PRIX ITALIA 69

Milan

29th September -1st October 2017

28th September Radio Day

Rai

Back to Facts

Rasťo Kužel

www.memo98.sk

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About us

MEMO 98 helps people to receive fair and comprehensive information about public affairs. Having worked for 19 years in Slovakia and abroad, we belong to global leaders in media monitoring and elections. Our main goal is to ensure that people require good quality media content - essential for enhancing of their critical thinking.

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Where we work

What we do

REGIONAL VOICES

COLORFUL BUT COLORBLIND

MEDIA MONITORING

Explaining what the media reports

ELECTIONS

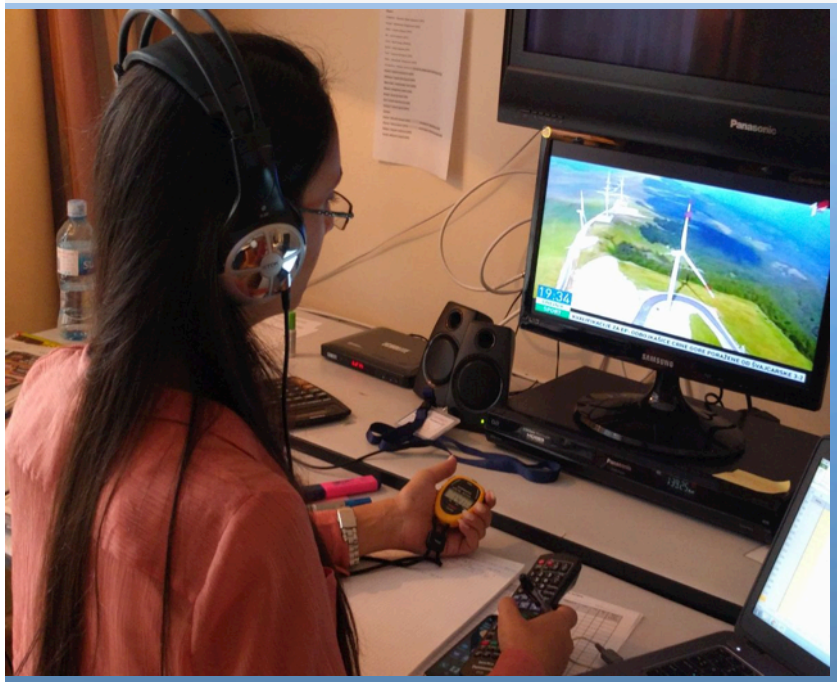
Good quality information means better choice

MINORITIES

Changing stereotypes in the media

Media monitoring

Good decision-making depends on people having reliable and accurate facts put in a meaningful context. Given the recent global developments in the media, people are overwhelmed with quantity of information but often skeptical of its quality. Fewer journalists and media consumers separate the important information from the false diversions, and fewer still seem ready to pursue the truth. Media monitoring is an effective tool to hold those who are supposed to be the controllers to account. We monitor media to provide feedback and to initiate discussion about the quality of media reporting and importance of real watchdog and investigative journalism.



