



***UKRAINE MEDIA PROJECT (U-Media)***

***ANNUAL REPORT***

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## *Acronyms*

AUP	NGO Academy of Ukrainian Press ( <a href="http://www.aup.com.ua">www.aup.com.ua</a> )
CSO	Civil Society Organization
DG	Democracy and Governance
DM	Detector Media ( <a href="http://detector.media/">http://detector.media/</a> )
EC	European Commission
EU	European Union
GOU	Government of Ukraine
IAB	Independent Association of Broadcasters ( <a href="http://www.nam.org.ua/">http://www.nam.org.ua/</a> )
IMI	NGO Institute of Mass Information ( <a href="http://imi.org.ua/">http://imi.org.ua/</a> )
IPC	NGO Information Press Center ( <a href="http://investigator.org.ua/">http://investigator.org.ua/</a> )
IR	Investigative Reporting
IUA	NGO Internews Ukraine ( <a href="http://www.internews.ua">http://www.internews.ua</a> )
LS	Local Solutions
CEDEM	Center for Democracy and Rule of Law (former Media Law Institute (MLI)) ( <a href="http://cedem.org.ua/">http://cedem.org.ua/</a> )
MSI	Media Sustainability Index
OD	Organizational Development
ENGAGE	Enhance Non-Governmental Actors and Grassroots Engagement
MEP	Monitoring and Evaluation Plan
PSB	Public Service Broadcasting
RIJN	Regional Investigative Journalism Network Program
RPDI	NGO Regional Press Development Institute ( <a href="http://www.irrp.org.ua/">http://www.irrp.org.ua/</a> )
RPR	Reanimation Package of Reforms ( <a href="http://rpr.org.ua/">http://rpr.org.ua/</a> )
U-Media	Ukraine Media Project
USAID	U.S. Agency for International Development

## Introduction

Internews submits the Ukraine Media Project (U-Media) Annual Report for the October 1, 2016 to September 30, 2017 time period.

The Ukraine Media Project was awarded by USAID to Internews in August 2011 and launched on October 1, 2011. The Ukraine Media Project follows the eight-year USAID media support program, *Strengthening Independent Media in Ukraine*, also known as U-Media and implemented by Internews. In September 2016, Internews received a two-year cost extension for the Ukraine Media Project covering October 2016 through September 2018.

U-Media is administered with the following program objectives:

1. Support and Promote Freedom of Speech and Media Independence;
2. Increase the Variety of News Sources and Improve News Quality;
3. Improve the Media Enabling Environment and Freedom of Speech; and
4. Improve Organizational Capacity of Media CSOs and outlets.

Internews highlights the following accomplishments for the reporting period:

### Public Service Broadcaster Progress

- On January 19, 2017, The National Public Service Broadcasting (PSB) Company was formally registered as a legal entity. U-Media partners Center for Democracy and Rule of Law (CEDEM) and Institute for Mass Information (IMI) provided legal assistance to the public broadcaster. Suspilnist Foundation (SF), Detector Media (DM) and the Independent Association of Broadcasters (IAB) provided advocacy, consulting and friendly support to the PSB team at all stages of the challenging movement towards official registration and continue in the development of a professional independent broadcaster.

On February 8, the movement to create Public Service Broadcasting took a positive step when Tetiana Lebedeva was elected Chair of the Public Broadcaster's Supervisory Board. Lebedeva is honorary President of the Independent Association of Broadcasters (IAB), a U-Media partner organization. Lebedeva leads the Board, which is comprised of nine civil society representatives and eight Members of Parliament.

Since the Supervisory Board was a new institution, routine operations such as election of the chair and members of the public broadcaster's board, drafting protocols and documents, appointing an audit commission and simply organizing meetings were challenging. Transparent and objective elections of the chair and members of the board were the most difficult tasks. CEDEM lawyers prepared *Guidelines on PSB Board Elections and Key National Public Broadcasting Company's activities for 2017*, and provided legal support to the Supervisory Board until the chair (April 10) and the members of the Board (May 15) were elected. During competition for the chair of the board position (March-early April) CEDEM analyzed eight candidates' financial and program proposals and published infographics through its website. There was a variety of political intrigues before the PSB management elections; but, in the end, the procedure was fair because of the intervention of U-Media partners, including communication with the international diplomatic community and Ukraine's policy makers.

CEDEM lawyers helped PSB to maintain its editorial independence through publishing experts' opinions about key principles of unbiased broadcasting – for example, a ban on political advertising via public broadcasting channels. The opinions were regularly published on the [Reanimation Package of Reforms \(RPR\) website](#) and distributed through partners' websites and public events. Leaders of the RPR working groups maintain regular communication with the relevant Parliamentary Committees, ensuring that policy makers learn about the experts' opinions. CEDEM, IMI and IAB also advocated for full funding of PSB from the state budget (two tenths of one percent of the state budget's general fund), according to law, when the Verkhovna Rada voted to underfund the PSB in July 2017. A [public statement](#), among other advocacy activities, convinced the Rada to ensure proper PSB financing. On August 18, the Ministry of Finance preliminarily approved the PSB draft budget for 2018 in the amount of .2 of one percent of the state budget's general fund for the previous year, as mandated by law.

### **2017 Media Consumption Survey Launched**

On September 5, Internews published its 2017 Media Consumption Survey. More than half of Ukrainian readers and viewers are aware of “pre-paid materials” (“jeansa”) placed in media outlets and they are improving their recognition of those materials, according to the Survey which was presented at a news conference. The poll, administered by the sociological company InMind, revealed that out of the 55 percent of people who know jeansa exists, 63 percent say they know how to spot a “paid news” report, an increase of 16 percent from last year. The survey's main objectives were to define Ukrainians' media habits and measure their trust in media, media literacy and awareness of Ukraine's reforms. InMind surveyed 4,048 people between May and June 2017.

The poll showed a decline in popularity and trust of both television and the internet, despite remaining the nation's most admired television media. This is true for both national and regional media.

Ukrainians are keen internet users; 77 percent surf the web daily. The figures across the country are almost equal, with slightly lower figures (73 percent) in northern regions. Those aged 18-35 use the internet more frequently (95-98 percent). When getting news from the internet, consumers are more likely to use news aggregators like ukr.net. This is a stable trend over the past three years.

The poll found that, in Ukraine, Facebook has experienced a seven percent growth in membership over the past year, which might be explained by the fact that two popular Russian social media platforms — VKontakte and Odnoklassniki — were banned in Ukraine in May of this year as part of sanctions and other measures against Russia.

The overwhelming majority of respondents believe that “honesty and reliability” are the most important criteria when it comes to measuring trust in media. The survey found more than 50 percent of print media readers across all regions enjoy reading regional newspapers, which they prefer to the national print media.

The full survey report is available at Internews in Ukraine website in [English](#).

## **Donbas Media Forum: How to Move the Media Landscape from Populism to Factual Reporting**

- From June 27-29, the Donbas Media Forum was organized in Sviatohirsk in the Donetsk Oblast by three media organizations — the Donetsk Institute of Information, the Pylyp Orlyk Institute for Democracy (both are current U-Media partners), and the Donetsk Press Club. The Forum theme was “Donbas in Media: From Populism to Facts.” Internews supported the event.

The third Donbas Media Forum featured remarks from the Chairman of the Board of the Donetsk Institute of Information, Oleksiy Matsuka, who addressed populist reporting in journalism. “Donbas is becoming a field for political populism in journalism which negatively influences on media consumers in (a) crisis period,” Matsuka told Forum attendees and participants. “That is why (there is) so low level of trust to Ukrainian media ... observed among local residents of Donbas.”

Panel discussions were dedicated to a variety of topics including hate speech in the media, status of independent journalism, international donor support for local media, journalism in conflicts and developing productive relationships between government authorities and their communities.

Three Forum presentations addressed the media situation in Donbas:

- The Donetsk Institute of Information and the Media in Cooperation and Transition of Germany presented “Hate Speech in the Print Media of Donbas on Both Sides of the Frontline.”
- Internews Ukraine presented the “Communicating Reforms in Ukraine” project.
- The Pylyp Orlyk Institute for Democracy presented “Information Environment in Ukraine: The Fourth Year of War.”

Journalists at the Forum participated in workshops covering topics such as media standards in a populist era, political party pressure in a “post-truth era,” investigative reporting, psychological rehabilitation for journalists during and after work in crisis areas, copyright protection and new digital technologies.

International organizations organized events at the Forum. The European Union Delegation to Ukraine explained the EU’s various institutions to participants and Internews Ukraine (IUA) led a discussion titled “Free Internet in Ukraine?” Jeta Xharra, the founder of the Balkans Investigative Reporting Network, shared her experiences on conflict reporting with Forum attendees.

## **Media Literacy Guide for Teachers**

- The Academy of Ukrainian Press (AUP) released the second edition of The Teachers’ Guide to Media Literacy, authored by Cyndy Scheibe and Faith Rogow, at its Fifth Media Literacy conference in Kyiv on March 31 - April 1. The print run of this Ukrainian translation from English is 2,000 copies.

The guide promotes the U.S. approach to teaching media literacy and is based on fundamental media education principles: research, literacy, and integrity. Because a stand-alone media literacy course is not yet mandatory in Ukraine’s secondary schools, these principles will help Ukrainian teachers integrate media literacy into other subjects they teach as part of the official curricula.

## Approach to Implementation

U-Media supports and develops Ukrainian media through activities that protect freedom of speech, improve the media-enabling environment, create opportunities for new and innovative approaches by Ukrainian media outlets, and strengthen media NGO leaders’ capacity to effectively represent their constituencies.

U-Media activities span four pillars of the *Internews’* strategic framework for improving information ecosystems: access, inclusion, content, and engagement. Within *Internews’* program implementation, the four pillars represent transparent access to information, advancing systemic inclusion of marginalized voices, filling gaps in quality content and supporting the ability of people to critically engage with information.

U-Media administers subgrants to Ukrainian civil society organizations (CSOs) and media organizations supporting an independent media, increased access to public information, raised media literacy level of Ukrainians, increased public awareness of reform, and a positive legal environment for media activities. U-Media managers and technical advisors provide assistance and training to partners on professional journalism standards, administering media literacy initiatives, promoting and teaching investigative journalism and organizing information campaigns on important issues for Ukrainians. U-Media also supports institutional capacity-building for media organizations and outlets through subgrants, training, and networking activities.

Due to low public awareness of and skepticism toward reform, the continuing disinformation war waged by Russia, growing demand for strengthening conflict-affected community communication for Ukraine’s East and South, lack of citizens’ media literacy, and absence of communication between government and citizens, *Internews* encouraged partners to tailor their Year Six workplans to respond to these challenges and opportunities.

Partners implemented projects that monitored professional standards and information distributed by national and regional media; monitored journalists’ rights; surveyed content production to provide the public with a critical view on current events; created media literacy curricula for secondary schools, pedagogical universities and colleges; and, organized internships for young journalists in independent newsrooms.

Among the most successful projects on media literacy was the Academy of Ukrainian Press’ integration of a special curriculum - *Critical Thinking and Media Literacy in Elementary Schools* – into the national elementary school core curriculum. AUP also held the Fifth International Research and Methodological Conference “Practical Media Literacy: International Experience and Ukrainian Perspectives” on March 31, which served as a valuable step in furthering qualifications of secondary school media literacy teachers.

Regional partners organized tours for journalists to improve their awareness of local governance reforms, stimulate quality media coverage, and support local municipal newspapers participating in de-statization reform and expose them to multimedia content production. A successful regional project was the Kharkiv, Sumy, Dnipro, Kherson, Ternopil, Volyn, and Zakarpattia Press Clubs' organization of interregional media tours to build a platform for discussions about the role of journalists in a society addressing a hybrid war. The tours also increased journalists' awareness of regional government reform and decentralization, anti-corruption initiatives, government accountability, and distribution of local and international funding.

In March 2017, 15 projects were initiated under the U-Media Small Grants Program. They were implemented in May through October 2017. Grants were between \$4,000 and \$10,000. Program priorities included producing and distributing informative content for regional media organizations, including television, radio, print and internet. The content has increased public awareness about Ukrainian reforms (for example, decentralization in Cherkasy, Donetsk, Luhansk, Odesa, Mykolaiv and Kherson Oblasts; infrastructure, healthcare, and education reforms in Zaporizhzhia, Odesa, Mykolaiv and Kherson Oblasts); cultivated journalism of tolerance and gender balance (for example, telling stories about minorities and distributing public service announcements about gender balance). The small projects program also promoted media ownership transparency (for example, a series of interviews with media owners in Lviv Oblast) and increased media literacy of Ukrainians (for example, practical media literacy for teenagers in Odesa Oblast).

Small grantees represented the different geographic zones of Ukraine and included: TV Company Rivne-1 and Lviv Press Club in the West; Hromadske TV Cherkasy in the Center; Gender Club Dnipro, "Center of Social Perspectives of Donbas Research", Public TV of Donbas, and the "Assistance to Lysychansk Development" NGO in the East; "Impact Hub Odesa" NGO, "Center for Investigative Reporting" NGO in Mykolaiv, the "Institute of Political Information" NGO and the Committee of Voters of Ukraine in Odesa; the Velyky Luh (Great Meadow) radio station in Zaporizhzhia; and the YATB television channel of Kherson in the South.

### **Subgrantee Categories**

The subgrantee categories and subgrant types described below reflect diverse levels of institutional capacity, service delivery quality, and U-Media financial support. At the conclusion of each fiscal year, Internews evaluates organizational development progress of all its partners and makes adjustments with them in consultation with USAID.

### ***Institutional Partners***

Internews believes these organizations play leading roles in the media NGO sector and are qualified for direct international donor support.

1. Internews Ukraine (IUA) promotes EU integration, cultivates critical thinking among journalists and media consumers, trains journalists on professional standards and ethics, improves the media's knowledge of cyber security, administers and supervises a group of experts for communication with international audiences, and conducts election-related activities;
2. Detector Media (DM) monitors and analyzes national and regional TV news quality, trains journalists in the east and south of Ukraine about political processes, and



organizes national and regional events with media representatives to distribute their monitoring results.

### ***Core Partners***

Core partners are organizations that have worked with U-Media for the past five to eight years and have strong track records as service providers, are leaders in their technical areas and have made strides in developing organizational capacity.

1. Independent Association of Broadcasters (IAB) contributes to local TV content production, provides regional TV stations with legal advice on multiple issues, promotes inclusion of regional channels in the switch to digital broadcasting and organizes industry events such as *New Media – New Opportunities*, the annual digital forum, as well as a national journalism contest;
2. Regional Press Development Institute (RPDI) provides training and education for regional media professionals on investigative reporting, legal issues, new media tools, reform awareness, and legal education for regional journalists during elections;
3. Institute of Mass Information (IMI) trains journalists on physical security and first aid, publishes textbooks and other reference materials, conducts public discussions in regions on practical issues related to media sector development and manages [j-sos.org.ua](http://j-sos.org.ua), a website designed to help prepare and protect journalists who cover conflict and conflict-affected communities in Ukraine;
4. The Center for Democracy and Rule of Law (CEDEM) facilitates implementation of media reform (within the framework of the Reanimation Reforms Package Media Working Group), and organizes educational events on legal issues for a variety of media and government organizations;
5. The Academy of Ukrainian Press (AUP) conducts monitoring and content analysis of national primetime TV news programs, implements a School of Media Literacy dedicated to launching new and improving existing media literacy courses at schools of secondary and higher education, and organizes discussions for national and regional journalists on quality reporting;
6. Suspilnist Foundation (SF) implements an internship program for young journalists (known as the Media Mobility Hub) to help leading independent media outlets, including UA: Pershy, to recruit young professionals; supports the National Public Service Broadcasting Company of Ukraine in its institutional development and the UA: Pershy television channel in content production;
7. The Information & Press Center (IPC-Simferopol, now located in Kyiv) produces Crimea-focused TV programming, continues its investigative reporting website (<http://investigator.org.ua/>), and invests in media institutional development.

When evaluating proposals from existing subgrantees for continued funding, U-Media applies a set of criteria designed to emphasize effectiveness of each applicant's prior activities, progress toward achieving their objectives, and progress to improving institutional capacity. These results help U-Media to determine which groups will continue to receive funding and encourage organizations to focus on their strengths. U-Media may decide to discontinue funding if results have not been achieved and/or a subgrantee has shown insufficient progress in capacity development.

***Emerging and Short-term Partners, Organizations Implementing Special Projects***

During this reporting period, Internews worked with several partners implementing special projects within such U-Media priorities as media monitoring, content production on reform, gender and diversity reporting, local content production and cross-regional content sharing.

This group of partners includes:

- The Pylyp Orlyk Institute for Democracy (POID)
- Institute for Gender Programs (IGP)
- TOM 14 investigative reporting agency
- Weekly Mirror newspaper
- Ternopil Press Club (TPC)
- Kharkiv Press Club (KhPC)
- Uzhhorod Press Club (UPC)
- Volyn (Lutsk) Press Club (VPC)

## Media Environment

### The Trials and Tribulations of Ukraine's Public Service Broadcaster

A critical period for the development of Ukraine's first Public Service Broadcaster started poorly when on November 1, 2016, Zurab Alasania resigned from his position as head of First National, the TV and radio network making the transition from Ukraine's state broadcaster to the nation's first Public Service Broadcaster. He claimed that his operating budget had been hijacked to fund the 2017 Eurovision Song Contest:

*The government (through the Ministry of Finance) has included Eurovision into the annual 2017 budget of the National Public Broadcasting Company. Thus, out of €42.8 million prescribed by law for the development of the Public Broadcaster in 2017, the government is taking away €16 million for Eurovision costs, €8.9 million as payment for transmission, €5.3 million for taxes, and the city takes €1.6 m for utility bills. Another €4 million a priori goes to international activities (Olympic Games, world championships, etc.). What remains is €7 million (\$7.5 million). Authorities, are you serious?<sup>1</sup>*

Alasania's resignation sent a loud and clear message to the media development community that all was not well in the transition from state to public broadcasting. His protest worked as the government backed down on its move to use the PSB budget for the Eurovision contest broadcast; but, Alasania's departure left a leadership void at First National that threatened the broadcaster's future.

On April 10, 2017, the broadcaster's Supervisory Board elected Alasania as Chair of the public broadcaster, confirming him in the position he had held for two years prior to his November 2016 resignation. The election was held over two rounds and two frontrunners emerged: Alasania, and Oleg Nalyvayko, head of the State Committee on TV and Radio who was selected to replace Alasania at First National until the permanent director could be chosen. In the first round, Alasania and Nalyvayko received 8 votes each (the 17th vote went to Roman Vybranovskiy, currently a member of the board of the National Public Service Broadcasting Company; in April 2017 he was in charge of communications at the Ukraine Crisis Media Center). In the second round, after tense discussions among the Supervisory Board members, Alasania won 10 votes to Nalyvayko's 7.<sup>2</sup>

Alasania signed his formal contract on May 3, and on May 15 the National Public Service Broadcasting Company's Supervisory Board elected six members, as put forward by Alasania, to the Public Broadcasting Board:

- Yuriy Makarov – Education Program Supervisor,
- Olexandra Koltsova – Entertainment Programs Supervisor,

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<sup>1</sup> Zurab Alasania Tweet, on WIWI Blogs: Eurovision News With Attitude, <http://wiwibloggs.com/2016/11/01/ukraines-zurab-alasania-resigns-as-ntu-general-director-over-budget-cuts-in-run-up-to-eurovision/155075/>, November 1, 2016.

<sup>2</sup> "Election of Alasania as the Chair of the National Public Broadcasting Company of Ukraine (NPBCU): the miracle happened," by Galina Petrenko, on the Detector Media website, 14 April 2017, <http://detector.media/rinok/article/125140/2017-04-14-election-of-alasania-as-chair-of-national-public-broadcasting-company-of-ukraine-npbcu-the-miracle-happened/>.

- Roman Vintoniv (aka the satirical humorist Michael Schhur) – Political and Social Program Supervisor,
- Inna Hrebenuk – Legal Support,
- Rodion Nykonenko – Financial Operations Supervisor, and
- Mykola Chernotytsky – Organizational Restructuring Supervisor.

This group forms the brain trust that Alasania will depend upon to build First National into a TV and radio network that informs and entertains, and wins back the trust of the Ukrainian people who dismissed the network during its several decades as a cog in the government propaganda machine.

More challenges remain for Alasania and the PSB. On July 13 the Verkhovna Rada failed to provide a proposed USD \$16 million from the national state budget for the PSB to meet the full amount promised in Ukraine’s PSB legislation in 2017. The funding proposal from MP Victoria Syumar, Chair of the Verkhovna Rada Committee for Freedom of Speech and Information, was not included in legislation amending the state budget which was approved by the majority of parliamentarians. The Rada postponed further discussion of funding for the public service broadcaster in 2017 until September. At that point, media organizations, including the U-Media partners (CEDEM, IMI, IUA, and others) started their advocacy activities for full funding of PSB in 2018. In August, the Ministry of Finance approved the full amount for PSB in the state budget for 2018, according to the law. The final decision of the Parliament on the 2018 budget is still pending.

### *Banning Pro-Russian Content*

Press freedom advocates were alarmed when the National Council on TV and Radio (NRTC) announced on January 12, 2017 the ban of Russian independent cable and online media outlet *Dozhd TV (Rain TV)*. The channel broadcast maps that displayed Crimea as a part of Russia, according to Russian law, but in clear violation of Ukrainian law. The Independent Media Council, a voluntary media ethics body comprised of several U-Media partner groups, supported the NRTC’s decision to ban and the justifications for the move (with one dissenting opinion), stating that “the restriction has been proportionate, since removal of a foreign program from the List (of allowed programming) may be considered as the least restrictive of all possible measures, inasmuch as no financial penalties were applied to the violators at such time.”<sup>3</sup>

The National Radio and TV Council followed the banning of Dozhd with the March 3<sup>rd</sup> closing of *Radio Vesti Kyiv*. The regulator cited licensing and Ukraine’s sovereignty violations in its reasoning. The general consensus was that both *Dozhd* and *Radio Vesti* were banned for broadcasting pro-Russian messages.

On May 16, President Poroshenko signed a decree blocking access to Russian social media websites VKontakte and Odnoklassniki and Russian websites, including Yandex. The government also imposed a range of sanctions on Russian companies and individuals. VKontakte was the most popular social network in Ukraine, with 12 million visitors monthly, and the Yandex search engine was second in popularity only to Google in the country. More

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<sup>3</sup> “IMC Recognizes Legitimacy of Dozhd TV Restriction in Ukraine”, on the CEDEM website, <http://cedem.org.ua/en/news/imc-recognizes-legitimacy-of-dozhd-tv-restriction-in-ukraine/>, 23 January 2017.

than 5 million Ukrainians logged in daily to the Odnoklassniki social media network.

Internet access to Russian websites, including the Mail.Ru Group and its mail.ru service, were blocked as well. Economic sanctions were imposed on Russian television channels TV Center, RBK, NTV-Plus, TNT, and REN OTR; the channels were banned from broadcasting in Ukraine and their assets were blocked.

Journalists and media analysts were divided on the situation. Most media community representatives protested the decree, seeing it as an attack on freedom of expression. “We are turning into Russia, except we have no oil,” said philosopher Mikhail Minakov.

“Nothing can justify such a blanket ban! Blatant violation of freedom of expression,” the Eastern Europe and Central Asian desk of media-rights watchdog Reporters Without Borders [said](#) on Twitter<sup>4</sup>.

“President Poroshenko’s decree to ban access to Russian social media and news platforms – Vkontakte, Odnoklassniki, Yandex, RBC – is another misguided political step and a terrible blow to internet freedom and freedom of information in Ukraine. Poroshenko should reverse this decree, and the EU and other international partners of Ukraine should insist on it,” said Tanya Cooper, a Ukraine researcher for Human Rights Watch.

Other observers disagreed. “If it will be possible to do this, this will be the greatest contribution to the protection of information sovereignty of Ukraine ever,” StopFake founder Yevhen Fedchenko said.

Adrian Karatnycky, a fellow at the U.S.-based Atlantic Council, said it was “reasonable” for Ukraine to ban the Russian sites given “that the country is at war with Russia, Russia is launching cyber attacks on Ukraine, and clearly the Russian sites are subject to information sharing.” Metadata from these sites, he said, could be used for “mapping political and social preferences, modeling discontent” which, in turn, could be exploited in plans to further destabilize the country and interfere in future elections.<sup>5</sup>

Vitalii Moroz, head of new media at Internews Ukraine, said, “This will be a significant blow to Internet freedom in Ukraine, and the [country’s] rating will deteriorate significantly in the eyes of the international community.”<sup>6</sup>

Many experts believe limiting the Internet in the 21<sup>st</sup> century is impossible unless a national information firewall – as in China – is built. Already in Ukraine, Facebook has seen a sharp increase of users (up from 36 percent in 2016 to 43 percent in 2017) while VKontakte and

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<sup>4</sup> Reporters sans Frontiere’s Twitter feed, 16 May 2107, [https://twitter.com/RSF\\_EECA/status/864420614773329920](https://twitter.com/RSF_EECA/status/864420614773329920).

<sup>5</sup> “Ukraine blocks access to Russian websites,” by MAY 16, 2017, Roman Olearchyk and Max Seddon, Financial Times website, 16 May 2017, <https://www.ft.com/content/118bd84c-3a39-11e7-821a-6027b8a20f23>.

<sup>6</sup> “Ukraine blocks access to Russian social networks “VKontakte” and “Odnoklassniki” – Poroshenko decree,” Ukraine Crisis Media Center website, 16 May 2017, <http://uacrisis.org/56242-ukraine-blocks-russian-sm>.

