**, Исполнительный продюсер Департамента эфирного промоушна телеканала ТНТ
- 1208. **Мурашов Андрей**, корреспондент и ведущий ТК ТВ2 (г.Томск)
- 1209. **Мурашова Ирина**, шеф-редактор Город ФМ Екатеринбург
- 1210. **Мурашова Мария**, Студентка СПбГУКиТ режиссер ТК Культура
- 1211. **Мурзагулов Ростислав**, пресс-секретарь президента РБ
- 1212. **Муругов Александр**, режиссер студии-продакшен Студия 29 УГМК
- 1213. **Муслимов Андрей**, специальный корреспондент РБК-ТВ
- 1214. **Мутовкин Владимир**, журналист
- 1215. **Муцольгов Магомед**, Руководитель Правозащитной организации МАШР
- 1216. **Мучник Юлия**, журналист ТРК ТВ-2 член Академии Российского ТВ лауреат премии ТЭФИ
- 1217. **Мучник Виктор**, главный редактор ТРК ТВ-2 член Академии Российского ТВ
- 1218. **Мучник Виктория**, директор ТК СТС-ОткрытоеТВ(Томск)
- 1219. **Мышко Марина**, корреспондент 7 канал новости г.Красноярск
- 1220. **Мясникова Дина**, Выборгские ведомости корреспондент
- 1221. **Набокова Алена**, редактор ОТРК Югра
- 1222. **Наваева Ольга**, зам. гл. редактора газеты Кузбасс
- 1223. **Наваева Ольга**, студентка факультет журналистики МГУ
- 1224. **Надеждин Сергей**, ведущий дизайнер телевизионного холдинга Макс Медиа Групп
- 1225. **Нажалова Светлана**, корреспондент отдела Новости ТРК Афонтово (г.Красноярск)
- 1226. **Назари Мэри**, сценарист продюсер лауреат премии ТЭФИ
- 1227. **Назаров Антон**, руководитель пресс-службы телеканала РЕН ТВ преподаватель факультета журналистики МГУ
- 1228. **Назаров Евгений**, корреспондент отдела новостей телекомпании 10 канал Новокузнецк
- 1229. **Назарова Екатерина**, Костанай Казахстан
- 1230. **Наконечный Андрей**, ком. директор ОАО ЛЭМЗ
- 1231. **Налетова Светлана**, корреспондент ТРЦ Восточный Экспресс Челябинск
- 1232. **Нароушвили Лейла**, координатор российско-грузинского сайта [www.pankisi.info](http://www.pankisi.info)
- 1233. **нарши екатерина**, сценарист
- 1234. **Насибов Ашот**, журналист руководитель Центра информации и общественных связей концерна Росэнергоатом
- 1235. **Насретдинов Наиль**, режиссер ГТРК 12 канал г.Омск
- 1236. **Науменко Леонид**, журналист Тульская область
- 1237. **Наумова Мария**, редактор-корреспондент газеты Новый проект
- 1238. **Недбайло Оксана**, редактор-продюсер программы Депутатский эфир ТРЦ Телемикс г.Уссурийск
- 1239. **Неделин Константин**, редактор информационной программы (телерадиокомпания Алескс г. Новокузнецк)
- 1240. **Неживлева Любовь**, журналист газеты Итоги 74г. Челябинск



- 1241. **Некипелова Лена**, корреспондент "ТС""Канал" "12"" Череповец
- 1242. **Некрасова Мария**, студент журфака МГУ
- 1243. **Некрасова Любовь**, гл. редактор Барнаульского городского портала [www.barnaul-altai.ru](http://www.barnaul-altai.ru)  
участник проектов Интерньюса
- 1244. **Нелидова Наталья**, руководитель НКО
- 1245. **Нелюбин Николай**, корреспондент радио Эхо Москвы в Петербурге
- 1246. **Немирович-Данченко Максим**, руководитель агентства КП-Мастер г. Омск
- 1247. **Немировская Анна**, ТК Россия
- 1248. **Немсицверидзе Жанна**, ТК Домашний
- 1249. **Немцев Евгений**, оператор РЕН ТВ Воронеж
- 1250. **Ненилин Сергей**, руководитель информационного агентства Нота
- 1251. **Ненков Антон**, журналист Екатеринбург
- 1252. **Непевный Владимир**, режиссёр
- 1253. **Непомнящих Юлия**, журналист ВГТРКГТРК Алтай
- 1254. **Нерпина Галина**, поэт секретарь Союза Писателей Москвы
- 1255. **Нерсесова Ксения**, Богданов и Партнеры
- 1256. **Нестеренко Наталья**, журналист
- 1257. **Нехаев Олег**, специальный корреспондент Русского репортера лауреат премии Золотое перо России
- 1258. **Нечаев Антон**, Журналист 10 канал Новокузнецк
- 1259. **Нечай Валерий**, Эхо Петербурга
- 1260. **Нешитов Петр**, корреспондент журнала Санкт-Петербургский университет
- 1261. **Нигматуллин Рамиль**, телеоператор ТРК Петербург-5 канал (Тюмень)
- 1262. **Низаметдинов Ильшат**, корреспондент ТК Вся Уфа Башкортостан г. Уфа
- 1263. **Низовский Макаров**, Александр корреспондент ИД Коммерсантъ - Спб.
- 1264. **Никитинский Леонид**, и Гильдия судебных репортеров Старшина Гильдии Судебных репортеров обозреватель Новой газеты
- 1265. **Никифоров Павел**, МУП ПЦ ВСЯ УФА стажер
- 1266. **Никишкина Екатерина**, Южный репортер редактор отдела Экономика
- 1267. **Никиля Рейо**, Режиссер документального кино журналист
- 1268. **Николаев Вячеслав**, специальный корреспондент программы Неделя на РЕН ТВ
- 1269. **Николаев Валерий**, Член союза журналистов и союза писателей Москвы
- 1270. **Николаева Наталья**, Геннадьевна генеральный директор ООО Стайл-Медиа
- 1271. **Николаева Татьяна**, шеф-редактор программы Истории в деталях телеканал СТС
- 1272. **Никонова Наталья**, корреспондент Радио 5 Канск (Красноярский край)
- 1273. **Новгородова Наталья**, программный директор ТК Новый Регион г. Ижевск
- 1274. **Новиков Евгений**, главный редактор еженедельника Друг для друга Курск
- 1275. **Новиков Игорь**, телеоператор ОАО Red media
- 1276. **Новикова Любовь**, корреспондент ТК Бородино Красноярский край



- 1277. Новикова Галина, журналист ВГТРКГТРК Алтай
- 1278. Новикова Ольга, пресс-служба ЗАО МВК
- 1279. Новикова Татьяна, корреспондент Межгосударственной телерадиокомпании Мир
- 1280. Ноговицына Виктория, журналист газеты Re:Питер. Реальность здесь и сейчас
- 1281. Норкин Андрей, Гл. редактор RTVI
- 1282. Носкова Галина, корреспондент ГТРК Кремль (г. Нижний Новгород)
- 1283. Нупрейчик Елена, гл. редактор программы Новости м/х АС Байкал ТВ Иркутск
- 1284. Нуралиева Дина, редактор журнала СтатусКазахстан Шымкент
- 1285. Нурбагомедов Ахмед, администратор НТВ
- 1286. Нусинова Наталья, Ведущий научный сотрудник НИИ Киноискусства Минкульта РФ
- 1287. Овандо Анна, продюсер программа Неделя РЕН ТВ
- 1288. Оверченко Эльвира, ТК Альфа-канал Благовещенск
- 1289. Овсянникова Елизавета, The Prime-Times
- 1290. Овсянникова Анастасия, независимый журналист Москва
- 1291. Овсянникова Анастасия, ведущий-корреспондент Братской Студии Телевидения г.Братск
- 1292. Овчинников Владимир, Главный редактор газеты Свободный курс (г.Барнаул)
- 1293. Овчинникова Елена, журналист
- 1294. Огородник Екатерина, студентка СПбГУ факультета журналистики корреспондент интернет
- 1295. Одаренко Валерия, главный редактор газеты Научград-ВЕСТИ Новосибирск
- 1296. Одноволова Анастасия, руководитель программы ТК АТН г. Барнаул
- 1297. Ожигбесова Ольга, редактор ГТРК Регион-Тюмень
- 1298. Ожерельева Екатерина, журналист Тюмень
- 1299. Озеров Игорь, директор по развитию ИД Информ Полис (Улан-Удэ)
- 1300. Оккерт Анна, студентка журфака МГУ
- 1301. Окунева Лариса, Продюсер челябинского корбюро Петербург 5 канал
- 1302. Окутина Юлия, корреспондент ТК "Моя Удмуртия"
- 1303. Олейник Антон, Звукорежиссер Радио Серебряный дождь в Омске
- 1304. Олейникова Наталья, заместитель генерального директора по СМИ ООО Медиа платформа (Москва)
- 1305. Олиарник Евгения, корреспондент ТК СТС-Открытое ТВ г.Томск
- 1306. Орехов Владимир, ООО Печатный Двор Твери
- 1307. Орешкин Аркадий, Журналист
- 1308. Орлов Петр, Исполнительный продюсер НТВ
- 1309. Орлова Полина, газета Известия корреспондент
- 1310. Орлянская Анастасия, корреспондент программы Доброе Утро Первый канал
- 1311. Оруджева Екатерина, Юрисконсульт журнал опасные грузы и контейнеры
- 1312. Осипов Владимир, Генеральный директор т/к Рапид г. Великие Луки
- 1313. Осокин Михаил, ведущий программы новостей канала RTVI член Академии Российского