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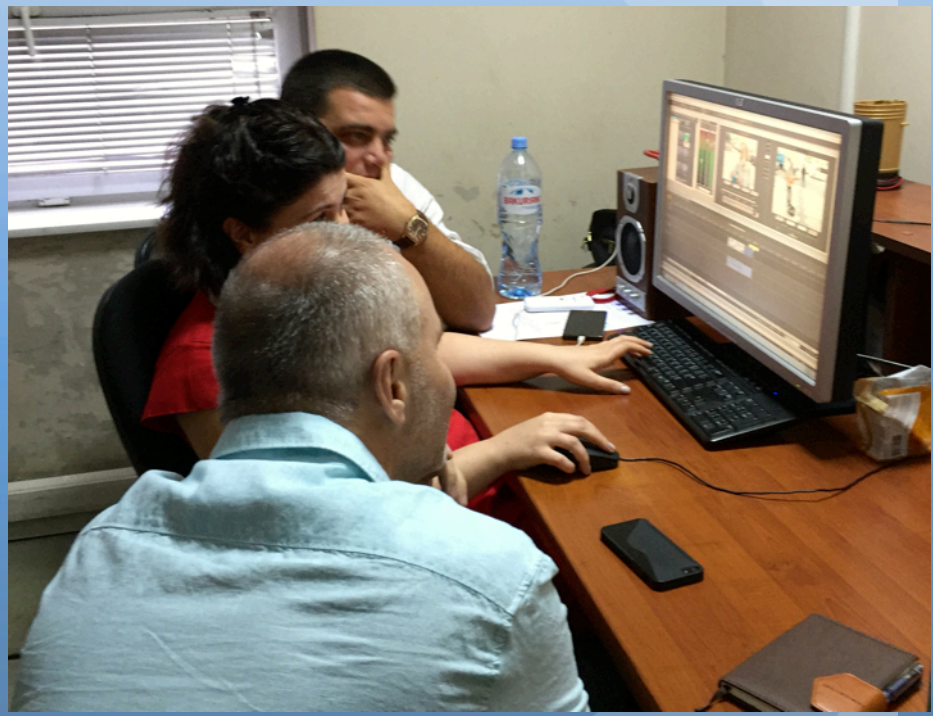
Mission statement

"Ensure that all citizens have free access to comprehensive information"



Tools in the Fake News War

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Tools in the Fake News War

Now more than ever we need good quality journalism

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Tools in the war against fake news

- Media monitoring & analysis & debunking
- Trainings for media, regulators and CSOs
- Analyzing the role of social media during elections

Monitoring Russian propaganda

Photo by Alexander Nemenov, AFP

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Monitoring Russian propaganda

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Sample

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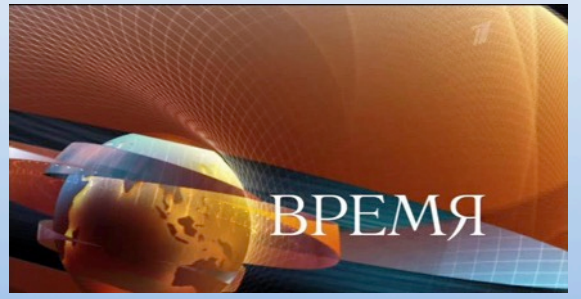
News