Odnaklassniki have seen drops in users of 12 percent and 14 percent, respectively, probably as a result of this government blocking.<sup>7</sup>

### Justice for Sheremet Delayed

As the grim anniversary of Ukrainska Pravda journalist Pavel Sheremet's car bomb assassination approached in July, a team of journalists from Hromadske.ua's *Slidstvo.info* and the USAID-funded Organized Crime and Corruption Reporting Project, released a feature length TV investigation of the murder, titled *Killing Pavel*. The program aired nationally on May 12, to both critical acclaim and opprobrium. While the documentary revealed evidence from security cameras outside Sheremet's home on the night before the murder, evidence the Ukrainian police force overlooked, some in the local media community derided the journalists for keeping such vital evidence secret from the authorities.

On May 14, during his annual news conference, President Poroshenko invited journalists from Hromadske.ua, Ukrainska Pravda, and the "Schemes" investigative television program to discuss Sheremet's murder and the subsequent investigation.

"I have information that videos from external surveillance cameras were forwarded to the international experts," Poroshenko said. "I am inviting journalists for a meeting after I return from a foreign trip on Thursday or Friday (May 18 or 19). We will discuss all actions that I can take as the President to facilitate the investigation."<sup>8</sup>

On May 15, *Slidstvo.info* producers Anna Babinets and Dmytro Gnap met with National Police Chief Serhiy Knyazev to share information they found during their investigation while preparing the documentary, and on May 18 Babinets and Gnap met with the President, the Deputy Prosecutor General, the Chief of National Police and the Head of the Security Service of Ukraine. Poroshenko ordered law enforcement officials to cooperate with the reporters, and all of the evidence collected by the *Slidstvo/Organized Crime and Corruption Reporting Project* team was included in the criminal case. Reporters also obtained access to documents they needed from police for further investigations. Police representatives were so impressed with the work of the online investigative search network Bellingcat, which was able to isolate and decipher license plate numbers on low resolution CCTV videos, they said they were going to send several police officers to Germany to learn from Bellingcat how to use this software.

The documentary resulted in more active communication between national police leaders and civil society: several interviews with police leaders were published by internet outlets Ukrainska Pravda and LB.ua. However, the law enforcement agencies maintain that Sheremet's case is complex because there was no direct connection between the perpetrators and the victim, and no clear motive. The media was only given access to some of the National Police's and the Security Service's information about the case, as most of it is confidential.

### Reforms Need More Media Attention

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<sup>7</sup> Internews Annual Ukraine Media Consumption Survey, 5 September 2017.

<sup>8</sup> "Poroshenko Invited Journalists to discuss the investigation into Sheremet's murder," on the Institute for Mass Information website, 14 May 2017, <http://imi.org.ua/news/poroshenko-zaprosiv-jurnalistiv-obgovoriti-rozsliduvannya-vbivstva-sheremeta/>.



Internews' Annual 2017 Media Consumption Survey revealed that Ukrainians want the media to do a better job of explaining advances made in democratic reforms in Ukraine as the nation sets its sights away from Russia and toward closer union with Europe. Energy, health, education, and land reform are issues Ukrainians want to know more about and journalists have a responsibility to report on both successes and failures in these sectors.

However, when it comes to routing out and exposing corruption amongst Ukraine's lawmakers, the media is doing more investigative work than at any time in Ukraine's 25-year history. Programs like Slidstvo.info and Nashi Groshi, and the journalist and civil society initiative "Declarations under Control" that collects and analyzes public officials' income and asset declarations for discrepancies, have revealed how corruption threatens every aspect of Ukraine's reform efforts. The Verkhovna Rada's vote in March to force anti-corruption activists to submit their own income and asset declarations for review sent a clear and chilling warning to those who are watching and reporting on corrupt politicians and businessmen to keep silent. Buoyed by successes of the Revolution of Dignity, this past year has only reinforced the realization that Ukraine's civil activists and media have no intention of staying silent on issues that threaten Ukraine's democratic development.

## **Key Activities and Results in Response to the Latest Challenges**

### **Media Literacy**

#### **Media Literacy Seminar for Industrial Workers**

To cultivate critical media consumption in Ukraine's East, Internews Ukraine (IUA) organized two seminars (in Kryvy Rih in Dnipropetrovsk Oblast, in February, and in Severodonetsk in Luhansk Oblast, in April) for 78 steel and mining trade union leaders, activists, and local CSO members (29 men and 49 women). The seminar in Severodonetsk was organized at the request of the industrial workers' trade union in Luhansk Oblast because of a high interest in topics of media manipulation, propaganda, and information fraud. Altogether, the participants in both seminars represented twelve industrial enterprises - Shliakhpostach (Road Provision), Arselor Mittal and Promremont (Industrial Repair) in Kryvy Rih; AZOT, Khimtechnolohia (Chemical Technology) Severodonetsk ORGHIM in Severodonetsk; SPL and LINIK in Lysychansk, Luhansk Oblast (oil processing plant); Sukha Balka (Dry Hollow), a mine; and, Southern, Northern, and Central mining factories. Olena Skomoroshchenko and Yuriy Buzduhan of the "Institute for Social Partnership" NGO (Kyiv) were the seminar speakers.

Issues covered at the events were media manipulation techniques, characteristics of propaganda and how to identify it, critical media consumption, and promotion of Western values as a pre-condition to building democracy in Ukraine. At the seminars, IUA distributed a brochure on critical thinking titled, "Information Deception. How Not To Be Trapped?" (produced in 2014 with Internews support).

The audience showed a keen interest in these topics and a willingness to promote media literacy in Ukraine's East.

#### **Fifth Media Literacy Conference**

The Academy of Ukrainian Press (AUP) organized the Fifth Media Literacy Conference in Kyiv for 184 educators (high school teachers, research fellows, university and post-graduate institution lecturers), librarians, civic activists and journalists from Ukraine’s regions from March 31 - April 1, 2017. The two-day conference, *Practical Media Literacy: International Practices and Ukrainian Prospects*, covered interactive methods of teaching media literacy in secondary schools, media literacy resources for different audiences, cultivating critical thinking in schools and society, and support for school children and parents during media literacy studies and teacher training.



Representatives of international organizations and Ukrainian media organizations delivered opening remarks, including USAID’s Director of the Office of Democracy and Governance Tom White, Internews Country Director Wayne Sharpe, International Renaissance Foundation Executive Director Yevhen Bystrytsky, National Public Broadcasting Company Supervisory Board Chair Tetiana Lebedeva, and television presenter and Public Radio Director Andriy Kulikov. U-Media and Deutsche Welle Academy supported the event.

### **Media Literacy Resources are Growing**

Largely due to the Academy of Ukrainian Press’ advocacy efforts, in November 2016 the elementary school teachers’ training committee at the Ministry of Education and Science approved the “I am in Media Environment” elementary school media literacy curriculum. The curriculum authors are two teachers - Inna Ivanova (Pershotravensk Town, Dnipropetrovsk Oblast) and Antonina Kozhanova (Marhanets City, Dnipropetrovsk Oblast) – both alumni of the AUP Media Education and Literacy Summer Schools. The curriculum was introduced at the Fifth Media Literacy Conference in Kyiv and has been viewed on the media education and literacy portal approximately 700 times.

On August 9, the eve of the 2017-2018 academic year, methodological recommendations on teaching disciplines were released by the Ministry of Education and Science (Letter of MoES of Ukraine from 09.08.2017 №1/9-436 Methodological recommendations on teaching academic disciplines at secondary schools in 2017-2018 academic years). In its Letter, the Ministry recommended a handbook, “Media Literacy at the Lessons of Social Sciences”; an online teacher’s guide, “Media Literacy and Critical Thinking at the Lessons of Social Sciences”; and a portal, “Media Education and Media Literacy,” all three of which were developed by AUP, for use at secondary schools.

For the 2017-2018 academic year, 15 schools in Ukrainian government-controlled Luhansk Oblast joined a group of around 300 schools from throughout Ukraine in implementing the media literacy curriculum fundamentals. AUP exerts provided consultations and reference materials to teachers who were beginning their media literacy programs, using their prior experience to assist in the integration of media literacy elements into different mandatory disciplines.



AUP's manager of media education programs, Oksana Volosheniuk, shared strategies and approaches to media literacy implementation in Ukraine while taking part in the panel "Media and Internet Literacy as the Prevention of Misinformation and Manipulations" at the Organization for Security and Cooperation in Europe (OSCE) conference, "Safeguarding Media Freedom in Volatile Environments" (June 19-20, Vienna, Austria). AUP's media literacy curricula and experience training media teachers, both of which were developed and applied and/or conducted with U-Media support over the last seven years, were of special interest at the convention.

### **Media Education and Media Literacy Summer Schools**

AUP, in partnership with the Ministry of Education and Science, conducted two Media Education and Media Literacy Summer Schools for elementary school teachers. AUP received 100 applications; 48 persons (44 women and 4 men) were invited to attend:

- June 27-30, the 10<sup>th</sup> Media Education and Media Literacy Summer School: 26 educators (24 women and 2 men) from 10 Ukrainian oblasts participated;
- August 16-19, the 13<sup>th</sup> Media Education and Media Literacy Summer School: 22 educators (20 women and 2 men) from 11 Ukrainian oblasts.
- (The 11<sup>th</sup> and 12<sup>th</sup> summer schools were funded by other donors.)

AUP experts introduced the media literacy modules being implemented in pre-school as well as elementary school education curricula. Participants of both the 10<sup>th</sup> and the 13<sup>th</sup> School participated in lectures and master classes, and also worked with parents to create an algorithm of media education activity (guidelines for consecutive steps of media literacy course implementation at schools) and a media education implementing map (guidelines of which course should be applied for different school grades). Among the topics covered: interactive methods of teaching media literacy; critical thinking while consuming media products; and integration of media literacy into mandatory school disciplines. Alumni of previous AUP summer schools conducted some of the master classes. An experience-sharing session was held for teachers that had led media education pilot programs in Ukraine's oblasts.

## **The Information War**

### **Ukraine World Google Group**

Internews Ukraine (IUA) coordinated the *UA World International* Google group to better inform international audiences about Ukrainian responses to Kremlin propagandists who devote significant resources into painting Ukraine as a failed state. The group's main activity is to exchange information (articles and posts) online for the purpose of distributing unbiased news on Ukraine to an international audience.

Since early 2017, the group has grown to 182 members (up from 85 in the Fall 2016). Online group participants include the [Ukraine Crisis Media Center](#), [StopFake](#), [Hromadske International](#), the [International Renaissance Foundation](#), the [Institute for World Policy](#), [Ukraine Today](#), and [EuroMaidan Press](#). The U.S. Ambassador to Ukraine, Marie Yovanovitch, is also a member of the group.

IUA engaged international experts in the group to help address disinformation issues as well as exchange information. To learn best international practices of countering propaganda through monitoring and evaluation at both the internal and external levels of information threats, in

early 2017, IUA managers of *UA World International* met in Kyiv with the Finnish Defense Ministry, led by Juha-Antero Puistola, and the Finnish Institute of International Affairs (including Kristi Raik and Katri Pynnöniemi). This meeting provided an opportunity to learn some of the international best practices of countering propaganda through monitoring and evaluation at both the internal and external levels of information threats. It also provided guidance on how to stimulate dialogue between government officials and journalists. The discussion confirmed that stories from the Ukrainian Government-controlled Donbas are still underreported in the West, while the Russian version of the war is widely disseminated. The IUA managers and the Finnish experts concluded that the most efficient way to debunk the Kremlin's disinformation in Ukraine is to research reliable sources of information and publish the evidence-based information. This meeting led to the involvement of more international experts in the *UA World International* group, as meeting participants were invited to join the group. The meeting also yielded additional discussions, both on and offline, for example about the Finnish colleagues' experience in working with international audiences – which the IUA will now consider in its own practices.

In spring 2017, to increase the number of readers, IUA launched the *UA World International* website, in addition to a closed online *UA World International* Google group. The website serves as a repository of articles, stories, and analyses produced as a result of the *UA World International* group's discussions and debates. It also contains group members' analyses of the most important developments in and around Ukraine.

Among the publications that attracted the most attention during the reporting period were:

- **Ten Reasons Why Ukraine's Economy May Surprise You.**  
IUA analyst Ruslan Minich and IUA Director for European Projects and Coordinator of the UkraineWorld initiative Volodymyr Yermolenko discussed Ukraine's increasingly positive reputation in information technology, aviation, architecture, and design.
- **Eurovision Song Contest in Kyiv: Five Things to Know**  
IUA's Vitaliy Rybak addressed misinformation from anti-Ukrainian propaganda about the Eurovision song contest in terms of visitor safety (including LGBTI groups) and the official procedure of selling tickets for Eurovision concerts.
- **Ukraine's Fight Against Corruption: Stumble But Not Fall**  
IUA's Minich analyzed Ukraine's progress in combatting corruption.
- **Should Europeans Expect Exodus of Immigrants From Ukraine?**  
IUA's Minich addressed criticism from some EU countries on migration in the context of the visa-free travel regime for Ukrainians.
- **What Has Ukraine Done to Get a Visa Waiver from EU?**  
IUA's Rybak analyzed how Ukraine earned EU visa liberalization (which was supported by the EU Council on May 11, 2017) and how the process of achieving EU visa liberalization influenced Ukraine's other reform processes.
- **Raid Against Yanukovich's Taxmen: What You Need to Know**  
IUA's Rybak discussed a large anti-corruption operation in Ukraine in May 2017. The operation involved 1,700 policemen and 500 military prosecutors who simultaneously

conducted 454 searches in 15 regions across Ukraine. Detained public officials were brought to Kyiv by helicopter so the court hearings could be administered the same day. Many of the detained were released after paying millions of hryvnia in bail, which was put toward the state budget.

- **Stockholm court hands Ukraine victory over Gazprom’s “take or pay” claim: 5 things to know**  
IUA’s Rybak analyzed a decision made by the Arbitration Institute of the Stockholm Chamber of Commerce on May 31, 2017 that granted a full victory to the Ukrainian oil and natural gas company Naftogaz in the case of the “take or pay” clause forced on Ukraine under the natural gas supply contract with Russia’s Gazprom. The decision was a welcome development in the three-year-long case.

## Reforms Agenda

### Destatization

The law addressing destatization – or privatization – of the print media, established on January 1, 2016, forced regional print media outlets to make the choice of either being privatized or going out of business. The most challenging issue for those undertaking destatization is a lack of regulation of bylaw procedures. Each news organization chose to adhere to the destatization law in its own way and needed legal assistance during each stage of the process to work with local authorities; some state newspaper owners conducted illegal actions such as firing staff and sabotaging transfer of newspaper ownership. The role of legal advisors grew significantly.

U-Media partner the Ternopil Press Club, in partnership with the Uzhhorod, Zhytomyr, Sumy and Kherson Press Clubs, implemented activities facilitating destatization reform. Trainings for journalists and media managers and legal support for newspapers were the cornerstone of this assistance. Under the guidance of an experienced media lawyer, the target audience developed skills to help them make smart decisions in the area of destatization. The Ternopil Press Club project provided phone and email consultations and answered “Frequently Asked Questions” on a weekly basis through partner press clubs’ websites and regional online media. Fifteen legal consultations were provided to editors-in-chief and newspaper staff in five regions, and 135 pieces of advice were publicized through the press clubs’ websites.

## Gender

### Documentaries: Women in the Peace and Security Sector

In March, Internews finalized its contract with the Institute of Gender Programs to produce a documentary about women in the peace and security sector.



On October 13, 2016 (the eve of the Defender’s Day of Ukraine), the Anti-Terrorist Operation’s (ATO) press center published a “recognition” on its Facebook page of women in the military featuring two young female soldiers, writing, with their weapons propped at their sides. “Certainly, she is signing a postcard for someone on the Defender’s Day of Ukraine,” the post patronizingly notes. “You can leave your warm regards for our boys in the ATO zone in the comments under the post. Your warm words are very important to us!” Such attitudes are common among Ukrainian officials toward women in the conflict zone.

In most cases, women are still not officially recognized as combatants when, in fact, they see combat in a variety of roles. The “Invisible Battalion” documentary project therefore focuses on women serving in the Ukrainian Army who are not properly accredited and compensated (including reimbursement for injuries and equitable retirement benefits). Their families are also not as well-compensated and protected as families of male soldiers. For example, female soldiers’ families cannot apply for financial compensation and pension in case of their deaths. Furthermore, in terms of career development, middle and top management positions are still legally closed to women (although statistics with a breakdown by gender in all roles are not available due to government secrecy procedures).

On June 9, the Institute of Gender Programs held a news conference about the film at the Ukraine Crisis Media Center with online broadcast of the event in the Ukrainian and English languages. The film, consisting of six women’s stories at 10-15 minutes each, would share the stories of Ukrainian women who served as snipers, medical instructors, storm troopers, and military HR (Human Resources). Several of the heroines have been serving in the east of Ukraine; some have demobilized but suffer from the psychological consequences of the military service. The movie shows the different effects of military service and describes challenges for state institutions concerning reintegrating former combatants into peaceful, civilian life.

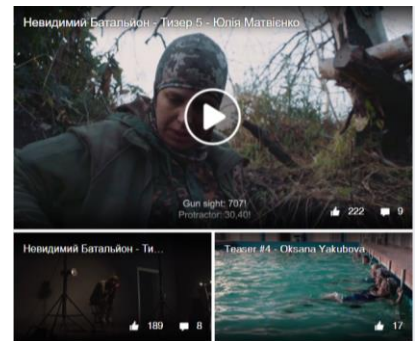
The movie intends to demonstrate inequalities between males and females in the military related only to their gender. An additional aim is to help women raise their voices and draw the attention of media and civil society to issues of female involvement in establishing national peace and security.

During the reporting period, 5 story teasers were produced to give a brief understanding of the future film. The Invisible Battalion Facebook page, which contains the teasers, has collected more than 10,000 followers from May-September. The number is expected to grow once the film is released.

The documentary project also aims to reinforce public discussions about the legal aspects of women’s military service and contribute to the development of new laws regulating women’s integration into the peace and security sector. Two draft laws have already been registered in the Verkhovna Rada. The first is #6109, “On Amendments to Laws of Ukraine on Ensuring Equal Rights and Opportunities for Women and Men During Military Service in the Armed Forces of Ukraine and Other Military Formations”, which addresses issues concerning inequality of women in the Armed Forces; in particular, it provides equal rights for males and females in service contracts, establishes principles of equality upon which women provide military service, eliminates unsubstantiated restrictions regarding female service in the military reserves, and establishes an equal basis for assigning details and conducting military service by males and females. The second bill is #6171, “On Amendments to Certain Legislative Acts of Ukraine (On Ensuring Equal Rights and Opportunities for Men and Women in the Sphere of Military Security and Defense)”, that should secure equal access to military positions for males and females.

Both drafts have followed the necessary process for legal initiatives – they have received the opinion of the Chief Scientific and Expert Administration and were registered in the Rada – but they have not yet been considered by the Rada’s Military Committee. Both initiatives will be considered in the Rada’s Fall 2017 session.

The film will be broadcast by Ukrainian TV channels (tentatively, by UA: Pershy and 1+1) on the Day of Defender of Ukraine on October 14



## Key Activities and Results by Objective

### Objective 1: Support and Promote Freedom of Speech and Media Independence

#### 1.1. Media Monitoring

##### Internews Media Monitoring Electronic Library

The U-Media program launched its media monitoring electronic library in English and Ukrainian languages (linked to the Internews website) in May 2017, featuring a user-friendly format to review national and regional media monitoring. Library sources include media monitoring reports from U-Media partners Academy of Ukrainian Press, Institute for Mass Information, Detector Media, and the Pylyp Orlyk Institute for Democracy. National and regional media monitoring results for the first and the second quarter of 2017 are available at the electronic library.

The monitoring organizations evaluated television, radio, print and online media’s adherence to professional standards, searched media for characteristics of paid news (jeansa), and analyzed the information environment on a national and regional level.

Detector Media (DM) monitored the following media in February, May, and August 2017:

- News on 7 national TV channels (*1+1, Inter, UA: Pershy, 112 Ukraine, ICTV, Ukraina Channel and Channel 5*);
- Radio broadcasts from the national stations (*Era FM and Vesti FM*);



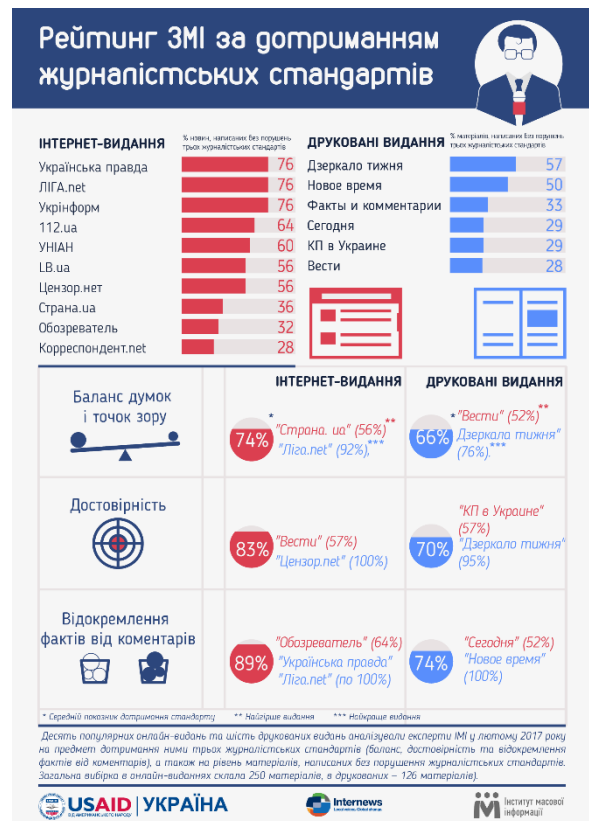
- Evening news on 10 regional TV channels in: Zakarpattia Oblast (*Tysa-1* Zakarpattia State TV station and *Channel 21*); Odesa Oblast (Odesa State TV station; regional *Pervy Gorodskoy* channel, and *Reporter*); Cherkasy Oblast (*Ros*’ station, Cherkasy State TV Station, and *VIKKA*); and, Kharkiv Oblast (*OTB* Kharkiv State TV Station), *Channel 7* and *ATN*).

Detector Media wrote up the results of their media monitoring and posted the analytical articles on their website, where they were viewed by more than 15,000 people. The articles covered issues of compliance with journalistic standards for TV and radio news (specifically, 27 articles on separating facts from comments, balance of opinions and viewpoints, and reliability), propaganda, manipulation, paid news (11 articles), and thematic analysis of news programs on TV and radio (46 articles).

The Institute for Mass Information (IMI) monitored 10 national Internet media outlets – Ukrainska Pravda, Liga, Obozrevatel, UNIAN, LB.ua, Censor.net, Ukrinform, Strana.ua, 112, and Korrespondent; and, five of the most popular national print organizations – Segodnya, Vesti, Fakty, Novoye Vremia, and Dzerkalo Tyzhnya (Mirror Weekly). Over the reporting period, IMI experts analyzed more than 35,000 articles for signs of violations of professional standards of journalism, paid news and content trends. IMI conducted three waves of monitoring in February, May and August 2017.

As a result of this monitoring, IMI prepared and introduced through its website a rating of Ukrainian print and online media measuring professional standards (see infographic to the right). The first monitoring wave showed that the highest rated outlets were Ukrainska Pravda, Liga, Ukrinform, and Dzerkalo Tyzhnia; the lowest were Obozrevatel, Strana.ua, Korrespondent, and Vesti. The most violated journalistic standards were balanced opinion, accuracy of information, and separation of facts and opinions. For example, the standard of balance was violated in 25 percent of online media and 30 percent of print outlets.

Based on the results of the second monitoring wave in May 2017, IMI prepared and presented ratings of Ukrainian printed and online media outlets according to their observance of professional standards and by the share of jeansa in the monitored content. Top positions in the rating of observance of professional standards in the second quarter of the year were filled by Liga, 112, and Ukrinform, and the bottom positions by Obozrevatel, Vesti, Strana, and Korrespondent. Liga and Ukrinform confirmed their commitment to high quality journalism: IMI experts found that these outlets follow the standards of balanced opinions, accuracy of information, and separation of facts and opinions.



According to IMI's ratings, among the observed media outlets, the largest share of *jeansa* was published by UNIAN (28 materials per week), 112.ua (11 materials), LB.ua, and the newspapers Segodnia and Gazeta Po-Ukrainsky (7 materials each).

The largest share of covertly commissioned advertisement in national online and print media outlets was placed by the Opposition Bloc (37 percent); a lot of *jeansa* was also published about the Ternopil Oblast State Administration and its head Stepan Barna (15 percent), as well as about Oleh Liashko (8 percent). Victor Medvedchuk and Arseniy Yatseniuk were each beneficiaries of 6 percent of *jeansa*.

To raise journalists' and the public awareness of the monitoring results, IMI held systematic public information campaigns in the regions through its network of regional representatives. Based on the IMI's monitoring results, Reporters Without Borders prepared an annual report on the situation with freedom of press in Ukraine. IMI also held more than 20 meetings with representatives of the authorities and law enforcement agencies about the results of the monitoring.

