

ANNUAL REPORT 2024

#Dialogue

#Communication

#Resilience

#HumanRights

prague skills

CENTRE FOR MEDIA



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A MESSAGE FROM OUR CHAIR

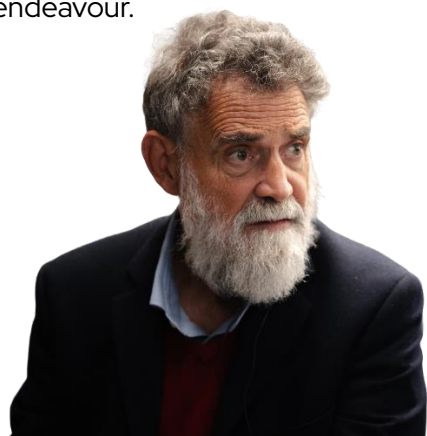
2024 was pivotal for the Prague Centre for Media Skills. As our flagship project Promoting Human Rights in the Digital Era, supported by Norway Grants, was drawing to a close we made significant strides in embedding the experience of this initiative into our long-term strategy. The culmination of this project marked more than just the end of a funding cycle—it laid the groundwork for a sustained commitment to media ethics, digital rights, and responsible communication in an age of rapid technological change.

The launch of the TechWatch initiative, designed to monitor the impact of emerging technologies on media and democracy, deepened our bilateral cooperation with Norwegian academic and civil society partners. PCMS organised expert seminars in Oslo, Bodø, and public events in Prague. TechWatch resulted in new educational resources and expanded our advocacy for accessible and ethical media. The project brought together journalists, students, coders, and policymakers—exactly the kind of interdisciplinary collaboration we believe is necessary to meet the challenges of our digital age.

In addition, PCMS maintained its long-standing support for free and independent journalism through mentoring, training, and strategic partnerships. We continued our engagement with dissident voices from repressive regimes, especially from the post-Soviet space, and strengthened our advocacy for media accessibility and digital inclusion. These efforts reflect our belief that democracy depends on informed and empowered citizens—and that access to accurate, ethical, and inclusive information is a human right.

Looking ahead, the task is clear. We must ensure that the digital future is one that serves people, not just platforms or states. We must champion media ecosystems that are resilient, inclusive, and anchored in human rights. At PCMS, we are ready to build that future—together with our partners, supporters, and the growing community of responsible communicators across Europe and beyond.

I would like to thank my PCMS colleagues, and also everyone who has supported us, in joining me in this endeavour.



A handwritten signature in blue ink, appearing to read 'Frank Williams', written over a horizontal dotted line.

Frank Williams
Chair, Prague Centre for Media Skills

OUR MISSION AND GOALS

The State of the World

Democracy is in decline worldwide, and Europe is no exception. Most reports reveal alarming trends: electoral integrity is eroding, civil liberties are shrinking, and the rule of law is under increasing pressure.

Disinformation, dark money, and systemic failures further fuel democratic backsliding. The influence of social media platforms—where engagement-driven algorithms amplify sensationalist and misleading content—has made trust in traditional media more fragile than ever. Political polarization is at an all-time high, making consensus-driven governance increasingly difficult. Moreover, the professionalization of politics has distanced decision-making from the public, creating widespread dissatisfaction with democratic performance.

Journalism, once the backbone of democratic accountability, faces existential threats. Press freedoms are being curtailed under the guise of national security, while misinformation spreads unchecked. In parts of Europe, independent media outlets struggle against legal harassment, financial precarity, and intimidation. These developments make the role of free, responsible journalism more crucial than ever.

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, journalistic ethics, rule of law, democracy, inclusion, equality, sustainability, and respect for individual rights and aspirations.

PCMS's Mission: Confronting These Challenges

The **Prague Centre for Media Skills (PCMS)** is an international group of professionals committed to fostering fair, democratic, and well-informed societies. Our mission is to advance interdisciplinary dialogue on communication, media, technology, and their impact on society. As democratic values face increasing pressure across Europe and beyond, and civil society struggles to make its voice heard, our work has never been more critical.

