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UKRAINE MEDIA PARTNERSHIP PROGRAM (UMPP)

EDUCATION | INDEPENDENT MEDIA | CIVIL SOCIETY DEVELOPMENT



KEY ISSUES AND OBJECTIVES

- Enhance the business and journalism skills of independent media to improve sustainability and professionalism
- Expand Ukrainian media's positive role in informing citizens about political, economic, and social issues

PROJECT RESULTS

- Training provided to more than 90 Ukrainian journalists and managers at 19 U.S. media outlets
- More than 60 U.S. media professionals provided consulting and mentoring at more than 15 Ukrainian media outlets to share best practices for independent media development



Two experts from the Amarillo Globe-News in Amarillo, TX visited their partners, the newspaper *Panorama*, in Sumy. The partnership is one of two for UMPP in 2009.

IREX IN UKRAINE

IREX has implemented regional and country-wide programs in Ukraine for more than ten years. IREX and IREX Europe programs in Ukraine provide study and internship opportunities for professionals, foster the development of civil society and professional media, and support educational development.

The Ukraine Media Partnership Program (UMPP) develops the professionalism of the Ukrainian media sector by creating and fostering long-term professional relationships between American and Ukrainian media outlets.

UMPP was launched in 2002 with funding from the Bureau of Educational and Cultural Affairs (ECA) of the U.S. Department of State. Since 2005, the Public Affairs Section of the U.S. 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. The media community continues to develop journalism and management skills necessary to work at international standards however the reform of laws and regulations is an ongoing process.

PROJECT ACTIVITIES

• Partnerships Between US and Ukrainian Media Outlets:

IREX pairs Ukrainian media organizations with US media organizations for mutual staff exchanges. The professional interaction enhances the skills of the Ukrainian partners through practical, on-site collaboration, and the sharing of best practices in the following areas:

- **Business Management** including advertising, sales, distribution, and human resources
- **Journalism** including community journalism, investigative reporting, audience interaction, and coverage of political, economic, and social issues in the community
- **New Technologies** including Internet, mobile phone communications (SMS), and video and audio streaming software

- **Internet Training:** UMPP works closely with IREX's Internet Access and Training Program (IATP) to provide training and assistance with website design and maintenance, professional sales presentations, and on-line journalism.



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 \$60 million and a staff of more than 500 professionals worldwide. IREX and its partner IREX Europe deliver cross-cutting programs and consulting expertise in more than 100 countries.

PARTNERS



US Department of State

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Management and technical staff from TV station VTV-Plus in Kherson visit their UMPP 2009 partner, WDRB-TV in Louisville, KY.

VTV-Plus gains knowledge, sells animation

Kherson's independent TV station, VTV-Plus – a UMPP 2009 partner – has not only gained indispensable knowledge to help them build a stronger business, but has also impressed its UMPP partner, WDRB-TV in Louisville, KY, so much that the U.S. TV station is contracting the Ukrainian station to do some animation for itself and WDRB's advertisers.

Molodyy Bukovynets engages in Chernivtsi community

UMPP 2008 newspaper partner *Molodyy Bukovynets* in Chernivtsi launched several community initiatives since starting its partnership with *The Columbia Daily Tribune* in Columbia, Missouri. Mid-way through their partnership year – and with the encouragement of *Tribune* staff, *MB* sponsored several major activities for the city of Chernivtsi's anniversary celebration, making the newspaper an integral part of community life.

Melipolskie Vedomosti launches internship program

UMPP 2005 newspaper partner *Melipolskie Vedomosti* in Melitopol used a grant from the U.S. Embassy's Media Development Fund to build a year-long internship program based on the knowledge gained during their partnership. Five interns eventually earned jobs at the newspaper and others went on to freelance careers in journalism.

TV-4 (Ternopil) introduces civil society programs to viewers

After exchange visits with WFIE in Evansville, Indiana, TV-4, a UMPP 2006 TV partner, began broadcasting five new programs focused on civil society and social issues of concern to their community. The station also started a set of commercial projects with local manufacturers and developed station promotional materials. TV-4 revamped its logo, which was developed with assistance of its partner station, WFIE. Combined, these changes helped improve the market position of TV-4.