

ANNUAL REPORT

2023

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CENTRE FOR MEDIA



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CENTRE FOR MEDIA



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A MESSAGE FROM OUR CHAIR

Welcome to the PCMS Annual Report for 2023. This year has been exceptionally productive for our organization as we joined forces with local Czech and Norwegian partners on the "Promoting Human Rights in the Digital Era" project. The reach of our conferences, workshops, lectures, and publications has surpassed our initial goals, impacting journalistic and professional communities significantly.

Leveraging the success of this project, we introduced the TechWatch initiative in late 2023. Continuing into 2024, TechWatch focuses on monitoring and analysing the effects of emerging technologies on media, communication, and human rights.

Guided by our Projects Director, Adriana Dergam, we have intensified our efforts to spotlight the negative impacts of new technologies on human rights. Her dedication has not only deepened our understanding but also expanded our reach. Through intensive engagement and innovative strategies, we have successfully increased public awareness of the critical intersection between technology, media and human rights.

I am proud to use the opportunity of this report to showcase the dedication and achievements of the PCMS team in working to foster a fair, inclusive and informed society through high quality media, public communication and journalism. As we look ahead, we remain committed to advocating for human rights and democratic values, ensuring that media continues to serve as a cornerstone of democracy and a vigilant watchdog in the digital age.

Thank you for your continued support and partnership.

Sincerely,



Chair, Prague Centre for Media Skills



OUR MISSION AND GOALS

At the Prague Centre for Media Skills (PCMS), our mission is to promote fair, inclusive, and informed societies through high-quality journalism and communication. Our goals are rooted in the fundamental principles of human rights, rule of law, democracy, inclusion, equality, sustainability, and respect for individual rights and aspirations.

In the rapidly evolving technological landscape, the role of artificial intelligence (AI) has become increasingly significant. AI's growing influence on media and communication necessitates a critical examination of its impact on society. Our mission now also includes ensuring that AI advancements contribute positively to journalism and democracy. We are committed to preventing digital divides and ensuring that no one is left behind in the tech era. Media's role in democracy is more crucial than ever, serving as society's watchdog and a promoter of transparency and accountability.

Our goals include:

- Promoting journalistic excellence through training, mentoring, study tours, and conferences.
- Encouraging professional dialogue across borders to drive systemic change.
- Collaborating with communication specialists, academics, activists, and stakeholders to utilize media for societal transformation.
- Enhancing digital literacy and helping citizens understand and engage with technology in a meaningful way.

We strive to create a dynamic, transparent, and fair society both in Europe and in countries transitioning to democracy.



PCMS PROJECTS AND ACTIVITIES IN 2023

In 2023, PCMS has focused on delivering the final outputs of the Norway Funds-funded project "Promoting Human Rights in the Digital Era," which began in 2022. PCMS has also ensured the future continuation and expansion of the project's main outputs, extending its reach primarily to Norway through the TechWatch project. This continuation has been supported by the Open Society Fund Prague, the Committee of Good Will – Olga Havel Foundation, and the Czech Scouting Institute within the Active Citizens Fund program, financed by the EEA and Norway Grants.



- **International Project: Promoting Human Rights in the Digital Era**

In 2023, we continued our work on the "[Promoting Human Rights in the Digital Era](#)" project. This initiative, funded by Norway Funds (No. LP-HRMGSA-017) and led by the Czech NGO [Iuridicum Remedium](#), aims to raise awareness and professional standards in journalism regarding the impact of modern technologies on human rights. The project emphasizes the importance of digital literacy and human rights awareness of future and current media professionals and the ethical implications of AI and other technologies.

Within the project, which concluded in January 2024, PCMS carried out several significant activities and achieved numerous outputs:

Development of a University Course at the Faculty of Social Sciences of the Charles University: We developed a [comprehensive university course](#) for media students and future journalists, focusing on digital and human rights. These programs aimed to equip journalists and media students with the knowledge and skills necessary to navigate the digital landscape

responsibly. PCMS was responsible for three lectures in the [13-lecture cycle](#). Our [opening lecture](#) on March 22, 2023, featured accessibility specialist [Mariana Chytilova](#) as a guest speaker. On March 29, 2023, the [second lecture](#) covered the impact of modern technologies on people with special needs. The [third lecture](#), on April 26, 2023, focused on the impact of digitalization and new technologies on human rights. Following the completion of the undergraduate course, a set of [study texts](#), including PCMS contributions, [was published](#) on July 7, 2023.