PCMS is dedicated to **strengthening high-quality journalism, enhancing media literacy, and advocating for responsible communication**. We equip experts and students with the tools to navigate the evolving media landscape, providing training, mentoring, and study tours that focus on the intersection of digitalization, technology, societal impact, and human rights. Through the **#TechWatch Project**, we monitor emerging technologies to analyze their influence on media and democracy, ensuring that AI and digital tools serve the public interest rather than undermine it.

Democracy cannot thrive without **a strong and independent civic sphere**. PCMS actively supports initiatives that amplify the voices of civil society and those at the forefront of defending democratic freedoms. In 2024, we co-organized a tour for [two Russian dissident](#) activists, bringing their stories and experiences to Czech audiences to highlight the importance of **civic resilience and media independence in authoritarian environments**. This initiative reflects our longstanding commitment to engaging with the post-Soviet space, a key focus at the time of PCMS's foundation and one we continue to return to as democratic struggles in the region intensify.

Disinformation and media manipulation remain persistent threats, eroding trust in democratic institutions. PCMS actively works to counter these issues by developing **media literacy initiatives** that empower citizens to critically engage with information. By collaborating with policymakers, educators, and media organizations, we help shape best practices for responsible journalism in the digital age.

Access to reliable information is a cornerstone of democracy. Through research, publications, and advocacy, PCMS champions press freedom and the ethical use of digital media. We also focus on ensuring that democratic participation is inclusive, supporting initiatives that amplify marginalized voices—particularly young people, minorities, and vulnerable communities. Our work provides journalists with essential guidance on accessibility and human rights, ensuring diverse perspectives are reflected in media coverage.

Recognizing the global nature of these challenges, PCMS fosters **international professional dialogues** to strengthen democratic media landscapes across Europe and beyond. We collaborate with universities, NGOs, and civil society networks to uphold journalism's and civic society's role as a watchdog against democratic erosion.

As we look to the future, PCMS remains steadfast in its mission to equip media professionals and citizens with the knowledge and skills needed to safeguard democratic principles, support independent civic voices, and foster resilient societies in an increasingly complex information environment.



PCMS PROJECTS IN 2024

1. Promoting Human Rights in the Digital Era

<https://praguemediaskills.org/hr-in-digital-era/>

From January 2022 to January 2024, PCMS participated in [the Promoting Human Rights in the Digital Era](#) project, a groundbreaking initiative designed to **strengthen journalistic capacity in addressing human rights challenges posed by modern technology**. Implemented by a consortium of Czech academic, nonprofit, and media institutions in collaboration with the Norwegian partner [Electronic Frontier Norway \(EFN\)](#) and funded by [Norway Funds \(No. LP-HRMGSA-017\)](#), the project aimed to bridge the critical knowledge gap in media education concerning digitalization, artificial intelligence, and their societal and human rights implications.

The COVID-19 pandemic underscored the dual nature of digital technologies—while they enable connectivity and innovation, they also pose significant risks to privacy, non-discrimination, and freedom of expression, among others. The rapid expansion of AI, algorithmic decision-making, and biometric surveillance has amplified these risks, disproportionately affecting vulnerable communities. However, journalists lacked the necessary training to effectively report on these issues, weakening public awareness and democratic accountability.

To tackle this challenge, the project sought to:

- **Enhance the capacity of journalists and media professionals** to identify and analyze human rights abuses resulting from digital technologies.
- **Develop a pioneering educational module** at Charles University's Faculty of Social Sciences (FSV UK)—the first long-term course in the Czech Republic dedicated to media, technology, and human rights.
- **Produce accessible training resources** for both journalism students and working professionals, ensuring long-term impact beyond academia.
- **Foster collaboration between Czech and Norwegian experts**, leveraging interdisciplinary insights from law, technology, and media studies.
- The project was structured into several **key phases**:
- **Baseline Research** – Conducted a [nationwide study](#) on Czech journalists' awareness and reporting practices regarding digital rights and discrimination.