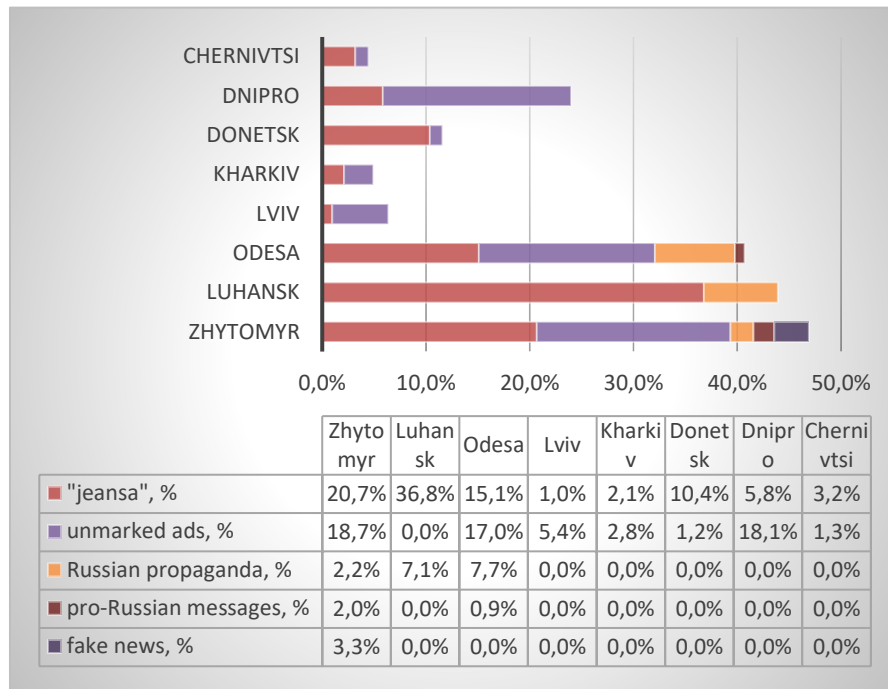
IMI also conducted a comprehensive public awareness campaign in the regions with the aim of improving the level of media literacy of the population, as well as the level of the journalism standards. Specifically, IMI representatives published IMI's press releases in local media outlets across 10 regions of Ukraine, prepared 10 regional press releases based on the Freedom of Press Barometer, and 30 blog posts about *jeansa*, journalism standards and freedom of speech, which were published both in local media and on IMI's website.

The Academy of Ukrainian Press (AUP), in 2017 conducted three monitoring waves (February, May, and September). The AUP did content analysis of news programs on seven national Ukrainian TV channels - *Inter*, *1+1*, *Ukraina Channel*, *STB*, *ICTV*, *UA: Pershy*, and *Channel 5*. Political news monitoring data was used by the AUP experts at the School of Practical Journalism sessions (Summer 2017), supported by Internews. The content analysis results were also publicized at the joint events of AUP and three other monitoring organizations – DM, IMI, and POID.

The AUP findings are as follows:

- Around 40 percent of news is political. There was an increase in political news programs compared to the results of the last monitoring wave conducted by AUP (32 percent in June 2016).
- Experts expressing their opinions in an unequivocal tone (implying theirs is the only accurate opinion) when discussing developments of conflict in eastern Ukraine increased: 52 percent of experts expressed their opinions in an unequivocal tone in February 2017, as compared to 41 percent in June 2016.
- Most political news followed the ruling Rada coalition and the current government of Ukraine, while the opposition received just four percent of news time.
- The most covered topics were related to the country's internal policy, activities of different governmental bodies, and the war in Donbas. However, the situation inside non-government controlled areas of Donbas remained not covered.
- Anti-corruption coverage decreased compared with the last two years.
- The political views of all monitored channels were obvious.

The Pylyp Orlyk Institute for Democracy (POID) conducted three waves of monitoring print and online media (February, May and August) in eight regions of Ukraine – Donetsk, Luhansk, Odesa, Dnipro, Chernivtsy, Zhytormyr, Lviv and Kharkiv. POID experts analyzed 64 publications during each wave. While analyzing regional media content distributed by regional print and online outlets, POID searched for Russian propaganda and misinformation (*see*



*details in the infographic*). POID experts found that the online outlet Timer Odesa was focused on anti-Ukrainian propaganda, used hate speech and provided unbalanced reporting. POID experts found that searching for propaganda was a challenging task, so they developed a methodology to define concealed and implicit types of propaganda. POID monitoring results found a high level of pre-paid news

(jeansa) and violations of journalism’s professional standards in regional media. The most difficult standards to follow for regional media were opinion balance and separating fact from opinion

In addition to adding its monitoring results to the Internews media monitoring e-library, POID also distributed its reports through mailing lists, websites, and Facebook pages of partner media organizations – Detector Media, the Institute for Mass Information, and regional counterparts. POID publicized expert reports and nine analytical articles on “press realism” (when journalists just copy and paste press releases instead of producing a news report), an obedient population (media consumers with zero level of critical thinking), and local newspapers assisting the government in Odesa. *Den’* newspaper journalist Anastasiya Rudenko published an article titled, “When Will the De-Occupation Happen?” featuring an interview with POID Director Svitlana Yeremenko.

**Internews Ukraine** produced and distributed through online and print media in 10 oblasts infographics showing results of media monitoring conducted by the Academy of Ukrainian Press (national television channels) and the Institute for Mass Information (national print and online media) in the first quarter of 2017; and in the second quarter by the Academy of Ukrainian Press and Detector Media (national television channels, regional television channels, and national radio), and by the Institute for Mass Information (national online and print media).



## *1.2. Media Literacy*

### *1.2.1. Media Literacy Curriculum for Public Schools and Universities*

The Academy of Ukrainian Press (AUP) conducted ten regional workshops titled “Interactive Learning Tools and Methods in the Process of Teaching Media Literacy Courses” from January through May 2017 for 269 university students and secondary school teachers (229 women and 40 men):

- January 25 – Zaporizhzhia Classic Private University (21 participants – 19 women and 2 men);
- February 14 – [Bohdan Khmelnytskyi Melitopol State Teachers’ Training University](#) (25 participants – 22 women and 3 men);
- March 2 – [Dnipro Regional Institute for Continuing Teachers’ Training](#) (23 participants – 19 women and 4 men);
- March 11 – Mariupol State University (31 participants – 24 women and 7 men);
- March 16 – [Taras Shevchenko Chernihiv National Teachers’ Training University](#) (21 participants – 17 women and 4 men);
- March 28 – Kharkiv Academy for Lifelong Education (31 participants – 26 women and 5 men);
- March 31 – Kyiv 5<sup>th</sup> International Research and Methodological Conference on Media Education and Media Literacy (29 participants – 27 women and 2 men);
- April 6 – Lviv Regional Institute for Continuing Teachers’ Training (22 participants – 17 women and 5 men);
- April 19 – Poltava Oles Honchar Regional Library for Youth (42 participants – 38 women and 4 men); and,
- May 25 – M. Drahomanov National Pedagogical University, Kyiv (24 participants – 20 women and 4 men).

Through role-playing and discussion, workshop participants in the seven cities raised their awareness of interactive teaching tools, learned to promote media literacy among the young “touch-screen” generation, and discovered negative consequences of social networking. A training game called “My Media Environment”, followed by video clips about universal human values, provided participants with an understanding of teacher-student communication tools and demonstrated that media literacy helps prompt productive dialogue between different generations and cultures.

To better promote media literacy education, AUP produced and distributed a biweekly [e-newsletter](#) to 817 subscribers (teachers, journalists, and NGOs). The publications contain the latest news in media education, including teachers’ best practices, translation of international articles, and event announcements. Once AUP began to include new media literacy resources in the newsletter, the number of subscribers increased by almost 100 people from December 2016 through the end of March 2017, a large increase in subscribers for a 4-month period. The [Media Education and Media Literacy portal](#) also continued to be an important resource for media literacy professionals. The number of portal users was 4,662 for the entire reporting period (compared to 4,012 for the previous period). The number of user sessions for the reporting period was 7,598 compared to 6,104 for the previous reporting period.

The AUP Facebook page has 3,000 followers, compared to 2,351 last year. AUP observed that representatives from Kyiv, Lviv, Zaporizhzhia and Dnipropetrovsk Oblasts have been the most active users of media literacy resources in Ukraine. Other active users are based in Japan and Canada.

As of September 2017, AUP is in the final stage of preparing a nationwide online teacher's guide "Media Literacy and Critical Thinking at Elementary School" which will be published through the media literacy portal in FY 2018. This is the first publication for elementary schools based on the approach that by cultivating practical skills of perception, analysis, and media assessment, one can create his or her own media product. Currently, media literacy education is being implemented through two different types of activities of Ukrainian schools: teaching specialized optional courses and integration with other school subjects. The teacher's guide contains both approaches, thereby giving teachers the opportunity to choose.

### ***1.2.2. Promoting Critical Media Consumption Among the Public***

Detector Media continued to operate a website, MediaSapiens, which contributes to increasing media literacy among different audiences. From January-August 2017, 195,000 people cited the MediaSapiens website as a source; the overall number of materials posted to the website was 1,431, which included 1,073 news segments; 325 articles; and 33 interviews with media observers. From January-August, page views totaled 1,550,268 and the number of unique users was 358,513. Detector Media determined the most visited sections from January-August were Mediaprosvita (Media Education) – 381,391 views, Internet – 334,721 views, and TV and Radio – 142,735 views. The most visited subsections were Online Media – 143,074 views, Television – 128,818 views, How To – 81,122 views, Media Analytics – 96,653 views and Social media – 78,130 views.

For January-August 2017, the Monitoring section traffic increased by 50.21 percent compared to the same period in 2016. The television subsection traffic with adapted texts increased by 93.95 percent compared to the same period in 2016, and the How-To traffic with practice materials about new media increased by 38.94 percent compared to the same period in 2016. The website traffic (views) increased by 17.89 percent compared to the same period in 2016.

The five most popular stories published were:

- Elon Musk is launching 4,425 satellites to distribute internet all over the Earth (20,826 views)
- How Russian propaganda affects the public opinion in Ukraine – survey (20,080 views)
- Self-Development Plan 2017: useful online resources (18,377 views)
- TV channels and the Government manipulate the alleged lack of alternatives to the Donbass coal (11,757 views)
- Being media literate: ten necessary competencies (9,580 views)

In addition to the website, the materials were distributed through social networks, partner websites, and through the expert community.

Detector Media has developed an innovative news literacy online course and posted it on MediaSapiens. It consists of 10 chapters demonstrating real cases of manipulations, distortions, biases, and violations of objectivity. The online tool is designed to teach people to treat news critically, and to help people gain skills to identify and reveal manipulations and verify information. The site was designed to be easy to use by citizens who have a basic understanding of the news media and how it operates, making the tool suitable for different

audiences. Text-based formats are integrated with multimedia elements and interactive and static infographics for easy information consumption.

The ten modules and their authors are:

- (1) What is news and where does it come from? (By Margaryta Chornokondratenko);
- (2) What professional news standards exist? (By Zoya Krasovska);
- (3) Who pays for news and how does it affect its content? (By Diana Dutsyk);
- (4) Violation of journalistic ethics in news (By Iryna Vyrtsu);
- (5) Standard of balance of opinions and its violation (Natalia Steblyna);
- (6) Standard of reliability and accuracy and its violation (By Ala Fedoryna);
- (7) Standard of completeness and its violation (Natalia Steblyna);
- (8) Standard of separation of facts from comments and its violation (Natalia Vyhovska);
- (9) Silenced topics (Zoya Krasovska); and
- (10) New technologies' influence on news (By Taras Nazaruk).

To promote the online news literacy course, Detector Media conducted three presentations of the course in September 2017 in Kyiv, Vinnytsia and Cherkasy for about 90 journalists, teachers, students, pupils and public activists.

The Pylyp Orlyk Institute for Democracy (POID) held eight regular public discussions in the regions with the participation of journalists, editors, media experts, academics, regional NGO leaders, judges, librarians, and members of local government to discuss professional journalism ethics, standards, and the important role of media in society to enhance public media literacy and increase media accountability. POID experts explained how to recognize concealed advertising, fake news, and unverified information, as well as how to demand more from the media.

Among the events was a media literacy training on May 21 in Chernihiv for 23 representatives (15 women and 8 men) of NGOs and members of the Chernihiv Regional State Administration's public council and press service, the Chernihiv City Council's culture and tourism department, journalists, bloggers, and students. The training, "How Not to Become a Puppet in The Information War", was led by a Sumy media monitoring and literacy trainer, Alla Fedoryna. While addressing how to cover media manipulation and fake news, Fedoryna used samples from national and local media.

Media literacy events were also conducted on June 9-10 and June 30. POID experts Fedoryna and Tetyana Smoldyрева conducted two master classes in Sumy on media literacy titled, "Civil Journalism: From Whom, About Whom and For Whom?" for 55 (38 women and 17 men) Sumy municipal council deputies, students, professors, bloggers, and press secretaries of the courts of Chernivtsi, Poltava, Khmelnytskyi and Ternopil oblasts.

On July 5, the POID expert from Chernivtsi, Tetyana Smoldyрева, conducted a seminar for librarians of Khmelnytskyi region titled, "Media Literacy as a Way of Communication in the Modern World." Similar trainings and public discussion were held in Poltava, Severodonetsk, Okhtyrka (Sumy Oblast), Donetsk, Siversky, and Odesa from July-September 2017.

During June-August of 2017, NGO Impact Hub Odesa organized a public lecture and two media schools for 70 young proactive people (42 women and 28 men) in the Odesa Oblast.



In Winter 2016 and Spring 2017, IMI lawyers worked on amendments to the Ukrainian Criminal Code that proposed removing criminal liability for public officials preventing journalists from their professional activities, such as refusing journalists' requests for public information from state institutions. The amendments apply to Article 171 of the Criminal Code (which addresses preventing journalists from their professional activities) and are supported by the Council of Europe. According to IMI lawyer Roman Holovenko, Article 171 should be shifted from the Criminal Code to the Administrative Code, saying, "[Criminal liability] causes bureaucracy in the National Police of Ukraine. Besides, usually, there is no real public danger in such cases." The amendments are scheduled to be submitted to the Verkhovna Rada for consideration, however, we do not know exactly when.

IMI began work with the prosecutor's office in the Autonomous Republic of Crimea, where IMI prepared cases of offenses against journalists and freedom of the press in Crimea in 2014-2017, based on IMI's Freedom of the Press Barometers.

On March 9, IMI publicly appealed to the police, arguing that the "Ukrainian Choice" website – which belongs to pro-Kremlin politician Victor Medvedchuk – published travel routes and personal data of international journalists who traveled to the conflict area in eastern Ukraine. "Ukrainian Choice" removed this information from its website and wrote a letter of apology to IMI.

The Regional Press Development Institute (RPDI) continued regular pro bono legal assistance to journalists at both privately and municipally-owned media. Fifteen court cases and 225 legal consultations were provided in the following areas:

- Media laws; information dissemination regulations; hidden camera regulations; copyright compliance and violations; publishing information rules; judicial interaction; advertising; and, *jeansa* regulation,
- Public information access laws; receiving classified information; and access to local, regional, and national government information,
- Criminal responsibility for barring journalists from performing their work; and interrogation behavior, and
- Destatization reform, including labor relations during the privatization process.

### **International Media Law School**

The Center for Democracy and Rule of Law (CEDEM) organized the 13<sup>th</sup> International Media Law Summer School in Kyiv on July 10-28, 2017. The school is an annual professional study program for media lawyers to obtain knowledge on a wide range of issues affecting the news media, including privacy and television and radio regulation. This year, there were 21 participants (11 women and 10 men) from five countries – Ukraine, Belarus, Kazakhstan, Armenia and Kyrgyzstan.



During the Summer Media Law School's third week, on July 27, CEDEM organized a roundtable discussion titled "Legal Regulations and Reform of Print Media", comparing and contrasting state-controlled media in the now-independent countries of the former Soviet



Union. Media law experts Ihor Rozkladay (from CEDEM), Lyudmyla Opryshko and Olexandr Dyachenko (both from the Media Business Association), and Maryna Bezkorovaina (from the Organization for Security and Cooperation in Europe) were lead presenters. Summer school participants and individuals involved in the reform process attended and participated in the roundtable discussion. The roundtable also gave participants a chance to discuss privatizing Ukraine's print media and perceived legislative gaps in the Verkhovna Rada's recently registered de-statization law.

The Summer Media Law School concluded with a moot court session on hate speech. Moot court is an extracurricular activity at many law schools in which participants take part in simulated court proceedings, usually drafting memorials or memoranda and participating in oral argument.

### **Monitoring of Legislative Initiatives in the Media Sector**

CEDEM initiated the “CHESNO: Filter the Judiciary!” campaign in late 2016 to mobilize the public to clean up judicial dishonesty and corruption. As part of the U-Media project, CEDEM lawyers provided legal examinations of three publications covering the nominations of candidates for the Supreme Court. The results on candidates who had not previously worked in the judiciary, including those from Odesa, Lviv and Kharkiv, as well as on judges with questionable reputations, were published on the “CHESNO: Filter the Judiciary!” website. Based on these materials, campaign experts published articles on the Novoe Vremia (New Time) website where they analyzed the Supreme Court candidates' possible involvement in corruption offenses, adopting questionable decisions, and abuse of power.

CEDEM lawyers conducted regular monitoring of legislative initiatives in the media and published analyses of draft laws and other documents on its website. From January through August 2017, CEDEM prepared 71 publications and infographics on topical media issues and legislative novelties, and posted them on its website in the Media Law News section and on its social media pages. (CEDEM's Facebook page has 3,600 subscribers, and CEDEM's Media Law Institute page has 4,600 subscribers.) Publications were also posted in fifteen CEDEM e-digests, which were distributed every two weeks to 500 subscribers.

To follow the stages of media initiatives' approvals, CEDEM developed and maintained a monitoring table of the draft media laws. The table contains information on key provisions of the drafts as well as stages of consideration by the Rada.

To raise citizens' awareness of media reforms and media legislation, CEDEM experts also commented at relevant media events and in relevant news media. Specifically, they commented on the following issues: the PSB financing, the Parliamentary Committee on Freedom of Speech and Information activity, language quotas on TV, detention of the “Strana.UA” editor-in-chief, the ban of Russia-based web services, the approval of the Information Security Doctrine, governance of the PBS's property, and the leak of journalists' personal data.

### **Journalist Safety**

The Institute of Mass Information (IMI) supported 15 journalists traveling to conflict areas in eastern Ukraine with free protection equipment (bulletproof vests and Kevlar helmets). IMI continues to manage the [j-sos.org.ua](http://j-sos.org.ua) website which provides information about booking safety equipment and safe routes for journalists reporting about the war. From January through March, IMI published six safety consultations for journalists on [j-sos.org.ua](http://j-sos.org.ua). IMI experts Iryna

Chulivska and Roman Kabachiy delivered a lecture in February on journalist safety for students of the Vinnytsya M. Kotsiubynsky State Pedagogical University journalism department.

IMI provided 10 sets of protective gear (armored vests and kevlar helmets) for journalists traveling to the conflict zone at no charge. For the website [j-sos.org.ua](http://j-sos.org.ua), IMI developed five materials about aspects of journalists' work in the conflict zone (communicating with the military, shellings and shootings, and availability of field rations).

On April 11, Iryna Zemliana delivered a lecture on security for students of the Department of Public Relations and Journalism in the Kyiv National University of Culture and Arts and presented a guidebook on security titled "Journalist and (No) Safety". The lecture was organized at the request of the University, which appreciated the handbook on journalists' safety prepared as part of the U-Media project ("Journalist and (No) Safety"). About 45 students attended the lecture.

## *Objective 2: Increase Variety of News Sources and Improve News Quality*

### **2.1. Journalist Training and Professionalism**

#### **2.1.1. Reform Education for Journalists**

On May 23, Internews organized a brainstorming session to discuss Internews partners' joint efforts to provide Ukrainians with quality and unbiased information on reforms while increasing Ukrainian public support of the reform process. Nineteen representatives from national and regional media organizations participated in the meeting, including Yulia Mostova, editor-in-chief of the Weekly Mirror; Iryna Solomko, press officer of the Reanimation Package of Reforms; Valeriy Ivanov, president of the Academy of Ukrainian Press; Svitlana Yeremenko, executive director of the Pylyp Orlyk Institute for Democracy; and, Oleg Oganov, director of the Mykolayiv Center for Investigative Reporting, among others.

Iryna Bekeshkina, director of the Ilko Kucheriv Democratic Initiatives Foundation, presented "Horrors and Hopes of Ukrainians," summarizing public opinion surveys depicting attitudes to reforms in Ukraine. One of the key survey findings is that Ukrainians are worried about lack of economic growth and absence of court verdicts against corrupt officials.

Kostyantyn Kvurt, chair of the Internews Ukraine Board, introduced the USAID-supported Reform Communications Program in Ukraine project. The program is administered jointly by the Polish nongovernmental organization Ecorys and Internews Ukraine.

The brainstorming discussion revealed information gaps on reform coverage and Ukrainians' general information needs and allowed participants to share their experiences about awareness campaigns on reforms.

Internews Ukraine organized the training titled "Medical reform. What patients should expect?" in Kyiv on May 12-13 for 14 regional journalists (10 women and 4 men). Guest speakers were Zoriana Chernenko (senior expert of the Reanimation Package of Reforms, medical reform group), Tetiana Yurochko (head of the healthcare school department at the National University of Kyiv Mohyla Academy), Fedir Lapiy (representative of the Ministry of

Healthcare), Dmytro Simansky (media consultant), Ihor Yakovenko (research advisor at the Institute of Social and Political Studies) and Volodymyr Kurpita (head of the State Service of Ukraine on AIDS and other socially dangerous diseases). They provided participants with information on reform implementation and covered the subjects of medical insurance, healthcare financing, emergency aid reform and vaccination-related issues. Participants also received recommendations on how to produce balanced and user-friendly media products on complicated topics.

To facilitate communication between media and government and raise journalists' awareness of reforms, Internews Ukraine on June 9 organized in Kyiv a meeting titled "Pension reform as the government sees it" for 92 regional media representatives (56 women and 36 men) where Prime Minister Volodymyr Hroysman was the featured speaker. In addition to coverage of the reformed pension standards, this event addressed Euro-integration and attracting investors to Ukraine's regions.

The Institute of Mass Information (IMI) organized two trainings for 38 regional journalists to increase their knowledge of reforms, government decentralization and anti-corruption. They also improved their skills in analyzing the ProZorro Government Procurement Portal, the government's new online procurement service. On February 11-12, training was administered in Kharkiv and on March 4-5, in Kyiv. The events were co-funded by Freedom House and the Norwegian Ministry of Foreign Affairs. The agenda included elements on professional journalism standards and investigative reporting tools.

### **2.1.2. Professional Training and Events**

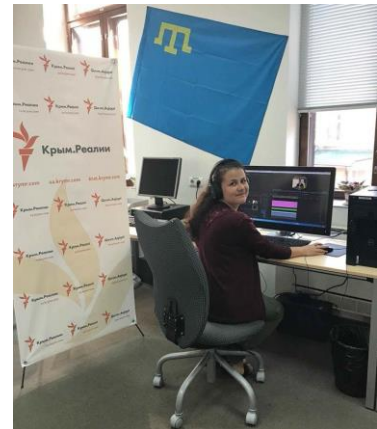
The Academy of Ukrainian Press (AUP) conducted two Media Laboratories at the Institute of Journalism in the Taras Shevchenko Kyiv National University. The first on March 29-April 1, assembled 24 students of Ukrainian university journalism departments. This two-day Media Laboratory was designed in cooperation with the AUP's School of Practical Journalism, enabling students to obtain practical skills in the current media environment. Students learned specifics of work in TV, radio, print, and online media and created their own media coverage. Speakers were independent journalists and experts: Oleksiy Matsuka (Radio Liberty, founder of Donbas Social TV Broadcasting); Natalia Filatova (Donbas Social TV Broadcasting), Volodymyr Rizun (president of the Institute of Journalism, Taras Shevchenko Kyiv National University), Volodymyr Mostovy (founder of the Journalism Ethics Commission, founder of the Dzerkalo Tyzhnia/Weekly Mirror newspaper) and Andriy Yurychko (media trainer, journalist and lecturer at the Institute of Journalism, Taras Shevchenko Kyiv National University). The young journalists produced three videos, one radio segment and 11 online publications which were introduced on Day Four of the Media Laboratory and posted on the [AUP website](#). AUP conducted the second four-day "Media Laboratory" on September 12-15 with a similar agenda and participants' best works published on AUP's website.





The Suspilnist Foundation (SF) implemented the Media Mobility Hub internship program, resulting in young journalists with different specializations from Vinnytsia, Dnipropetrovsk, Zaporizhzhia, Kropyvnytskyi, Lviv, Odesa, Ostroh, Ternopil, Kharkiv and Kyiv being integrated into a professional media environment. Media Mobility Hub (MMH) interns shared their professional experience in national media outlets at the regional level with their colleagues from regional schools of journalism. Over the course of the reporting period, SF trained 62 journalists to be able to work according to high professional standards who are now able to meet the Public Service Broadcaster's requirements. Successful internships established competitive and practical implementation of students' knowledge and skills in journalism schools and helped involve more interns from Vinnytsia, Donetsk, Dnipropetrovsk, Zaporizhzhia, Ternopil, Kharkiv, Khmelnytskyi Chernivtsi and the Chernihiv region. Initially, the MMH internship program was designed for young journalists (including graduate students) to create a professional reserve for the National Public Broadcasting Company and other independent outlets.

Internship participants were selected on a competitive basis (370 applications processed) by a commission of leading journalists from Radio Liberty, Channel 5, UA:Pershy, Espresso TV, Hromadske Radio, Realist, Buro 24/7 and Football magazine. SF conducted three internship sessions for 50 representatives of regional universities and 12 participants from Kyiv. The winter session was administered from February 5-19; the spring session from April 20-May 4; and, the summer session from August 13-27.



The key newsrooms for internship were Radio Liberty, Channel 5, UA: Pershy, UA: Pershy Culture; Hromadske.ua, ICTV, Espresso TV, ZIK, Priamyi TV, Hromadske Radio, Ukrainska pravda.Zhyttia, Tyzhden.ua, Novyi Kanal (Abzats,Paragraph), 1+1 (Snidanok z 1+1 Breakfast with 1+1 and the projects Dances with Stars, The Voice, Inter (Podrobytysi/Details), L'Officiel, Realist, Buro 24/7 and the Football magazine.

Participants attended a lecture and workshop from the lecture/workshop of board chair Zurab Alasania on April 20 and Hromadske.ua director Natalia Humeniuk on February 5. Participants improved their practical skills using equipment and editing programs and attended lectures and workshops related to media work in social networks and investigative journalism. Both the Winter and Spring sessions included interns' teamwork on "beTV" production where videos were filmed and edited.

