

Ukraine Media Partnership Program

Highlights from September 2018 through December 2019



About the program

The Ukraine Media Partnership Program (UMPP) is funded by the U.S. Embassy in Kyiv and implemented by IREX. It creates opportunities for Ukrainian and American media professionals to learn from each other through exchanges and training.

The program facilitates lasting partnerships between media outlets. Participants apply what they learn to improve the quality of their journalism, increase revenue, and adapt to digital changes that are transforming the industry.*

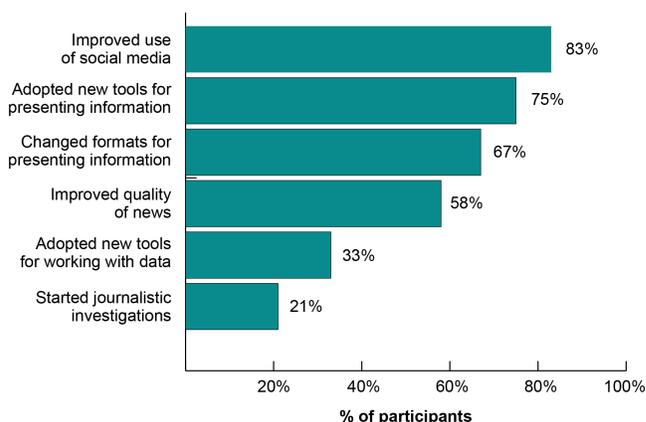


Ukrainian outlets adopted American practices

After visiting U.S. media outlets:

- **Slidstvo.info** improved their operational effectiveness by launching a marketing department, a video department, and a dedicated website team.
- **UA:Odesa** developed a new approach to working on digital platforms and began monitoring performance indicators relevant to audiences and the business.
- **UA:Poltava** restructured the newsroom's workflow to improve video quality and cross-train employees on digital skills.

Ukrainian participants who changed their work after the exchange



Outlets increased revenue and improved business sustainability

Slobidsky Kray

- **Increased sales revenue by 15%** after receiving training from the sales department of an American newspaper
- **Increased print sales by 50%** after marketing to potential subscribers via social media and other new channels

Slidstvo.info

- Launched a **crowdfunding campaign**
- Developed a **membership model**



The Texas Tribune has a very healthy diversified budget, in which they do not directly depend on any funding. . . . I want to work with [staff] to create a business model and to create a more balanced budget, which would not fully depend on grants. . . . [We expect] structural changes, with permanent involvement from people with business thinking and business planning.

—Anna Babinets, head of Slidstvo.info

*UMPP worked with four Ukrainian partners during this reporting period: Slidstvo.Info, UA:PBC, Slobidsky Krai, and Mariupol online. Study-tour participants included the formerly state-owned newspapers Vpered, Visti, and Mayak.

About IREX

IREX is a global development and education organization. We strive for a more just, prosperous, and inclusive world—where individuals reach their full potential, governments serve their people, and communities thrive. With an annual portfolio of \$100 million and 400 staff worldwide, we work with partners in more than 120 countries in four areas essential to progress: cultivating leaders, empowering youth, strengthening institutions, and increasing access to quality education and information.

Outlets strengthened their digital presence to increase reach

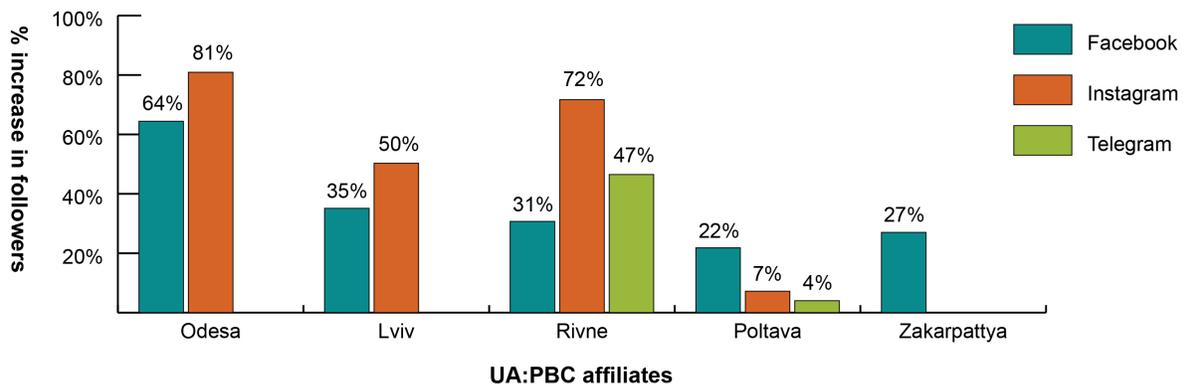
Newspaper Vpered (a study-tour participant)

- Began **modernizing its website** after the masterclass by UMPP Alumnus, TOV Izium1919
- Implemented **e-subscription model** based on Slobidskyy Kray's experience
- Prioritized its online presence

0629.com.ua, Mariupol online

- Fixed technical problems so their stories now appear in Google's results
- Attracted **15,000** Facebook subscribers in four months
- Increased their ability to reach their audience and attract advertising revenue

Number of followers increased for all partners at Public Broadcasting of Ukraine



Participants established mutually beneficial connections



The media landscape is changing everywhere due to politics, technology advances, and culture shifts. . . . Having this window into Ukraine's efforts to establish a public broadcasting system allows us to reflect on our own system, learn from Ukraine's growing pains, and form relationships that will be mutually beneficial in the years ahead.

—Amy Cummings, producer of programs and specials at Ideastream

Partners



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