INSPO Conference Presentation: On November 25, 2023, we presented the 'Promoting Human Rights in the Digital Era' project at the INSPO Conference during Digital Week. The presentation highlighted gaps in journalists' awareness about the impact of technology on people with disabilities and their specific needs in accessing it. INSPO is the major ICT conference in the Czech Republic for people with special needs, having been at the forefront of introducing novel technologies and exploring new accessibility options in the country for over two decades.

Launch of Online Course: We launched a [live 10-video online course](#) on November 29, 2023. The course, available with Czech and English subtitles, [covers essential topics](#) such as cybersecurity, privacy, accessibility, and algorithmization. PCMS produced [two videos](#) for the course targeted at media professionals to increase understanding of digitalization's impact on human rights, mainly from the perspective of [people with special needs, media, and accessibility](#).



Guidelines for Journalists: On October 18, 2023, we published [guidelines in Czech](#) for journalists to enhance their understanding of technology and digitalization, aiming to reduce discrimination and human rights abuses. The concise and practical Guidebook was also [published in English](#) in December.

Conference on Media and Human Rights: On December 1, 2023, we hosted the final [project conference](#) titled "Media and Human Rights in the Digital Age" in Prague. The event focused on addressing major digital challenges tied to ongoing digitization, with a special emphasis on understanding the media's reflection of these changes and their impact on human rights. Details about the symposium can be found in our [press release](#). The conference presentations

and outputs can be downloaded from the consortium lead Iuridicum Remedium webpage, and [the entire conference](#) is available to view (Czech with English Subtitles).

For more details, visit: [Promoting Human Rights in the Digital Era](#)

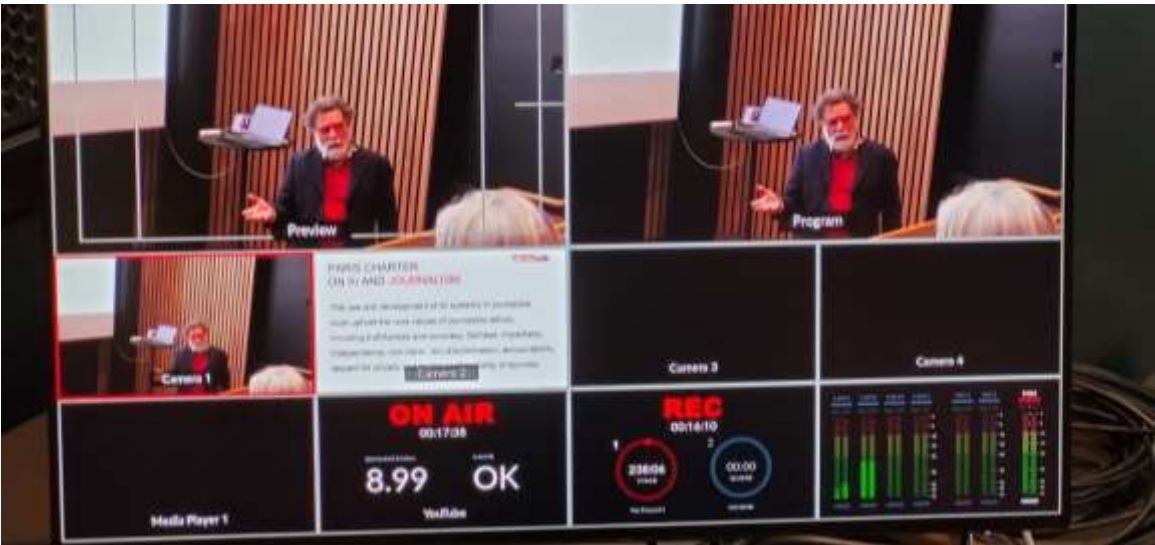


• **TechWatch Project**

Continuing our commitment to expanding the outputs of the previous project, particularly in Norway through our project partners EFN, we initiated the TechWatch project in November 2023. TechWatch aims to monitor and analyze the impact of emerging technologies on media, communication and human rights. Scheduled to continue into 2024, this project focuses on providing insights and recommendations for integrating new technologies while upholding human rights standards and democratic values.

For more details, visit [TechWatch](#).

The #TechWatch project was supported by the Open Society Fund Prague from the Active Citizens Fund. The programme promotes citizens’ active participation in the public life and decision making and builds capacities of civil society organizations. The Active Citizens Fund is financed from the EEA and Norway Grants.