In a testament to the success of the Media Mobility Hub internship program, an additional internship session for Kyiv-based journalism students was organized at the ICTV channel. Out of 11 students, three participants secured employment in the channel's international department – Yuliia Burkovska, Vadym Hetman and Anastasiia Kravets.

After their MMH internships, Viktor Diachenko (of Sukhomlynsky Mykolaiv National University) continued cooperation with the 1+1 channel and Karina Sirenko (of Zaporizhzhya National University) worked on the "Abzats"/Paragraph" program on Novyi Kanal (New Channel). Yevhen Shulhat (of the National Taras Shevchenko University) was nominated for a position at Channel 5 online TV channel.

On August 19, the Suspilnist Foundation conducted its annual Media Interns' Association meeting, known as both the Media Mobility Hub (MMH) program and the #UkraineFORMAT21 Forum. More than 50 MMH alumni from Ukraine attended the event, which included six plenary sessions discussing Ukrainian media in its current reform context. Attendees also discussed media market development trends, nurturing young journalists in Ukraine and Public Service Broadcasting reform.

Speakers included Natalia Ligachova, editor-in-chief of Detector Media; Kostiantyn Kvurt, chairman of the board of Internews Ukraine; Vitaliy Haydukevych, Channel 5 anchor; Andriy Saychuk, general producer of the National Public Service Broadcasting Company; Victor Trehubov of the Petr and Mazepa online media organization; Ihor Rozkladay of the Center for Democracy and Rule of Law; and Yevhen Spirin, editor-in-chief of the Hromadske.ua website.

The Uzhhorod Press Club conducted eight large-scale trainings for regional media on two topics: "Features of Photo Content for Online Media and Social Media" and "Quality of Infographics: How to Visualize Text and Expand Readership of Modern Media" and "How to Make the Video Millions Want to See". One hundred and sixty-six participants from 23 regions of Ukraine representing over 70 editorial offices participated in the events. Journalists improved their professional level in using new and social media. Joint activities facilitated interregional cooperation between media editorial offices from Ukraine in multimedia content production.

#### ***New Media –New Opportunities conference***

The Independent Association of Broadcasters (IAB) organized the Eighth Annual International New Media – New Opportunities Conference on March 30 in Kyiv.

This year's conference assembled 148 media representatives (compared to 112 participants in 2016), including 46 representatives of regional television and radio companies. Martin Hagstrom, Swedish Ambassador to Ukraine; Tom White, USAID's director of the Office for Democracy and Governance; and, Internews' Country Director for Ukraine, Wayne Sharpe, delivered opening remarks. Conference participants learned about multimedia technologies used to increase audience size, combining new and traditional media tools, maximizing online audiences with relevant content and monetizing multimedia projects.

*"Today our conversation, our performances, our speakers, who talked about their own experience ... I think we will come back and retell it to all our colleagues. There are things to retell; we made the notes. It was very interesting to listen to the Head of Internet projects Department from ICTV, she gave me what I was looking for during the last two years, these small details, I started self-education, tried to find them by myself, and then – bang! - and here is the list, everything I found before and lots of new things"*

- New Media, New Opportunities participant Yevhenii Herasymchuk, "Zhytomyr.info" Kyiv, Ukraine 2017.



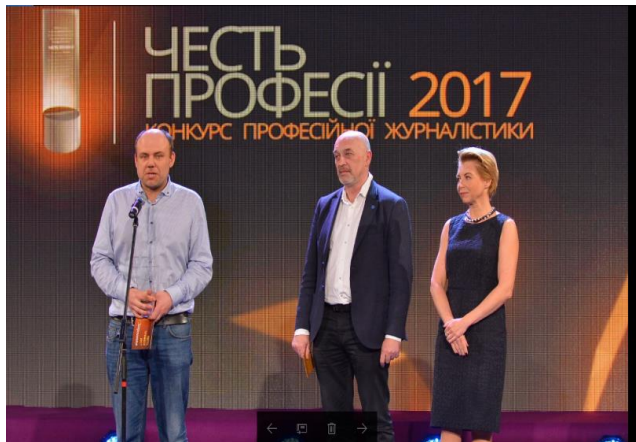
Fifteen Ukrainian experts shared their experiences integrating online and offline techniques. Presenters included the DIEVO design agency’s Ivan Kucherenko, the Vintage web design studio’s Oleh Karapuzov, Lifehacker.ru’s Slava Baransky, Anzhela Yeremenko of the BadMama Facebook group and Facts ICTV’s Rostyslav Buniak.

### “Honor of the Profession” Award Ceremony

On May 19, the Independent Association of Broadcasters hosted the 8<sup>th</sup> Honor of the Profession Award Ceremony acknowledging notable competence in five categories: Public affairs, coverage of critical topics, investigative reporting, coverage of complex subjects, and youth journalism. The ceremony event took place in Kyiv at the Ukrainian House.

An evaluation jury of 15 media professionals assessed 500 media stories and recognized the winning journalists.

*“I am very glad that my material, an interview with a former ISIS member who lives in Ukraine, was among the top five finalists of the "Honor of the profession" (and at the same time, I congratulate Serg Zakharov, the illustrator). The category "The best coverage of an acute topic" included the largest number of entries and there were very strong works of my colleagues. It is great that Iryna Vyrtsosu with her story about violence against women by former ATO participants took the main prize because this topic is complicated and important indeed and, unfortunately, inexhaustible. It is very important when your work is appreciated and acknowledged by the colleagues in your country.*  
 Kateryna Sergatskova, finalist for nomination to "The Best Coverage of an Acute Topic"



The winners are:

1. Fedir Prokopchuk of Hromadske.ua and the “Reform” special television project “Building New Ukraine Together.”
2. Dmytro Bondar of Slidstvo.Info and the television investigative report “Children of Amber” about corruption in the amber mining industry in western Ukraine. Bondar was recognized in the “Hope of Journalism” category, recognizing youth journalism.
3. Nadiya Burdey of Nashi Hroshi and Channel 24 for the public affairs television investigative report “Naked in Fire. Firemen’s Uniform Burns Within Seconds.”
4. Volodymyr Tymofiychuk of 2+2 TV for best television investigative report “Guilty Without Fault?! How Underage Children are Judged!” about judges imprisoning an innocent underage boy for murder.
5. Iryna Vyrtsosu of L`official magazine for best coverage of a challenging topic with the story “War That Does Not Let Go: Domestic Violence In Families of ATO Members.”
6. Serhiy Andrushko of Schemes, a joint project by Radio Liberty and UA: Pershy, for best coverage of a complex topic with the story ““Imitation Game.””

### Independent Association of Broadcasters’ Annual Hackathon



On June 17-18, programmers, designers, advertisers, and journalists assembled at the Independent Association of Broadcasters' annual hackathon in Kyiv to discuss innovative media development solutions that will be implemented across Ukraine. This year organizers looked for cross-media solutions and alternative (or new) services for social media.



A hackathon is an event where computer programmers and other software developers – including graphic designers, interface designers, project managers, and other information technology professionals – collaborate on software development and projects. Hackathons have been conducted since the late 1990s; but, beginning in the mid-to-late 2000s, hackathons became more common as companies and venture capitalists developed new technologies, innovations and sources of funding.

Sixteen teams brought their ideas related to innovative media and radio projects to the hackathon. These included streaming and user-generated platforms, smart TV applications and other non-standard software and hardware ideas.

During the event, Olha Safina, creative director of UNIT.City, remarked on how to correctly present products. Digital media management consultant Olha Klipkova, former head of digital for television brands at 1+1 Media, answered questions about how developers address global challenges.

Hackathon winners were the Camon Company for an online streaming device and MyNews for a civic journalism platform. Winners received \$5,000 for project implementation.

## Digital Forum

On September 7, the Independent Association of Broadcasters conducted its annual Digital Forum with the objective of easing the transition to digital content and ensuring broadcast licensing. The Forum assembled more than 120 participants – representatives of media, civil society and government – to discuss reasons for postponing the deadline for the final transition to digital broadcasting, obstacles to reform and legal ramifications. Participants agreed on the necessity of reform and its technical feasibility in the near future as well as the lack of political will to overcome the monopoly of the current digital provider, “ZEONBUD” Ltd. Regional digital coverage and licenses were also raised in discussions. Among panel moderators and keynote speakers were Yuriy Artemenko from the National Television and Radio Council, Fedir Hrechaninov of Starlight Media and the 1+1 channel’s Yaroslav Pakholuchuk.

## 2.2. Content Production

### 2.2.1. Reform Coverage

In April –August, the limited liability company “ZN UA” (Mirror Weekly Ukraine), published 126 analytical articles and 157 informational messages in the Ukrainian and Russian languages. Its printed publications have a readership of 352,000. Mirror Weekly is a social and political weekly publication which has been one of the most influential political newspapers in Ukraine since 1994.

From March-August, total views of all analytical materials on the website reached 827,175. Stories published in the framework of the U-Media project were quoted by more than 200 national and regional Internet media in Ukraine. One hundred and seventy-three recipients (Ministries and Verkhovna Rada committees, media and nongovernment analytical centers) received analytical articles and informational messages through Mirror Weekly’s e-newsletter. Ninety-eight journalists and experts, high and mid-level government officials and well-known researchers and activists were interviewed by Mirror Weekly journalists or wrote articles on their own. “The Choice of Destiny” by well-known Ukrainian Academy of Sciences economist, Oleksandr Paskhaver, was the most popular (71,127 views). The article analyzed the key trends of Ukraine’s current economy and made a forecast of Ukraine’s economic growth (in case of rapid reforms and EU integration) or stagnation (in case populist parties manage to hamper reforms). The average article was viewed by between 5,000 and 6,000 viewers.

“The Account Statement”, by Yuriy Skolotianyi and Yulia Samayeva, became one of the most quoted articles during the reporting period. It stated that recapitalization of Privatbank cost 50 billion hryvnia from Ukraine’s state budget. The article was reprinted by over 70 Ukrainian online media organizations. Nearly 27,000 people read the article on the Mirror Weekly website and it was shared 790 times.

The article, “Dr. Plagiarism”, by Lidia Surzhyk, about plagiarism in a doctoral pedagogy thesis by the wife of Deputy Prime Minister Vyacheslav Kyrylenko generated sharp discussions on social media (1,500 users pressed the “share” button from this article on the Mirror Weekly website), at the Ministry of Education and Science and in the research community. Deputy Prime Minister Kyrylenko asked the National Academy of Sciences to explain why the Academy’s Ukrainian Language Center reviewed his wife’s doctoral dissertation. “Dr. Plagiarism” had nearly 35,000 readers and was quoted by over 100 national and regional outlets.

Oksana Onischenko's article about weakness in Ukrainian education sparked debate among educators. “Selection or Bidding? Should Elite Schools Choose Students; and How” received 464 shares in social media from parental public organizations, experts and public officials in education. The article analyzed the risks of the current selection system at elite schools and referenced recommendations from international experts. Another article produced on the eve of consideration of the new law on education in the Verkhovna Rada – “What to do with tutoring at schools – raised questions about after-school tutoring, which is a financial burden for parents and still exists because of the poor quality of regular classroom education. The total number of social media shares of this article was 138.

The Mirror Weekly scheduled a roundtable titled “Donbas Conflict. Ways to Overcome Crisis” for late September. Civil society and government representatives will discuss the status of Ukraine’s reforms, including their strengths and weaknesses.

The Suspilnist Foundation and Ukraine’s public broadcaster, UA: Pershy, produced an innovative 26-minute television program, “Too Much Post-Show” (“Cherez Shchur Post Show”). This program is a follow-on to the current satirical Michael Shchur (pseudonym of television producer Roman Vintoniv) television program with the title “#@)€?\$/0 with Michael Shchur”, produced by “Ukrainian TV Toronto” NGO for the public broadcaster and Channel 24. The objective of the “Too Much Post-Show” is to help the viewing audience deal with big information flows and improve media literacy and critical thinking skills. The program is designed to help people distinguish fake news and unimportant news from objective information. “Too Much Post-Show” is a weekly program and provides public interest stories in the context of satire. The first technical run-through is scheduled for early October. Taping of the first program will take place shortly afterwards.

The Kharkiv Press Club of Reforms organized press tours in February and March and stories were produced by participating regional journalists from Ternopil, Uzhhorod, Volyn, Zakarpattia, Dnipro, Luhansk, Donetsk, Odesa, Kherson and Sumy as a result. Twenty-seven stories were broadcast on regional TV channels, six on radio, 100 online and 39 stories were published in regional newspapers with a total circulation of 696,910. The news coverage highlighted progress in implementing local governance reform. Among the topics covered: Defense and safety reform, including “The Wall” project on the eastern border of Ukraine; government decentralization reform in western Ukraine; and rural community development in southern Ukraine. To facilitate interregional content exchange, the press tour participants created a Facebook group.

*Note: “The Wall” is a fortified border barrier currently under construction by Ukraine on the Russia-Ukraine border. The aim of the project is to prevent Russian military and hybrid warfare intervention in Ukraine. The former Prime Minister of Ukraine Arseny Yatsenyuk presented this project on September 3, 2014. On September 12, 2014, the Cabinet of Ministers of Ukraine allocated 100 million hryvnia for the construction of fortifications on the border with Russia and on the border with Crimea. On March 18, 2015, the Ukrainian government allocated 865 million hryvnia to build fortifications on the border between Ukraine and Russia.*

The Institute of Political Information, an Odesa-based NGO in the U-Media small grants program, produced content containing user-friendly infographics explaining reforms to the audience in Ukraine’s south. The following topics were covered: Best practices of government decentralization (including merger of local communities), public and business initiatives to facilitate reform in the region, financial decentralization advantages, reform of education and health care reform and its influence on residents’ living standards in the south of Ukraine.

The infographic below describes financial decentralization.

## ФІНАНСОВА ДЕЦЕНТРАЛІЗАЦІЯ

ФІНАНСОВА ДЕЦЕНТРАЛІЗАЦІЯ — ЦЕ ЯКІСНО НОВА ФОРМА  
УПРАВЛІННЯ СУСПІЛЬНИМИ КОШТАМИ



### ЗАВДАННЯ ФІНАНСОВОЇ ДЕЦЕНТРАЛІЗАЦІЇ

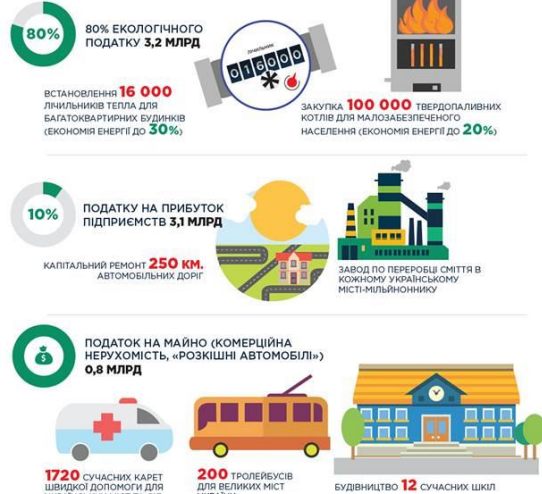
- 1 ЗБІЛЬШЕННЯ УЧАСТІ ГРОМАДИ В РОЗВИТКУ СЕЛА ЧИ МІСТА, В ЯКОМУ ВОНА ПРОЖИВАЄ
- 2 ЕФЕКТИВНЕ ЗАБЕЗПЕЧЕННЯ НАСЕЛЕННЯ СУСПІЛЬНИМИ ПОСЛУГАМИ

### ПЕРЕРОЗПОДІЛ ПОДАТКІВ, ЩО ЗБІЛЬШИТЬ РОЗМІР МІСЦЕВИХ БЮДЖЕТІВ



РОЗПОЧАТО ПРОЦЕС ДЕЦЕНТРАЛІЗАЦІЇ  
МИФІН ПЕРЕДАВ МІСЦЕВИМ ГРОМАДАМ  
**25 МЛРД ГРН**

### ЯК МОЖНА ВИКОРИСТАТИ ЦІ ГРОШІ:



« MI НАПРАВИЛИ ДОДАТКОВІ КОШТИ В МІСЦЕВІ БЮДЖЕТИ. ТЕПЕР ВОНИ МОЖУТЬ ВИРІШУВАТИ ЯК РОЗПІДИЛИТИ ІХ СЕРЕД ГРОМАД, БО КРАЩЕ ЗНАЮТЬ ПОТРЕБИ КОЖНОГО НА МІСЦЯ»

**НАТАЛІЯ ЯРЄСЬКО**  
МІНІСТР ФІНАНСІВ УКРАЇНИ

## 2.3. Regional Media and Cross-regional Links

The Kharkiv Press Club of Market Reforms organized eight media tours to the Kharkiv, Dnipro, Lutsk, Uzhhorod, Odesa, Kherson, Sumy, and Ternopil regions for 43 journalists from different regions of Ukraine. Participants learned about reform progress, government decentralization, and anti-corruption efforts at the local level and the impact on overall living standards, medical service quality education, and transportation. The tours included the following types of activities: meetings with local governments, site visits, and discussions to share experiences. The press tours allowed journalists from the Donetsk and Luhansk Oblasts to form a more complete picture of reform in Ukraine and enhanced their contacts with journalists from other regions in Ukraine.

The tours also helped overcome negative stereotypes formed by Russian propaganda channels. Ludmyla Ostrovska, a journalist from Ternopil in western Ukraine, wrote an article about the “Symbol of decentralization and reforms in Dnipro style which dispelled myths widely popular among the population of western Ukraine about the backward development of Dnipro city and the region. She described a visit to the Slobozhanska community, developed during the decentralization reform process, which leads the way for newly formed communities in Ukraine. She highlighted that the region has built the first solar station in Ukraine, which has a tracking system, and is now building the third alternative fuel power plant in the country.

Journalist Iryna Musiy from Lutsk, in the Volyn region, refuted the prevailing opinion regarding separatist sentiment in the Sumy region, which borders on the Russian Federation. She drew parallels between the progress of implementation of the decentralization reform in Sumy and Lutsk, and showed that the progress in both cities is at the same level.

Oleksandr Kulbaka, a journalist from Slavyansk in the Donetsk oblast wrote an article in the newspaper “Visti” after the press tour to Sumy, in which he discussed the progress of reforms implementation and ways of fighting pro-Russian propaganda by local authorities. He

underlined the tenuous position of the region, on Russia's border. He described how local resources can be used to strengthen their defensive position and improve local development at the same time.

## **2.4. Investigative Journalism**

On November 19-20, 2016, the Regional Press Development Institute (RPDI) organized and hosted the Eighth Annual National Conference of Investigative Journalism of Ukraine, supported by Internews, the International Renaissance Foundation, the Poland-Canada Democracy Support Program, the Objective and SCOOP projects, the "Politiken" Newspaper Foundation and the German Embassy in Ukraine. The Conference was designed as part of RPDI's ongoing efforts to support investigative journalism in Ukraine and provided investigative journalists with the opportunity for networking, professional communication and planning joint initiatives with their new colleagues. About 170 investigative journalists from 12 countries attended the conference which focused on cross-border cooperation on investigations. The international teams' work was presented along with projects and initiatives supporting cross-border investigative journalism.

The roundtable "Cooperation of Anticorruption State Bodies, NGOs, and Investigative Journalists" appeared to be the most popular element of the conference. It attracted a large portion of the conference participants and was referenced in the post-conference evaluations. Issues discussed included: Can anticorruption state bodies, NGOs, and investigative journalists cooperate with no conflict of interest? What is the form of such cooperation?

Among the roundtable participants were Yegor Sobolev of the Verkhovna Rada Anti-Corruption Committee; Aleksandra Drik of the Rada's Public Lustration Committee; Andriy Marusov of Transparency International; and, Vitaliy Shabunin of the Anti-Corruption Action Center.

Individual sessions were dedicated to digital technologies, open data, digital content verification and digital security. To strengthen the organizational capacity of investigative agencies that are part of RPDI's network, independent consultant Iryna Negreyeva led a master class on fundraising and developing a competitive project proposal. Participants demonstrated interest in financial sustainability issues, specifically within regional organizations.

RPDI continued monitoring reports on about 80 online resources throughout Ukraine to collect professional examples of investigations and place them into its database (searchable by topic and region) and closed Facebook group. The database serves as a resource for self-education and exchange of experiences among investigative reporters and experts. During the reporting period, RPDI added 10 selected investigations to the resource.



TOM 14 – A group of investigative reporters produced 30 anticorruption investigative television programs during this reporting period. The show Nashi Hroshi (Our Money), supported by U-Media, exposed corruption schemes at all levels of Ukraine’s state institutions and explained their influence on financial losses affecting every Ukrainian. Investigative reporters exposed concrete schemes to steal state budget money and transformed the abstract word ‘corruption’ into explicit numbers and names. Well-known investigative reporter Denys Bihus is the presenter of the show. Nashi Hroshi was broadcast on UA: Pershy, Channel 24 and Hromadske.ua.

✓ *Prosecutor General Yuriy Lutsenko dismissed Dmytro Sous, a senior investigator of the General Prosecutor Office who was the primary figures of the investigating program "Nashi Hroshi".*  
*The High Qualifications Commission of Judges of Ukraine acknowledged three judges as unfair, among them the antihero of the plot of "Nashi Hroshi" - the judge of the Kharkiv Appeal Administrative Court Gennadiy Bershov.*

Nashi Hroshi was viewed more than 2 million times on YouTube and Facebook over the summer months.

### **Legal Support for the “Schemes: Corruption in Details” Investigative Television Program**

The Center for Democracy and Rule of Law (CEDEM) is a legal partner of the joint project between Radio Liberty and UA: Pershy - “Schemes: Corruption in Details” (“Schemes”) – a weekly anticorruption investigative television program. According to monitoring by *Detector Media*, the “Schemes” investigative program is considered a strong example of investigative journalism in Ukraine. From January through September 2017, CEDEM lawyers provided journalists with recommendations on how to bring broadcast investigations in line with legislation to eliminate possible defamation risks. CEDEM lawyers helped Serhiy Andrushko (a “Schemes” journalist) to prepare information requests about candidates for judges of the Supreme Court.

### **2.5. Crimea Content Creation and Distribution**

The Information and Press Center (IPC) produced and published 32 exclusive episodes of the “National Security Issues” program, 50 television stories; 57 exclusive analytical articles, investigations and interviews; and, more than 600 news stories per month on its Center for Journalist Investigations (CJI) portal. The following topics were covered:

- Corruption in Ukraine and support of anti-corruption institutions;
- Human rights in annexed Crimea;
- Investigation of crimes, committed in Crimea, by Ukrainian law-enforcement agencies;
- Use of state budget funds and international donor money for reconstruction of Donbas and internally displaced persons (IDP) support;
- The situation at checkpoints from and to Crimea and in the Kherson border area;
- Violations of sanctions imposed by the European Union and the United States on Russia for invading and annexing Crimea; and,
- Prospects of deoccupying Crimea.

A public discussion on the draft of state policy for the occupied territory of the Autonomous Republic of Crimea and Sevastopol was held on the “National Security Issues” program with the participation of representatives of NGOs as well as the Ministry for Temporarily Occupied Territories and IDPs. The Center for Journalist Investigations, after completing the "How Sanctions Work?" project, continued to track developments on the supply of Siemens turbines and Ukrainian oligarchs’ enterprises in the context of economic sanctions against Russia.

On March 28, the “National Security Issues” program discussed a Cabinet of Ministers’ decree, a draft state policy plan of action towards occupied Crimea and Sevastopol. Deputy Minister of Occupied Territories and Internally Displaced Persons, Yusuf Kurkchi, and advisor to the Minister of Information Policy, Yulia Kazdobina, were guests in the studio. While the draft Cabinet of Ministers’ decree was under consideration, Crimean residents continue to need their daily issues addressed.

Presenter Valentyna Samar and two guests discussed checkpoint infrastructure, rights of Crimean residents to education on Ukraine’s mainland and the state of communications between Ukrainian authorities with Crimean residents.

The “National Security Issues” program is broadcast live by Chornomorska TV on Tuesdays from 7:00-8:30 PM and rebroadcast the next morning. The program can be watched on the Chornomorska YouTube channel and on the Center for Journalist Investigations website. Chornomorska broadcasts via satellite Astra 4A



(formerly Sirius 4) online and through a cable network. The station produces much of its own programming – news, talk shows and cultural programs for the audience in the occupied territories of Crimea and Donbas. Before the

annexation of Crimea, the Chornomorska TV audience was around 1 million viewers. Chornomorska TV satellite broadcasting is available on the territory of Crimea, the entire mainland of Ukraine, Russia, and Europe (see map to the right). Chornomorska TV utilizes satellite broadcasting on occupied Crimea’s territory because Russian government authorities suspended both analog and digital signals for this station after the Russian annexation in 2014.

The IPC’s Center for Journalist Investigations informed the public about Crimean issues. On the anniversary of the annexation in late March, the Center’s journalists participated in programs and marathons on Hromadske.ua and Channel 5. On March 20, Valentyna Samar, the IPC’s Board Chair, spoke at a panel discussion at the Ukraine Crisis Center. On March 25, Samar trained Odesa journalists on anti-corruption investigations at the newly established Odesa Center for Public Investigations.

During the reporting period, the structure of the Center for Journalist Investigations website was updated and its Ukrainian-language version was created: <https://investigator.org.ua/ua/>.

The IPC returned to its role as regional leader of the sector after relocating to Kyiv. In February, the Center established the Council of Crimean Media Editors who left Crimea after

annexation and resumed their activities in Kyiv and other cities. The goal is to coordinate professional activities and exchange content to better inform audiences in Crimea and the Ukraine mainland. In August, members of the Council of Editors conducted a meeting with the Prosecutor of the ARC, Gyunduz Mamedov, and discussed issues related to improving public information on progress investigating crimes committed in occupied Crimea and on protecting citizens' rights and freedoms. Members of the organization collaborate on various media projects: Hromadske.Krym (Natalia Kokorina, Serhiy Mokrushyn), Hromadske Radio (Tetyana Kurmanova), Krym UA (Tetyana Ryhtun). CJI is a partner of the Slidstvo.Info project.

