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## UKRAINE MEDIA PARTNERSHIP PROGRAM

EDUCATION | INDEPENDENT MEDIA | CIVIL SOCIETY DEVELOPMENT



### KEY ISSUES AND OBJECTIVES

UMPP works with print and broadcast media outlets throughout Ukraine to promote the development of a free and independent media sector by developing partnerships between US and Ukrainian media outlets.

### PROJECT RESULTS

- 63 Ukrainian journalists and managers receive training at US media outlets;
- More than 25 US media professionals work in Ukrainian media outlets to provide mentoring and share best practices



**IREX IN UKRAINE:** IREX has implemented regional and country-wide programs in Ukraine for more than 10 years. The programs provide study and internship opportunities for professionals in the region, foster the development of civil society and professional media, and support basic, secondary, and graduate educational development.

**PROJECT HISTORY:** UMPP launched in 2002, funded by the Bureau of Educational and Cultural Affairs (ECA) of the US Department of State. The project creates and fosters long-term relationships between American and Ukrainian media outlets to allow mutual on-site professional visits to help develop the professionalism of Ukrainian media outlets. Since 2005, the Public Affairs Section of the US Embassy in Ukraine has funded UMPP.

**UKRAINE MEDIA IN PROFILE:** Since the Orange Revolution in 2004, the climate for media has improved dramatically. However, the independent media sector remains far from sustainable and the entire media community continues to develop journalism and management skills necessary for working to international standards while reform of laws and regulations is an ongoing process.

### PROJECT ACTIVITIES

UMPP enhances the business and journalism skills of independent Ukrainian media outlets to improve their sustainability, professionalism, and to ensure they are able to play a positive role in informing citizens about important political, economic, and social issues in their communities. The project accomplishes this through:

#### ▪ Partnerships Between US and Ukrainian Media Outlets

IREX pairs Ukrainian media organizations with US media organizations for mutual staff exchanges to enhance the skills of the Ukrainian partners in:

- Business Management of Independent Media, including advertising, sales, distribution, and human resources.
- Journalism, including role of community journalism, investigative reporting, interaction with the audience, and coverage of political, economic, and social issues in the community
- New Technologies, including use of internet, SMS, and streaming software.

#### ▪ Internet Training

UMPP works closely with the IREX-implemented, US Department of State-funded Internet Access and Training Program (IATP) to provide extensive assistance to the Ukrainian partners in designing and maintaining websites, developing professional sales presentations; and improving on-line journalism.

## IMPLEMENTING ORGANIZATION



IREX is an international nonprofit organization providing leadership and innovative programs to improve the quality of education, strengthen independent media, and foster pluralistic civil society development.

Founded in 1968, IREX has an annual portfolio of \$50 million and a staff of over 500 professionals worldwide. IREX and its partner IREX Europe deliver cross-cutting programs and consulting expertise in more than 50 countries.

## DONOR



The Ukraine Media Partnership Program was launched in 2002 by the Bureau of Educational and Cultural Affairs (ECA) of the US Department of State. Since 2005 the project has been funded by the Public Affairs Section of the US Embassy in Ukraine through its Media Development Fund.

"...we learned about a new approach that a local television station can develop towards the community...the US partner showed us how to organize special events to benefit charitable organizations and needy people in our community."

*Angelika Kruglova, Programming Director  
Vezha TV*

## PROJECT HIGHLIGHTS



**Kafa Introduces New On-line Issue.** After working with its US Partner, *The Herald-Times* in Bloomington, Indiana, *Kafa* completely redesigned and updated its on-line edition. New technologies were introduced to *Kafa's* website as well as a new English language version of the site ([http://www.kafanews.com/main\\_eng.html](http://www.kafanews.com/main_eng.html)). Innovations included on-line subscriptions marked by an on-line subscription campaign and a new on-line forum for the youth page of the newspaper.

**RIA Corporation Expands Business Operations.** RIA Corporation's (Vinnytsia) corporate advertising department achieved 10-30% growth during the life of their participation in UMPP due to innovations they introduced with assistance from their American partner. As a result, the company was able to purchase a printing press, launch a new printing house, and introduce new papers. RIA also started an election information agency that provided news about elections in Ukraine to other media outlets.

**TV-4 (Ternopil) Introduces New Civil Society Programs.** After exchange visits with WFIE in Evansville, IN, TV-4 began broadcasting five new programs focused on civil society and social issues of concern to their community. In addition, the station also started a set of commercial projects with local manufacturers and developed station promotional materials. TV-4 also revamped its logo which was developed with assistance of its partner station, WFIE. Combined, these changes helped improve the market position of TV-4.

**Vezha TV: Demonstrating Corporate Responsibility in Ukraine** Vezha Television, based on the successful model they learned from WDBJ-7 in Roanoke, Virginia, introduced a campaign to assist a local retirement home. The campaign led to donations by 18 local businesses and directly from citizens, allowing needed repairs to the retirement home, struggling in the transition from a socialist to a market system.