- **Academic Integration** – Developed and launched a [one-semester journalism course](#) at Charles University, [addressing](#) digital surveillance, AI ethics, algorithmic discrimination, and the role of media in mitigating human rights abuses.
- **Knowledge Dissemination** – Organized **two high-profile conferences** in Prague ([2022](#) and [2023](#)), engaging media professionals, human rights advocates, tech sector experts, and policymakers in discussions on technology’s societal impact.
- **Training Resources** – Created an [online video training series](#) and a **journalist’s handbook** in [Czech](#) and [English](#), providing practical guidance on reporting human rights violations linked to technology. These resources were made freely available to Czech and Norwegian media practitioners.

Key Outputs and Impact

- **First-of-its-kind university course:** More than 50 journalism students at Charles University participated in the semester-long program, now integrated into the university’s regular curriculum.
- **Groundbreaking research findings:** The baseline study exposed gaps in journalists’ understanding of digital rights issues, reinforcing the urgent need for specialized training.
- **Cross-sectoral dialogue:** The project’s final symposium brought together **80+ experts, policymakers, and journalists** from across Europe, influencing national and international discussions on AI governance and press freedom.
- **Practical training materials:** The **online educational video series** and **journalist’s handbook** provided critical tools for improving digital rights reporting, benefiting professionals in both **Czechia and Norway**.



Sustained Commitment Beyond the Project

- While the project formally concluded in **January 2024**, its impact continues.
- The **journalism course** remains a permanent fixture at **Charles University**, ensuring future generations of journalists receive essential training in technology and human rights.
- The **training resources** continue to be widely used by media professionals, educators, and civil society organizations. Check the [guidelines for journalists](#) coordinated by PCMS [and its 2 educational videos](#).
 - Média, digitalizace a lidé s postižením: https://youtu.be/fh2ysm_OMEY
 - Dopad technologií na lidská práva osob s postižením: <https://youtu.be/jtMTgFSlvno>
- PCMS and its partners maintain **ongoing engagement with Norwegian experts**, strengthening cross-border cooperation on digital rights.

By concluding **Promoting Human Rights in the Digital Era**, PCMS laid the groundwork for strengthening the role of media in addressing the human rights challenges posed by emerging technologies. The findings and methodologies developed during the project have directly informed the next phase of our work—the **TechWatch Project**, launched in late 2023.



2. TechWatch Project

<https://praguemediaskills.org/techwatch/>

The [#TechWatch project](#) builds on the insights gained from our collaboration with Czech and Norwegian partners within the [Promoting Human Rights in the Digital Era](#) project and expands the dialogue on digital rights beyond the Czech Republic. This initiative **deepens Czech-Norwegian cooperation** by bringing the lessons learned to Norwegian youth, experts, and civil society. It continues the mission of equipping journalists and media professionals with the tools to critically assess and report on the intersection of technology, democracy, and human rights.

Building on PCMS's commitment to responsible journalism and democratic resilience, TechWatch brought to Norway with Norwegian partners EFN ([Electronic Frontier Norway](#)) research-based insights, fosters dialogue among experts, and formulates recommendations to ensure that digital transformation aligns with democratic principles and human rights standards.

Activities and Outputs

1) Norway Engagements (February 2024)

As part of the project's international outreach, PCMS organized a series of **seminars and exchanges in Norway** (Oslo, Mo i Rana, Bødo) in February 2024, engaging with local experts, students, and media professionals on the intersection of technology, media, and human rights. Hosted in collaboration with Norwegian partners, these discussions tackled critical topics such as:

- The **role of artificial intelligence in journalism** and the human rights and societal challenges it presents.
- **Algorithmic bias and misinformation**, examining how automated systems influence public discourse.
- **Digital surveillance and data privacy**, with a focus on balancing security needs with human rights.
- The **impact of emerging technologies on press freedom**, including an overview from the Cold War times in newsrooms to the risks of AI-generated disinformation campaigns targeting independent media.