As part of the U-Media small grants program, the Chornomorska TV and Radio Company, the only TV outlet that moved its newsroom to Kyiv after Russia's invasion of Crimea, continued to cover Crimea news and produced 10 television investigative programs. Chornomorska TV covered worsening cultural life, the overall tourism business decline and manipulations under the Russian occupational regime on the peninsula.

The U-Media small grant helps the Chornomorska TV and Radio Company increase its online viewership. The Blacksea.tv website saw an average increase of up to 31 percent, over the past four months – from 7,595 hits a day in May [before the official start of the U-Media small grant] to 10,155– as of September 1 [when the project entered its final stage]. Similar trends on YouTube, with an average increase of over 50 percent in viewers and nine percent growth on Facebook, are indicative of the viewers' interest in receiving well-balanced and quality reporting from Crimea.

## **2.6. Elections Coverage**

On July 13, the Center for Democracy and Rule of Law (CEDEM), organized a roundtable titled “Media and Elections” within the framework of its international media law school. Looking to the presidential and parliamentary elections in 2019, Ukrainian media law experts outlined their intent to limit expensive political advertising on television, radio, billboards, and posters. Their objective is to create equal access for candidates and political parties that are not supported by Ukrainian oligarchs. If campaign spending limits are approved by the Verkhovna Rada, election advertising will ideally be curtailed across the political spectrum. However, excessive election finance regulation could negatively affect fair and accurate public affairs journalism, resulting in more pre-paid news media coverage, or jeansa, according to Institute for Mass Information (IMI) attorney Roman Holovenko.

Leading media lawyers in Ukraine participated in the roundtable, including Ihor Rozkladay of CEDEM and Pavlo Moiseev and Yevhen Radchenko of Internews Ukraine. The IMI's Holovenko moderated the panel covering campaign finance limits.

Young media attorneys from Ukraine, Armenia, Belarus, Kazakhstan and Kyrgyzstan shared specific elements of their countries' electoral legislation.

## ***Objective 3: Improve the Enabling Environment for Media and Freedom of Speech***

For several years, Internews provided support to media law advocates to effectively engage the Verkhovna Rada and government agencies in campaigns to introduce and enact several media laws. U-Media partners the Center for Democracy and Rule of Law (CEDEM), the Institute for

Mass Information (IMI), and Internews Ukraine (IUA) played leading roles in implementing laws approved in the last year on public broadcasting and destatization of state-owned and municipal print media.

### 3.1. Advocating New Reforms

#### Audiovisual Regulation

One of the priorities for media lawyers in 2017 is developing new legislation on audiovisual services to meet the standards of the Council of Europe and the European Union. Lawyers from the Center for Democracy and Rule of Law (CEDEM) and the Institute for Mass Information (IMI) joined the working group established by the Verkhovna Rada Committee on Freedom of Speech and Information Policy to contribute to the draft Law on Audiovisual Media Services – new media legislation that would introduce comprehensive regulation of audiovisual media in line with European Union standards and current challenges in the information field. IMI drafted sections of the law related to general provisions, balanced coverage in informational materials, journalism standards, and public service announcements. At the moment, CEDEM lawyers are working on integration of the recommendations provided by representatives of media businesses into the text of the draft law which will be finalized and registered in the Rada in early fall.

Meanwhile, in May 2017, CEDEM lawyers developed amendments to what, at the time, was Draft Law #5313, “On Amendments to Certain Legislative Acts as to the Language of Audiovisual Media” which introduced “Ukrainian-language quotas” for TV broadcasters. CEDEM proposals called for waiving translation of live comments into Ukrainian and exempting some educational programs delivered in foreign languages from compliance with the quotas. These proposals were approved and added into the Law, which was adopted on May 23, 2017, and will become law on October 13, 2017. Similar provisions will be included in the draft law on Audiovisual Media Services.

#### Rights of Journalists

Institute of Mass Information (IMI) lawyers proposed comments and amendments to recommendations by the Prosecutor General’s Office on investigations of crimes against journalists. These amended recommendations were approved by the Prosecutor General’s Office on February 8, 2017. The IMI lawyers’ proposed guidelines for the Ministry of the Interior on investigations of crimes against journalists were approved on March 1, 2017.

To help journalists protect their rights in court, IMI initiated an advocacy campaign to reduce court fees, which had become an obstacle to filing court complaints – for example, in cases when journalists’ requests for public information are refused by state institutions. The campaign advocated for changes to the legislation. IMI developed a memorandum for the campaign and invited partner organizations to join the advocacy effort. Among the partners were the Center for Democracy and Rule of Law, the Regional Press Development Institute, Dostup So Pravdy (“Access to Truth”), Center.UA, the Office of the Ombudsman of the Verkhovna Rada, and the Ukrainian Office of the High Commissioner for Human Rights. By the end of June, as a part of the Campaign, standing orders of 23 city councils and 23 oblast councils were reviewed to check on their compliance with Article 24 of the Law on Information.

IMI lawyers and experts developed instructions for journalists on participating in different court hearings (see the infographic below).

## ФІКСАЦІЯ СУДОВОГО ПРОЦЕСУ

ІНСТРУКЦІЯ ДЛЯ ЖУРНАЛІСТІВ

	ПОРТАТИВНІ АУДІОТЕХНІЧНІ ЗАСОБИ*	ПИСЬМОВІ ЗАПИСИ, НОТАТКИ, СТЕНОГРАМА	ФОТО-, ВІДЕОЗЙОМКА та інші види запису	ТРАНСЛЯЦІЯ ПО РАДІО/ТВ**	ДЖЕРЕЛО
АДМІНІСТРАТИВНИЙ ПРОЦЕС	✓	✓	✗	✗	Кодесе адміністративного судочинства України, Стаття 12, Главицька 1 відкриває адміністративного процесу, ч.8
ЦИВІЛЬНИЙ ПРОЦЕС	✓	✓	✗	✗	Цивільний процесуальний кодекс, Стаття 6, Главицька та відкриває судового розгляду, ч.8
КРИМІНАЛЬНИЙ ПРОЦЕС	✓	✓	✗	✗	Кримінальний процесуальний кодекс, Стаття 27, Главицька 4 відкриває судового провадження та його закон фіксування та трансляції судового, ч.8
ГОСПОДАРСЬКИЙ ПРОЦЕС	✓	✓	✓	✗	Господарський процесуальний кодекс, Закон України «Про судовий та статте судами», ст.11, ч.4
СПРАВИ ПРО АДМІНІСТРАТИВНІ ПРАВОПОРУШЕННЯ	✓	✓	✓	✗	Кодесе України про адміністративне провадження, Закон України «Про судовий та статте судами», Стаття 11, ч.4

\*Портативні аудіотехнічні засоби - цифровий/плівковий диктофон, мобільний телефон з функцією запису.  
 \*\*Трансляція по радіо/ТВ - включає також стрім, онлайн трансляцію через мобільні засоби.  
 ✗ - можлива лише на підставі ухвали суду. Клопотання необхідно подати до початку судового засідання (оптимально за 1 день).

 ІНСТИТУТ МАСОВОЇ ІНФОРМАЦІЇ
  National Endowment for Democracy

After IMI shared these instructions for journalists with the Council of Judges of Ukraine, the Council suggested the National School of Judges develop a special training course for judges on freedom of the media and on enforcing legislation designed to protect journalists from those who wish to prevent them from conducting their professional activities. The official decision of the Council of Judges ordering that this type of training course for judges be officially implemented in Ukraine was published on the [Kyiv Administrative Court of Appeals website](#) on February 10, 2017.

By late July, IMI lawyers provided 30 legal consultations to media organizations and journalists; submitted 59 requests for information (including 50 local government accreditation requests); participated in eleven meetings of the Verkhovna Rada Committee on Freedom of Speech and Information Policy; and participated in another nine meetings of working groups that included law enforcement organizations.

### 3.2. Reforms Implementation

#### Destatization

Center for Democracy and Rule of Law (CEDEM) experts and media lawyers from the State TV and Radio Committee, the Organization for Security and Cooperation in Europe, the Human Rights Platform, the Regional Press Development Institute, and the Ukrainian Association of Media Business, analyzed reasons for failures and delays in the first stage of print media reform in 2016. They developed a draft amendment to eliminate deficiencies in the current law on reforming state-owned and municipal print media and addressed common difficulties publications are facing during the reform process.

On January 25, 2017, CEDEM organized an expert discussion to define the next steps for registration of amendments in the Rada. On June 8, Draft Law #6560, “On Procedural Improvements of Print Press Reforming,” was registered in the Rada and included 10 proposals made by CEDEM experts, media lawyers from the State TV and Radio Committee, the Organization for Security and Cooperation in Europe, the Human Rights Platform, the



Regional Press Development Institute, and the Ukrainian Association of Media Business. The bill was approved by the Rada's Committee on Freedom of Speech on July 12. Key points of the draft Law have been visualized in CEDEM infographics.

To raise the professional community's awareness of the destatization process, CEDEM lawyers published five articles on the CEDEM website explaining legal procedures and organizational changes that publications must make while reforming. Because data about state-owned and municipal print outlets is incomplete at both the national and regional levels, CEDEM lawyers filed requests with all central government authorities requesting information about which print outlets belong to local government organizations. Having analyzed subsequent responses, CEDEM experts have prepared guidelines on reforming state-owned and municipal newspapers. These cover press reform jurisdiction cases, changes undertaken by official print editions, and results from destatization's "pilot" stage.

The Ternopil Press Club, in partnership with the Uzhhorod, Zhytomyr, Sumy, and Kherson Press Clubs, administered activities related to destatization reform. Trainings for journalists and media managers and legal support for newspapers were the cornerstone of this assistance. Three hundred and sixty journalists from 98 newspapers in five regions of Ukraine participated in 26 thematic trainings. Under the guidance of an experienced media attorney, the target audience developed knowledge and skills that will help them avoid making poor destatization decisions. The project provided phone and email consultations and answered Frequently Asked Questions on a weekly basis through partner press clubs' websites and regional online media. One hundred and twenty-eight legal consultations were provided to editors-in-chief and newspaper staff in five regions and 414 pieces of advice were published on the press clubs' websites.

### **Media Ownership Transparency**

As part of the U-Media small grants program, the Lviv Press Club (LPC) conducted interactive video interviews with nine owners of key media outlets in Ukraine's three western regions – Ternopil, Lviv, and Ivano-Frankivsk. The LPC transmitted the interviews through their YouTube channel; their website portal "Daily Lviv"; their website; the LPC Facebook account and Daily Lviv Facebook account, Twitter - [https://twitter.com/daily\\_lviv](https://twitter.com/daily_lviv); and the LPC Twitter and Daily Lviv Twitter accounts.

Facebook users were able to ask individual questions online or via email and get the answers during the interviews. The LPC collected more than 80 questions and comments, with 75 percent of these via Facebook.

Overall, the total audience that viewed the LPC's multimedia packages, including video, photo, and textual materials, reached 30,500 people. An interview with Oleh Radyk, CEO of the popular "Forpost" news portal and presenter of the "Big Talk" program on "The First Western TV Channel" in Lviv, attracted 13,000 viewers and readers, the largest share of the audience, while 3,500 people read the article published on the Daily Lviv news web portal featuring his interview.

The interviews helped the audience better understand the basics of editorial policies and other media business specifics. Stepan Kurpil, owner of the major Lviv-based Vysokiy Zamok publishing house, explained how "promotional materials" turn into "editorials": "Those who

are responsible for managing public relations of a certain nongovernment organization or a certain political party would like to see their own materials appear in print without any ‘tagging.’ What do we do in similar situations? We tell them, ‘Okay, but our own journalist will be in charge and take an interview’ – in other words, we will ask our own questions. Thus, the material becomes an editorial one.”

The nine interviews generated 53 publications (including advisories (explanatory materials), video, and textual materials) in 24 web-based outlets. The LPC reached out to seven groups and 54 Facebook pages to distribute these popular interviews.

### **Reanimation Package of Reforms: Media Reform Group**

CEDEM lawyers are responsible for organizing the RPR-Media reform group activities within the Reanimation Package of Reforms (RPR) – the coalition of 80 prominent Ukrainian NGOs who have consolidated public policymaking efforts to promote and control the implementation of reforms and organize public awareness campaigns about these reforms for Ukrainian society and the international community. To establish cooperation with members of Parliament in promoting media reforms in Ukraine, the lead experts of the RPR Media group, Igor Rozkladai and Roman Holovenko, presented the *Roadmap for media reform* to the Parliamentary Committee on Freedom of Speech and Informational Policy at a hearing on January 18, 2017. Committee Chair Victoria Siumar supported key goals of RPR-Media and invited experts to discuss joint actions on the implementation of positive changes in the Ukrainian media environment, specifically reforming state-owned and municipal press, the implementation of national public broadcasting in Ukraine, and developing new legislation for television and radio broadcasting. These issues were added into the Committee’s working plan for the Verkhovna Rada’s sixth session in spring 2017.

The Cabinet of Ministers also approved and included proposals made by RPR-Media in the Government’s *Medium-Term Action Plan Until 2020*, approved on April 3, 2017, regarding development of a special procedure for targeted financial support towards reforming local print media.

To coordinate efforts toward the implementation of media reform in Ukraine, CEDEM organizes quarterly meetings of the RPR-Media group and initiates joint public statements on challenges facing the media. For example, when the Radical Party of Ukraine attempted to replace a member of the Supervisory Board of the National Public Broadcasting Company of Ukraine (UA: Pershy) before his term expired, and the National Council of Ukraine on Television and Radio Broadcasting began to consider the matter in March 2017, RPR-Media members made a public statement demanding that the Radical Party stop interfering in the public service broadcaster’s work.

Members of RPR-Media also expressed concern over the election process for the new Parliamentary Commissioner for Human Rights, and particularly the Rada’s consideration of political candidates for the post. In June 2017, CEDEM and RPR partners prepared a public appeal supported by the RPR coalition of 80 NGOs. As a result of public pressure, the Parliamentary Committee on Human Rights established a selection committee including representatives of the human rights field appointed by the new Ombudsman. The selection committee will consider the candidates and elect the winner for the position of the Parliamentary Commissioner for Human Rights.

### 3.3. Advisory Boards Participation

A number of U-Media partners worked on state institutions' Public Councils and/or Advisory Boards. The table below was updated in September 2017.

#	Organization's Name	Individual Members' Names	Public Councils' Name and Membership Type
1.	IUA	Kostyantyn Kvurt	Member of the Public Councils at (1) The Independent Media Council, (2) Expert Council under the Ministry of Information Policy, (3) Ukrinform Supervisory Board
2.	IUA	Pavlo Moiseyev	Member of the Public Council of (1) the Independent Media Council, (2) Verkhovna Rada Committee on Freedom of Speech and Information Policy and media reform expert at (1) The Reanimation Package of Reforms, (2) Expert Council at the Ministry of Information Policy
3.	IUA	Yevhen Radchenko	Electoral Reform Senior Expert at the Reanimation Package of Reforms
4.	IAB	Kateryna Myasnikova	Member of Public Councils at (1) the Verkhovna Rada Committee on Freedom of Speech and Information Policy; non-staff Advisor to the Head of the Public Council at the National Television and Radio Council of Ukraine
5.	IAB	Olha Bolshakova	Member of the Public Councils at (1) the Verkhovna Rada Committee on Freedom of Speech and Information Policy; (2) the State Committee for Television and Radio Broadcasting of Ukraine; and (3) the National Television and Radio Council of Ukraine
6.	POID	Nataliya Belitser	Member of the Joint Expert Group of the Social and Cultural Center "Crimean House" of the Ministry of Culture and the Mejlis that Developing Law on IDPs and Migrants from Crimea
7.	CEDEM	Ihor Rozkladay	Member of the Public Council at the National Television and Radio Council of Ukraine
8.	CEDEM	Ihor Rozkladay Tetiana Oleksiyuk Vita Volodovska	Members of the Expert Council on Access to Public Information at the Representative of the Verkhovna Rada on Human Rights
9.	CEDEM	Halya Chyzhyk	Member of the Public Council of Integrity at the High Qualification Commission of Judges
10.	CEDEM	Taras Shevchenko	Member of the Supervisory Board of the National Public Service Broadcasting Company
11.	CEDEM	Kateryna Kulyna	Member of the Public Council at the State Television and Radio Committee
12.	CEDEM	Tetiana Semiletko	Member of the Open Parliament Monitoring Committee in the Verkhovna Rada

13.	AUP	Valeriy Ivanov	Member of (1) the Public Council at the State Television and Radio Committee (2) the Public Council at the Verkhovna Rada Committee on Freedom of Speech and Information Policy
14.	AUP	Oksana Volosheniuk	Member of the Public Council at the National Television and Radio Council
15.	SF	Serhiy Danylenko, Chair of the SF Board	Co-Chair of the Expert Council at the Ministry of Information Policy
16.	SF	Taras Petriv, SF President	Member of (1) the Expert Council at the Ministry of Information Policy; (2) the Independent Media Council
17.	IMI	Oksana Romaniuk	Member of (1) the Public Council at the National Television and Radio Council (2) the Council on the Protection of Professional Activities of Journalists and Freedom of Speech at the Presidential Administration; (3) Co-Chair of the Education and Media Working Group at the Equal Rights InterFaction Association of the Verkhovna Rada
18.	IMI	Roman Holovenko	Member of (1) the Public Council at the Verkhovna Rada Committee on Freedom of Speech and Information Policy; (2) the Public Council at the State Archive Service (3) the Public Council at the Ministry of Information Policy
19.	IMI	IMI's Membership (representing the organization)	Member of the National Council of Television and Radio Broadcasting
20.	DM	Natalia Ligachova	Member of Public Council at the Ministry of Information Policy
21.	DM	Halyna Petrenko	Member of Public Council at the State Cinema Agency
22.	DM	Maryana Zakusylo	Member of the Public Council at the Verkhovna Rada Committee on Freedom of Speech and Information Policy
23.	DM	Svitlana Ostapa	Member of (1) the Public Council at the State Television and Radio Committee of Ukraine; (2) the Council on the Protection of Professional Activities of Journalists and Freedom of Speech at the Presidential Administration

#### ***Objective 4: Improve Organizational Capacity of Ukrainian Media CSOs***

U-Media works to realize the potential of the Ukrainian media for the benefit of Ukrainian citizens. Ukrainian citizens must be fully empowered with information so they can have a voice in their future and make informed choices for their families and their communities. U-Media concentrates its efforts on uniting media CSOs and news organizations as they strive to produce quality information assisting Ukraine's social, economic, and political progress. In implementing its organizational capacity development activities, U-Media invited top-quality experts and consultants to deliver state-of-the-art knowledge to U-Media partners.

#### 4.1. Institutional Support for Leading Media CSOs

In order to advance the USAID Local Solutions initiative, Internews continued consulting with its institutional and core partners on building strong internal systems and structures as well as better external engagement. Several partner organizations made progress in their institutional development. By the beginning of 2017, the Information and Press Center (IPC) amended its organizational statute after relocating to Kyiv from Russian-occupied Crimea and re-registering as a new entity. Internews Ukraine (IUA), having exceeded the threshold of \$300,000 annual funding, underwent an international audit (conducted by Deloitte) in April 2017, opening the organization to more opportunities.

To improve partners' reporting capacity and to build up the communication skills of media CSOs and media organizations, U-Media conducted report training in Kyiv on March 15, 2017, for 29 officers responsible for narrative and financial grant reports. Internews staff worked with partners to master the skills of filing comprehensive reports and using the reports as effective management tools. Ice-breaking sessions, dynamic discussions, and practical exercises were on the agenda to cultivate interactive tools for better information sharing between partners.

In late summer 2017, eight U-Media partner CSOs conducted SATT/OSS Self-Assessments of organizational development. For AUP, IUA, IAB, RPDI, DM, IMI, and CEDEM, this was the third self-assessment, and SF conducted the exercise for the second time. As a management tool, the SATT/OSS Self-Assessment has proven to be a powerful engine for CSOs to become more proactive, responsible, and conscious about organizational decisions; to recognize their strengths and weaknesses; and to better appreciate their assets, especially human capital.

The clearly-observed trend for all organizations was a more thoughtful and demanding attitude towards their performance as opposed to what it was in 2013 and 2015 during the first and second rounds of SATT/OSS Self-Assessments. In 2017, organizations were not afraid of giving themselves with lower scores, considering changes in the environment in which the organizations now operate as well as ongoing internal transformations. The organizations demonstrated their "personal growth" both via results in their field and the measurements of the "SATT/OSS Index." The organizational culture appeared to become healthier in many organizations, both more supportive of employees and in tune with the CSOs' strategies.

CEDEM and RPDI paid special attention to including their large numbers of new employees in the self-assessment. U-Media partners mainly focused on SATT components related to organizational service delivery, strategic outreach and branding, sectoral leadership, and networking, with well-balanced attention to organizational systems and standards.

U-Media is hopeful that the "SATT/OSS Index" methodology will be embedded into the CSOs' practice of annual organizational self-assessments.

As part of its local capacity development strategy, the U-Media Project actively worked with local partners to reduce their financial dependence on one source of funding. The Project continued to help the core partners to diversify their funding base to avoid over-reliance on one funder and to ensure longterm sustainability. U-Media funding formed 42.1% of all funds for partners in 2010, but by the 2015-2016 fiscal year, that percentage had declined to 30.4%. In



2016-2017, the average dependence on the U-Media Project rose slightly to 32.5%. Internews will continue to work with the partners on strategies for building a diverse source of funding.

#### 4.2. Interdisciplinary and Networking Activities for Media CSOs and Media outlets

On March 28-29, 2017, Internews, through U-Media, organized a two-day capacity development workshop (“Independent Media: Building the High-Performance Organization”) in Kyiv for 19 journalists and media organization representatives that are partners in either the U-Media (USAID-supported) or Strengthening Conflict-Affected Community Communication for IDPs (Global Affairs Canada-supported) projects. Oksana Semeniuk, Chief Executive Officer and co-founder of the Changers consulting firm, led the training. The following is a list of the topics covered in the workshop:

- Creating and developing the high-performance organization: A new thinking paradigm to create high-performance entities.
- Personal and company values: Why and how to understand and realize them. Do we have common values? Values as a foundation to interact, cooperate, and make effective decisions.
- Leadership: The value is determined by the one who receives, not the one who gives.
- Human resources management: A systematic approach.
- Organizational culture: What is an organization’s culture and how does it affect the organization’s performance and efficiency?
- Team approach: Building an inspiring team.
- Learning and professional development: The competitive advantage for the organization.
- Communications and networking: Tools and techniques.
- Changes are normal: How to feel comfortable in an uncomfortable situation and how to communicate changes within the organization.
- Knowledge exchange: Exchange views and ideas to achieve knowledge.

The workshop was designed for decision-makers to master new skills and understand their organizations as integrated entities with all elements being closely related and reflecting the “organization’s core mission” in its activities. The trainer stressed that human capital is the biggest asset of any organization and that realizing this benefits not only the organization but its beneficiaries as well. U-Media considered the event a platform for dialogue and better mutual understanding among Ukrainian media CSOs and media production houses.

One of the workshop participants, Anna Kotliar, published an article featuring this Internews capacity building training in her column “The Society” in the *Mirror Weekly* newspaper (a U-Media partner) during the week of April 15. For the article, with the headline “Incubator for the Future, or Where to Get Conscious Leaders,” Kotliar interviewed Semeniuk, who commented about the role of media organizations in any country: “I would love for this field [journalists and the media] to work more with a consciousness of themselves and their role... In 2012, in the process of the implementation of changes at the Mondelēz International company [where Semeniuk worked as human resources director at the time], we worked in a focus group in Chicago. We had to get rid of the company’s ideological platform in order to become a new, transformed company. We talked with representatives from various fields; we invited Facebook’s vice president for strategy and the editor-in-chief of an American newspaper. They

told us how they build their organizations... The editor-in-chief said a lot about what kind of culture they cultivate in their organization and how they worked with their journalists, how they develop their self-consciousness. Because it is only through one's self-awareness, that a person can produce a high-quality product, a balanced point of view... In Ukraine, I know little about such publications [that operate this way]. But this is a huge force that may either gradually destroy the country or bring it to another level, if there are more such environments, more such people."

On June 22, 2017, Internews through U-Media organized a one-day marketing and strategic communications workshop titled "Communication That Delivers Results: Strengthening Your Organization's Profile and Impact" for a group of core partners. The following topics were covered:

- Raising your organization's profile to maximize impact on target audiences.
- Positioning your organization more effectively to attract best partners and necessary funding.
- Establishing a distinctive "brand" in the media market.
- Ensuring your views and insights are heard clearly and taken seriously.
- Teaming up with partners to make a bigger impact.
- Tips for winning funding from donors and other sources.

Keith Conlon of Context Associates, a London-based strategic marketing and communications consultancy specializing in international development, led the workshop.

On June 11-15, Institute of Mass Information (IMI) executive director Oksana Romaniuk, represented Ukraine at the IFEX General Meeting in Canada. The main focus of this year's conference was the threat of populism and fake news, along with cyber attacks on media and journalists.

The official IFEX conference statement reads: "Under the guise of 'populism,' authoritarian regimes are inciting hatred and xenophobia, posing a direct threat to freedom of expression and human rights in general. Media are being devalued and undermined. Attacks on journalists' safety and reputations are diminishing the public's right to be informed. 'Alternative facts' are served up by social media and by governments, obstructing access to the credible information citizens need to engage meaningfully in their communities. And, at a time when so many free expression rights are tied to Internet access, shut-downs are on the rise."