ТВ лауреат премии ТЭФИ

1314. **Оськин Сергей**, главный редактор телекомпании СТВ (г. Стрежевой)

1315. **Осьминкина Людмила**, обозреватель ТК СургутинформТВ г. Сургут

1316. **Осюхина Татьяна**, редактор Тверского информационного агентства

1317. **Охлопкова Ольга**, режиссер монтажа телекомпания СеверТВ

1318. **Охотников Виталий**, ТК Школа+Tv (ЗАО Северск) Участник фестиваля включайся (АНО Интерьюс - Россия)

1319. **Павелко Олеся**, менеджер по рекламе и PR газета Совершенно секретно

1320. **Павлов Михаил**, редактор информационной программы ООО АИР ТВ-4 г. Кандалакша

1321. **Павловна Людмила**, Отырванова исполнительный диретор Открытая студия ОАО "ТРКПетербург" (Челябинск)

1322. **Павловский Владимир**, Главный редактор -- директор ООО Редакция газеты Красноярский "рабочий"

1323. **Павлунько Эльвира**, Исполнительный директор телерадиовещательной корпорации Стайл-Медиа

1324. **Павлюк Оксана**, корреспондент ТРЦ Восточный экспресс Челябинск

1325. **Пайзулаева Лилия**, журналист

1326. **Палехов Федор**, продюсер программы Неделя РЕН ТВ

1327. **Палечек Константин**, киноредактор член Союза кинематографистов и Союза журналистов пенсионер

1328. **Пальцева Марина**, корреспондент ГТРК Кремль

1329. **Пальчикова Ксения**, администратор СТС Открытое ТВ (Томск)

1330. **Панарин Сергей**, выпускающий редактор ТВК Липецк

1331. **Панасенко Юлия**, режиссер-документалист

1332. **Паначук Юлия**, шеф-редактор информационного отдела ТК ТВ-КОМ г.Бийск Алтайский край. Член Союза журналистов России

1333. **Панибратов Евгений**, радио-ведущий Европа Плюс Томск ТРК ТВ2 г.Томск

1334. **Панин Алексей**, свободный журналист

1335. **Панкратова Наталья**, корреспондент ТРК Петербург-5 канал

1336. **Панов Николай**, Заслуженный артист России независимый музыкальный продюсер

1337. **Панова Софья**, Радио Салам Ватандар (Интерьюс Афганистан)

1338. **Панфилов Олег**, Центр экстремальной журналистики директор

1339. **Панченко Александр**, корреспондент газеты Биржа+Карьера Москва

1340. **Панюшкин Валерий**, специальный корреспондент газеты Ведомости

1341. **Паркалов Олег**, Руководитель проекта Музыка в интерьере... г. Находка

1342. **Парфенов Леонид**, главный редактор журнала Русский Newsweek член Академии Российского ТВ дважды лауреат премии ТЭФИ

1343. **Парфенов Сергей**, главный редактор журнала Физкультпривет (Томск)

1344. **Пархоменко Сергей**, Ведущий программы радиостанции Эхо Москвы



- 1345. **Парыгин Андрей**, шеф-редактор ТК СТВ (Тавда)
- 1346. **Паутов Михаил**, журналист ТК СТС-ОткрытоеТВ(Томск)
- 1347. **Пахоменко Варвара**, Центр Демос информационный отдел
- 1348. **Пашаева Ольга**, журналист филиала ВГТРК ГТРК Алтай
- 1349. **Пашин Александр**, военный корреспондент (стрингер)
- 1350. **Пашкульский Сергей**, бильд-редактор NEWSru.com
- 1351. **Пеганова Анна**, выпускающий редактор новостей ОАО ННТ г. Новокузнецк
- 1352. **Пелипейко Татьяна**, радио Эхо Москвы
- 1353. **Перевозчиков Валерий**, корреспондент газеты Сочи
- 1354. **Перегудова Марина**, главный редактор журнала Грушевский мост г. Шахты Ростовская область
- 1355. **Передвигин Евгений**, корреспондент газеты Золотая горка г. Берёзовский (Свердловская область)
- 1356. **Передереев Александр**, ведущий новостей ЗАО "Телекомпания Мста" г. Боровичи Новгородская обл.
- 1357. **Передереева Мария**, журналист ЗАО "Телекомпания Мста" г. Боровичи Новгородская обл.
- 1358. **Перекотий Владимир**, Руководитель программ Дела и Коробка Передач ТО ДЕЛА г.Красноярск
- 1359. **Перекрестова Марина**, независимый медиа-консультант Бишкек Кыргызская Республика
- 1360. **Перепелица Полина**, корреспондент информационное агентство Тюменская линия г. Тюмень
- 1361. **Переславцева Алена**, журналист управляющий редактор Time Out Москва ИД Собака
- 1362. **Перминов Дмитрий**, зам. Главного редактора РЕН ТВ
- 1363. **Пермякова Светлана**, выпускающий редактор ГУП УР ТК Удмуртия
- 1364. **Пермякова Наталья**, помощник ген.директора ПТРК Урал-Информ ТВ (г.Пермь)
- 1365. **Пермякова Ирина**, обозреватель Vsluh.ru
- 1366. **Перова Анастасия**, журналист PR-директор программы Кино в деталях СТС
- 1367. **Перунов Игорь**, обозреватель газета СК-Новости
- 1368. **Перфилов Михаил**, Директор по развитию бизнеса Аргус Медиа
- 1369. **Перфильева Мария**, директор программ Общественная организация инвалидов Перспектива
- 1370. **Пестова Полина**, фотокорреспондент PR-менеджер НКО
- 1371. **Петров Алексей**, журналист редактор общественного информационного агентства Апостроф
- 1372. **Петров Максим**, корреспондент службы информации ООО "ТРК ПРИМА-ТВ" (Красноярск)
- 1373. **Петров Илья**, корреспондент службы новостей ОТРК Югра (Ханты-Мансийск)
- 1374. **Петрова Ольга**, Корпорация ТелеОмск-АКМЭ



1375. Петрова Марина, корреспондент ТРК Южный Регион
1376. Петрова Мария, Телеканал Спорт Коммерческая дирекция
1377. Петрова Ольга, журналист программы Обстоятельства ("СТС-ОткрытоеТВ")
1378. Петрова Виктория, журналист gazeta.ru
1379. Петровская Ирина, телевизионный критик член Академии Российского ТВ лауреат премии Президента России
1380. Петровская Светлана, телеоператор ТК СургутИнформТВ
1381. Петрунин Сергей, фотокорреспондент Новая деревня
1382. Пехтерева Лидия, журналист газета Симбирский курьер Ульяновск
1383. Печёнкин Андрей, Переводчик телеканал Russia Today
1384. Пивоваров Алексей, ведущий программы Сегодня НТВ
1385. Пиголева Ольга, (Дарфи) режиссер театр ДОС студия RWS
1386. Пинский Борис, Журналист кинокритик заместитель главного редактора журнала Кинопроцесс
1387. Питахина Наталья, ведущая инф.выпусков ВГТРК ГТРК Алтай
1388. Пищальников Кирилл, корреспондент ТРК Петербург - 5 канал
1389. Пластинина Юлия, журналист ТК РЕН ТВ-Киров
1390. Платонов Олег, Корреспондент республиканская молодежная общественно-политическая газета Молодежь Татарстана
1391. Плахов Андрей, Кинокритик президент ФИПРЕССИ (Международной Федерации кинопрессы)
1392. Плахотина Ольга, редактор 3 канал
1393. Плотникова Юлия, ведущий программ ГТРК Регион Тюмень
1394. Плюхина Людмила, журналист Белгородского информационного агентства Белмедиа.ру
1395. Побежимова Анна, аспирант МПГУ
1396. Поборцев Алексей, руководитель отдела документальных проектов НТВ
1397. Повольнова Наталья, продюсер ТРК Петербург - 5 канал (Красноярск)
1398. Погодаев Николай, Начальник службы радиовещания ГТРК Томск председатель Томского Фонда развития независимой журналистики.
1399. Погорелова Ольга, продюсер ГТРК Южный Урал г.Челябинск
1400. Подберезная Светлана, Корпорация ТелеОмск-АКМЭ
1401. Поденок Александра, журналист. www.jamsession.ru
1402. Пожарская Татьяна, Александровна главный редактор журнала Инфо Без Границ
1403. Познер Владимир, президент Академии Российского телевидения ведущий аналитической программы Времена Первый канал I
1404. Позникова Алена, корреспондент ТК Регион 45 Курган
1405. Познякова Анна, ИС БАНКО журнал Горячая линия. Туризм (Москва)
1406. Полатев Юрий, внештатный редактор
1407. Поликарпова Светлана, автор спецпроекта подразделения 7ТВ