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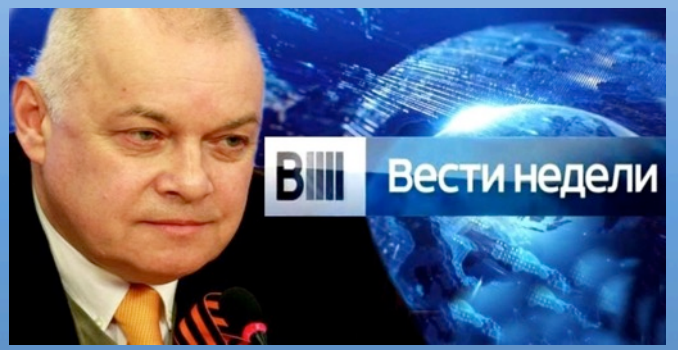
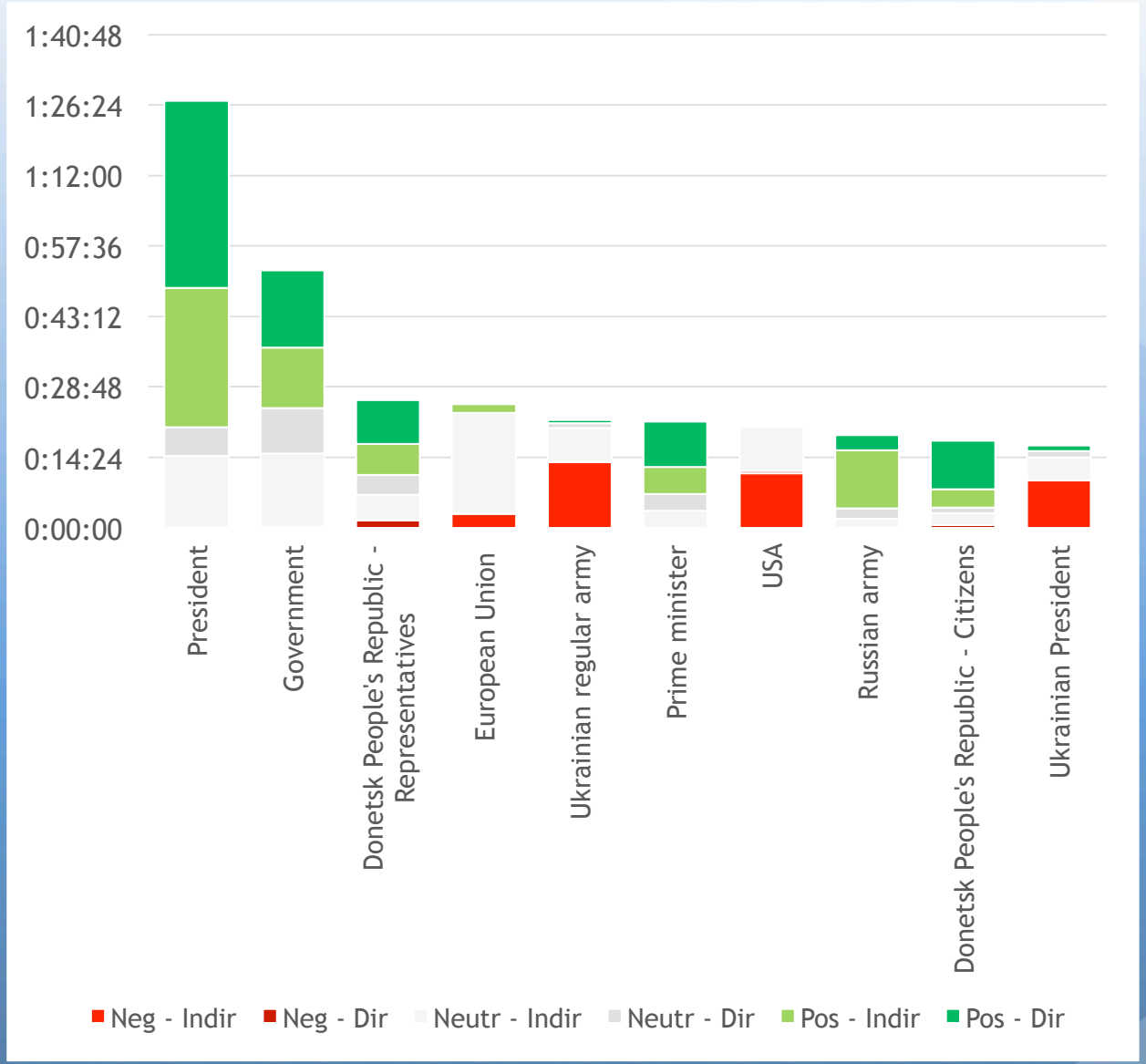
Talk Shows and Information Programs