These seminars fostered an exchange of perspectives between Czech and Norwegian experts, allowing participants to compare national approaches and develop strategies for mitigating technology-driven risks to democracy.

What our participants have to say: Hear from [Tuna \(40\)](#) and [Rasmus \(19\)](#), two computer science students at UiT – The Arctic University of Norway.

2) Online Expert Panel (March 2024)

Following the in-person engagements, PCMS co-hosted an [online panel discussion in March 2024](#) in collaboration with the EFN and the Arctic University of Norway. The panel brought together human rights advocates, technology researchers, corporate communications and media professionals to explore the evolving relationship between digital innovation and fundamental rights.

The discussion emphasized:

- **How new technologies are reshaping civic participation**, particularly in countries experiencing democratic backsliding.
- **The responsibility of tech companies and policymakers** in ensuring transparency and accountability in algorithmic decision-making.
- **The risks of AI-generated propaganda and deepfakes**, particularly in politically sensitive contexts such as elections and conflicts.
- Strategies for equipping journalists and civil society organizations with tools to detect and counteract digital manipulation.

The panel reinforced TechWatch's role as a **platform for interdisciplinary dialogue**, bridging the gap between media, academia, private sector and civil society in understanding and mitigating technology's influence on human rights.



3) Publication of the TechWatch Comprehensive Report (April 2024)

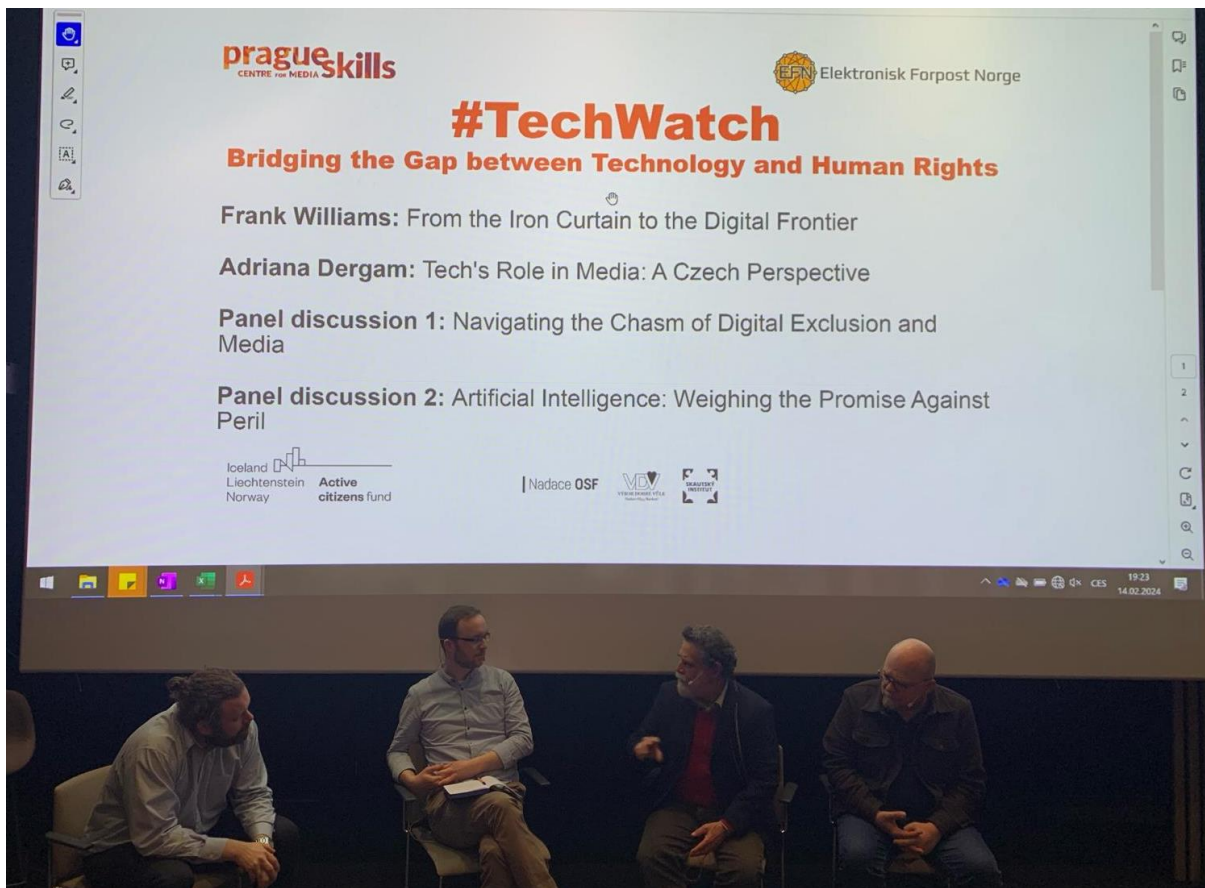
In April 2024, PCMS published the [TechWatch Final Comprehensive Report](#), a key outcome of the project that consolidates research, expert discussions, and policy recommendations on the impact of digital technologies on human rights and democracy. The report serves as a critical resource for policymakers, journalists, and civil society actors, offering a structured approach to mitigating technology-related risks while reinforcing democratic values.