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- 1409. Полоницкий Пётр, руководитель корреспондентской сети Фонда защиты гласности
- 1410. Польшаева Дарья, студентка журфака МГУ
- 1411. Поляк Римма, редактор вестника МОСТОК
- 1412. Поляков Евгений, корреспондент службы информации радио ПРЕМЬЕР Вологда
- 1413. Поляковская Елена, корреспондент канала RTVi
- 1414. Поляруш Яна, режиссер Сохо продакшн
- 1415. Помаскин Михаил, верстальщик Российской газеты (Красноярск)
- 1416. Пономарева Елена, корреспондент телекомпании Регион 45 г. Курган
- 1417. Пономарева Екатерина, начальник отдела аудиопроизводства радио Кузнецкий Экспресс
- 1418. пономарева Светлана, фотокорреспондент
- 1419. Поплёвин Сергей, корреспондент Любимая газета - Пенза
- 1420. Попова Вера, корреспондент ТРК Петербург - 5-ый канал
- 1421. Попова Яна, директор "МУ ТРЦ"" "Телемикс"" г. Уссурийск Приморский край
- 1422. Попова Наталья, исполнительный директор Центра Практика
- 1423. Постановов Данил, политический обозреватель радиостанции Эхо Перми
- 1424. Потапов Сергей, Директор телекомпании Все для Вас (г. Тамбов)
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- 1428. Правдухина Евгения, отдел персонала
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- 1430. Преображенская Ольга, журналист Екатеринбург
- 1431. Прилипко Полина, журналист Уральская служба новостей Екатеринбург
- 1432. Пробенко Анна, корреспондент ТК Альфа-канал
- 1433. Прокопьев Виктор, Иркутск Байкальская Открытая Газета
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- 1436. Прокудин Олег, оператор телекомпании Каскад (Тульская область)
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- 1438. Проскурина Надежда, продюсер новостей ООО ВК Телесфера Красноярск
- 1439. Протопопова Анна, продюсер волгоградского корбюро ТРК Петербург 5 канал
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- 1445. Путято Оксана, журналист. телеканал Молодая культура Сибири. Новосибирск



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1459. **Ратехина Марина**, служба программирования телекомпания НТМ г. Ярославль
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1463. **Раянова Гульнара**, редактор Центра телевизионных программ . г. Москва
1464. **Регана Берег**, режиссер 12 канал. г. Омск
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1473. **Родионов Александр**, сценарист
1474. **Рожанский Александр**, Журналист Иркутск
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1479. **Ролдугина Ирина**, Рен-тв



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- 1481. **Романенко Алина**, преподаватель МГУ им. Ломоносова
- 1482. **Романенкова Адель**, корреспондент телеканала Столица
- 1483. **Романов Александр**,
- 1484. **Романова Евгения**, редактор службы информации Эхо Перми
- 1485. **Ромейко Сергей**, Продюсер Киностудия PS TVC
- 1486. **Ростова Наталия**, руководитель направления СМИ Новая газета
- 1487. **Ртищева Полина**, Корреспондент программы Настроение ТВ Центр член Союза журналистов России
- 1488. **Рубцов Сергей**, зам.директора CTC-Прима г.Красноярск
- 1489. **Рувинский Владимир**, редактор NEWSru.com
- 1490. **Рудаков Олег**, редактор т/к Style
- 1491. **Рудаков Артур**, главный редактор газеты Меридиан Курган-Шадринск г. Курган
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- 1493. **Руденко Марина**, редактор газеты Западная Лица г. Заозерск Мурманской области
- 1494. **Руденко Оксана**, журналист Альфа-канал Благовещенск
- 1495. **Руднев Павел**, арт-директор Центра им. Мейерхольда театральный критик
- 1496. **Рудницкая Анна**, журналист
- 1497. **Рудницкий Валентин**, студент
- 1498. **Рушин Дмитрий**, доцент директор Международной Летней школы журналистики и Зимней школы PR в СПбГУ
- 1499. **Рыбаков Влад**, видеооператор редакции новостей ООО ТРК-Прима-ТВ Красноярск.
- 1500. **Рыбакова Ольга**, Игоревна Редактор газеты России стальные пути
- 1501. **Рыбакова Дарья**, продюсер Дирекции информационных программ Первого канала
- 1502. **Рыбакова Алёна**, гл.редактор ТРК ВИКИНГ г. Гатчина Лен.обл.
- 1503. **Рыбакова Полина**, переводчик Сибирские Информационные Системы
- 1504. **Рыжков Дмитрий**, ведущий программ ВГТРК ГРК "Маяк" " "
- 1505. **Рыжкова Марина**, собственный корреспондент отдела новостей телеканала ТНТ-Саратов
- 1506. **Рыжов Георгий**, студент журналист
- 1507. **Рысева Ирина**, шеф-редактор ИА REGNUM
- 1508. **Рыулец Владислав**, Генеральный директор ТК Новый Регион г. Ижевск
- 1509. **Рязанцев Вадим**, Главный редактор портала Belfm.ru
- 1510. **Савельев Михаил**, режиссер
- 1511. **Савельев Илья**, оператор канала ТНВ ( Казань )
- 1512. **Савин Андрей**, арт-директор телестанции НКМ г. Петрозаводск
- 1513. **Савинков Валерий**, гл. редактор ИА Банкфакс Барнаул
- 1514. **Савченко Юрий**, независимый журналист
- 1515. **Сагалаев Эдуард**, член Общественной Палаты Президент НАТ член Академии



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1517. **Садреев Игорь**, редактор газета Акция

1518. **Саенко Владимир**, журналист спецкорр газеты Белгородские известия

1519. **Сажин Сергей**, Викторович Костромской государственный университет профессор кафедры журналистики

1520. **Сажин Оksана**, ведущий корреспондент ТК Тивиком г. Улан-Удэ Бурятия

1521. **Саидов Арслан**, Радио Свобода ответственный редактор информационной службы

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1527. **Самовер Наталья**, редактор ИА REGNUM

1528. **Самойленко Иван**, обозреватель РБК-ТВ

1529. **Самойлина Дарья**, редактор информационных программ ТРК Волгодонский вестник г.Волгодонск

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1532. **Самойлов Игорь**, журналист независимый медиатренер ООО "Объединение Альтернатива"" г.Королев

1533. **Самойлов Александр**, корреспондент Новой Газеты в Санкт-Петербурге

1534. **Самойлова Софья**, корреспондент Калининградского радио г.Королев Московская обл.

1535. **Самойлова Юлия**, дизайнер

1536. **Самохвалов Алексей**, директор Национального исследовательского центра телевидения и радио

1537. **Самохина Ирина**, Генеральный директор ЗАО "Издательский дом Крестьянин""

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1544. **Сапунов Константин**, журналист ведущий ОТРК Югра г. Ханты-Мансийск

1545. **Саркисян Елена**, шеф-редактор ТК "Петербург 5 канал"

1546. **Сарнов Бенедикт**, Писатель

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1567. **Седов Сергей**, корреспондент программа Неделя РЕН-TV
1568. **Седова Анастасия**, журналист ТК Волжская Волна г. Саратова
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1576. **Семенов Алексей**, Главный редактор ОРТВ Красноярск
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1579. **Семенова Галина**, корреспондент газеты Ведомости для вузов
1580. **Семёнова Мария**, продюсер ТРК Петербург - Пятый канал
1581. **Семеренко Андрей**, маркетолог КРТК (Коми республиканский телевизионный "канал"")
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1583. **Сенаторова Светлана**, сотрудник филиала ВГТРК ГТРК Нижний "Новгород"")