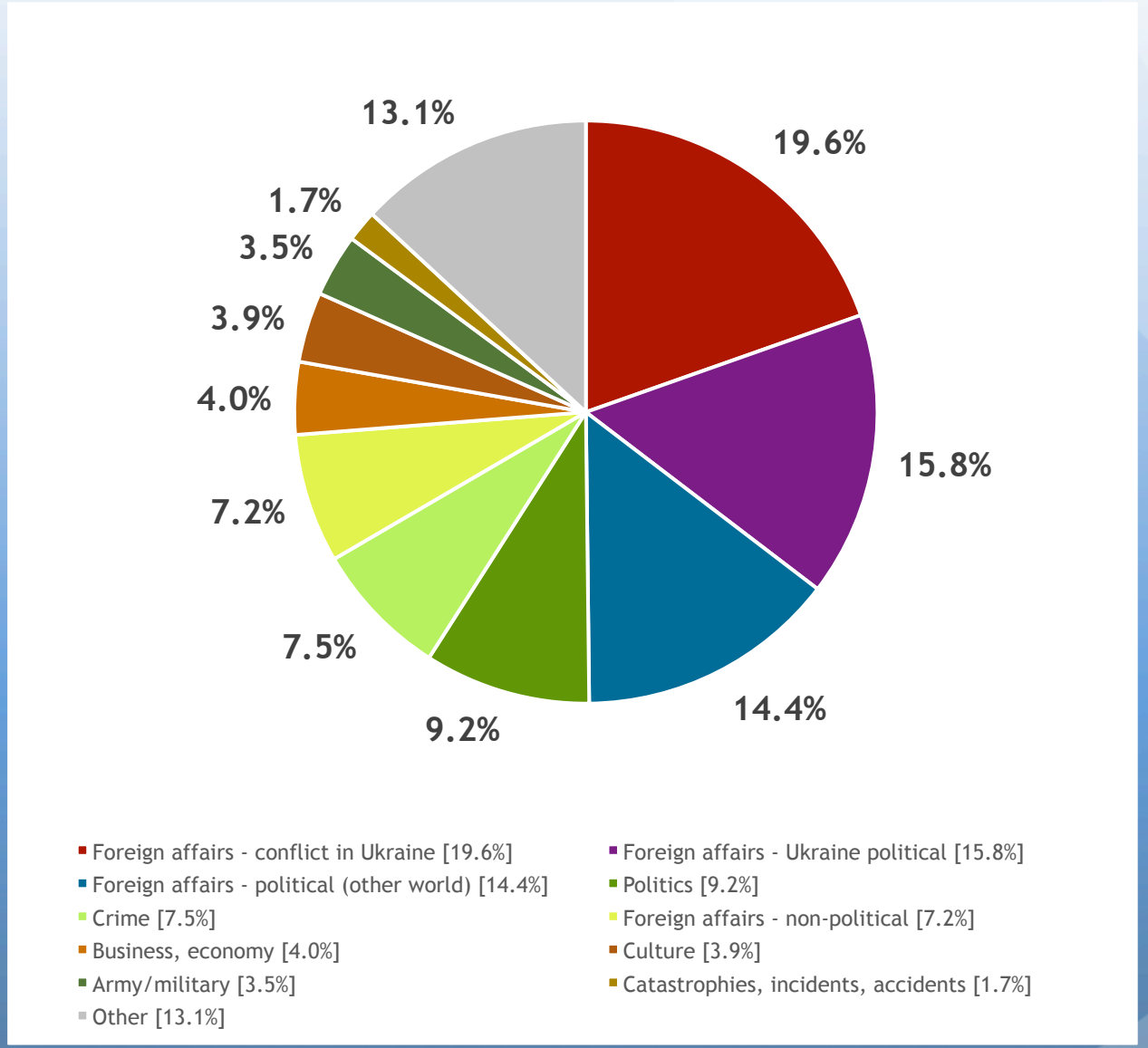
Monitoring of Russian TVs

- **Goals of the monitoring project**
- **Availability and impact of Russian channels in the EaP countries**
- **Role of national broadcasters**
- **Alternative Russian channels**

