



UKRAINE CRISIS
media center

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LETTER OF RECOMMENDATION

To whomever it may concern,

LLC "Noks Fishes Finance" co-operates with the non-governmental organization «Ukrainian Crisis Media Center» in the research of the representation of Ukrainian politicians, political phenomena and processes in media.

During period of 2014-2019, members of "Noks Fishes Finance" team have demonstrated high awareness in their own business at every level: goal-setting, organizing and conducting research, presenting the results.

The Partnership was and is conducted through such projects as:

1. Assessment of the quality of communications reforms - 2014-2015 years. The project was supported by the US Embassy in Ukraine.
2. StratCom project – evaluation of the quality of communications of the Central authorities (Presidential Administration, Government, Parliament) – 2015-2016. The project was supported by the US Embassy in Ukraine and USAID.
3. GovComUA prject – estimation of the quality of communications of the Parliament of Ukraine 2016-2017. The project was supported by US Embassy in Ukraine and USAID.
4. Development of the methodology to analyse media (content analysis) and monitor traditional and social media, provision of quality control of product development within the framework of the implementation of a nationwide monitoring and media analysis project of the decentralization process in 50 Ukrainian communities. The project is being implemented in partnership with Ukrainian Crisis Media Center within the framework of the "DOBRE" project supported by USAID, 2017.
5. Launching a project on comprehensive and all-Ukrainian monitoring, content analysis of traditional and social media, and the preparation of an analytical report on coverage of corruption and anti-corruption activities of central and local authorities, citizens, etc. Part of the project was compiled into a dictionary that will allow to highlight texts about different types of corruption. The project is implemented within the framework of # USAID_Vzayemodiya (SACCI) project, 2018.

All these projects were carried out with the use of a common scientific method called "content analysis". By using it researchers gathered a vast data and made a database of mentions for different social and political phenomena such as values (for example security, conformity, power, achievement, tradition, universalism, hedonism), corruption, reforms etc.

We appreciate the contribution of "Noks Fishes Finance" in helping Ukrainian civil society and its development through the implementation of media research projects!

Sincerely,

Yulia Shmygaleva, Executive Director,

Non-governmental organization "UKRAINE CRISIS MEDIA CENTER"