More than 150 participants from 70 countries participated in the meeting. Romaniuk took part in a series of sessions devoted to mis/disinformation attacks on facts, the non-aggression principle, journalist safety, and gender equality. Romaniuk delivered speeches about the situation with Russian propaganda in Ukraine, safety of journalists in Ukraine, media gender balance, and the status of Ukrainian media after EuroMaidan. All reports were based on IMI monitoring and administered within the framework of the U-Media program.

### **4.3. Self-regulation**

U-Media introduced the concept of organizing platforms for dialogue between media CSOs and media outlets to discuss and provide direction on common issues related to media reform. One such platform is the press lunch, the first of which was organized on April 5, 2017. The

luncheon topic was: “Media Literacy: Why do we need a media literate citizen – how can media CSOs and media outlets help?” The key-note speaker was Olha Herasymiuk, TV presenter and producer and First Deputy Chair of the National TV and Radio Council. Internews’ event provided an independent stage to engage the country’s media leaders in collaborative activities. Internews offered its convening power to exchange information and ideas and share peer-to-peer experiences around reform issues affecting free press development. The meeting empowered media representatives to find possible opportunities for cooperation and, where possible, implement new joint projects.

At a brainstorming session with its partners on July 26, Internews outlined a list of topics to be discussed at the upcoming (late October – early November 2017) national media conference, the goal of which is to cultivate responsible journalism, quality content, and good relations between different types of media. Internews, along with a selected partner organization, will organize this two-day national media conference for the media community to work on identifying solutions for a variety of challenges in the current turbulent media environment. Among potential topics for the fall event agenda:

- How to make quality media available in Ukraine.
- Media manipulations, fake news, pre-paid news. What is allowable and what is not?
- Constructive interaction models between national and regional media content.
- What is currently important for Ukraine’s informational environment? Bringing best international practices.
- How should we support public broadcasting?
- Ethical standards in journalism.
- How to make the National TV and Radio Council (state regulator) effective?
- What kind of “game rules” are needed for all media sector players in Ukraine in the near future? What kind of common interests are available?

## Media Research

### Monitoring, Evaluation and Learning

Within the reporting period, the U-Media Project conducted the following media research initiatives:

- Assessment of the media literacy campaign in Ukraine (by the European Research Association);
- Media consumption survey – survey of citizens aged 18-65 living in cities with a population of 50,000 or more in 12 oblasts, with no less than 300 respondents in each region (in association with InMind research and consulting company); and
- Online survey of 250 journalists (in association with InMind) to study their legal knowledge on access to public information and defamation, reform awareness, knowledge of working with personal data, and attitudes toward journalism ethics and hidden advertising.

The main research findings of all research are summarized below.

## *Media Literacy Research*

In the reporting period, a poll of media literacy school program participants was conducted to evaluate the effectiveness of the Academy of Ukrainian Press (AUP) media literacy school program.

The three-year monitoring of the media education implementation process provided objective information for assessment of the achieved impact:

- Media education is introduced and “rooted in” the schools implementing media education by joining the experiment or using own resources in the teaching process;
- Different formats of media education are developed and used;
- Teaching methods, approaches, and materials are improved;
- Media education integrated with different school subjects;
- Improved involvement of students of all ages in media education – all secondary school levels;
- Development of networking among teachers involved in media education;
- Media literacy as mandatory course is included in the first draft of the new school program and introduced as a competence in the secondary education standard;
- Media literacy programs are implemented for students at certain pedagogical universities and colleges.

The research was designed in the following manner:

- Telephone survey of coordinators working in the Regional Institutes of Postgraduate Pedagogical Education and their experience in guiding the media education implementation process within their oblasts;
- Telephone survey of media education course teachers in secondary schools: 100 individuals were surveyed in 2015, 133 in 2016, and 149 in 2017.
- In-depth interviews with school administrative personnel (principals and assistant principals): six interviewed in 2015, eight in 2016 and eight in 2017.
- Focus group discussions with pupils from different classes, who took the media education course; six were interviewed in 2015, eight in 2016, and eight in 2017.

The assessment demonstrated that 92 percent of teachers observed positive changes in their schools as relates to media literacy education during the 2016-2017 academic year, in comparison with 80 percent in 2015-2016. The changes reported by most teachers were quite different, but they all reflected positive trends. For example, an increase in media literacy teachers in secondary schools (according to 59 out of 149 teachers surveyed in 2017 versus 25 out of 133 in 2016). Respondents also indicated a 21 percent increase in media education integration with social science subjects and a 27 percent increase in media education introduction at all school levels.

Active parental involvement in media education and media literacy increased by 15 percent, as did providing schoolchildren with educational materials. Teachers’ assessment of the success

of media education implementation in secondary schools remained the same as last year, at an average of five on a 10-point scale. This indicated a certain stagnation of the process; yet, a positive factor is that some additional schools started planning the implementation of media education in the upcoming period.

According to coordinators at the Regional Institutes of Postgraduate Pedagogical Education, 254 schools implemented media education in 14 Ukrainian oblasts in 2017, compared to 300 in 2016 (it should be noted that the number in 2016 included 154 schools in Lviv Oblast, which were supposed to introduce media education during the 2013-2014 academic year according to the regional state administration order). The course has been taught for five years in 51 percent of schools participating in the study. Seventeen percent of participating schools introduced the course three or four years ago.

In comparison to 2016, the 2017 study results show fewer significant positive developments regarding essential topics covered in the course for Regional Institutes of Postgraduate Pedagogical Education teachers. According to the coordinators surveyed, the most interesting topics were “Manipulation in the Media” and “Impact of the Internet on Future Generations.” The coordinators perceive media education theory and methodology as less important, which reflects the real experience of most coordinators. Eight out of 14 coordinators surveyed in 2017 highlighted the introduction of some new topics to the media education courses, including: “Specifics of media education in the context of Russia’s ‘hybrid war’ against Ukraine”; “Challenges in forming media awareness of the Ukrainian population regarding the current situation in the Crimea and Donbas” (taught in Chernihiv); “Media education teaching methodology in elementary schools” (in Kherson); “The concept and practice of ME implementation in educational institutions” (in the Kharkiv Oblast); and “Mobile etiquette” (in the Cherkasy Oblast).

Media education courses had different names and different content depending on the teacher’s specialization (natural or social sciences). Over the past year, there has been a clear trend towards inclusion of media-related materials into social science curricula. The number of literature, language, history, and social science teachers teaching media education courses increased significantly (their share was 29 percent in 2015, 42 percent in 2016, and 49 percent in 2017). Similar to findings in previous studies, schools not implementing media literacy and education rationalized that there is a lack of academic hours and qualified teaching staff. However, a few years of experience in implementing media education showed that a lack of academic hours could be offset by secondary school students’ desire to study media literacy and parental consent. In 2017, the number of participating schools with media literacy as an elective increased from 33 to 52. Afterschool discussion groups were organized in 38 schools (as opposed to 23 in 2016) and media clubs in 42 schools (24 in 2016).

According to teacher calculations, the number of “media educated” secondary school students – students with some level of knowledge about media literacy – reached in the 2016-2017 academic year was 17,934, about 24 percent of the total number of students enrolled in the participating schools (an increase from 5,410 “media educated” students in the 2015-2016 school year).

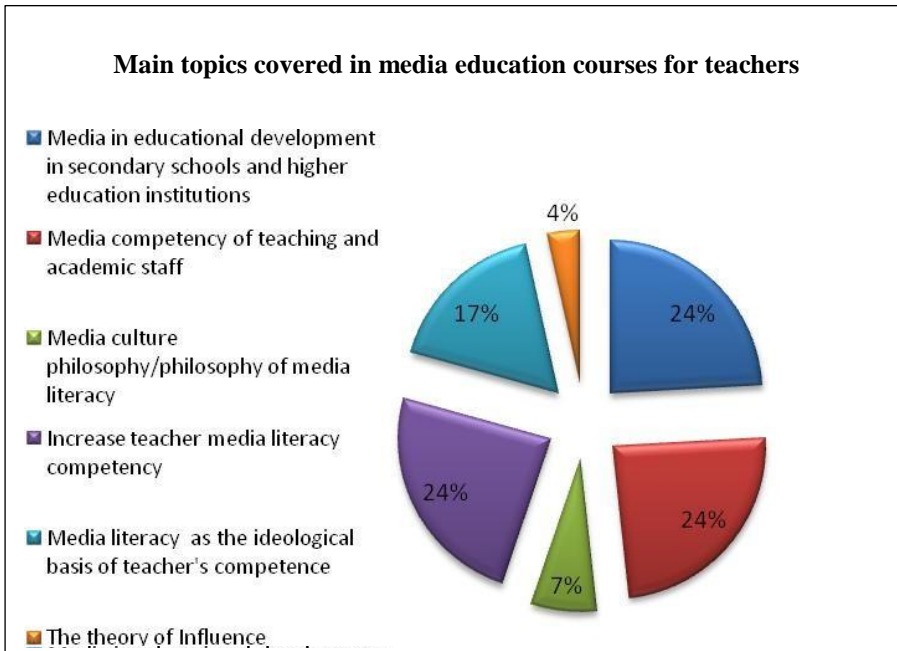
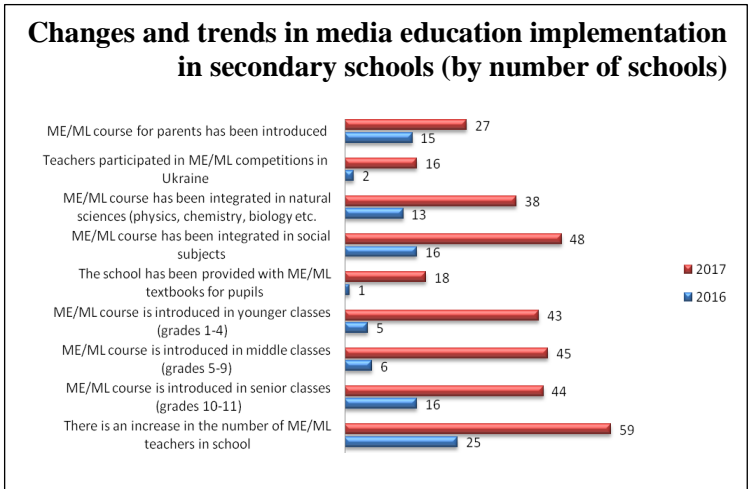
The 2017 study findings show the media education course is starting earlier: first mostly taught in the senior secondary school, now in middle school (31 percent of respondents in 2017 versus 10 percent in 2015) and elementary school (9 percent in 2016 and 2017) as well. The increase



in the number of schools where media education is presented in all classes from 6 percent in 2016 to 12 percent in 2017 was primarily achieved by schools implementing media education at all secondary school levels.

The project observed all media education teaching formats in participating schools. During the 2016-2017 academic year, 27 percent of these schools introduced media literacy as a compulsory class meeting once a week. Media education courses as an elective and integrated into other classes accounted for 21 percent and 20 percent of all classes offered, respectively. This result marks a change from 2015-2016, when a decrease in compulsory media education lessons was observed.

For the teachers surveyed, 21 percent said the primary objective of media education courses is the development of mature and conscious perception of information, 17 percent said critical and independent thinking, and 17 percent said the development of skills in analyzing and establishing effective communication. This represents a significant change from the last academic year: A conscious attitude towards perception and dissemination of information is a more common top priority than critical thinking. Students are not only taught to consider information from a critical perspective, but also to avoid or prevent the creation and distribution of fake, or false, news.



Regarding parental involvement, the most common communication element is sharing information at teacher-parent meetings in class (46% in 2017 versus 49% in 2016) and at general school meetings (14% in 2017 and 7% in 2016).

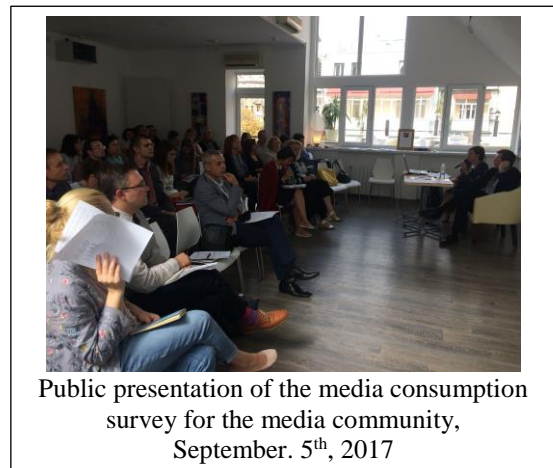
Development of a new format – pupils preparing multimedia presentations for parents – in 2017 was demonstrated at teacher-parent meetings more often (28 percent, up from 20 percent in 2016). However,

the share of teachers who initiated a short, specialized media education lecture-course for parents decreased from 24 percent of teachers in 2015-2016 to 12 percent in 2016-2017.

The Academy of Ukrainian Press (AUP) portal remains the most important source of information for media literacy teachers. Respondents stated that videos and presentations were the most popular materials on the AUP portal, as they are good materials for the ME teaching course. Eleven respondents marked both sources of information. Articles in publications and media literacy workshops were also reported to be in a great demand – nine respondents noted these materials as important. Lecture and lesson programs, as well as curricula and educational calendars, were also mentioned as important materials for media education teaching training.

### Media Consumption Survey

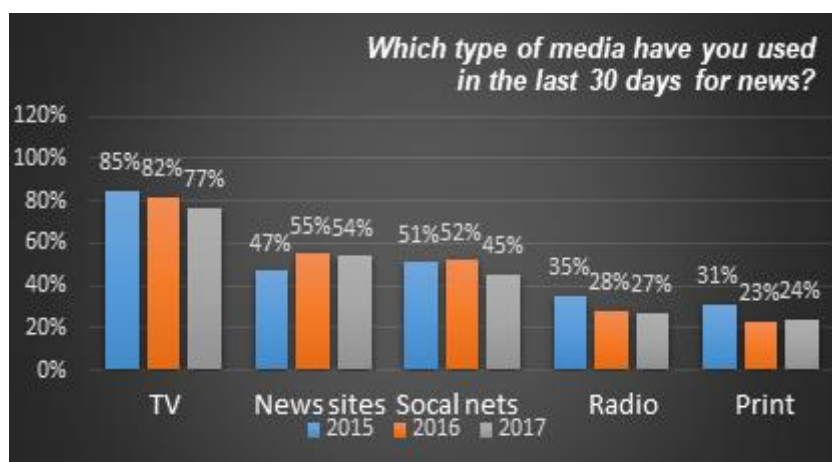
Internews’ annual media consumption survey, administered by sociological company InMind in May-June 2017, showed that the Ukrainian respondents have become more critical of media and information. Internews publicly presented the survey results on September 5, and both the English and Ukrainian versions of the survey were published on the Internews in Ukraine web portal.



Public presentation of the media consumption survey for the media community, September. 5<sup>th</sup>, 2017

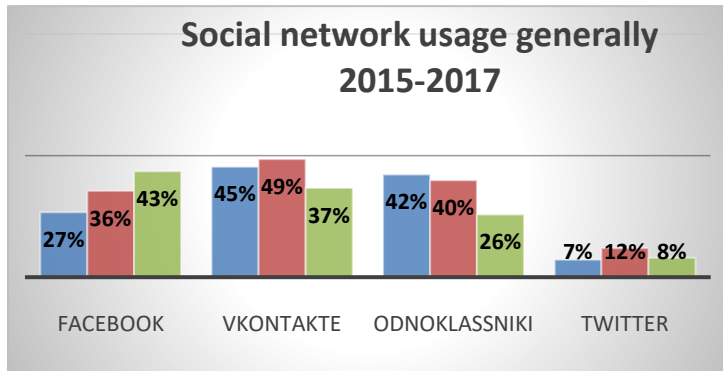
To ensure nation-wide coverage, the survey was designed to include a sample size of 4,048 people, including 300 respondents or more in each of the 12 oblasts – Kyiv, Lviv, Vinnytsia, Poltava, Sumy, Odesa, Mykolaiv, Kherson, Zaporizhzhia, Dnipropetrovsk, Donetsk, and Kharkiv. A smaller number of respondents in the remaining regions were added to provide a complete national picture. The survey excluded Crimea and occupied areas in the east of Ukraine due to security restrictions.

Regarding the main findings, television is still the number one medium for Ukrainians, but it continues to lose its audience share. The positions taken by other traditional media (radio and print) remained almost unchanged. The growth of the online population has stagnated and the number of Internet users and those receiving news from social networks has decreased, which could be a result of restrictions on popular social networks and websites in Ukraine (for example, VKontakte, Odnoklassniki). The passive media audience is increasing: over a one-month period, a higher number of people did not actively use media to obtain news compared to the previous period. This is especially true when it comes to younger audiences. Television remains the leading media for older audiences (46 years of age and older). The most popular TV channels are 1+1, Inter and STB.



Regarding internet use, the poll showed that 77 percent of those surveyed surf the web daily. The figures across the country are almost equal, with slightly lower figures (73 percent) in northern regions. Those aged 18-35 use the Internet most frequently (95-98 percent), and

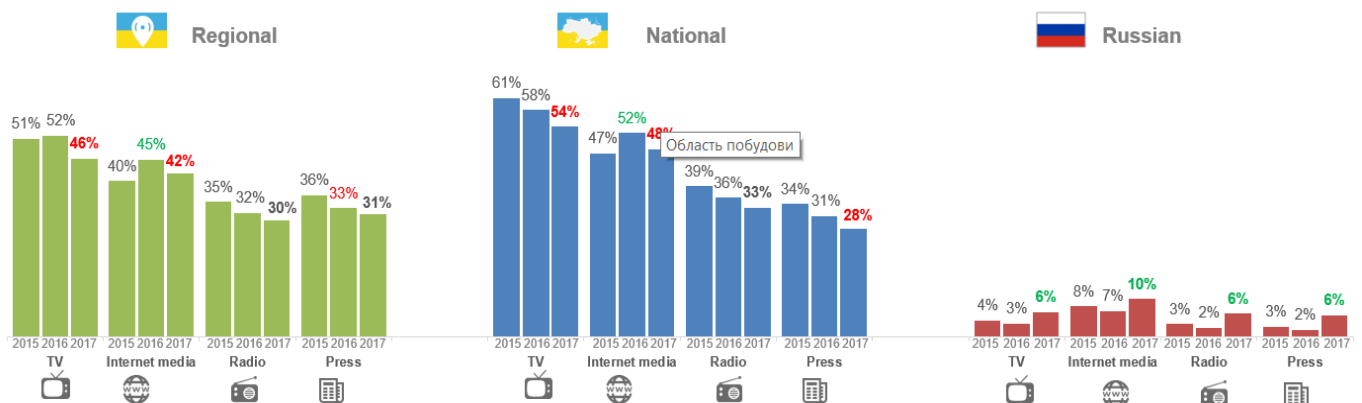
online media (news websites and social networks) remain most popular among this younger age group. Consumers prefer news aggregators (for example, ukr.net, yandex.ru) for online news, which has been a stable trend over the past three years. During focus groups, people stated they mostly use such resources as censor.net and pravda.com.ua.



The structural pattern of social network users has undergone a significant change: there has been a decrease in the share of users of Russian social networks, and a 7 percent increase in the Facebook audience, which is currently the most popular social network in Ukraine. This is mostly due to the official ban of Russian social networks V Kontakte and Odnoklassniki in

Ukraine in May 2017 as part of sanctions and other measures against Russia. During focus group discussions, some people indicated that they continue to use those networks. Overall, a large share of respondents (almost two thirds) express negative attitudes toward the ban, while fewer people (one third) were neutral or positive about it.

Trust in media – both TV and online – declined in 2017. This is evident in both national and regional media. Trust in regional and national TV channels, as well as online media, has decreased since last year, and the positions of Ukrainian radio and print media continue to weaken. Although trust in Russian media sources remains low (respondents primarily trust Ukrainian media sources), trust increased across all categories of Russian media among those who trust Russian media, in some cases more than doubling. (This may be because those who have continued to watch Russian media are already its most dedicated viewers and trust it more. In addition, this could be a result of the Ukrainian government’s ban on Russian media.) More details are represented in the graphs below.

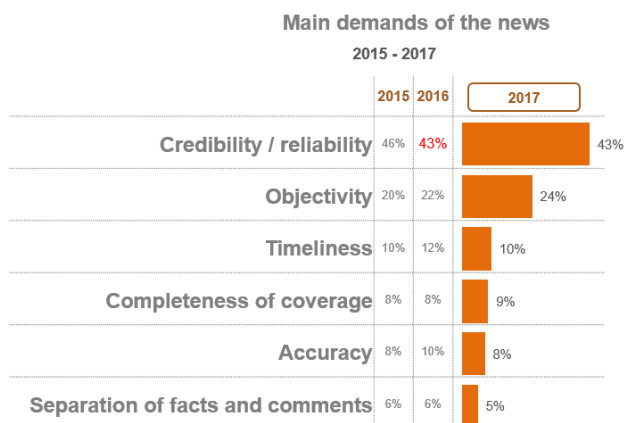


As for media preferences, national media dominates over regional media in all categories except in print media: The survey found that more than 50 percent of print media readers across all regions enjoy reading regional newspapers, which they prefer to the national print media.

The share of the Russian TV audience continues to decline (across Ukraine average viewership 5% in 2017, while in 2016 it was 7%). More than 95 percent of TV viewers in all Ukrainian oblasts prefer national TV channels. Regional channels are most popular in Odesa (72 percent), Lviv (65 percent), and Donetsk (64 percent) oblasts. National television is least popular in Luhansk oblast at 33 percent. The greatest decreases in the regional TV audience were observed in Dnipropetrovsk, Kharkiv and Kherson Oblasts. Similar to previous surveys, people in the eastern and southern regions of Ukraine demonstrated the highest consumption of Russian TV (7-8 percent of those surveyed).

The lowest rates of national online media consumption were observed in Poltava (55 percent), Mykolaiv (66 percent), and Donetsk oblasts (71 percent). The most popular regional web-based media were found in southern Ukraine – Mykolaiv (77 percent) and Odesa (65 percent) oblasts. The largest number of Russian web-based media consumers was reported in Kharkiv oblast (31 percent surveyed). There has also been an increase in Russian Internet media consumers in Sumy Oblast (4% in 2016 to 20% in 2017). Overall consumption of national print media continues to decrease gradually. The highest consumption of Ukrainian print sources was recorded in the northern region (80 percent). Regional media remains more popular among print media users: More than half of print media readers in all Ukrainian regions prefer regional media. Russian print media is not widespread.

National radio stations constitute the most popular type of radio (93%), while regional radio stations are popular in Lviv (77 percent) and Sumy (74 percent) oblasts. Russian radio stations are not popular in Ukraine.



Similar to the 2016 study, credibility and information reliability remain Ukrainians’ primary news requirements.

According to focus group discussions, people expect the media to:

- Be more independent (“Less PR”, “Incorruptibility”, “Shouldn’t be bought”).
- Be objective and honest: media should adhere to principles; present truthful information, different points of

view (“Should have moral principles”)

- Be professional: media should adopt European and American standards, entrust the news to professionals (“Don’t use students who work part-time”, “Learn the profession”)
- Cover important changes in the country, such as reform, focusing on practical news from proven experts (doctors, teachers, lawyers, etc., depending on the reform topic.)
- Cover a greater variety of topics; decrease political news and increase coverage of international affairs, economics, and science
- Prolong coverage of and conclude important stories and news (especially on corruption)
- Be bold (“Journalists shouldn’t be afraid”)
- Present news in a more interesting format
- Feature interesting studio guests

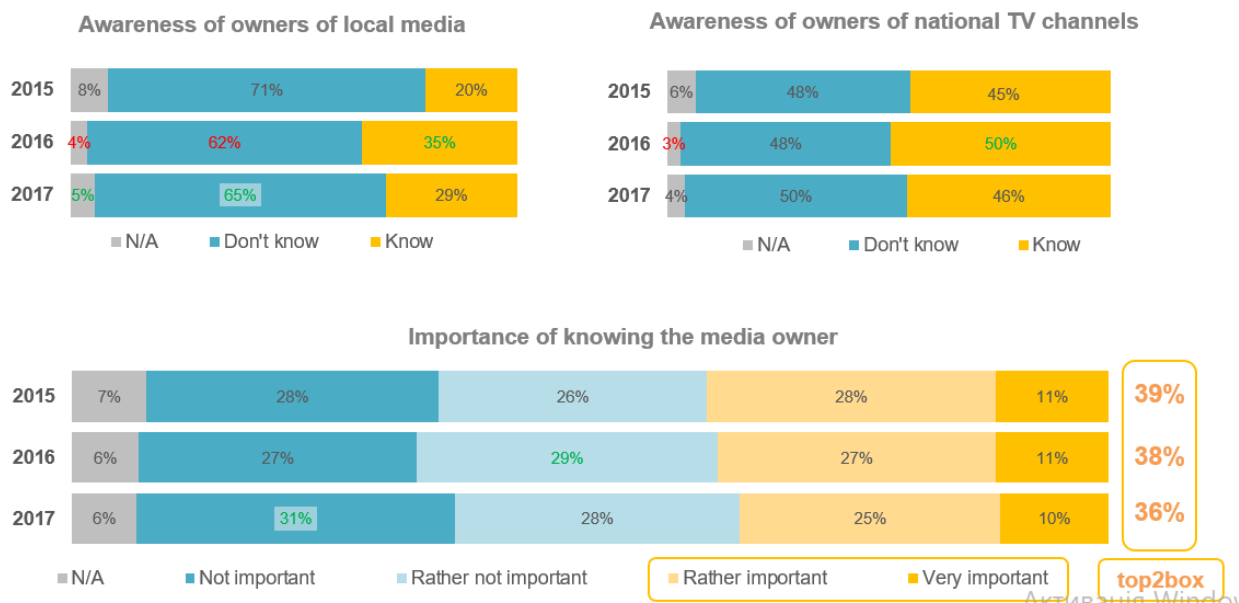
- Provide live coverage featuring ordinary people

The majority (43%) of respondents believe that “honesty and reliability” are the most important criteria when it comes to measuring trust in media. Reliability of the news source and a balance of views presented remain key criteria for identifying credible information. A high share of respondents confirmed the trend of trusting only their own favored media channels.