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- 1585. **Сергеев Дмитрий**, собкор РЕН ТВ
- 1586. **Сергеев Андрей**, дизайнер сайта [www.evdokimov.ru](http://www.evdokimov.ru)
- 1587. **Сергеев Олег**, Московский международный центр
- 1588. **Сергеева Екатерина**, журналист Петербург
- 1589. **Сергеева Юлия**, Телекомпания тв 3 редактор
- 1590. **Сергей Осипов**, монтажер ТРК Радонежье Сергиев Посад
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- 1592. **Сердюков Станислав**, редактор телекомпании ТВ-27 г. Нальчик Кабардино-Балкария
- 1593. **Серебренников Роман**, ТВ Центр Нижний Новгород телеоператор
- 1594. **Середа Светлана**, Александровна Телекомпания ТВ-2 директор
- 1595. **Серский Кирилл**, ведущий прграммы "Дети райка""Радио России"
- 1596. **Сибирцев Юрий**, главный специалист ГУ ОТРК Югра
- 1597. **Сивухина Кира**, журналист Челябинск
- 1598. **Сивцов Роман**, начальник отдела спецпроектов Рязанского бюро Новой газеты
- 1599. **Сигида Елена**, ТРК Прима-ТВ Красноярск обозреватель новостей
- 1600. **Сид Игорь**, журналист главный редактор портала африканских проектов [Africana.ru](http://Africana.ru)
- 1601. **Сидельникова Елена**, режиссер частной студии г. Магнитогорск
- 1602. **Сидоров Владимир**, бывший Заместитель главного редактора журнала Стиль
- 1603. **Сизоненко Олег**, Фотокорреспондент Газета на дом
- 1604. **Силкина Надежда**, менеджер дирекции маркетинга РЕН ТВ
- 1605. **Симакова Светлана**, шеф-редактор ТРК Истоки (г. Орел)
- 1606. **Симанова Анна**, студент МГУП
- 1607. **Симахин Евгений**, выпускающий редактор ИА TOMSKNEWS.COM
- 1608. **Симонов Алексей**, Президент Фонда защиты гласности
- 1609. **Симонов Николай**, журналист Брянск
- 1610. **Синебок Егор**, Студент ИСКРАН
- 1611. **Синёв Михаил**, продюсер проекта КИНОТЕАТР.DOC
- 1612. **Синеок Виктор**, корреспондент ТРК Петербург 5 канал
- 1613. **Синкевич Татьяна**, журналист ВГТРКГТРК Алтай
- 1614. **Синтоцкая Анастасия**, Медиахолдинг АС Ба йкал ТВ отдел промоушн менеджер
- 1615. **Сираева Мария**, корреспондент ТРК Юганск г. Нефтеюганск
- 1616. **Сиразиев Тимур**, ТРК Петербург
- 1617. **Скарбо Светлана**, Дэйли Экспресс Москва
- 1618. **Скворцова Жанна**, специальный корреспондент ГТРК Санкт-Петербург выпускница школы
- 1619. **Скляр Илья**, редактор службы информации Русское радио-Вологда
- 1620. **Склярова Олеся**, PR-специалист Радиогруппа FM Продакшн
- 1621. **Скоморохов Алексей**, ген.директор издательства Метроном г. Нижний Тагил
- 1622. **Скоробогатов Николай**, Телеоператор МТРК Краснодар





- 1623. **Скрипина Милена**, корреспондент Апшеронский рабочий Краснодарский край
- 1624. **Скрынник Ирина**, журналист Ростов-на-Дону
- 1625. **Скрябин Сергей**, корреспондент ТК "Россия"" "
- 1626. **Сладков Михаил**, Член Академии Российского телевидения лауреат ТЭФИ
- 1627. **Слепых Василий**, редактор ГТРК Чувашия
- 1628. **Слободин Сергей**, телеоператор РЕН ТВ Киров
- 1629. **Слуцкий Алексей**, журналист ТК Телекон Н. Тагил
- 1630. **Слюсаренко Олег**, кинооператор ОАО Первый канал
- 1631. **Смакова Ольга**, режиссер-документалист
- 1632. **Смилян Михаил**, редактор ТВ Столица
- 1633. **Смирнов Никита**, Корпорация ТелеОмск-АКМЭ
- 1634. **Смирнов Александр**, копирайтер рекламное агентство Новая Точка
- 1635. **Смирнов Константин**, журналист Рязань
- 1636. **Смирнова Авдотья**, ведущая программы Школа злословия НТВ
- 1637. **Смирнова Галина**, начальник отдела рекламы радиостанция Премьер г. Вологда
- 1638. **Собе-Панек Марина**, кинодраматург
- 1639. **Соболева Ольга**, редактор развлекательного вещания телекомпании Вся Уфаг.Уфа
- 1640. **Соболева Юлия**, ведущая продюсер СТС-Открытое ТВ (Томск)
- 1641. **Соковец Алена**, Репортер и ведущая программы Ценные новости ТК Четвертый канал г. Екатеринбург
- 1642. **Соколов Артур**, аспирант МГИМО
- 1643. **Соколов Андрей**, редактор отдела экономики и политики областной ежедневной газеты Томский вестник
- 1644. **Соколова Любовь**, обозреватель газеты Деловое Прикамье
- 1645. **Соколова Юлия**, Томский вестник обозреватель отдела экономики и политики
- 1646. **Соколова Алла**, ответственный выпускающий ТРК Радонежье Сергиев Посад
- 1647. **Соколова Илона**, исполнительный директор Фонда Общественная экспертиза
- 1648. **Соколова Оксана**, журналист ТРК Северный город г. Норильск
- 1649. **Соколова Татьяна**, главный редактор газеты Пермский обозреватель (г. Пермь)
- 1650. **Соколова Галина**, зав. отделом новостей ТК Сальская степь
- 1651. **Соколова Евгения**, специальный корреспондент ГТРК Южный Урал
- 1652. **Соколова Алина**, сценарист
- 1653. **Соколова Елена**, редактор телеведущая телеканал Славия (В. Новгород)
- 1654. **Солдатенко Наталья**, коммерческий директор Телекомпания Мста г.Боровичи Новгородская область
- 1655. **Солдатова Любовь**, корреспондент ЗАО Студия ТРТР Тюмень
- 1656. **Солнышкина Ольга**, выпускающий редактор ТРКРадонежье Сергиев Посад
- 1657. **Соловьев Владимир**, генеральный директор - главный редактор Петербургский телетекст
- 1658. **Соловьёва Любовь**, корреспондент Power Хит Радио (Мурманск)



1659. **Соломин Максим**, студент "РУДН;" спец. PR и журналистика
1660. **Соломонович Евгений**, Майзель экс-руководитель пресс-службы Союза журналистов России
1661. **Солопеко Анастасия**, обозреватель редакции информационного вещания ведущая программы Новости ТРК СТС-Прима Красноярск
1662. **Сопов Алексей**, оператор ТРК ТВ2 (г. Томск)
1663. **Сопов Денис**, студент ФЖ ТГУ журналист ТРК ТВ-2
1664. **Сорокин Анатолий**, програмный директор радиостанции DFM - Челябинск
1665. **Сорокин Сергей**, проект КиберЗона (г. Краснодар)
1666. **Сорокина Светлана**, журналист член Академии Российского ТВ Трижды лауреат премии «ТЭФИ»
1667. **Сорокина Дина**, редактор НТВ
1668. **Сорокикова Ирина**, телекомпания ТВ2 корреспондент
1669. **Соснина Юлия**, менеджер СТС
1670. **Соснина Ольга**, главный редактор радио Зеленый город ТРК Зеленогорск Красноярский край член Союза журналистов России
1671. **Соснов Аркадий**, главный редактор журнала Новый меценат Санкт-Петербург
1672. **Сотник Виталий**, обозреватель РИА URA.Ru
1673. **Сочнев Алексей**, журналист Москва
1674. **Специалист Сергей Иванович**, компьютерной графики "ГТРК""Владимир""
1675. **Спивак Петр**, журналист редактор
1676. **Спиров Михаил**, творческий директор студии Координата 20 арт-директор Национальной телекомпании Звезда член Академии Российского ТВ
1677. **Стабров Павел**, генеральный продюсер РПК ГОРОД Красноярск
1678. **Станкевич Наталья**, специалист по маркетингу MEDIAsoft-Томск
1679. **Стариков Иван**, член политсовета РНДС
1680. **Старикова Ольга**, журналист 10 канал г.Новокузнецк
1681. **Старовойтов Михаил**, звукорежиссер р/с Европа плюс г. Краснодар.
1682. **Стафиенко Наталья**, редактор сайта smolin.ru член Союза журналистов России
1683. **Степаненко Алёна**, продюсер ТРК Петербург-5 "канал"" (Москва)
1684. **Степанов Василий**, заместитель главного редактора журнала Сеанс
1685. **Степанова Ирина**, информационная ведущая Русское Радио Новосибирск
1686. **Степцюра Анна**, корреспондент интернет-издания Томский Обзор Томск
1687. **Стешкова Светлана**, корреспондент программы ИСТОРИИ В ДЕТАЛЯХ СТС
1688. **Столтидис Наталия**, режиссер телеканал Муз-ТВ
1689. **Столяров Андрей**, ген. директор радиостанции Эхо Тулы
1690. **Сторчак Дмитрий**, монтажер Северо-Кавказского бюро телекомпании ТВ Центр
1691. **Страхов Кирилл**, ведущий программ Петербургского радио победитель Всероссийского конкурса молодёжных радиопрограмм