OTHER ACTIVITIES

PCMS began the year with its first interview in Russian for Radio Svoboda on **February 7, 2023**. The interview, titled "[Monopoly on Information: War and Freedom of Opinions in Russia](#)", featured PCMS's Adriana Dergam discussing critical issues surrounding digitalization, resilience to disinformation, and human rights.

During **spring 2023**, PCMS collaborated with communication expert Lucie Bihellerová and the [Czech Environmental Information Agency \(CENIA\)](#) to develop content for their e-learning platform aimed at combating disinformation. Launched in April, this initiative focuses on providing reliable information and resources to help environmental data managers identify and counteract disinformation. The e-learning platform offers a comprehensive set of tools and educational materials designed to enhance public awareness and media literacy, ensuring that users are better equipped to navigate the complexities of information and disinformation in the digital age. For more details, visit [CENIA's Information and Disinformation page](#).

On **March 21, 2023**, PCMS participated as a [jury member for the prestigious Czech Event Association Awards](#). This event, hosted by the Czech Event Association, celebrates excellence in the event industry by recognizing outstanding achievements in event management, creativity, and execution. As a member of the jury, PCMS contributed its expertise in evaluating the quality, impact, and innovation of various events.

In **April 2023**, PCMS participated in a [course organized by the Czech Ministry of Defense](#). The course aimed to equip journalists with the essential skills needed to work safely in crisis or other extreme situations. This initiative is crucial in ensuring that media professionals are prepared for the challenges they might face in volatile environments, thus enhancing the quality and safety of their reporting.

Moving into **June 2023**, PCMS was actively involved in the international ["Media and Ukraine"](#) conference. This event, organized by Czech Public Radio (Český rozhlas) as part of its 100th anniversary celebrations, focused on the critical role of media in conflict zones and the importance of accurate reporting in shaping public perception and policy.

In **July 2023**, PCMS collaborated with the [Democracy Protection Network](#) initiative. Together, we assessed the key trends, risks, and opportunities for democracy in the past year. This partnership aimed to identify strategic approaches to safeguarding democratic values amidst rising global challenges.

Later, in **September 2023**, PCMS participated in a significant conference organized by [ASNEP](#) and [DeafFriendly](#), which addressed accessibility and the needs of people with hearing impairments. This event highlighted the importance of inclusive communication and the role of media in ensuring the all sections of society receive adequate coverage and are properly informed.



October saw PCMS joining the [27th Forum 2000 Conference in Prague](#), themed "For a Democratic World Order." During this conference, we engaged in discussions on media topics, focusing on the media's role in supporting and promoting democratic principles globally.

For more detail, follow [PCMS News and Activities](#).

PCMS FINANCIAL REPORT 2023

I. Basic Information

Accounting Period:	01.01.2023 – 31.12.2023
Name:	Prague Centre for Media Skills, z.s.
Registered Address:	Vyšehradská 1349/2, 120 00 Prague 2
Legal Form:	Registered Association
Highest Authority:	General Assembly
Chairman of the Board:	FRANCIS EDWARD KYNASTON WILLIAMS
Vice Chairman of the Board:	ONDŘEJ SOUKUP
Board Member:	ADRIANA DERGAM
Treasurer:	Renata Kaňková
Date of Establishment:	Registered at the Municipal Court in Prague, L 64694, established on 16.03.2016

Mission:

To support the development of free and independent media through educational methodologies for media professionals in countries transitioning from authoritarian regimes to democracy.

Main Activity: Media education

Secondary (Economic) Activity:

The organization may engage in secondary economic activities to support its main activities.

The scope and commencement of such activities are decided by the board.

Accounting Unit Category: Micro Accounting Unit

Founders: Francis Williams, Ondřej Soukup, Margarita Kirilkina

The nonprofit organization Prague Centre for Media Skills (PCMS) was founded in 2016 by an international group of Prague-based media professionals with experience working in former Soviet Union countries. This expert nonprofit organization was created to address the needs of local journalists and newsrooms, particularly those working in areas of active or frozen conflict.

II. General Accounting Principles

II.1. Long-term Assets

The accounting unit does not record any tangible or intangible assets.

II.2. Securities and Shares

The accounting unit does not own any securities.

II.3. Inventory

The accounting unit does not hold any inventory.

II.4. Receivables

Receivables are valued at their nominal value at the time of their inception. The organization typically does not create provisions.