Key Takeaways from the Report

1. Human Rights as the Guiding Framework for Technology Governance
 - The report emphasizes that **human rights—not ethics—must serve as the foundation for assessing and regulating technology**. Ethical guidelines often lack enforceability, while human rights frameworks provide clear, legally binding obligations to protect privacy, freedom of expression, and non-discrimination.
 - The study debunks common myths about human rights in technology governance, reaffirming their adaptability and necessity in regulating AI, cybersecurity, and digitalization.
2. AI and Automation: Risks to Fundamental Rights
 - **AI-driven decision-making systems can reinforce bias, restrict personal autonomy, and amplify digital exclusion**. Without proper safeguards, AI tools used in hiring, law enforcement, and content moderation risk violating anti-discrimination laws and undermining democratic participation.
 - The **EU AI Act and the Council of Europe’s AI and Human Rights Convention** are highlighted as essential regulatory frameworks that set transparency, accountability, and oversight requirements for AI deployment.
3. Cybersecurity and Surveillance: A Human Rights Concern
 - The report underscores that cybersecurity is not just a technical issue—it is a human rights challenge. Overly broad cybersecurity laws and digital surveillance measures threaten freedom of expression, privacy, and the right to dissent.
 - Recommendations include banning biometric mass surveillance, enforcing data protection laws, supporting encryption and strengthening public accountability mechanisms for cybersecurity policies.
4. Media and Misinformation: Safeguarding Trust in the Digital Age
 - AI-driven content curation and algorithmic bias contribute to declining trust in legacy media and the spread of disinformation.
 - The report calls for stronger media literacy initiatives, increased transparency in content moderation policies, and stricter accountability measures for tech platforms to prevent AI from undermining democratic discourse.
5. Inclusion and Accessibility in the Digital World

- The report advocates for **digital accessibility as a fundamental human right**, highlighting the risks of digital exclusion for older populations, people with disabilities, and marginalized communities – but not only them.
 - It supports the **"right to analogue"**—ensuring that individuals who choose not to engage with digital technologies are not disadvantaged in accessing essential services.
6. Multistakeholder Cooperation for a Rights-Respecting and Human-Centred Digital Future
- The report stresses that **governments, civil society, media, and academia must work together** to counteract technological threats to democracy.
 - It recommends international cooperation on AI regulation, cross-border digital rights protections, and public-private partnerships to hold tech companies accountable for human rights impacts.