1692. **Стрелкова Наталья**, рекламный менеджер ТРК Радонежье Сергиев Посад
1693. **Строкан Ольга**, писатель сценарист режиссер
1694. **Струнов Сергей**, ответственный секретарь газеты Телекон Семья ООО Метроном (Н. Тагил)
1695. **Стучебров Александр**, ведущий и корреспондент Студии ТРТР
1696. **Суворов Владимир**, кинодраматург
1697. **Суворова Ольга**, директор Студии-Диалог
1698. **Сулимов Алексей**, Редактор портала Информационной поддержки малого бизнеса Петербурга [www.account.spb.ru](http://www.account.spb.ru)
1699. **Султанов Руслан**, журналист Молодежной газеты г.Уфа
1700. **супер роман**, корреспондент телекомпании rtvi
1701. **Суранов Борис**, журналист Зырянская Жизнь
1702. **Суриков Вячеслав**, журналист радио Эхо Москвы в Омске
1703. **СУРИЦ Евгения**, гл. редактор еженедельника Бизнес-Арс (Приморский край)
1704. **Сурнин Дмитрий**, Мой район Москва главный редактор
1705. **Суров Евгений**, корреспондент обозреватель Интернет-портала СпортРепорт
1706. **Сурова Екатерина**, шеф-редактор службы информации ООО Статус КВО
1707. **Суровцева Елена**, шеф-редактор ведущая информационной программы ТК Бородино Красноярский край
1708. **Суслов Евгений**, доцент кафедры журналистики Марийского госуниверситета
1709. **Суслов Олег**, программный директор телекомпании 41-Домашний
1710. **Суханова Оксана**, корреспондент службы новостей ТРК норд г. Югорск
1711. **Сухачёв Александр**, Николаевич Генеральный директор ООО Телекомпания ТВ-Комсет г. Ступино Московской обл.
1712. **Сухачевский Вадим**, Писатель
1713. **Сухова Светлана**, выпускница 2-й Школы юристов СМИ студентка
1714. **Сучков Николай**, ценитель качественного телевидения
1715. **Сучкова Светлана**, заместитель редактора газеты Ведомости Новосибирского областного Совета г. Новосибирск
1716. **Сывороткина Галина**, журналист Выкса-ТВ
1717. **Сырков Геннадий**, Фонд Независимого радиовещания
1718. **Сысоев Андрей**, шеф-редактор НТВ
1719. **Сысоева Мария**, Редактор ATV
1720. **Сысоева Юлия**, продюсер телекомпании ТВК-6канал Красноярск
1721. **Сытнюк Оксана**, руководитель корр.бюро ОТПК ЮГРА в Тюмени
1722. **Сякова Татьяна**, директор по радиовещанию медиагруппа ЮНИТМЕДИА г. Красноярск
1723. **Таевский Дмитрий**, Главный редактор портала БАБР.RU
1724. **Тайлашева Елена**, обозреватель общественно-политической газеты Томский вестник
1725. **Такменев Вадим**, корреспондент программы Профессия-репортер на НТВ член Академии



Российского ТВ

- 1726. **Талаев Евгений**, директор студии Тайга Production
- 1727. **Танунин Александр**, Электромонтёр ПОС ЛГТУ
- 1728. **Тараканов Артем**, IT-специалист Internews Kazakhstan
- 1729. **Тарасенко Артур**, студент факультета журналистики МГУ
- 1730. **Тарасенков Александр**, корреспондент [www.avianews.com](http://www.avianews.com) в Петербурге
- 1731. **Тарасов Андрей**, Продюсер г. Сочи ТРК Петербург 5 канал
- 1732. **Тарасов Алексей**, переводчик РЕН ТВ
- 1733. **Тарасова Елена**, редактор РЕН ТВ - Воронеж
- 1734. **Тархов Дмитрий**, Корреспондент РЕН-ТВ
- 1735. **Таутиев Казбек**, обозреватель газеты Осетия. Свободный взгляд
- 1736. **Твердовский Александр**, корреспондент газеты Труд
- 1737. **Телегина Екатерина**, студентка ВГИК
- 1738. **Телицына Лариса**, корреспондент радио Премьер Вологда
- 1739. **Темирман Светлана**, корреспондент газеты Волгодонск. СОБЫТИЯ
- 1740. **Темичева Елена**, обозреватель Агентства социальной информации
- 1741. **Тёмкин Наум**, музыкант
- 1742. **Темник Наталья**, руководитель службы информации Радио Сибирь. Омск
- 1743. **Тен Любовь**, корреспондент ТРК Телеком ТВ (Саратов)
- 1744. **Тепляков Сергей**, Председатель Союза журналистов Алтая
- 1745. **Терентьева Маргарита**, студентка МГЛУ
- 1746. **Терещенко Василий**, юрист ООО ЮК Ваше "право""
- 1747. **Тер-Матевосян Тигран**, Нач. цеха ОАО Севзапмебель
- 1748. **Тетдоева Юлия**, редактор Голос России
- 1749. **Тимофеева Полина**, юрист ОАО НОвокузнецкое независимое телевидение "("10" "канал")"
- 1750. **Тимофеева Ольга**, корреспондент газеты Известия
- 1751. **Тимошенко Борис**, руководитель службы информации Фонд защиты гласности
- 1752. **Тирмастэ Мария-Луиза**, корреспондент газеты Коммерсантъ
- 1753. **Титов Евгений**, внештатный корреспондент Новой газеты по Краснодарскому краю
- 1754. **Титов Михаил**, руководитель службы новостей ТРК Норд г. Югорск ХМАО
- 1755. **Тиунова Оксана**, руководитель ОРПП ЗАО "Маяк"" г. Новосибирск
- 1756. **Тихомирова Анастасия**, журналист тк БЛИЦ Мурманск
- 1757. **Тихомирова Татьяна**, Директор АНО Центр Гражданской Журналистики
- 1758. **Тихонова Евгения**, выпускающий редактор РСН
- 1759. **Тихонова Наталья**, редактор эфира радио Сити-FM
- 1760. **Тищенко Тимур**, корреспондент редактор сайта телекомпании Вся Уфа г. Уфа
- 1761. **Ткалич Евгения**, корреспондент Альянс Медиа
- 1762. **Ткаченко Екатерина**, менеджер. Амедиа



1763. **Ткаченко Андрей**, фотограф
1764. **Тоболжанова Татьяна**, корреспондент газеты Телесемь-Тюмень
1765. **Токарев Алексей**, руководитель отдела специальных проектов Международный пресс-клуб Москва
1766. **Токарева Анна**, корреспондент телекомпании Ника (Петрозаводск)
1767. **Токоев Марат**, Председатель правления ОО Журналисты Кыргызстан
1768. **Толмачев Дмитрий**, ведущий и корреспондент службы новостей ТК ВСЯ УФА г. Уфа
1769. **Толмачева Светлана**, журналист Екатеринбург
1770. **Толстая Татьяна**, ведущая программы Школа злословия лауреат премии ТЭФИ
1771. **Толстов Владислав**, обозреватель телекомпании Северный город Норильск
1772. **Толстова Дарья**, журналист ТРК Северный город г. Норильск
1773. **Толстых Станислав**, дизайнер Издательство Город "здоровья""
1774. **Тонких Татьяна**, корреспондент ТК ТындаТВ
1775. **Тоом Денис**, Режиссер Кинокомпания Русфильм
1776. **Тополева Елена**, директор Агентства социальной информации
1777. **Топорин Александр**, обозреватель. телекомпания Волга
1778. **Топорков Роман**, журналист Свердловская обл.
1779. **Топоркова Лариса**, редактор газеты Дети капитана Фрейда Свердловская обл.
1780. **Торохов Михаил**, корреспондент радио Зелёный город г.Зеленогорск
1781. **Торчинский Сергей**, бывший руководитель т/о Республика "ВГТРК" пенсионер
1782. **Точкин Илья**, технический директор Московского бюро Радио Свобода
1783. **Травкин Дмитрий**, журналист газета Качканарский Четверг
1784. **Тренина Татьяна**, генеральный директор ОАО ННТ г.Новокузнецк
1785. **Третьяков Юрий**, собственный корреспондент телекомпании Рен ТВ лауреат премии ТЭФИ-регион
1786. **Третьяков Кирилл**, фотограф и/д АФС
1787. **Третьякова Ирина**, директор ОРТВ Красноярск
1788. **Трищенко Елена**, редактор ТРК Белый "город""
1789. **Трофименко М.**, режиссер
1790. **Трудовлюбов Максим**, Ведомости редактор отдела
1791. **Трунова Зоя**, главный редактор русскоязычного сайта Би-Би-Си bbcrussian.com
1792. **Трухин Алексей**, дизайнер т/к Петронет
1793. **Трушкин Иван**, международный редактор информационной программы Сегодня на НТВ
1794. **Тугушев Сергей**, руководитель программы телекомпании РЕН-ТВ
1795. **Тулинов Иван**, Корреспондент телекомпании АРТ (г. Караганда)
1796. **Тулупов Владимир**, Васильевич декан факультета журналистики Воронежского государственного университета
1797. **Туляшева Алина**, корреспондент ТК ТындаТВ
1798. **Туманова Наталья**, выпускающий редактор ТК СургутИнформТВ



