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## MEDIA PROGRAM IN UKRAINE

The new USAID-funded Media Program in Ukraine will empower local media to expand Ukrainian citizens' access to high-quality news and information. This project, implemented by Internews from 2018-2023, is the largest media development activity in Ukraine's history, and represents a significant US \$35m investment in Ukraine's independent media sector.

The last four years have seen a raft of important media reforms in the realms of access to information, transparency of media ownership and public service broadcasting. The Media Program will support Ukrainian organizations in their efforts to successfully implement these reforms, increase the availability of high quality media content, improve media self-regulation and ultimately help media provide citizens with the information they need to be resilient against malign influence, strengthening efforts towards European integration.

### MEDIA PROGRAM OBJECTIVES:



Increase high-quality, engaging content throughout Ukraine, particularly in the East and South.



Increase public demand for quality information.



Implement critical media reforms.



Strengthen and sustain key media institutions and processes.

### THE NEW MEDIA PROGRAM WILL TARGET ITS EFFORTS ON:

- ◆ journalists,
- ◆ media managers,
- ◆ media outlets,
- ◆ media support organizations,
- ◆ educators,
- ◆ citizens, and
- ◆ officials working on reforms.

### ACTIVITIES WILL INCLUDE:

- ◆ Support for public broadcasting company UA:Pershiy and local affiliates.
- ◆ Increasing and improving content production on reforms.
- ◆ Improving elections coverage.
- ◆ Strengthening professional development and cross-regional linkages.
- ◆ Supporting investigative journalism.
- ◆ Providing legal assistance to journalists on access to information.
- ◆ Streamlining media literacy efforts.
- ◆ Expanding media monitoring efforts.
- ◆ Strengthening and expanding media partnerships and coalitions.

### IT WILL ALSO EXPLORE NEW PARTNERSHIPS AND COALITIONS WITH:

- ◆ IT professionals,
- ◆ social entrepreneurs,
- ◆ private sector representatives, and
- ◆ creative communities.

# GRANTS FOR UKRAINIAN ORGANIZATIONS:

The Media Program will provide extensive grant support to Ukrainian organizations to enable them to carry out the following activities:



**Engaging content production** for TV, radio, online, or print media, with targeted support for content creators focusing on the East and South.



**Election-related activities** including the production of balanced content that fosters public debate on policy issues, voter education, legal assistance for journalists covering elections, and training in how to cover elections in ways that build public confidence in the process.



**Media monitoring** to assess the quality and impartiality of media coverage as well as covert attempts to manipulate public opinion.



**Production of hard-hitting investigative stories** and data journalism projects.



**Advocacy to expand media literacy** more broadly into the national school curriculum, including at primary school level, and teacher training, especially in the East and South, to increase schools' use of media literacy modules.



**Support for local groups to roll out media literacy events** at all education levels, particularly in the East and South.



**Support for local initiatives that create feedback mechanisms** for audiences to report false stories, media manipulation, or other professional violations to media outlets or media watchdogs.

In addition to planned grant support, the Media Program will also **establish a flexible rapid reaction pool** to allow the project to respond to unique opportunities and unexpected events.



*Photos by: AUP; Internews; IAB; S. Savchenko*

## TERRITORIAL OUTREACH:

The Media Program in Ukraine is a nationwide initiative that will have a particular focus on media assistance in the East (Donetsk, Luhansk) and South (Kherson, Mykolayiv, and Odesa).

For more information go to [www.internews.in.ua](http://www.internews.in.ua)