A majority of respondents were well aware of sponsored or “specially requested” materials in the news, known as jeansa. Sixty-three percent of those surveyed claimed to be aware of jeansa, and most of those who said they are aware of jeansa also claimed to be able to track such materials in the general information flow. When given a test including texts that were sponsored and texts that were not, the share of people who could detect sponsored materials has increased since last year. The largest increase was recorded in Kyiv, Kharkiv and Mykolaiv oblasts. A higher percentage believe sponsored material is irrelevant since they say they are able to identify and skip such materials. Twenty-two percent of respondents are aware of and accept the existence of sponsored materials.

TV is consistently perceived as the main source of sponsored materials. During a focus group discussion, most media consumers said that they do not distinguish between the terms “fake” and “jeansa”. Respondents described these media phenomena this way: “Fake” news has a short-term but powerful ability to scare people and spread panic, while “jeansa” is intended to have a long-lasting influence as a kind of “thought virus”. Some participants in Kharkiv and Kramatorsk said that “jeansa” can be both political and commercial, relate to ordinary goods and services (for example, pharmaceutical), or promote certain charity foundations or events. This type of jeansa, respondents said, can actually benefit society.

Around one third of surveyed Ukrainians believe it is important to know who owns their media (increasing from 27 percent in 2016 to 31 percent this year). However, the number of people claiming to know regional media owners’ names decreased. More details are presented in the graph below.





The survey studied satisfaction with coverage of ongoing reforms. Most people obtained this type of information from television. Respondents are mostly aware about pension and healthcare reforms (61 percent and 49 percent, respectively). The lowest awareness was about energy sector reform (28 percent). Approximately 40 percent of respondents were aware of land and government decentralization reform (43 percent and 40 percent, respectively). Women (53%) demonstrated higher awareness than men (47%). Regarding age, the youngest group of survey research respondents (18-25 years of age) were least aware of reforms (10 percent). Approximately twenty percent of other age groups are aware of reforms, according to the research. During the focus group discussions, participants often noted that coverage of reforms in Ukraine is confusing, and said there is a paucity of expert opinions about reforms.

### *Survey of Ukrainian Journalists 2017*

An annual online survey of 250 journalists was conducted during the reporting period to understand their point of view about the role of journalism and standards in society, attitudes towards censorship and jeansa, and evaluation of labor relations and security for journalists.

Journalists were surveyed with regard to type of employment and employer as well as geographical distribution as presented in the table below.

	2012	2014	2015	2016	2017
Regional media	76%	73%	71%	72%	71%
National media	24%	27%	29%	28%	29%
Online media	34%	35%	42%	52%	44%
Print media	49%	44%	38%	29%	33%
TV	14%	17%	16%	16%	17%
Radio	3%	3%	4%	3%	6%
Reporter / journalist / freelancer	42%	40%	35%	37%	33%
Editor and reporter / journalist	40%	29%	30%	26%	25%
Production editor / editor	12%	27%	31%	31%	35%
Columnist / blogger	1%	1%	2%	2%	2%
Other	5%	2%	2%	4%	6%

The vast majority of journalists, both regional and national, see the primary role of journalism as raising public awareness and reporting objective information (76 percent). This perception about their role in society has changed little in the past several years. The percentage of survey participants interpreting the role of journalists as a force protecting democracy dropped from 18 percent last year to 9 percent this year, and the percentage of those interpreting the role of journalists as a force to keep an eye on the government also dropped, from 14 percent to 7 percent.

	All media					2017
	2012	2014	2015	2016	2017	
Raising public awareness / reporting objective information	81%	82%	81%	80%	76%	
Developing / improving / educating / purifying society	22%	18%	21%	23%	25%	
Shaping public opinion	19%	15%	12%	13%	9%	↓
Providing information analysis	6%	11%	6%	5%	8%	
Keeping an eye on the government / controlling power	10%	11%	13%	14%	7%	
Playing a democracy watchdog role	5%	11%	4%	18%	5%	
Entertainment	2%	2%	0%	0%	2%	
Other	4%	2%	5%	3%	6%	

Information accuracy is the key standard, according to 70 percent of those surveyed. Objectivity (47 percent) and credibility (34 percent) were the second and third highest priorities. However, compared to last year, there has been a decrease in the importance of impartiality (from 36 percent in 2016, to 26 percent in 2017) as perceived by journalists.

	All media					Regional media					National media						
	2012	2014	2015	2016	2017	2012	2014	2015	2016	2017	2012	2014	2015	2016	2017		
Accuracy	-	82%	82%	86%	86%	-	80%	81%	85%	83%	-	89%	83%	89%	92%		
Objectivity	-	69%	71%	69%	66%	-	70%	73%	71%	67%	-	69%	66%	63%	65%		
Truthfulness / credibility	-	66%	67%	64%	64%	-	65%	66%	63%	65%	-	69%	70%	67%	61%		
Impartiality	-	38%	47%	61%	51%	↑	-	39%	47%	61%	53%	↑	-	35%	47%	61%	49%
Respect for the presumption of innocence	-	42%	50%	45%	49%	↑	-	45%	50%	43%	47%	↑	-	33%	52%	49%	53%
Independence	-	33%	35%	43%	43%	↑	-	29%	32%	40%	38%	↑	-	44%	42%	50%	54%
Social responsibility	-	40%	38%	39%	35%		-	44%	40%	40%	38%		-	28%	34%	38%	28%
Respect for the right of the individual to privacy and human dignity	-	39%	43%	41%	36%		-	41%	46%	40%	37%		-	31%	35%	44%	34%
Accountability	-	37%	38%	41%	38%		-	37%	35%	43%	37%		-	38%	45%	36%	41%
Honesty / due diligence	-	25%	30%	31%	31%		-	26%	33%	32%	32%		-	24%	25%	29%	28%
Respect for cultural and social values	-	32%	37%	31%	27%		-	37%	39%	29%	28%		-	20%	32%	36%	26%
Tact and fairness	-	19%	20%	20%	20%		-	20%	23%	18%	22%		-	18%	13%	26%	14%
Other	-	2%	2%	2%	2%		-	2%	2%	3%	2%		-	3%	1%	1%	3%

Most journalists know and understand code of ethic provisions (83 percent), and a substantial majority (78 percent) of those who knew the code of ethics also indicated that the editorial staff they worked with fully or partially complied with its provisions.

In most cases, editorial offices pay attention to the opinions of their readers (66 percent). However, compared to last year, the percentage of those who use reviews (such as letters-to-the-editor and other printed comments) to sample their readers' views has actually decreased from 87 percent in 2016 to 77 percent in 2017. Still, analysis of readers' reviews remains the most common method of studying audience views. National media are more likely to engage research agencies to conduct opinion polls to study their audience; however, budgets limit this type of opinion sampling.

The influence of political figures and groups on editorial policy has not changed since last year – about a third of journalists (31 percent) reported knowing or having heard of cases in which political figures influence their news organization's editorial views. This type of influence is more common in publications that are in transition. There are instances of political figures providing precise instructions about how to cover specific topics, or ordering the prohibition of covering certain subjects in Ukraine, according to the survey research.

The majority of national media representatives (63 percent) expressed an extremely negative perception of sponsored content and news organizations publishing such content. The share of journalists who reported having never been offered to prepare sponsored materials has increased (from 13 percent to 21 percent) since last year. There has also been an increase in the number of journalists who have never prepared sponsored materials (from 67 percent to 72 percent) and those who have never heard of such cases among fellow journalists (from 20 percent to 30 percent). However, estimates of sponsored materials in the media have not changed – similar to previous findings, journalists estimated that about 40 percent of all media materials were sponsored. Much of the sponsored material is political in nature or related to business promotions.

A final note of caution: The share of journalists unaware of who is responsible for publishing sponsored materials has increased from 23 percent to 32 percent, primarily in the national media.

### Topics Covered by Jeansa

	All media				2017	
	2014	2015	2016	2017		
Political	76%	68%	71%	66%		
Business / promotion of goods or services	35%	39%	36%	31%		
Building image	27%	19%	22%	12%		↓
Negative advertising	11%	7%	10%	4%		↓
Elections	16%	12%	4%	2%		↓
Other	6%	5%	6%	11%		

Internal censorship has slightly decreased since last year, especially in the regional media. Only seven percent of journalists say they often face censorship. Internal censorship mainly takes the form of following editorial policy (21 percent) and the preferences of well-known speakers and commentators (29 percent).

Editing frequency of reporters' content is low. About 26 percent of journalists reported experiencing cases when materials were not published in full due to an editor's decision or for a journalist's safety; but these seem to be isolated cases, according to the research.

The percentage of journalists with formal employment has not changed significantly at 57 percent. There are numerous freelancers and journalists hired for specific projects (27 percent), especially at the national level (38 percent). Most journalists (56 percent) receive an officially declared salary, but 30 percent of those responding to the survey receive an unofficial "cash-in-hand" salary. There has been an increase in the share of journalists who are regularly and officially paid in envelopes. Journalist income has increased compared to last year, but there is

still a significant difference in income for journalists working at the national and regional levels. (National media pay is higher.)

About one-third of journalists (37 percent) rated their level of social protection as above average, no real change from last year. The number of cases related to labor rights violations remained high – 45 percent of respondents reported witnessing labor law breaches. The most common labor violation is working overtime and not being paid for it (45 percent). A positive development over the past three years has been a consistent increase in the share of regional media providing improved communications for their editorial employees.

Journalists working in the ATO zone are often poorly protected. About a quarter of respondents who visited the ATO zone stated their editorial offices did nothing to ensure journalist safety while they are covering the war.

Similar to previous studies, when citing laws to protect journalists, most respondents mentioned the Law On Information and the Law On Print Media. Meanwhile, awareness of the Law On Information Agencies has decreased from 17 percent to 11 percent.

With regard to coverage of Ukraine’s reforms, the survey revealed that the media primarily covers government decentralization and healthcare reforms because these issues garner the highest level of interest. In the overwhelming majority of cases, editorial offices either encouraged coverage of reforms or maintained neutrality toward coverage.

One of the biggest increases over the last year was the share of journalists who knew about open data registries (from 87 percent to 97 percent) and used them in their work (from 54 percent to 70 percent). This measurement is true for both regional and national media. There has been an increase (from 50 percent to 60 percent) over the last year in the number of journalists who confirmed that editorial offices encouraged the use of open data registries.

## Communication & Coordination

### *Weekly Briefer*

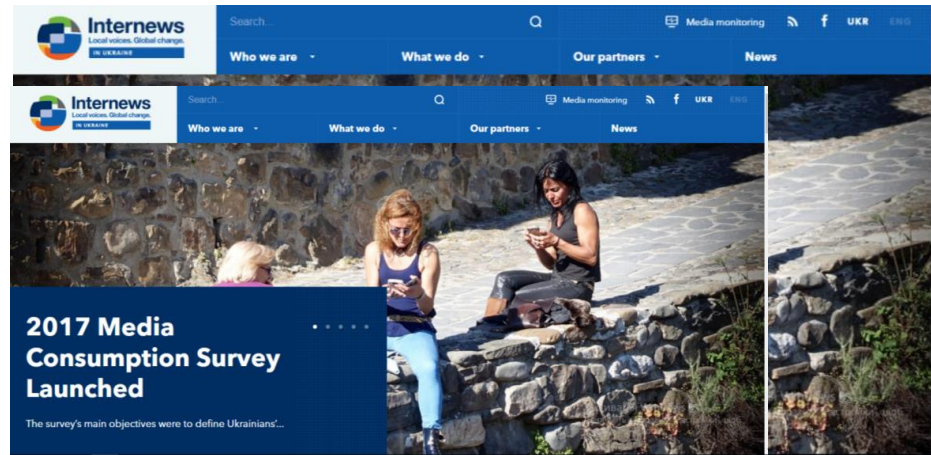
U-Media packages program and partner updates into a weekly email covering significant events affecting the Ukrainian media, including legislative changes, industry developments, journalists’ court cases, public events, and labor actions. From October 2016 to September 2017, Internews published 46 *Weekly Briefers* focused on media industry reform, the transition of the *UA: Pershy* channel into Ukraine’s first public service broadcaster, violations of journalists’ rights, journalists’ safety while working in the war zone in eastern Ukraine, the information war with Russia, media coverage of Ukraine’s European Union integration efforts, and the general media environment in Ukraine.

The *Weekly Briefer* is distributed to a wide audience, including USAID, the U.S. State Department, the U.S. Embassy’s Kyiv staff, the European Union delegation to Ukraine, and Ukraine-based international donor and implementing organizations.

### *Monthly Look-Ahead*

U-Media collects activity plans for the month ahead from each of its partners and distributes a consolidated monthly calendar to a wide audience, including USAID, the State Department, the U.S. Embassy/Kyiv staff, and locally-based international donor and implementing organizations. In addition to monthly projections, Internews submits to USAID the partners' two-month forecasts in advance of events that may be of interest to the U.S. Ambassador and USAID.

In April 2017, Internews launched a new website: *Internews in Ukraine*. The site offers news about Internews partner activities in media monitoring, journalist training, media literacy, and media law reform. The website is connected with the U-Media Facebook page. The “Our partners” section informs readers about Internews partners. “What we do” provides information



about media developments and the “Our results” section (under “Who we are”) illustrates Internews activities through infographics and tangible success stories. The “Media monitoring” electronic library features the monitoring of national and regional television, radio, print, and online media by four U-Media partners – the Institute of Mass Information, Detector Media, the Academy of Ukrainian Press, and the Pylyp Orlyk Institute for Democracy.

### *Media and Civil Society Donor Coordination*

U-Media conducted and participated in meetings and discussions with partners and donors from October 2016 through September 2017:

- **October 2016 – September 2017** – Internews participated in the regular media and civil society donors’ meetings organized by USAID, the Canadian Embassy, and the Council of Europe. The reform agenda, assistance to Ukraine’s independent media in a challenging environment, assistance to *UA: Pershy* in its transformation to a public service broadcaster, and general media literacy have been the priority topics for donor discussions over the last year.
- **July 26** – U-Media organized a brainstorming session with partners to generate ideas for the autumn national media conference to be organized by one of the media organizations in tandem with Internews. Key priorities are media content and self-regulation within the media sector.
- **July 18** – An Internews representative participated in the civil society and media donors’ meeting organized by USAID implementing partner ISAR Yednannia in preparation for the Capacity Building Forum which is scheduled for mid-November 2017.
- **January 12** – Internews representatives participated in the media donors’ meeting organized by the International Renaissance Foundation to discuss prospects of assistance programs for Crimean Tatars, such as an online project to preserve the Crimean Tatar identity under difficult conditions in occupied Crimea.
- **October 13 and December 15, 2016** – U-Media organized brainstorming sessions with media monitoring partners to develop a common approach toward media monitoring of



television, radio, print, and online organizations. Creating an electronic monitoring library, highlighting the monitoring results, was also discussed.

### **Advisory Board**

From October 2016 through September 2017, U-Media conducted group and individual consultations with the Advisory Board (AB) and included AB members in the expert commission evaluating applications for the Small Grants program.

On November 30, 2016, Internews organized a meeting of the U-Media Advisory Board to discuss media organizations' needs. The following issues were on the agenda:

- Which media outlets (particularly national and regional independent news organizations) do you recommend to U-Media for content production and capacity-building support?
- What recommendations do you have for U-Media for designing a hub for both media organization networking and media donors? Can you recommend any speakers for future events? Interesting discussion formats?
- Media self-regulation.
- What are your recommendations for the Media Forum that Internews plans to organize in 2017? Forum topics? Forum speakers?

Internews presented U-Media's priorities for Fiscal Year 2017 activities according to a program description for the two-year cost-extension period. Among the proposed activities are: More presentable media monitoring results; increased media literacy; media awareness campaigns; content production to educate citizens about reforms; interregional connections; facilitating increased media reform implementation; strengthening institutional capacity of targeted media; networking media organizations and companies; interdisciplinary activities for media CSOs and news organizations; and holding an annual media forum.

Internews also encouraged Advisory Board members to seek out advice from U-Media team members on various topics.

The current Internews Advisory Board is:

1. Andriy Shevchenko (Ukrainian Ambassador to Canada)
2. Oleh Rybachuk (Chair of the Board, Center UA)
3. Ihor Kohut (Chief of Party, USAID RADA Program)
4. Maksym Savanevsky (Editor-in-chief, Watcher.com.ua)
5. Andriy Dligach (Director General, Advanter Group)
6. Victoria Marchenko (USAID AOTR)
7. Inna Pidluska (Deputy Director, International Renaissance Foundation)
8. Tetyana Sylina (Journalist, Weekly Mirror)
9. Oles Goian (Chief of the TV and Radio Department in the Kyiv National T. Shevchenko University's Institute of Journalism)
10. Vlad Ionescu (First Secretary – Development; Global Affairs Canada)

## Challenges

- Internews Ukraine’s online Ukraine World group has been a significant step forward in distributing credible information about Ukraine to international audiences under the conditions of an information war. Internews Ukraine noticed that translations into English of the most important articles about Ukraine published in Ukrainian or Russian were not always enough to show a realistic picture of Ukraine. Explanatory stories, briefers, and links to reliable information sources about Ukraine became part of the project in order to address this issue. However, the key audience was limited with closed group members numbering 182.

Internews Ukraine then launched a [Ukraine World website](#) in English to widen the international audience receiving objective information about Ukraine, especially in this period when Kremlin propaganda and disinformation operates worldwide and distributes vague, dubious, and false messages. In FY 2018, Internews Ukraine will focus on producing a variety of content for the Ukraine World group and website – videos, audio podcasts, and infographics – and distribute them through its partners’ communication channels and social networks.

- Public service broadcasting development is one of the top priorities for Internews in Ukraine. Once it fully functions, (PSB management anticipates program upgrades will be finished in the spring of 2018), Ukrainians will have their first independent television and radio broadcaster in an environment where most channels are owned by oligarchs. U-Media welcomed the initiative of the newly-elected PSB management board in innovative content production. Internews dedicated \$179,000 for this project. However, because of internal financial system restructuring in the broadcasting company which was transformed from a former state-owned broadcast organization, the public broadcaster did not have a mechanism to receive donor money.

The PSB management is establishing an endowment foundation to receive donor assistance; but it has taken time to realize this objective. Internews discussed this challenge with the PSB management and the Suspilnist Foundation, which has been working with *UA: Pershy* (formerly the government-owned First National Broadcasting Company) for several years on creating a convergent platform for debate programs (election debates in 2014 and the Debates: PRO which were aired in 2016). Internews, the PSB, and Suspilnist Foundation arrived at a solution – the Suspilnist Foundation became an implementing partner with the PSB managing the convergent platform for and production of the upcoming television satire show about current events in Ukraine with presenter Michael Shchur (Roman Vintoniv’s on-air name). On the management side, developing capacity for the new public broadcaster will include a communications strategy and uniform internal policies and procedures. The PSB and the Suspilnist Foundation formed a natural partnership for administering a joint media project of priority importance to Ukraine.

- Packaging media monitoring results in new, accessible formats for use by domestic and international audiences has been challenging for U-Media for the last several years. The four monitoring organizations – Detector Media, the Academy of Ukrainian Press, the Institute for Mass Information, and the Pylyp Orlyk Institute for Democracy – united in organizing public events for publicizing media monitoring results. However, their presentation styles varied from analytical articles to detailed slideshows – far from a user-

friendly format. The Internews team developed the idea of an e-library linked to the Internews website. It was launched in May 2017 in a user-friendly format to review national and regional monitoring of Ukrainian broadcast, print, and online media. The library includes media monitoring reports from the U-Media partners – the Academy of Ukrainian Press, the Institute for Mass Information, Detector Media, and the Pylyp Orlyk Institute for Democracy – and focuses on three priorities in the monitored media: professional standards, searching for paid news, and important topics covered by different news organizations.

- While implementing the USAID Local Solutions initiative – capacity development for media organizations – Internews found significant differences among media NGO structures and media production house structures. Internews included interdisciplinary activities in its implementation plan for both types of organizations. In late March, a two-day training for 20 media professionals on building effective news organizations covered organizational culture, change management, and internal communication. The event also provided Internews partners implementing projects under U-Media and outlets from eastern Ukraine working under the Global Affairs Canada project with a chance to network, exchange ideas, and conceptualize about possible future interaction.

## Mandatory Factors

### Gender Equity

The Institute of Mass Information (IMI) monitored gender balance in 10 of the most popular online media outlets in Ukraine. The monitoring results were publicized in the form of a news release with infographics. The monitoring results showed that women’s commentary was available in 14 percent of online media content, which is three percent less than last year. Women commented mostly on topics of human rights, show business, sports, health, international news, and liberation of Ukrainians captured in instances of Russian aggression in East Ukraine and Crimea. Twenty-seven percent of the subjects of online news stories were women.

The Volyn Press Club and Gender Center nongovernmental organization of Lutsk partnered with independent press clubs in Ukraine in late March to announce results of a gender sensitivity media monitoring project. The findings revealed that 29 percent of content in Ukrainian news media features females and 71 percent features males, a significant gender gap. Dnipro media coverage featured women most prominently – 38 percent of the featured news subjects are women. On the other end of the spectrum, Odesa’s media featured women in only 20 percent of its news stories.

The research was conducted in 22 regions of Ukraine, and special attention was paid to the use of phrases determining gender. More than 90,000 media materials were analyzed – 20,000 print and just over 70,000 online. The scale of phrases representing gender in the regions is quite different – from zero percent in Kherson (pronouns “he” or “she” were never used) to 51 percent in Odesa. The percentage of phrases determining gender in printed newspapers was 27 percent and in online editions it was 28 percent.

### Lesbian, Gay, Bisexual, Transgender and Intersex (LGBTI)

Covering LGBTI-related topics, ethnic minorities, interethnic relations, human rights promotion, tolerance, inclusiveness, and universal human values were among the priorities of the U-Media Small Grants competition announced in January 2017. With the U-Media Program's support, the Kyiv Post's Media Development Foundation (MDF) conducted a two-day training for journalists titled "Journalism of Tolerance: Balanced Coverage of Minorities and Vulnerable Groups' Issues."

Offering journalists a carefully blended educational package, the workshop focused on story preparation, storytelling, writing skills, and developing reporting angles. The interactive and comprehensive program allowed 15 journalists representing 12 regions the flexibility to learn in small, friendly groups in Kyiv at their own pace.

MDF trainers and partners provided expert support and encouraged interaction throughout the workshop. Organizers selected 15 participants from 128 applications, considered to be a high number of applications, based on journalists' interest in expanding their reporting perspectives.

MDF trainers presented on covering ethnic minorities and other vulnerable groups. Participating journalists heard from four representatives of Ukrainian nongovernmental organizations who presented as if in a news conference. Presenters ranged from human rights activists working to promote greater acceptance of HIV+, lesbian, gay, bisexual, and transgender people to lawyers assisting people with disabilities and those affected by the ongoing military conflict in eastern Ukraine.

When asked to describe her workshop experience, Hromadske TV.Volyn's Iryna Vlasiuk, a participant from Lutsk, said: "My two passionate days that I spent, in the beginning with complete strangers, turned into me finding real supporters. It has been very interesting to listen to people who know who they are and what they stand for. It is not a secret that, in Ukraine, we have a big problem with discrimination, but for whom it is still a secret, just be aware – we do have a problem. Journalism of tolerance should be available to every citizen of our country. And it is cool that MDF and Internews not only raise these issues, but also try to help us solve them. Thank you."

### **Sustainability**

To ensure long-term sustainability of free media in Ukraine, U-Media continued implementing capacity building activities under Objective Four. U-Media supported the growth and independence of leading media CSOs and contributed to strengthening the business capacity of selected media outlets through organizational training (in late March), ongoing consultations with Internews managers, and networking events for Internews partners.

### **Anti-Corruption**

U-Media partner Regional Press Development Institute, within its media professionalism component, conducted a series of trainings in May and June on local budget monitoring tools for regional journalists. Journalists were trained on the primary principles of budgeting, open data, and local budget planning and spending. They were also trained to cover local council and administrator accountability and to monitor and cover local corruption.

ATTACHMENT 1: LIST OF SUBGRANTS

U-Media Partners						
	Subgrantee name	Contact information	Project Title	Duration	Award	Brief Description
1	<b>Internews Ukraine (IUA)</b>	Natalia Pedchenko, +38-067-243-6352; npedchenko@internews.ua	<b><i>Institutional Partner Subgrant to Internews Ukraine</i></b>	Dec 1, 2016 – Sept 30, 2017	<b>\$145,957</b>	U-Media supports Internews Ukraine on issues affecting the Ukrainian media community and society as a whole; increases Ukrainian media literacy which guards against potential media manipulation and propaganda; communicates with international audiences; produces and distributes infographics promoting media monitoring results as well as debunking Kremlin disinformation; and, raising journalists' awareness of ongoing government reform.
2	<b>Detector Media (DM)</b>	Diana Dutsyk, +38-067-976-2473; dutsyk@gmail.com	<b><i>Institutional Partner Subgrant to Detector Media</i></b>	Jan 1 – Sept 30, 2017	<b>\$94,110</b>	U-Media supports <i>Detector Media</i> to implement media monitoring and media literacy activities under U-Media Objective 1. Target audiences include journalists, media experts and analysts, public officials, media NGOs and bloggers. Potential beneficiaries include these target audiences and Ukrainian citizens indirectly benefitting from higher quality media content and results of TV and radio media monitoring.
3	<b>Independent Association of Broadcasters (IAB)</b>	Kateryna Myasnikova, +38-067-405-1109; katerina_m@nam.com.ua	<b><i>Industry Events for Improvement of Media Sector</i></b>	Jan 1 – Sept 30, 2017	<b>\$62,241</b>	U-Media supports the Independent Association of Broadcasters in promoting media reform and bringing best international practices to the Ukrainian media. The project contributes to better conditions for digital transition, high quality reporting of convergent media and creating quality journalism in the media environment.
4	<b>Regional Press Development Institute (RPDI)</b>	Olga Trufanova, olga.trufanova1@gmail.com, +38-067-507-29-64	<b><i>Legal Support and Raising Journalists' Professionalism</i></b>	Nov 1, 2016 – Sept 30, 2017	<b>\$112,351</b>	U-Media supports the Regional Press Development Institute through increasing regional journalists' legal awareness, access to professional legal advice and defense, increase investigative reporting quality, raising journalists' awareness of decentralization reform and local budget monitoring and organizing an annual international investigative reporting conference in Kyiv.