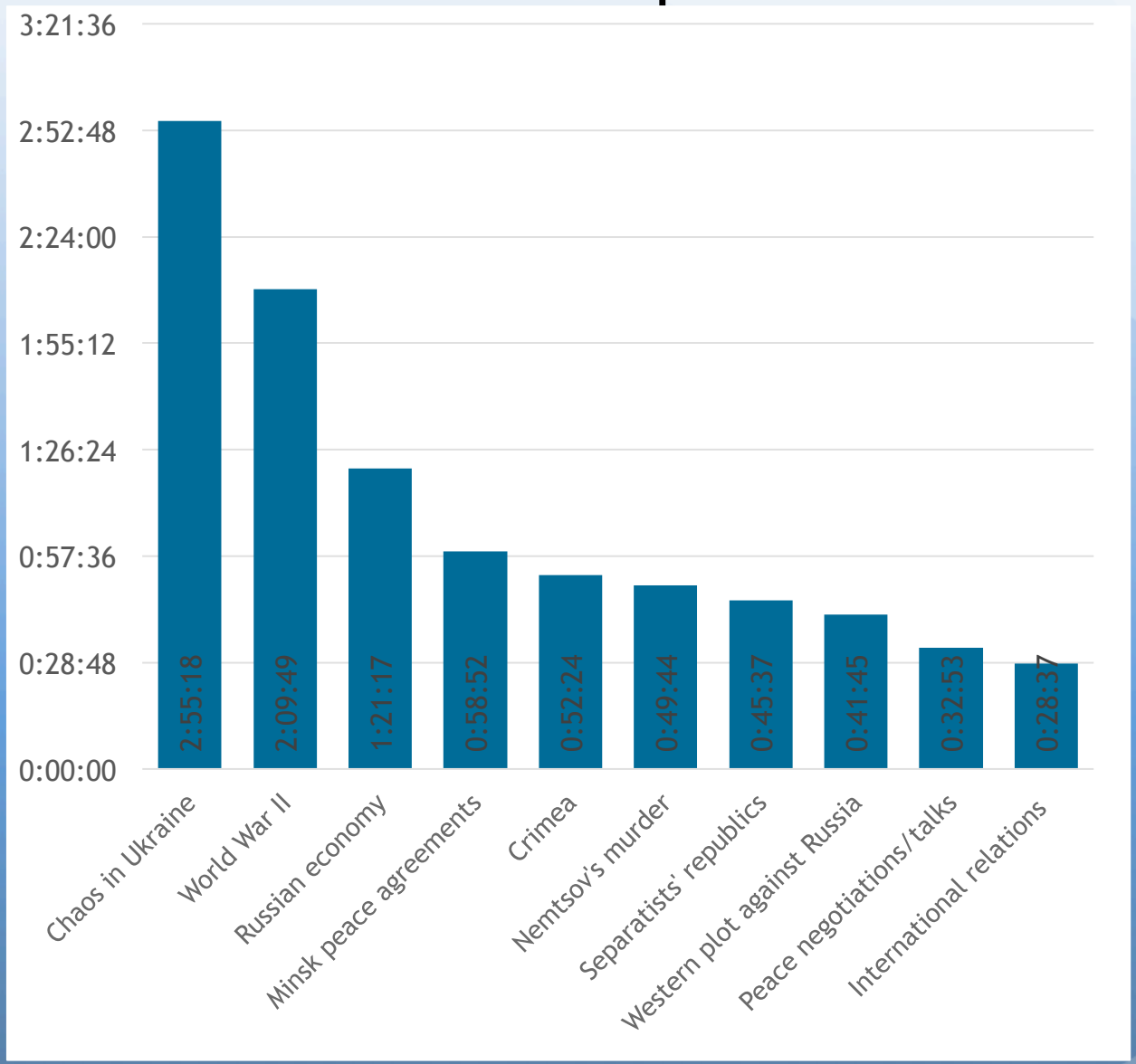
1st channel - subjects



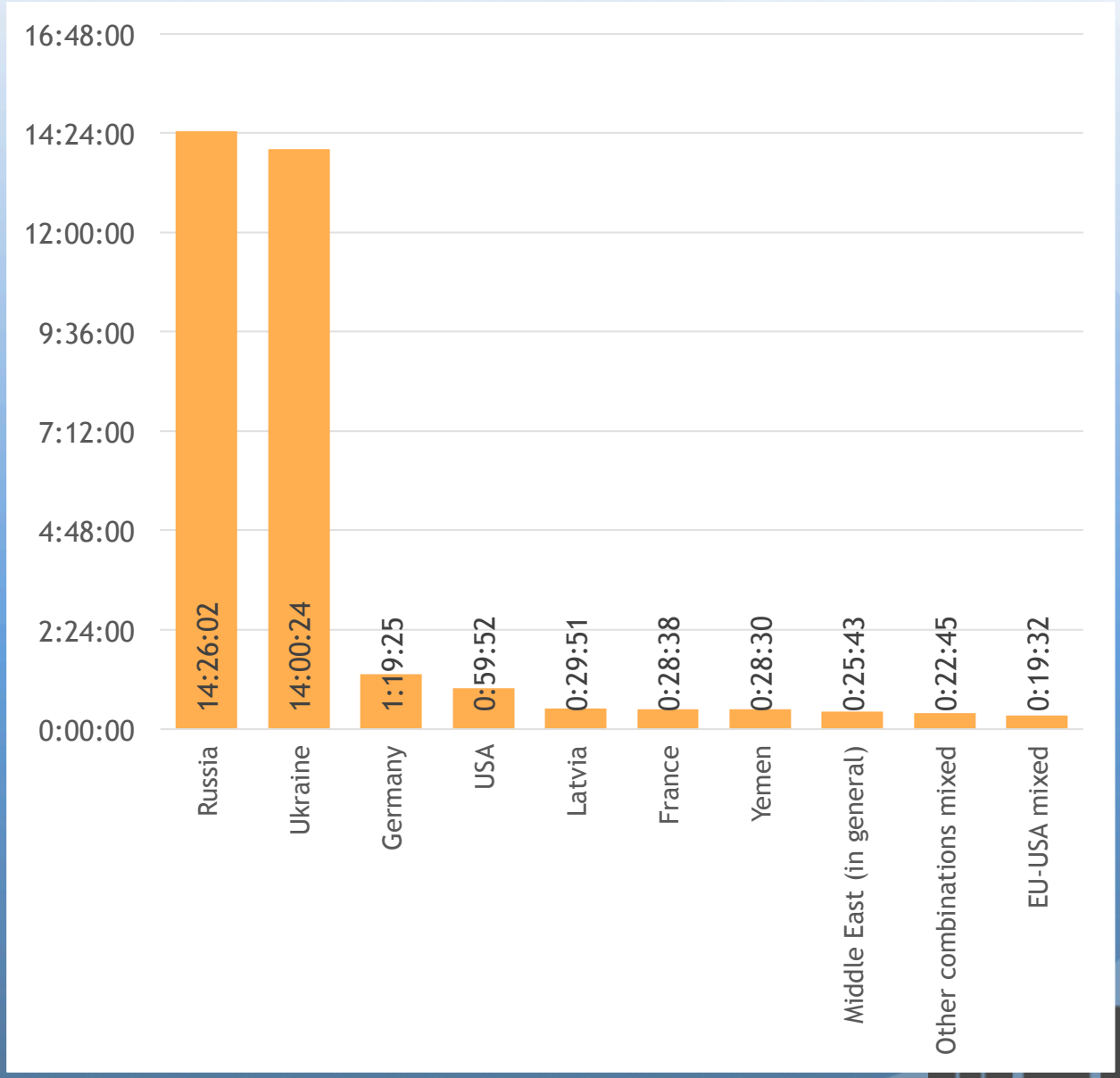
Russia 1 - topics



1st channel – top stories