The #TechWatch project was supported by the [Open Society Fund Prague](#), [Committee of Good Will – Olga Havel Foundation](#) and [Czech Scouting Institute](#) within the [Active Citizens Fund](#) program, which promotes citizens' active participation in the public life and decision making and builds capacities of civil society organizations. The program was financed by the [EEA and Norway Grants](#).



PCMS OTHER ACTIVITIES IN 2024

1. Participation in Key Conferences & Meetings

PCMS remained actively engaged in key international and national discussions throughout 2024, contributing expertise on media, technology, and human rights:

- **Exploring Digital Exclusion and Human Rights** (January) – At an [OSF Foundation session](#), PCMS joined Czech librarians to discuss barriers to digital access and the role of libraries in digital inclusion.
- **Unlock Resilience in Wartime** (May) – [PCMS attended](#) this Prague Civil Society Centre event, which explored strategies to support independent journalism and civil society in times of conflict.
- **European Press Prize Award Ceremony** (June) – PCMS joined leading European media professionals in [celebrating excellence in journalism](#) and the role of the press in upholding democratic values.
- **Amplifying Russian voices advocating for freedom of speech** (September 2024) – jointly with the Czech Office of the Government and the Czech branch of Memorial, PCMS facilitated a visit of [Russian democracy activists](#), [Irina Ščerbakova](#) and [Olga Misik](#) to [Czechia](#).
- **Discussion at the Czech Parliament** (November) – PCMS participated in a [parliamentary discussion](#) on the role of public media in countering disinformation, advocating for stronger support for independent journalism.
- **Prague Media Point 2024** (November) – PCMS [took part in discussions](#) on the volatility of media in the AI era, addressing the challenges and risks posed by artificial intelligence to journalism and democratic discourse. A [video summary](#) and [key messages](#) from our participation were published in December 2024.
- **Societal Polarization and the Anti-Gender Movement** (December) – Organized by the Czech Office to the Government, PCMS provided expertise in this [seminar examining the role of media](#) in shaping societal debates on gender and human rights.

2. Collaborative Research Initiatives

PCMS contributed to key research efforts aimed at understanding the intersection of media, education, and digital rights:

- **Digital Exclusion and Human Rights** (January 2024) – [PCMS collaborated](#) with [Czech librarians](#) at an OSF Foundation session to explore the link between digital exclusion and

fundamental rights, reinforcing the need for inclusive access to information in the digital age.

- **Czech Teachers and Media Education** (April–May 2024) – PCMS provided expertise and consultation for this [qualitative research](#) project led by Palacký University in Olomouc, analyzing how teachers navigate media education in the Czech Republic.



3. Networks and Membership

PCMS strengthened its engagement with democracy-focused networks and advocacy initiatives in 2024:

- **Network for the Protection of Democracy** – PCMS joined this [network in November 2024](#) and later contributed to an expert statement on defending democratic institutions.
- **Public Media Advocacy** – PCMS endorsed a petition [supporting public media](#) (November 17, 2024), emphasizing the need for independent journalism in democratic societies.
- **Centre for Innovations in Technology, Art, and Humanities (TAH)** – PCMS became a signatory of its [manifesto](#) (October 2024), advocating for ethical and human rights-based approaches to technology and communication.
- **Committee Leadership:** PCMS's Programme Director became Chairwoman of the [Committee for Modern Technology and Human Rights](#) in July 2024, reinforcing our role in shaping digital rights policies.

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

PCMS FINANCIAL REPORT 2024

I. Basic Information

Accounting Period:	01.01.2024 – 31.12.2024
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:	JANA VILDOVÁ
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) founded in 2016 is an international group of professionals committed to fostering fair, democratic, and well-informed societies. Our mission is to advance interdisciplinary dialogue on communication, media, technology and their impact on society.

The association reports short-term financial assistance in 2024 in the amount of CZK 53,800 from the chair of the association.