1799. **Тупчий Игорь**, редактор новостей РЕН-ТВ Смоленск
1800. **Туркова Ксения**, журналист тренер Интерньюс
1801. **Туров Даниил**, Криминальный корреспондент Радиостанция Премьер Вологда
1802. **Турпанов Михаил**, композитор
1803. **Туртапкина Евгения**, Сибирский федеральный университет Красноярск
1804. **Турьялай Светлана**, редактор газеты Известия Кубани г.Краснодар
1805. **Тучкова Наталья**, Владимировна бывший главный редактор ОАО Еманжелинск -Информ
1806. **Тучкова Евгения**, пресс-секретарь Министерства промышленности и природных ресурсов Челябинской области
1807. **Тырина Оксана**, корреспандент отдела авторских программ ННТ 10 канал г. Новокузнецк
1808. **Тычинский Юрий**, ведущий отдела информационного вещания ГТК ТВ Столица
1809. **Тян Марина**, журналист Альфа-канал г.Благовещенск
1810. **Удалова Татьяна**, корреспондент службы новостей ТК Альфа-канал г.Благовещенск
1811. **Удодова Ксения**, ПГУ студентка филологического факультета специальности журналистика
1812. **Украинцева Лилия**, директор ООО Панамателеком
1813. **Уразова Светлана**, главный редактор журнала ТелеЦЕНТР
1814. **Уразова Юлия**, редактор ООО Краевое Информационное Агентство Наши Новости
1815. **Уржанов Александр**, корреспондент телекомпании RTVi
1816. **Урсу Алексей**, корреспондент и ведущий ТК СТС-Открытое ТВ г. Томск
1817. **Ускова Ирина**, редактор новостей Телекомпании Мста
1818. **Усманова Алсу**, МУП ПЦ ВСЯ УФА корреспондент службы новостей
1819. **Усов Максим**, Режиссер. Директор РА Город Телевидение Абакан г. Абакан
1820. **Усов Андрей**, журналист ТРК ТВ-2 г.Томск
1821. **Успенский Алексей**, Студия Алексея Успенского Н.Новгород
1822. **Устюгова Ольга**, журналист ИД Томский Вестник
1823. **Устюгова Наталия**, корреспондент РБК-ТВ
1824. **Устюменко Ирина**, главный редактор журнала Морской профсоюзный вестник
1825. **Уткин Василий**, Футбольный комментатор НТВ-Плюс
1826. **Уткин Сергей**, режиссер НТ ТК Телекон г. Нижний Тагил
1827. **УТКИН Александр**, фотокорреспондент. Комсомольская правда - Владимир
1828. **Утышева Юлия**, заместитель редактора газеты Московский комсомолец в Карелии
1829. **Ушаков Иван**, редактор заданий ТК Рифей-Пермь
1830. **Ушакова Анна**, юрисконсульт Телерадиокомпании Югра г. Ханты-Мансийск
1831. **Фадеева Ольга**, режиссер
1832. **Файман Лена**, директор ООО Бюро ТВ проектов г.Орск
1833. **Файман Борис**, директор рекламного агенства г.Орск
1834. **Фактор Лиза**, фотодиректор агентства Photographer.ru директор Фонда Объективная реальность





- 1835. **Фанайлова Елена**, корреспондент Радио Свобода Москва
- 1836. **Фаризова Сюзанна**, корреспондент газеты Коммерсантъ
- 1837. **Фаткудинов Владислав**, видеооператор ТРК Прима-ТВ Красноярск
- 1838. **Фатхеев Антон**, юрист ГУ Телерадиокомпания Чаллы - "ТВ"" г. Набережные Челны
- 1839. **Фаткин Евгений**, корреспондент информационной программы ТРК Апекс г. Новокузнецк
- 1840. **Федина Анна**, редактор отдела Медиа газеты Известия
- 1841. **Федоров Петр**, руководитель русской службы ЕвроНьюс
- 1842. **Федоров Андрей**, корреспондент ТРК Петербург 5 канал Иркутск
- 1843. **Фёдоров Олег**, корреспондент телеканала Видное-ТВ Московская область
- 1844. **Фёдоров Алексей**, независимый журналист Ростов-на-Дону
- 1845. **Федорова Анастасия**, портал Регионы России
- 1846. **Федосов Александр**, выпускающий редактор ТК ОТВ г. Екатеринбург
- 1847. **Федосов Евгений**, директор радиостанции Макс FM г. Магнитогорск
- 1848. **Федотов М.А.**, Секретарь СЖР д.ю.н. проф.
- 1849. **Федотова Юлия**, оператор Дрим Ленд
- 1850. **Федотова Наталья**, программный директор ПТРК Урал-Информ ТВ (г.Пермь)
- 1851. **Федюкин Борис**, студент
- 1852. **Фесюн Максим**, художник кино
- 1853. **Фещенко Виктор**, студент журфака МГУ
- 1854. **Филимонов Андрей**, журналист ТВ-2 Томск
- 1855. **Филимонова Анна**, режиссер ТРК Цивилизация
- 1856. **Филимоновых Елена**, журналист
- 1857. **Филиппов Павел**, Пролюсер Радио СК
- 1858. **Филиппова Полина**, программный директор CAF Россия
- 1859. **Филонов Александр**, бильд-редактор NewsRu.com
- 1860. **Фильченко Наталья**, шеф-редактор еженедельника Pro TV Казахстан Караганда.
- 1861. **Фисенко Анастасия**, журналист ТКГород
- 1862. **Фиц Анжелика**, Копирайтер информационного канала Subscribe.Ru
- 1863. **Флягин Андрей**, Владимирович инженер ФГУП ПО СТАРТ
- 1864. **Фомин Алексей**, шеф-редактор ТК Россия
- 1865. **Фоминцев Дмитрий**, Редактор журнала Пишите-ответим
- 1866. **Фоминых Елена**, Президент Всероссийского телевизионного фестиваля Моя провинция
- 1867. **Фотченко Юлия**, руководитель службы новостей ТК Северный город г. Норильск
- 1868. **Фридман Вадим**, корреспондент 3 канал Москва
- 1869. **Фролова Ольга**, Директор pr-департамента телеканала ТНТ-Губерния
- 1870. **Фролова Елена**, корреспондент ТК 60 канал Брянск
- 1871. **Фроттер Дмитрий**, Анатольевич режиссер монтажа ОАО ТВК 6-канал г. Красноярск
- 1872. **Фулга Диана**, программный редактор Авторское Телевидение
- 1873. **Фурсова Наталия**, корреспондент журнала Женское здоровье