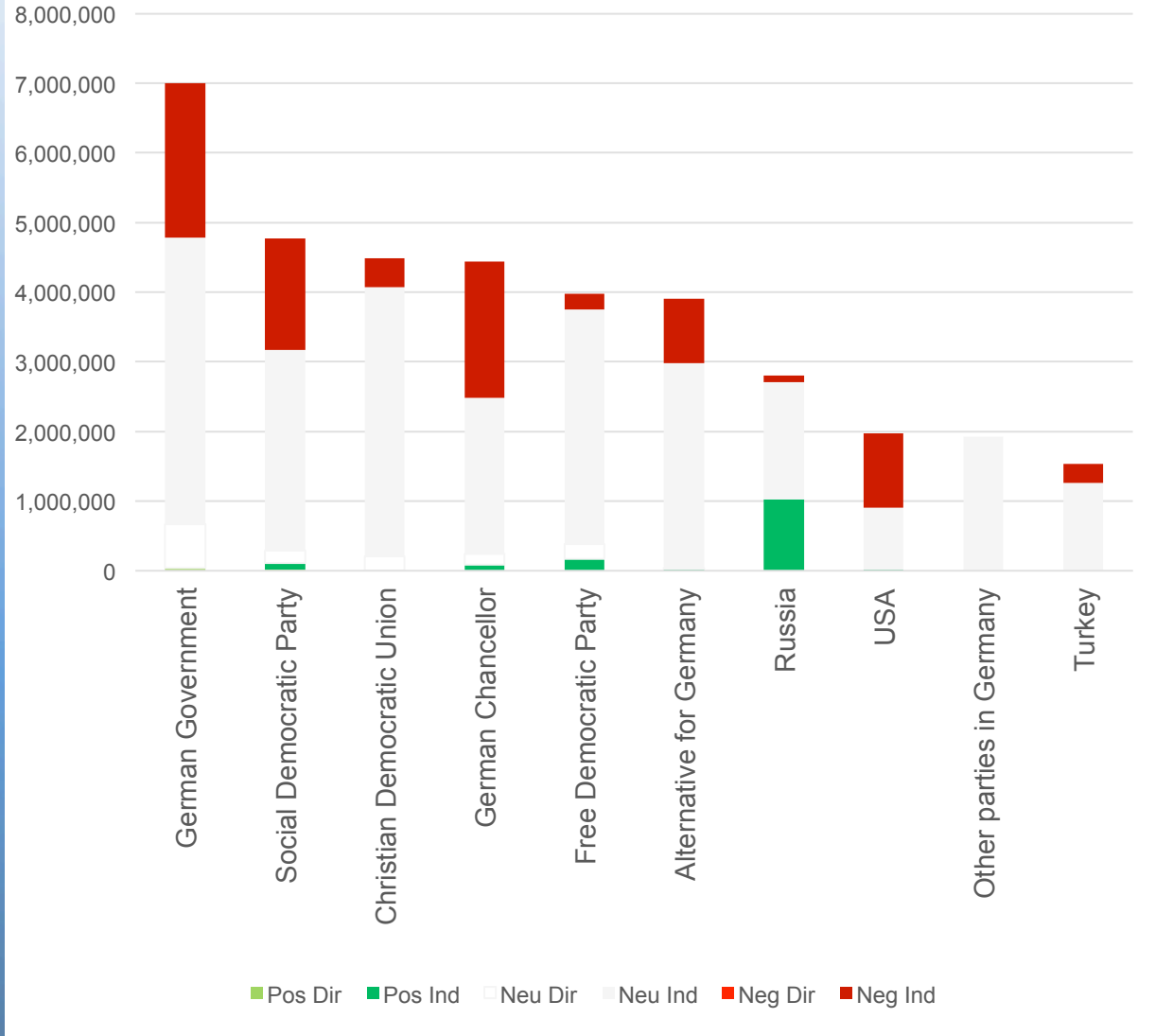


Russia 1 – geographic area



RT Deutsch (Web)

02. 09. 2017 — 20. 09. 2017



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Monitoring has been conducted in the framework of the Institute for Strategic Dialogue/Arena project