The association reports subsidies and contributions totaling CZK 746,148:

- Grants: CZK 431,648
- Donations and contributions: CZK 314,500

A portion of the grant in the amount of CZK 213,299.87 was transferred to the fund and will be used in the following period.

The grant was paid out in November 2024, after the project had already ended. The project costs were covered by the association's members and donations.

In 2024, the association carried out three projects:

- The Norway Grants project: "Support for Human Rights in the Digital Age: Raising Awareness and Standards of Journalistic Work on the Impact of Modern Technologies on Human Rights" (EEA/Norway Financial Mechanism 2014-2021)
- The Tech-Watch project (Active Citizen Fund)
- The Russian-Dissident Support project "Nobelistky" (Donations and Contributions)

II. General Accounting Principles

1. The association does not own any assets
2. Increases in long-term assets in 2024: none
Disposed tangible assets: 0
Sold assets: 0
Assets under financial lease – the association has no assets under financial lease
The association does not own assets whose market value significantly exceeds their book value
3. Overdue receivables: CZK 975 – overpayment of income tax from employment
4. All liabilities are recorded in the accounting system

The association records a liability to the chair of the association in the amount of CZK 53,800

In 2024, the association reports an accounting profit of CZK 0

5. The association did not realize any income that would require the submission of a tax return.
6. The accounting unit does not organize any public collections.
7. The organization does not have its own capital.
8. 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.

Balance Sheet

(in whole thousands of CZK)
as of 31 December 2024

ASSETS	Balance as at the first day	Balance as at the last day of the accounting period
Total fixed assets		
Tangible fixed assets		
Intangible fixed assets		
Total fixed asset allowances		
Total short-term assets	446	295
Total stocks		
Total receivables	426	
Total current financial assets	8	295
Other assets	12	
Total assets	446	295

LIABILITIES	Balance as at the first day	Balance as at the last day of the accounting period
Total own resources	35	242
Total assets	34	241
Economic result	1	1
Total foreign resources	411	53
Reserves		
Total non-current liabilities	71	
Total current liabilities	312	53
Other liabilities	28	
Liabilities in total	446	295

OUR ACKNOWLEDGMENTS

PCMS extends its sincere gratitude to all the **partners, collaborators, donors, and volunteers** who have supported our mission and activities throughout 2024.

Our work would not be possible without the **commitment of our project partners**, including Electronic Frontier Norway (EFN), Charles University's Faculty of Social Sciences, the Institute of State and Law of the Czech Academy of Sciences, Iuridicum Remedium, the Palacky University and the Office of the Government of the Czech Republic. Their expertise, collaboration, and dedication have been instrumental in advancing discussions on the intersection of media, technology, and human rights.

We are especially grateful to the [EEA and Norway Grants](#), [Open Society Fund Prague](#), [Committee of Good Will – Olga Havel Foundation](#), [Czech Scouting Institute](#) and private donors.

A special thanks to the **journalists, educators, researchers, and civil society organizations** who contributed their insights and experience to our projects, conferences, and training programs. Their engagement has enriched our work and helped us bring critical issues to the forefront of public and expert discussions.



Elektronisk Forpost Norge



Úřad vlády České republiky



FACULTY OF SOCIAL SCIENCES
Charles University



of the Czech Academy of Sciences



CONTACT US

For more information about our projects and upcoming activities, please reach out to us:

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Web: <http://praguemediaskills.org>
Data box: p6b5g3

Social Media

<https://X.com/PcmsNews>

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

We invite you to join us in fostering a media landscape that upholds democracy, human rights, and informed public discourse in the digital age. Whether through collaboration, dialogue, or support, your contributions help sustain essential training for journalists, media literacy programs, and advocacy initiatives.

Every donation—made easily and securely through our bank account—directly supports PCMS's mission to empower journalists, strengthen democratic dialogue, and uphold human rights in the digital era. Your contribution helps us provide training, research, and advocacy that equip media professionals and civil society with the knowledge and tools needed to navigate the challenges of modern technology while safeguarding fundamental freedoms.

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.