1874. **Хазиев Дмитрий**, корреспондент ТК БСТ-Нефтекамск(Башкортостан)
1875. **Хайбуллаев Расул**, журналист Дагестан
1876. **Хайдарова Алина**, корреспондент "ГТРК"" "Татарстан""
1877. **Хайрутдинова Наиля**, Фаридовна информационный редактор холдинг Эфира Казань
1878. **Халилов Халил**, Заместитель директора-начальник службы информационных программ телевидения ГТРК Дагестан
1879. **Халин Владислав**, журналист
1880. **Ханхунова Мария**, Агентство социальной информации (Бурятия)
1881. **Харенко Сергей**, корреспондент ГТРК Псков
1882. **Харитонов Александр**, Системный администратор Телекомпания Рен ТВ
1883. **Харкевич Виталий**, главный редактор газеты Брянский регион
1884. **Харченко Антон**, телеоператор ТРК Петербург - 5 канал
1885. **Хасянов Ренат**, программный директор ТК Волжская Волна г.Саратов
1886. **Хачирова Наталья**, корреспондент ТРК Удмуртия
1887. **Хейсина Александра**, юнкор NAVIGATOR
1888. **Хильчук Татьяна**, корреспондент ГТРК Курган
1889. **Хисамутдинов Рамиль**, директор телекомпании ООО ТВЛ
1890. **Хлебникова Надежда**, Мурманская ассоциация журналистов
1891. **Хлоп Ирина**, студентка факультета журналистики ИРГТУ
1892. **Холмогоров Дмитрий**, корреспондент ИА Sakh.com Южно-Сахалинск
1893. **Хопта Юлия**, архитектурный обозреватель
1894. **Хорошилов Михаил**, журналист
1895. **Хохлачев Руслан**, телеоператор ТРК 37 канал член Союза журналистов России
1896. **Хохлов Алексей**, Исполнительный директор "т.к.""ЭФИР"" Казань
1897. **Хохлов Виктор**, ОПТ редактор
1898. **Хромова Анна**, МПГ Система координат г. Владимир
1899. **ЦАЙ Евгения**, главный режиссер ГТРК Дальневосточная г.Хабаровск
1900. **Царева Юлия**, выпускающий редактор ведущая НТМ Ярославль
1901. **Царькова Елена**, директор информационного агентства Руснорд Архангельск
1902. **Цвет Галина**, генеральный директор ПТРК Урал-информ ТВ (г.Пермь)
1903. **Цветаева Татьяна**, редактор ТРК Подлипки г .Королёв
1904. **Целебровский Олег**, зам. редактора Комсомольская правда в Карелии
1905. **Целок Дмитрий**, Эксперт-координатор Фонд Новая Евразия
1906. **Церетели Вера**, журналист
1907. **Цимбалюк Леся**, ГТРК Дальневосточная г. Хабаровск
1908. **Цуцкин Сергей**, корреспондент ТРК Петербург 5 канал
1909. **Цыганков Анатолий**, председатель Союза журналистов Карелии
1910. **Цыганкова Ольга**, Исполнительный продюсер ПЦ Мир реальности
1911. **Цыганов Андрей**, корреспондент ТК Россия



1912. **Цыденешеев Булат**, Корреспондент службы информации Телекомпания Тивиком г.Улан-Удэ.
1913. **Цыпина Марина**, бывший шеф-редактор программы НТВ Профессия-репортёр
1914. **Чаус Юлана**, корреспондент телекомпании АРТ Караганда Казахстан
1915. **Чебуракова Татьяна**, директор ТРК 37 канал г. Новочеркасск
1916. **Чебыкина Ольга**, шеф-редактор программы Утренний Экспресс Екатеринбург
1917. **Чекалина Галина**, менеджер полиграфбюро
1918. **Чекунова Анастасия**, редактор интернет-портала Favoritov.net (Самарская обл)
1919. **Челышев Виталий**, зам. гл. редактора журнала Журналист главред сайта Виртуальный ЖУРНАЛИСТ
1920. **Чембаев Анатолий**, Директор проектов Евразийская Академия ТВ и Радио
1921. **Чемоданов Алексей**, журналист РЕН-ТВ
1922. **Чемодуров Виктор**, собкор Российской газеты - Курск
1923. **Чепурных Людмила**, корреспондент ЗАО Студия ТРТР г.Тюмень
1924. **Чередов Денис**, корреспондент телеканал Россия
1925. **Черемных Юлия**, журналист
1926. **Черменская Галина**, обозреватель сайта The New Times
1927. **Черненко Александр**, гл. редактор журнал Туризм. Отдых. Праздник СПб
1928. **Чернов Александр**, Режиссер документального кино создатель RU\_DOCUMENTARY
1929. **Чернов Андрей**, директор ТК АИР ТВ-4
1930. **Чернов Михаил**, корреспондент телекомпании НТВ
1931. **Чернов Дмитрий**, ведущий ГРК Радио России
1932. **Чернова Марина**, Валерьевна Зам.главного редактора газеты Премьер "(Вологда)"
1933. **Чернова Анастасия**, студент продюсерского факультета Российской Академии Театрального Искусства (ГИТИС)
1934. **Чернова Дарья**, редактор журнала Glamour
1935. **Чернова Елена**, редактор интернет-издания Томский Обзор
1936. **Чернодедов Дмитрий**, генеральный директор 3 Канал Усть-Илимск
1937. **Черноусов Александр**, Реальное время-3 студент
1938. **Черноусова Галина**, зам.главного редактора газеты Брянский регион
1939. **Черных Александр**, корреспондент газеты Гудок
1940. **Чернышёва Екатерина**, редактор радио Абакан
1941. **Чернявская Оксана**, руководитель программы Утренний коктейль Медиахолдинга АС Байкал ТВ
1942. **Чертюк Мария**, Фонд САФ Россия
1943. **Чечуров Дмитрий**, Директор Информационного радиотелевизионного агентства Абакан
1944. **Чибиряк Денис**, оператор НТВ
1945. **Чиженок Александр**, ТВ Центр зав. Северо-Западным бюро
1946. **Чижова Любовь**, московское бюро радио Свобода корреспондент



1947. Чиркова Дарья, программный директор 31 канал Челябинск
1948. Чубова Юлия, ведущий программы Вести Коми ГТРК Коми Гор Сыктывкар ГТРК
1949. Чудакова Мариэтта, профессор Литературного института (Москва)
1950. Чуйко Владимир, Сахалинская медиа группа
1951. Чуковская Екатерина, помощник Руководителя Роскультуры
1952. Чуковская Анастасия, журналист
1953. Чуманова Александра, журналист Ухта
1954. Чумиков Александр, генеральный директор Международного пресс-клуба доктор политических наук профессор
1955. Чуприна Айгуль, журналист Казанский Портал
1956. Чурзин Александр, программист ЗАО ИнСис
1957. Шабалдин Константин, телеоператор режиссер-документалист ННТ 10 канал
1958. Шабельников Павел, редактор газеты Золотая горка (г. Берёзовский)
1959. Шабунина Наталия, управляющий ООО ИНФО-Стрежевой
1960. Шавалиев Айрат, корреспондент НТВ
1961. Шавловский Константин, заместитель главного редактора журнала Сеанс
1962. Шавров Игорь, ассистент оператора телекомпания АБ-ТВ Москва
1963. Шавшина Ирина, член Новосибирского союза журналистов
1964. Шагаев Антон, Ведущий специалист нефтяной компании ТНК-ВР
1965. Шадрин Роман, программный директор Радио Сибирь - Чита
1966. Шаехова Юлия, корреспондент газеты Капитал (Екатеринбург)
1967. Шайко Дмитрий, Обозреватель МГ Пермский обозреватель
1968. Шакина Ольга, руководитель программы Магия кино канала Культура
1969. Шакурова Демфира, главный редактор SEONEWS.RU
1970. Шалаев Александр, Звукорежиссер ТК Статус-PRO
1971. Шалаевский Владислав, Технический редактор газета Прибайкальская электричка
1972. Шаманин Виктор, журналист Воронеж
1973. Шамардин Евгений, студент
1974. Шамарова Дарья, журналист
1975. Шарапова Яна, студентка ПГУ (Пермь) специальности журналистика
1976. Шарко Андрей, обозреватель ТКСургутинформТВ
1977. Шаронова Татьяна, выпускающий редактор телестанции Канал 12( Череповец)
1978. Шаршембиева Нургуль, Директор ОО Медиа ресурсного центра Дом Журналиста
1979. Шарыгина Дилором, независимый фотограф
1980. Шарыпова Файля, журналист ТК РТВ (Усолжье-Сибирское Иркутская область )
1981. Шатиришвили Ираклий, Корреспондент ТК Четвертый канал
1982. Шатрова Елена, гл. редактор инф. радиопрограмм ВГТРК ГТРК Алтай
1983. Шахиди Табриз, Империя Музыки гендиректор
1984. Швычков Валерий, Главный редактор телекомпания Каскад (Тульская область)