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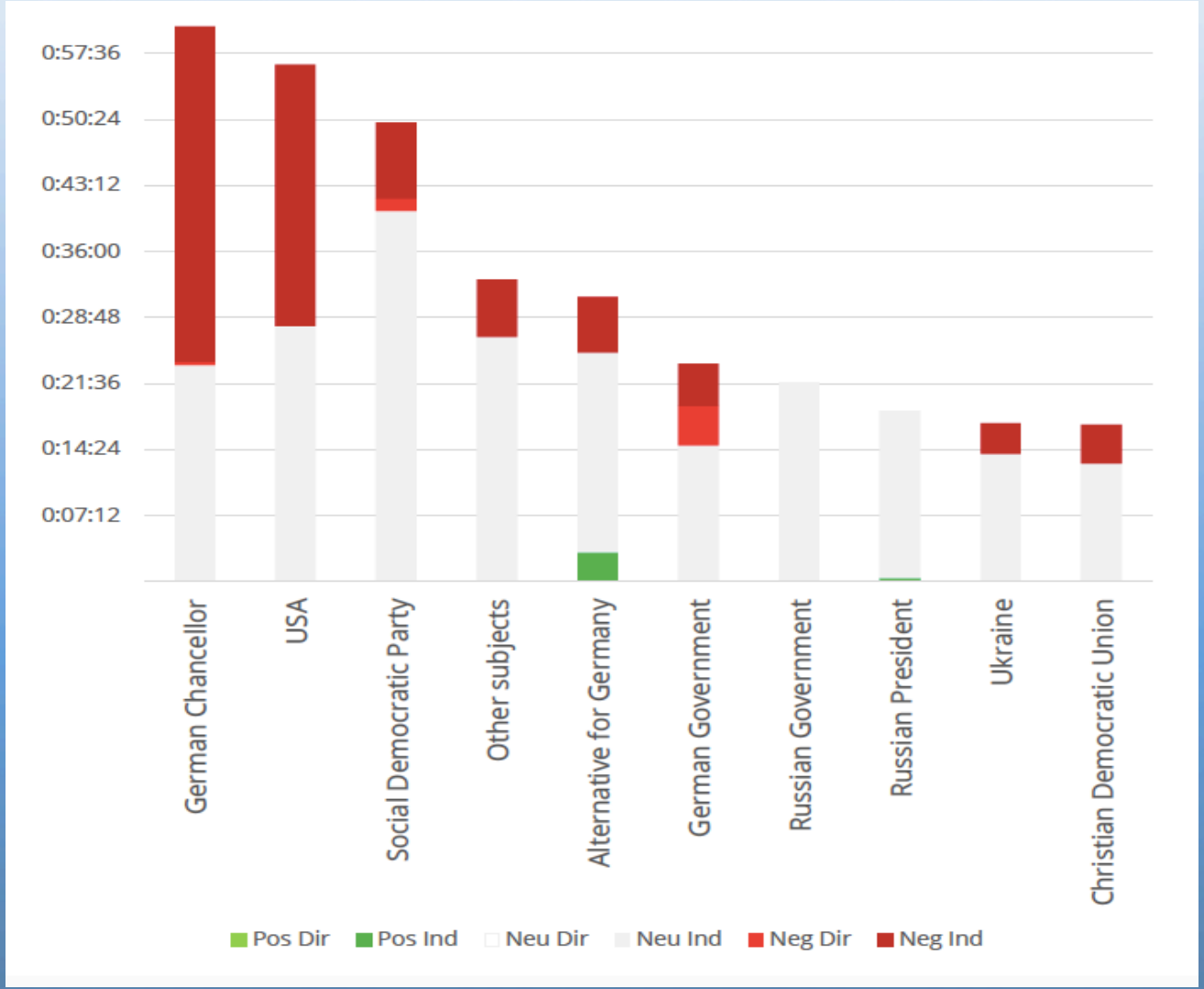
Sputnik

02. 09. 2017 — 20. 09. 2017



Monitoring has been conducted in the framework of the Institute for Strategic Dialogue/Arena project

Role of Public Broadcasters

We live in the world where fake news and disinformation are becoming more prevalent, where people don't know whom to trust.

It is incumbent upon public broadcasters to have a responsibility to the public by offering credible news.

The journalistic standards and values that public broadcasters should represent are crucial in this era of misinformation. In order to uphold these values and enhance the trust, public broadcasters should focus more on fact checking, in-depth reporting and investigative journalism.

Monitoring of Public/State broadcasters

The current crisis of confidence in the media is an opportunity to reinforce the role and mission of public service broadcasters. High quality, credible, trustworthy news and information is a cornerstone of a strong democracy.

Monitoring PSB in connection with fake news & disinformation

Czech Republic
Estonia
Hungary
Latvia
Lithuania
Moldova
Poland
Slovakia
Ukraine

NED

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Role of social media during elections

Methodology for observation of the role of social media during elections for domestic observation groups and media monitoring organizations

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Trainings for media, regulators, CSOs & students

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Current challenges?

Thank you
Grazie