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.

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**

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

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