1985. **Шевкунов Дмитрий**, директор по развитию ИД Алтапресс г. Барнаул
1986. **Шевцов Олег**, корреспондент газеты Смена (Белгород)
1987. **Шевченко Ксения**, выпускающий редактор
1988. **Шевченко Наталия**, корреспондент канала Телеком ТВ
1989. **Шевченко Светлана**, Журналист г. Благовещенск
1990. **Шевчук Михаил**, корреспондент газеты Коммерсантъ в Санкт-Петербурге
1991. **Шемякин Андрей**, оператор телекомпании Каскад (Тульская область)
1992. **Шендерович Виктор**, радио Свобода ведущий программы
1993. **Шепотинник Петр**, руководитель программы Кинескоп
1994. **Шептуха Вячеслав**, преподаватель РГГУ
1995. **Шервуд Ольга**, обозреватель газеты Санкт-Петербургские ведомости
1996. **Шеремет Павел**, руководитель отдела спецпроектов первого канала член Академии Российского ТВ.
1997. **Шершуков Александр**, гл. редактор центральной профсоюзной газеты Солидарность
1998. **Шестаков Андрей**, независимый журналист Москва
1999. **Шестакова Елена**, независимый журналист Санкт-Петербург
2000. **Шестова Олеся**, журналист телекомпании Каскад (Тульская область)
2001. **Шетцель Наталья**, Менеджер Дирекции социальных программ Фонда поддержки общественных инициатив Гражданская позиция (г. Пермь)
2002. **Шибаета Екатерина**, ТК Вести 24
2003. **Шиверская Наталья**, режиссер ООО Глобал Медиа
2004. **Шигапова Эльвира**, выпускающий редактор ТК СургутинформТВ
2005. **Шилоносорова Нина**, редактор ТК Общественное Телевидение Кубани
2006. **Шиминг Мария**, менеджер
2007. **Шипкова Ольга**, редактор студии ТВ-45 г.Зеленогорск Красноярского края
2008. **Шипов Яков**, корреспондент Эхо Москвы
2009. **Шиповалов Игорь**, корреспондент ГТРК Норильск программа Вести-Норильск
2010. **Широв Павел**, журналист
2011. **Широкий Николай**, режиссер
2012. **Ширяева Антонина**, журналист
2013. **Шихман Ирина**, корреспондент программы Истории в деталях СТС - Петербург
2014. **Шишкина Мария**, корреспондент еженедельника Коммерческие вести (Омск)
2015. **Шишко Ольга**, директор АНО МедиаАртЛаб
2016. **Шишкова Екатерина**, член Союза Журналистов Москвы
2017. **Шкляр Юрий**, Член Академии Российского Телевидения
2018. **Шкляров Денис**, ведущий Вести-Новосибирск телеканал Россия
2019. **Шляйсер Марина**, корреспондент РТВ-Подмосковье
2020. **Шмакова Алла**, режиссер Дебошир фильм
2021. **Шнайдер Анна**, ведущая телеканал Вести



- 2022. Шовхалов Исрапил, главный редактор чеченского независимого журнала ДОШ
- 2023. Шолмов Константин, редактор отдела Общество газеты Деловой Петербург
- 2024. Шолохова Кристина, студент Первой национальной школы телевидения при Президенте РФ
- 2025. Шпакова Анна, директор фотослужбы Огонек
- 2026. Шрайбер Наталья, преподаватель ТПУ участник семинаров Интерьюса
- 2027. Шубина Юлия, консультант сети Европейская медиагруппа
- 2028. Шульга Юрий, редактор ЦАО ТВ Москва
- 2029. Шумаков Андрей, главный редактор portal74.ru
- 2030. Шумихина Александра, корреспондент ТК Россия
- 2031. Шумяцкая Ольга, журналист кинокритик
- 2032. Шурыгина Антонина, генеральный директор Телекомпания Мста г.БоровичиНовгородской области
- 2033. Шушарин Дмитрий, журналист
- 2034. Шушкин Владимир, заместитель директора ИА Новости Нижнего Новгорода- newsnn.ru
- 2035. Щедрина Наталья, инженер Урал-Информ ТВ г.Пермь
- 2036. Щербаков Владимир, студент экономфака МГУ
- 2037. Щербаков Александр, главный редактор ИД бывший работник газет Комсомольская правда Литературная газета журналов Журналист Огонек
- 2038. Щербакова Ирина, исполнительный директор Ассоциации менеджеров культуры (АМК)
- 2039. Щербакова Галина, писатель
- 2040. Щербина Александр, телеоператор ТК ТВКиК г.Курчатов
- 2041. Щетинин Антон, Корпорация ТелеОмск-АКМЭ
- 2042. Щукина Евгения, начальник службы маркетинга ООО Королевская реклама г. Королев
- 2043. Эйсмонт Мария, руководитель отдела развития СМИ фонда Новая Евразия
- 2044. Эльвира Багаутдинова, юрист Бим-Радио МузТВ- Казань г. Казань
- 2045. Эльмурзаева Румина, Директор Издательского Дома Эпоха г. Махачкала
- 2046. Эрлих Евгений, журналист телекомпании RTVi
- 2047. Эстеркина Инга, редактор приложения МИГ
- 2048. Эфрусси Наталья, шеф-редаткор Рен-тв
- 2049. Южанинов Игорь, Главный редактор телекомпании Рифей - Пермь президент Пермской ассоциации радио и телевидения
- 2050. Юкечев Виктор, директор Института развития прессы-Сибирь
- 2051. Юликова Мария, омитет по защите журналистов
- 2052. Юндин Андрей, главный редактор телекомпании АТВ-Ставрополь
- 2053. Юпенкова Марина, менеджнр отдела дистрибуции телеканал РЕН ТВ
- 2054. Юрицын Владислав, журналист
- 2055. Юркин Дмитрий, Аналитический Центр Видео Интернешнл
- 2056. Юркина Регина, Журнал НАШ Германия





- 2057. **Юрьева Валерия**, редактор сайта Телекомпания Четвертый канал г. Екатеринбург
- 2058. **Юрьева Ольга**, журналист телекомпании ТВ-2 Томск
- 2059. **Юрьевна Алена**, Лысенко-Шварц киностудия ЧЕРНЫЙ КВАДРАТ продюсер
- 2060. **Ющик Юлия**, корреспондент ТРК Петербург 5 канал
- 2061. **Яблоков Владимир**, сотрудник ФЖ ТГУ
- 2062. **Яблоков Илья**, аспирант факультета журналистики ТГУ
- 2063. **Яваева Оксана**, директор Телевизионной службы новостей Телекомпании Рифей-Пермь.
- 2064. **Явныч Роман**, Ведущий программ ГТРК Регион-Тюмень
- 2065. **Якимовская Наталья**, Исполнительный директор АНО Корпорация радио
- 2066. **Яковенко Игорь**, Генеральный секретарь Союза журналистов России
- 2067. **Яковлев Игорь**, Директор Филиала Телекомпании ТВ 3 в г. Барнауле
- 2068. **Яковлев Игорь**, дизайнер ИТА Губерния Хабаровск
- 2069. **Яковлев Станислав**, Журналист политический обозреватель сайта Каспаров.Ru
- 2070. **Яковлева Елена**, журналист газета Запад Подмосковья
- 2071. **Яковлева Наталья**, собкор Учительской газеты Литературной газеты
- 2072. **Янкова Анна**, спец.корреспондент Братской Студии Телевидения г.Братск
- 2073. **Янковская Екатерина**, корреспондент ГТК Столица
- 2074. **Яновская Яна**, директор независимой газеты парма-Новости г.Кудымкар (Пермский край)
- 2075. **Янушкевич Яна**, Коммерсантъ новосибирская редакция выпускающий редактор
- 2076. **Янцен Константин**, доцент Факультета психологии Томского государственного университета
- 2077. **Янышев ВАлексей**, монтажер ГТРК Пермь
- 2078. **Ярославцев Ярослав**, корреспондент телеканал Россия г. Москва
- 2079. **Ярошевский Виталий**, заместитель главного редактора Новой газеты
- 2080. **Ярцева Наталия**, ведущая NRJ
- 2081. **Ярыгина Елена**, студентка факультета журналистики РГУ им. И. Канта
- 2082. **Ясина Ирина**, Клуб региональных журналистов
- 2083. **Ясминов Дмитрий**, корреспондент программы Неделя РЕН ТВ
- 2084. **Яхонтов Александр**, журналист
- 2085. **Arakelian Rose**, MTAC - Music Teachers Association of California
- 2086. **Belopolskaya Victoria**, International Documentary Film Festival Amsterdam
- 2087. **Gaydur Roman**, Student
- 2088. **Kuchava Giorgi**, NGO Centre Javari Vice-Chairmen
- 2089. **Leppanen Airi**, Free-lance journalist Helsinki Finland
- 2090. **Lonkov Yuriy**, Filmdirector
- 2091. **Matvienko Kristina**, teatralny kritik festival Novaya Drama
- 2092. **mayorova anna**, дизайнер
- 2093. **Nazaretyan Migran**, Physician Los Angeles USA
- 2094. **Polman Mitchell**, free-lance TV producer



2095. **Popkhadze Georges**, journalist Radio France Internationale

2096. **Sargsyan Armen**, Producer Internews Armenian

2097. **Slonim Maria**, script and producer



