

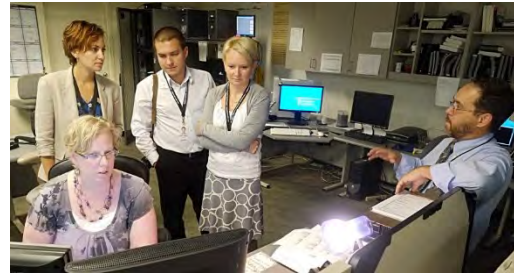
Ukraine Media Partnership Program (UMPP)



16 years of excellence in US-Ukraine media exchanges

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.

Over the course of the year, the American station will send staff members to Ukraine, and also host their Ukrainian colleagues. These reciprocal trips are one-week long. IREX staff based in D.C. and Kiev provides logistical support, management, and oversight of the visits, and ensures high quality translation services during exchange visits both in the U.S. and in Ukraine.



Ukrainian journalists work with the web team at the Augusta Chronicle



WSIL-TV from Illinois crew at the forefront of news during military trainings in Zhytomyr

About UMPP



What we do

UMPP partners select Ukrainian and American broadcasters to form strong, collegial, and lasting relationships via reciprocal exchanges, individual consulting, and the sharing of best practices.



Partnership Exchange Visit Participants

51 partnership visits have allowed 314 Ukrainian journalists and managers to receive training at US media outlets. 150 US media professionals have worked in Ukrainian media outlets providing mentoring and sharing best practices.



Partnership visits

Since 2002, UMPP has implemented 51 media partnerships between 51 Ukrainian and 31 American media organizations, covering 34 cities and 24 regions in Ukraine.



Program Participant American Media Outlets



Results

“We’ve found, consistently, that developing leaders in our newsroom gain confidence as a result of working with Ukrainian partners. The experience forces them to not only evaluate their own work, but to translate that knowledge for a new audience. We require those participating to organize training schedules on the U.S. side, develop material for visits to Ukraine, and deliver presentations at partner news organizations.”

“The program has been great for morale in our office. The experience of working with Ukrainian partners is inspiring, particularly for younger journalists. We come away from these interactions with a greater sense of purpose, and in many cases new motivation and ideas.”

- Ryan Gilchrest, Managing Editor, Daily Press, Newport News, Va.

“Our partnerships with Ukrainian news organizations are positive every time. While in Ukraine, our staff members have learned how to communicate their skills and build confidence in presentation. Our journalists have returned more open-minded about the industry and day-to-day challenges seem less daunting after seeing what our colleagues abroad can be up against.”

- Andrea Petrini, Editor - Features and Breaking News, Daily Press, Newport News, VA

IREX covers all travel, lodging, and per-diem costs

In their own words:



"Two months after our trip, [the Ukrainian partner and I] were trading emails on documents, data, and approaches on a potential news story. And in the same week, the [partner organization] had just published [a story] where we lent a little advice. That kind of cross-border give-and-take seems exactly why these kinds of programs are vital. They are not hypothetical discussions about journalism, but doing the kind of reporting that warrants all our efforts, and a concrete reason why press freedom is a paramount principle."

- Investigative Journalist, New York Times



"We can learn much from our partners about being smarter with our resources, cross-training our people to be more proficient in multiple jobs, and remembering the purity of why we all got in to this business. It has also been beneficial for us to be reminded of the value of a truly free press that we enjoy in the United States as our partners struggle with governmental authorities who seek many ways to suppress them."

- Bill Lamb, GM at WDRB-TV, Louisville, KY



*"We decided to take part in such a long-term charitable US-Ukraine project for several reasons. **First**, we subscribe to the values of the program. **Second**, it's great to be exposed to other cultures. **Third**, making the trip is a great perk and an endorsement by management of the skills of the trainers."*

- Jeff Marks, President/General Manager, WDBJ-7 TV (Roanoke, VA)



"My trip to Ukraine must be counted as one of the most important events in my life, right after my marriage, children, and career. It gave me the chance, firsthand, to see how another part of the world lives. But more importantly, I have made friends who are now a part of my life. For all the complaints we can come up with about life in the United States, we have things very easy compared to things in Ukraine. But the Ukraine spirit is clearly very strong."

- Bonnie Wheeler, Vice-President on News, Mel Wheeler Inc., (Roanoke, VA)



"The gain most often overlooked is how we learn best by teaching. The structure of the exchange program leads us to reexamine our practices in order to explain them to our guests/hosts, and then further reexamine our conversations. Devoting significant amounts of time away from our ordinary production duties is the only way to accomplish this. Doing all this in the context of an international exchange leads us to challenge our own assumptions when we return to our normal lives."

- Steve Yelvington, VP on audience, Savannah Morning news



"I think there is a strong sense of purpose that comes from the partnership. And it comes at a time of great struggle in the history of American media. In addition, I think the journalistic dialogue allows for philosophical discussion that can, at least under certain conditions, get lost. The program, the partnership, and the dialogue is a reminder of the importance of good journalism in a democratic society."

- Marisa Porto, Digital Managing Editor, Daily Press

34 cities from 25 regions of Ukraine attended the program



We are looking for partners to provide expertise in:

- Business/Strategic Management
- Sales
- Production
- Marketing
- Journalism
- Mobile
- Promotion
- New Media
- Transition to digital broadcasting

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