The accounting unit does not have any overdue receivables.

II.5. Liabilities

The accounting unit does not have any overdue liabilities.

As of the balance sheet date, the following liabilities are recorded:

- Employee liabilities: CZK 24,862
- Social and health insurance institutions: CZK 9,145
- Tax office: CZK 3,825
- Liability to the chairman, who covered a delayed grant repayment from his own funds: CZK 205,000

II.6. Accruals

The organization accounts for expenses for future periods. This includes necessary accounting of unused indirect costs according to grant rules, amounting to CZK 27,786.73.

The prepayment for the company's registered office, amounting to CZK 11,979, is recorded as an expense for future periods.

II.7. Public Collections

The accounting unit does not organize any public collections.

II.8. Donations Received

In the reporting year, the organization received donations for operations amounting to CZK 34,000, which were accounted for in accordance with accounting regulations in fund 911100, and were not used in the year of receipt.

II.9. Grants Received

The accounting unit is currently a recipient of a grant from the EEA/Norway Financial Mechanism 2014-2021. The provider of the financial resources for project implementation and the Program Operator is the Ministry of Finance of the Czech Republic.

The project, titled "Support for Human Rights in the Digital Age: Raising Awareness and Standards of Journalistic Work on the Impact of Modern Technologies on Human Rights," is implemented by a consortium of four organizations, with Iuridicum Remedium, z.s. as the applicant.

The total grant value is CZK 5,300,000, with a duration from 01.01.2022 to 31.01.2024. PCMS's allocated portion for its activities is CZK 1,065,870. As of 31.12.2023, the organization has received only the first instalment of CZK 632,059.

II.10. Own Capital

The organization does not have its own capital.

Up until 2023, the organization did not generate any revenue that would necessitate filing a tax return.

The organization holds funds in bank accounts made available by the chairman.

II.11. Income Tax

The organization is a public benefit taxpayer in accordance with §17a of Act No. 586/1992 Coll., on Income Taxes, as amended (hereinafter referred to as ZDP).

The organization applies the exemption of donations according to §19b paragraph 2 b) ZDP whenever possible.

ASSETS	Balance as at the first day	Balance as at the last day of the accounting period
Total fixed assets	0	0
Tangible fixed assets	0	0
Intangible fixed assets	0	0
Total fixed asset allowances	0	0
Total short-term assets	265	446
Total stocks	0	0
Total receivables	0	426
Total current financial assets	304	8
Other assets	-39	12
Total assets	265	446

LIABILITIES	Balance as at the first day	Balance as at the last day of the accounting period
<i>Total own resources</i>	0	35
Total assets	0	34
Economic result	0	1
Total foreign resources	265	411
Reserves	0	0
Total non-current liabilities	71	71
Total current liabilities	35	312
Other liabilities	159	28
Liabilities in total	265	446

OUR ACKNOWLEDGMENTS

We extend our heartfelt thanks to all our partners and collaborators who have supported us throughout 2023, particularly those involved in the Promoting Human Rights in the Digital Era, TechWatch and other projects.



of the Czech Academy of Sciences



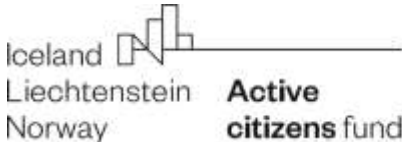
FACULTY OF SOCIAL SCIENCES
Charles University



Norway grants



Elektronisk Forpost Norge



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Social Media

<https://X.com/PcmsNews>

<https://www.linkedin.com/company/pcmsnews>

We invite all those who share our vision to consider donating to our cause. Your contributions help fund ongoing projects and initiatives, including training for journalists and educational campaigns. Donations can be made easily and securely through our bank account, and every contribution makes a significant impact.

Prague Centre for Media Skills, z.s.

Fio banka, a.s.

V Celnici 1028/10, 117 21 Prague 1, Czech Republic

CZK – 2800977441/2010, IBAN: CZ26 2010 0000 0028 0097 7441, SWIFT: FIOBCZPPXXX

EUR – 2301486998/2010, IBAN: CZ53 2010 0000 0023 0148 6998, SWIFT: FIOBCZPPXXX

USD – 2900977449/2010, IBAN: CZ48 2010 0000 0029 0097 7449, SWIFT: FIOBCZPPXXX



Thank you for your ongoing support and for sharing our vision.