5	<b>Academy of Ukrainian Press (AUP)</b>	Andrii Kovalenko, AUP Executive director, +38-095-418-5537; a.kovalenko@aup.com.ua	<b>Promoting Critical Thinking and High Journalism Professional Standards</b>	Jan 1 – Sept 30, 2017	<b>\$83,359</b>	U-Media supports the Academy of Ukrainian Press to improve media literacy in of the professional community and among media consumers. AUP conducts content analysis of broadcast news on Ukrainian national TV channels and informs the public about the quality of content produced and its compliance with journalistic standards. AUP incorporates media literacy into courses and programs designed for primary schools and high schools and trains students and faculty members at of teachers-training universities, high school teachers and media literacy instructors on developing how to develop critical thinking skills. AUP works with journalists to help in their professional development to produce high-quality media content.
6	<b>Institute of Mass Information (IMI)</b>	Oksana Romanyuk, +38-050-446-3912; oksrom@gmail.com	<b>Building the Culture of Responsible Journalism and Journalist Safety in Ukraine</b>	Jan 1 – Sept 30, 2017	<b>\$125,234</b>	U-Media supports the Institute for Mass Information to contribute support and promotion of freedom of expression and independence in Ukraine’s news media; news quality improvement, specifically in online media; critical consumption of news by Ukrainians; protection of journalists’ rights under the law; promoting journalism professionalism, adherence to professional standards; opposing ‘paid’ materials; support of regional media and journalists through trainings and information campaigns; advocacy and facilitation of media reform; and, promotion media sector self-regulation. Starting in September of 2017, U-Media supported IMI to implement the first stage of a wide communications campaign with the goal of the Verkhovna Rada approving amendments to two laws that would cancel, or significantly reduce, the court fee and cancel an advance payment for enforcement of the court decision, when Ukrainian citizens are suing public information administrators for failure to provide responses to requests for significant public information. IMI and its partner NGOs will engage activists and journalists from 12 oblast centers of Ukraine, who are ready to go to court with their own cases, prepare and file lawsuits based on these cases and cover legal proceedings in the media. Media lawyers will develop draft amendments to the Law of Ukraine «On Court Fee» (adopted on July 8, 2011) in reducing and canceling court fees in

						cases regarding access to information and to the Law of Ukraine «On Enforcement» regarding cancellation of advance payments for enforcement of procedures in court decisions. The memorandum of cooperation for conducting a joint advocacy campaign to reduce financial barriers in cases of access to public information has been signed by eight partner organizations and 70 representatives of NGOs and journalists. The project will be presented in Kyiv with involvement of a wide circle of stakeholders.
7	<b>NGO "TOM 14"</b>	Denys Bigus, +38-098-837-9073 monti.czardas@gmail.com	<b>Anti-Corruption Investigative TV Program "Nashi Hroshi" ("Our Money")</b>	Feb 1 – Sept 30, 2017	<b>\$55,874</b>	NGO "TOM 14" – A group of investigative reporters, including Alina Stryzhak, Alisa Iurchenko, Nadiia Burdei, Lesia Ivanova and Denys Bigus, produced 16 anti corruption investigative TV programs on "Nashi Hroshi" ("Our Money") highlighting corruption schemes at all levels of Ukraine's state institutions and explaining their influence on financial losses for every Ukrainian. Reporting priorities are the economy and public procurement. The chief writer and presenter is Denys Bigus. The TV programs are broadcast at <a href="#">UA: Pershy, Channel 24</a> and <a href="#">Hromadske.ua</a> (online). Text versions of investigations are open for reporting by online media.
8	<b>Volyn Press Club (VPC)</b>	Bohdana Stelmakh +38-066-203-5031; lutsk@cure.org.ua	<b>Gender Space of Modern Journalism: From Theory to Practice</b>	Jan 1 – Sept 30, 2017	<b>\$18,969</b>	U-Media provides a grant to the Volyn Press Club to raise local residents' awareness of gender sensitive issues and enhance gender sensitivity of journalists from different regions of Ukraine. The project's objective is to establish cooperation between regional journalists toward a gender component in their work, improve news content quality for different formats (TV, radio, Internet and print) and reduce gender stereotypes. The Volyn Press Club selected six regional press clubs to be partners within this project. VPC works closely with the international charitable foundation, Ukrainian Women's Fund, using their expertise and disseminating results of the project activities through the network. The journalist contest on gender topics (organized within the project) will facilitate production and distribution of gender sensitive content in 22 regions of Ukraine. Through an extensive information campaign, journalists' will be more sensitive to gender issues.

9	<b>Suspilnist (Society) Foundation (SF)</b>	Taras Petriv, 067-505-6960, taraspetriv@yahoo.com	<b>Media Mobility Hub</b>	Jan 1 – Sept 30, 2017	<b>\$59,950</b>	U-Media supports the Suspilnist Foundation to continue developing a new generation of responsible and skilled media professionals through internships for journalism students and young professionals. SF encourages professional development of young journalists, promotes closer cooperation between higher education in journalism institutions and media outlets and organizes a pool of young professionals who will work for the National Public Broadcaster. To bring a young generation of journalists to the media industry, the Suspilnist Foundation will engage the Young Journalists' Advisory Group (Media Mobility Hub alumni) to Independent Media Council's activities.
10	<b>Center for Democracy and Rule of Law (CEDEM)</b>	Vita Volodovska +38-094-927-9044 v.volodovska@gmail.com	<b>Implementation of Media Reforms and Legal Protection of Journalists in Ukraine</b>	Jan 1 – Sept 30, 2017	<b>\$70,000</b>	U-Media supports the Center for Democracy and Rule of Law to facilitate implementation of media reforms, improve the media legislative framework, provide legal protection to and raise the legal literacy of Ukrainian journalists.
11	<b>Information Press Center (IPC)</b>	Valentyna Samar +380 50-591-68-42 samar@home.cris.net	<b>Crimea Content Creation and Distribution</b>	Jan 1 – Sept 30, 2017	<b>\$59,949</b>	U-Media supports the Information and Press Center - Simferopol (IPC, now based in Kyiv) for Crimea content creation and distribution. The IPC's Center for Journalist Investigations' (CJI) portal, <a href="http://investigator.org.ua/">http://investigator.org.ua/</a> , continues as a source of reliable news and high-quality multimedia content on Crimean issues for different target audiences – Crimean residents, residents of Ukraine and other countries, international human rights organizations, anti-corruption organizations and central government departments addressing Crimea and IDPs from Crimea. IPC produces a weekly one and a half hour analytical TV program focusing on Crimea – “National Security Issues” – which is broadcast live on <i>Chornomorska TV</i> (available on cable in mainland Ukraine, online and via satellite) and publicized through the IPC's YouTube Channel.

12	<b>The Pylyp Orlyk Institute for Democracy” (POID)</b>	Svitlana Yeremenko, +38-050-470-1159 Svitlana.Yeremenko@g mail.com	<b>Regional Media Monitoring and Promotion of Media Literacy</b>	Jan 1 – Sept 30, 2017	<b>\$83,702</b>	<p>U-Media supports the Pylyp Orlyk Institute for Democracy to continue its regular content monitoring in the regional print and online media, keep media accountable to its audience and the public informed about media quality. POID has been playing a leading role in regional media monitoring for the last several years. Currently, POID’s 25 experts monitor 64 regional media publications (print and Internet) in eight regions. This is the largest monitoring sample among the four U-Media monitoring partners.</p> <p>In 2017, POID and three other monitoring partners expanded the subject of monitoring: In addition to searching for paid material (jeansa) and cases of violations of professional standards, POID’s experts analyze regional topics and propaganda, misinformation, and manipulation. Results are presented through the consolidated U-Media monitoring e-library.</p>
13	<b>Kharkiv Press Club of Market Reforms (KPCMR)</b>	Lyudmyla Dolya, +38-050-302-4677 pressclubkharkiv@i.ua	<b>Coverage of Reforms in Ukraine by Regional Media</b>	Jan 1 – Sept 30, 2017	<b>\$20,806</b>	<p>U-Media provides a nine-month grant to the Kharkiv Press Club of Market Reforms to raise local residents’ awareness of reform implementation – in particular, decentralization and anti-corruption influence on overall living standards, such as quality of medical services, education and transportation services. Overcoming negative stereotypes formed by Russian propaganda TV channels are among the priorities. The project forms pools of journalists to participate in inter-regional exchanges and build a platform for discussions about the role of journalists in a society under the conditions of hybrid war. Press clubs in Sumy, Dnipro, Kherson, Ternopil, Lutsk and Uzhhorod partner with the Kharkiv Press Club.</p>
14	<b>Ternopil Press Club (TPC)</b>	Anzhela Kardynal, +38-050-528-0315 akardynal@ukr.net	<b>Support of Regional Print Media During De-Statization Reform</b>	Jan 1 – Sept 30, 2017	<b>\$36,100</b>	<p>The U-Media provides the Ternopil Press Club with a subgrant to support local municipal newspapers in five regions of Ukraine during destatization reform. After the Cabinet of Ministers approved a list of newspapers reforming during the first stage, the role of legal advisors grew significantly. Each news organization chose its individual path of reform because of unique conditions. To meet these challenges, TPC, in partnership with Uzhhorod, Zhytomyr, Sumy and Kherson Press Clubs</p>

						implemented activities facilitating destatization reform: Trainings was provided for journalists and media managers and legal support for newspapers. TPC publicizes best practices of the destatization process on the partner press clubs' websites, Facebook pages and in regional media.
15	<b>Uzhhorod Press Club (UPC)</b>	Iryna Breza, Deputy Chairman of the Board, +38-0312-61-6007; +38-050-558-6675; irenka_uz@yahoo.com, uzghorod@cure.org.ua.	<b>Multimedia Consulting Center for Regional Media</b>	Jan 1 – Sept 30, 2017	<b>\$16,924</b>	U-Media provides a grant to the Uzhhorod Press Club to implement a 9-month project that intends to improve the professional level of regional media organizations through production of multimedia content, social media use and regional cooperation. The project is to reach two primary media groups in all regions of Ukraine - traditional print and online media editions. The Uzhhorod Press Club operates a multimedia consulting center which works with regional newsrooms and includes daily support of multimedia content production, stimulating development of new approaches and effective use of social media.
16	<b>NGO "Assistance to Lysychansk Development" (ALD)</b>	Yuliya Mashuta, +38-095-046-89-68, julija.kur@gmail.com	<b>Improving local media content on open data</b>	May 1- October 30, 2017	<b>\$4,000</b>	U-Media supports the ALD to improve media product quality while journalists cover open data and electronic registers, including public officials' declarations. Distribution of this kind of media content contributes to increasing public oversight over officials making decisions without public awareness.
17	<b>Chornomorska TV and Radio Company, LLC (Black See TV)</b>	Rykhtun Tetyana chernomorkatv@gmail.com, rihtun@gmail.com, +38-050-217-5250.	<b>Investigative TV Programs about Crimea by Chornomorska TV and Radio Company</b>	May 1- October 30, 2017	<b>\$6,960</b>	On August 1, 2014, Chornomorska TV and Radio Company lost its equipment and premises in Simferopol, Crimea, because of an attack by Russian occupation authorities on the studio. The newsroom moved to Kyiv where it successfully re-started its broadcasting via satellite and online. U-Media provides a six-month fixed amount subgrant to produce TV programs about vital issues of people who have suffered due to the Russian annexation of Crimea, such as cases of financial loses of Crimean Ukrainians and difficulties with the National Bank of Ukraine; historic heritage of the Crimean Peninsula under occupation; property issues, including receiving compensation for expropriated property and obtaining new housing; corruption schemes of Crimean businesses and land manipulations in occupied territories.



18	<b>Center for Investigative Reporting (CIR), Mykolayiv</b>	Oleg Oganov oganov.oleg@gmail.com , +38(096)40-80-567	<b>Monitoring and Media coverage of Reforms in Mykolaiv and Kherson Oblasts</b>	May 1- September 30, 2017	<b>\$ 6,960</b>	U-Media provides a five-month fixed amount subgrant to the Center for Investigative Reporting for monitoring and media coverage of reforms to ensure residents of the south of Ukraine receive objective and impartial information about recent changes in the country. The Center produces multimedia content on important topics - human rights, land issues, state and local budget spending, healthcare, education, judicial and housing sector reforms. The content is distributed through the CIR's website - <a href="http://nikcenter.org">http://nikcenter.org</a> , and on social networks. The project also facilitates CIR's correspondent network in Odesa and Kherson regions, in addition to Mykolaiv.
19	<b>NGO Hromadske TV: Cherkasy</b>	Oleksiy Khutornyy, hromadske.ck@gmail.com, 097-189-0145, 063-690- 6692.	<b>Content Production on Reforms</b>	May 1- September 30, 2017	<b>\$ 5,198</b>	U-Media provides a five-month fixed amount subgrant to Hromadske TV: Cherkasy to produce a series of TV programs raising local residents' awareness of progress in implementing judicial, education system, public procurement, healthcare and government decentralization reforms, including the impact on Ukrainians' living standards. Concrete examples, and expert and public officials' comments will be part of the TV programming.
20	<b>Charitable Organization "International Charitable Fund Impact Hub Odesa"</b>	Mariya Tymoshuk, m.tymoshchuk@impacthub.odessa.ua , +38-067-654-0106	<b>Media Literacy for Youth in Odesa Oblast</b>	May 1- October 30, 2017	<b>\$ 6,066</b>	U-Media provides a six-month grant to "International Charitable Fund Impact Hub Odesa" (IH Odesa) to increase the level of media literacy of youth in Odesa Oblast. Objectives are to cultivate critical thinking in news consumption and raise awareness of news production for the news media.
21	<b>NGO «Institute of Political Information», Odesa (IPI)</b>	Oleksandr Zamkovi, ozamkovi@gmail.com; +38-093-605-7518	<b>Raising Public Awareness of Reforms in the South of Ukraine</b>	May 1- October 30, 2017	<b>\$ 6,974</b>	U-Media provides a six-month fixed amount award to an NGO "Institute of Political Information" (IPI) to raise residents' awareness in the southern regions of Ukraine regarding reforms implementation and their influence on Ukrainians' living standards. Among reforms to be covered: Decentralization, education and healthcare. Overcoming negative stereotypes formed by Russian propaganda in the south of Ukraine will be one of the objectives. The scope of work includes content production and journalist training.

22	<b>Lviv Regional Public Organization "Lviv Press Club" (LPC)</b>	Olha Shostak, pressclub@pressclub.lviv.ua +38-050-513-5993; +38-067-850-3985.	<b>Series of Interviews with Media Owners in Western Ukraine</b>	May 1-September 30, 2017	<b>\$ 6,998</b>	U-Media provides a five-month fixed amount award to the Lviv Press Club to promote media consumption among different audiences and decrease the manipulative influence of media on the public. LPC conducts a series of online video interviews with media owners in Lviv, Ivano Frankivsk and Ternopil Oblasts. A group of journalists assembled in LPC and a moderator ask questions to reveal the real owners of media in the above oblasts, determine their sources of funding and their management methods.
23	<b>Odesa Regional Organization of All-Ukrainian NGO "Committee of Voters of Ukraine"</b>	Valeriy Bolgan, bolgan@ukr.net; odesakvu@gmail.com; +38-067-329-9422	<b>Production of Local Reform Stories</b>	May 1-September 30, 2017	<b>\$ 5,988</b>	U-Media provides a five-month fixed amount award to the Odesa Regional Organization of All-Ukrainian NGO "Committee of Voters of Ukraine" to raise reform implementation awareness of local residents in the southern regions of the country. CVU focuses on decentralization, anti-corruption, healthcare, education, transportation and overcoming negative stereotypes formed by Russian propaganda in Odesa Oblast and reforms' influence on Ukrainians' living standards. The audience includes the Odesa Oblast's small towns and villages..
24	<b>Ltd. "TRC Rivne-1" (R1TV)</b>	Vlasyuk Oksana ovlasuk@ukr.net, tel: +38-067-159-2005	<b>Voice of Community</b>	May 1-October 30, 2017	<b>\$ 6,920</b>	U-Media provides a six-month fixed amount subgrant to Ltd. "TRC Rivne-1" to support a multimedia project "Voice of Community" that strengthens citizens' involvement in local community development and facilitates effective interaction between citizens and local authorities during decentralization reform. R1TV uses a mobile TV station to broadcast from studios in small towns of Rivne Oblast while organizing interactive platforms for communication between citizens, authorities and experts discussing decentralization.
25	<b>YATB Television and Radio Company, LLC, Kherson</b>	Svitlana Kyreyeva, svivka@yandex.ru, yatb.tv@gmail.com, +38-050-593-7878.	<b>REFORMA.UA</b>	May 1-October 30, 2017	<b>\$ 8,118</b>	U-Media provides a six-month fixed amount subgrant to YATB Television and Radio Company to produce a series of TV programs raising local residents' awareness of reforms implementation on a local level. The focus is on energy efficiency, agriculture, medicine and education which directly affect Ukrainians' living standards. The grant funds production of a series of thematic information and analytical TV stories and talk shows and publicizing them online through the YATB TV channel. The

						programs facilitate constructive dialogue between citizens and authorities in charge of reforms..
26	LLC “ZN.ua”, “Mirror Weekly. Ukraine”	Yulia Mostova, editor-in- chief, “Weekly Mirror” +38 044-280-0485 zn94@ukr.net, JVM@zn.ua	<b>Raising Public Awareness of Reforms. Media Discourse on Reintegration of Donbas</b>	April 1 – Septembe r 30, 2017	<b>\$61,000</b>	U-Media supports a six -month project for the Weekly Mirror newspaper <a href="http://dt.ua">http://dt.ua</a> , <a href="http://gazeta.dt.ua">http://gazeta.dt.ua</a> , <a href="http://zn.ua">http://zn.ua</a> , <a href="http://gazeta.zn.ua">http://gazeta.zn.ua</a> to produce and publish a series of analytical articles about the most urgent reforms in Ukraine. Constitutional reform; electoral legislation; decentralization; judicial reform; economic competition and monopoly prevention; transparency in public finances; combating corruption and money laundering; education; healthcare; energy; transparent privatization of state property; land market; armed forces and defense industry reform are all covered. Articles explain the necessity, milestones and indicators of reform, current status and prospects, a parliamentary update, factors promoting and blocking reforms as well as international best practices.  Analytical articles are published weekly in both Ukrainian and Russian language newspapers, on four websites of the MW group and distributed via Facebook and newsletters. MW publications form an agenda for government officials, MPs, opinion makers and citizen activists and shape public opinion in Ukraine, generate high-level discussions about and promote better understating of the reforms’ objectives and consequences for officials and society at large.
27	NGO “Donetsk Institute of Information” (DII)	Lyubov Rakovytsya, rlv.lubov@gmail.com, +38-096-370-4915	<b>Donbas Media Forum 2017</b>	May 1- July 31, 2017	<b>\$24,770</b>	U-Media provides a three-month subgrant to the Donetsk Institute of Information to organize the Third Donbas Media Forum 2017 in Sviatohirsk (Donetsk Oblast) on June 28-29. The Forum assembled about 200 journalists and media experts from eastern and southern regions of Ukraine, including media representatives from areas not controlled by Ukraine, civic activists, government and local councils’ representatives and international institutions to promote creation of a tolerant media environment in Donbas and Ukraine that will help to avoid hate speech in the future.

28	<b>NGO “Gender Club Dnipro”</b>	Olha Polyakova, polyakovadnipro@gmail.com; +38-093-936-9697	<b>Incorporation of Gender Issues in Media Activities</b>	June 1- August 31, 2017	<b>\$ 6,627</b>	U-Media provides an NGO “Gender Club Dnipro” (GCD) with a three-month award to implement a project raising awareness of local residents in Dnipropetrovsk Oblast on gender sensitive issues, preventing sexism in the media – particularly in advertising – and forming a gender-sensitive and nondiscriminatory society in Ukraine.
29	<b>NGO “Media Development Foundation”, Kyiv (MDF for Kyiv Post)</b>	Daryna Shevchenko, shevchenko.mdf@gmail.com +38-093-058-2858.	<b>Journalism of Tolerance</b>	May 1- August 31, 2017	<b>\$8,546</b>	U-Media supports the “Media Development Foundation” ( <a href="http://mdf.org.ua/">http://mdf.org.ua/</a> ) NGO at the Kyiv Post newspaper to implement a four-month project to cover LGBTI issues, ethnic minorities, vulnerable groups (war veterans, disabled people, people with special needs) and other vulnerable groups’ issues which are in need of societal empathy and support.
30	<b>NGO “Center for Research on Donbas Social Perspectives” (CRDSP)</b>	Serhiy Harmash +38-099-540-6740; +38-050-800-2053; info@ostro.org	<b>Raising Awareness of Reforms in the East of Ukraine</b>	June 1- October 30, 2017	<b>\$ 4,300</b>	U-Media provides a grant to the Center for Research on Donbas Social Perspectives to raise local residents’ awareness of reforms implementation in the east of Ukraine. Issues covered are decentralization, medical services, education and transportation services. Objectives include overcoming negative stereotypes about Ukraine formed by Russian propaganda and facilitating local communities’ development in Donetsk and Luhansk Oblasts on decentralization reform.
31	<b>NGO “Public Television of Donbas” DPTV)</b>	Matsuka Oleksiy, alex.mazuka@gmail.com m +38 -067-644-3290	<b>Online Television Programs by Public Television of Donbas</b>	May 1- October 30, 2017	<b>\$ 9,750</b>	U-Media provides the “Public Television of Donbas” NGO with a small grant to produce a cycle of online television programs about current developments in Donbas, including in Ukrainian government-controlled and nongovernment controlled areas. The programs broadcast news from Ukraine to break through the information block in Donbas that exists because of strong Russian propaganda in this area. Programs cover an array of topics – the Ukrainian government’s initiatives towards re-integration of Donbas, news from Ukraine’s mainland, news from Donbas’ residents’ everyday lives on both sides of the war. Public Television of Donbas conducts all production in the Ukrainian government-controlled area to protect journalists. Online broadcasts reach occupied areas.

32	<b>LLC Radio station “Velykyi Luh” (Great Meadow), Zaporizhzhia</b>	Erik Brynza, +38-068-182-9996, erik.brynza@gmail.com	<b>LLC Radio station “Velykyi Luh” (Great Meadow)</b>	June 1- November 30, 2017	<b>\$ 6,000</b>	U-Media provides a six-month fixed amount award LLC radio station “Velykyi Luh” to raise reform implementation awareness of residents of Zaporizhzhia region and their influence on Ukrainians’ living standards. The project focuses on decentralization, education and healthcare. Topics are covered by radio programs and Internet publications (distributed through the information portal <a href="http://www.inform.zp.ua/">http://www.inform.zp.ua/</a> ) and vary from consolidation of local communities in decentralization reform to success stories of local businesses working in the European market. The scope of work includes content production in the form of radio programs and Internet publications.
33	<b>NGO “Institute of Gender Programs” (IGP)</b>	Maria Berlinska, Director Contacts: mobile: +38-067-766-9003; berlinska17@gmail.com	<b>Production and Publicizing Documentaries about Women in the Peace and Security Sector</b>	April 1 – October 31 2017	<b>\$59,199</b>	U-Media supports the Institute of Gender Programs in production and distribution of video documentary content addressing issues of females in peace and security (serving in the Ukrainian army) and promotes participation of women and integration of gender perspectives in security sector institutions.  Institute of Gender Programs produces six documentaries featuring stories of females who serve in the Ukrainian Army during the war in Donbas. The documentaries focus on females who are not officially recognized as combatants when, in fact, they participate in a variety of combat roles. The documentaries will be officially presented at cinemas in Kyiv and broadcast on the Day of Defender of Ukraine, October 14, 2017 on the UA: Pershy and other TV channels. The project will then be intensively promoted via YouTube and social networks.
34	<b>Suspilnist Foundation for Support of the National Public Service Broadcasting Company and UA: Pershy</b>	Olena Bondarenko, Deputy Director, olena.bon@gmail.com, 38-067-441-5130; Daria Yurovska, Advisor to Chair of the Board of the National Public Service Broadcasting	<b>Upcoming Title: PSB development</b>	July 1 – October 31 2017	<b>\$179,466</b>	U-Media supports Suspilnist Foundation to work with the National Public Service Broadcasting Company of Ukraine (NPSBCU) and the UA: Pershy channel to develop a credible Ukrainian Public Broadcaster, which was officially registered on January 19, 2017. Reform of public broadcasting is a crucial step in development of democracy and transparency in Ukraine. SF and NPSBCU will focus on three priorities while implementing this project: 1) Production of an innovative television program to discuss Ukraine reforms in the economic, political, social and cultural sectors; 2) Development of the public service broadcaster’s



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communication strategy to promote media reform and attract a larger audience to television and radio channels operating under the NPSBCU; and 3) Development of the public service broadcaster's operation plan for 2018 and related documents, such as a budget restructuring plan and a four-year strategy, including regional divisions of the National Public Service Broadcasting Company.