

Strong Local Media – Stronger Civil Society

The main issue addressed by the project is the lack of common information space in Ukraine and resulting low awareness and stereotypes about different regions. Journalists of local and regional media have little knowledge about the processes taking place in other regions. They prefer to focus on general Ukrainian issues, although often lack understanding of how Kyiv-initiated processes influence the local level. Strong media, including local ones, are a key factor in building civil society and democratic state, as they can promote building understanding between different regions.

CATEGORY

[Civic Participation](#)

LOCATION

[Poland](#)

[Ukraine](#)

WHAT IS THE CHALLENGE OR NEED YOUR PROJECT WILL ADDRESS AND WHAT INNOVATIVE METHODS WILL YOU EMPLOY?

Describe the specific need or challenge that your team will address with this project

The main issue addressed by the project is the lack of common information space in Ukraine and resulting low awareness and stereotypes about different regions. Journalists of local and regional media have little knowledge about the processes taking place in other regions. They prefer to focus on general Ukrainian issues, although often lack understanding of how Kyiv-initiated processes influence the local level. Strong media, including local ones, are a key factor in building civil society and democratic state, as they can promote building understanding between different regions.

Briefly describe the specific solution or approach to address the need or challenge and explain why it is innovative

The proposed solution is to conduct twelve 5-day internships of journalists from a Western/Northern region in a Southern/Eastern region of Ukraine and vice versa. The candidates will be chosen in an open competition by a jury consisting among others of Polish and Ukrainian USG Alumni. During the internships the participants will get to know key actors, issues, challenges in a chosen region in a different part of Ukraine, following which they will prepare around 30 journalistic materials (for press, radio, TV) covering what they have learned and what might be interesting to their audiences.

How will the project impact your community? What changes (in people, institutions, attitudes, practices) do you think you will see?

The project will allow 12 journalists (6 from Northern/Western and 6 from Southern/Eastern parts of Ukraine) to get a closer look at the context of another region in a different part of Ukraine. They will be able to network with their colleagues from local media in this region as well as interview key actors and inhabitants of other regions about their role in and perception of changes underway in Ukraine. This will strengthen their understanding of challenges Ukraine and its different regions are facing and what reforms are being implemented; it will also give them the opportunity to confront and verify stereotypes persisting between people from different regions.

The experience and input from the internships will allow them to prepare about 30 journalistic materials (for press, radio and TV), reaching app. 70 000 ppl, presenting what they have learned and thus contributing to building understanding and cohesion in Ukrainian society.

MEET THE TEAM

Project owner

[Justyna Janiszewska](#)

[Poland](#)

[International Visitor Leadership Program \(IVLP\)](#)

Project members

[Manage members](#)

[Sergii Averkov](#)

[Ukraine](#)

[Open World Program](#)

[\[remove from project\]](#)

[Agnieszka Cenza...](#)

[Poland](#)

[Fulbright Visiting Scholar Program](#)

[\[remove from project\]](#)

[Ikram Islam Sr.](#)

[Pakistan](#)

[Salzburg Seminar](#)

[\[remove from project\]](#)

[Katarzyna Batko...](#)

[Poland](#)

[International Visitor Leadership Program \(IVLP\)](#)

[\[remove from project\]](#)

[Mahmoud Suliman](#)

[Israel](#)

[Fulbright Student Program](#)

[\[remove from project\]](#)

[Sergiy Sukhoboy...](#)

[Ukraine](#)

[Open World Program](#)

[\[remove from project\]](#)

[Rafal Pieprzyk](#)

[Poland](#)

[International Visitor Leadership Program \(IVLP\)](#)

[\[remove from project\]](#)

[Renata Kozlicka...](#)

[Poland](#)

[International Visitor Leadership Program \(IVLP\)](#)

[\[remove from project\]](#)

[Zofia Komorowska](#)

[Poland](#)

[International Visitor Leadership Program \(IVLP\)](#)

[\[remove from project\]](#)

[Lukas Byrski](#)

[Poland](#)

[International Visitor Leadership Program \(IVLP\)](#)

WHO WILL BE INVOLVED?

Beneficiaries: who are your target groups (or communities) and how many people will directly benefit from your project?

The direct beneficiaries of the project will be 12 journalists from regional and local outlets, from oblasts of the project (Kharkiv, Kherson, Chernihiv, Khmelnytskyi, Chernivtsi, Dnipropetrovsk, Lviv, Odessa, Sumy, Ternopil, Vinnytsia, Volyn, Zaporizhia). They will be selected in an open competition, by a jury consisting of project partners and Polish and Ukrainian USG Alumni. They will network with at least 10 people in a different oblast each (such as NGO activists, local government representatives, other journalists), and produce app. 30 materials, reaching at least 70 000 people, who will be indirect beneficiaries of the project.

Local partners

Project partners will be four Ukrainian organisations:

- Lviv-based Товариство Лева (Lion Society),
- Вінницька обласна молодіжна громадська організація "Наше Поділля" (Vinnytsia Regional Youth NGO "Nashe Podillya"),
- Odesa-based Лабораторія соціальних комунікацій (Civic Communication Laboratory),
- and Вінницька обласна громадська організація "Вінницький прес-клуб" (Vinnytsia Regional NGO "Vinnytsia Press- Club").

The Education for Democracy Foundation has a long-standing relationship with them and experience in jointly implementing a range of projects. All the partners took part in planning the project and will be involved in its implementation and evaluation. They will be responsible for project promotion, selecting the candidates for internships, supervising the programs and implementation of internships. They will follow up on the post-internship publications and monitor their content. Each partner, coming from a different region, will contribute their knowledge and experience of local differences, media market and local communities in Ukraine.

Alumni team

Among others, Polish and Ukrainian alumni will be part of the jury selecting the candidates. Team under construction :-).

Proposed Project Dates: July 01, 2015 - December 17, 2015

HOW AND WHEN WILL YOU IMPLEMENT YOUR PROJECT?

Implementing Plan and Timeline

Internships Competition for Journalists

Competition for internships will be launched in June 2015. Eligible candidates will be journalists from local and regional media outlets from indicated oblasts, who have taken part in previous activities organized the Education for Democracy Foundation and its partners (a pool of app. 40 local and regional outlets). The candidates will submit:

- A proposed program of a 5-day internship in a different part of Ukraine, organized with support of a local NGO or media outlet and including suggested meetings and interviews to be carried out during the internship;
- List of suggested materials/publications/TV or radio programs to be created following the internship (topics should fall into two broad categories: **overcoming stereotypes** OR **local governance and reforms**).

Applications will be reviewed by a jury including Polish and Ukrainian USG alumni, who will approve 12 best proposals.

Twelve 5-day internships, September-November 2015

The internship programs will be implemented during September-October 2015; the resulting 30 materials will be published or released in November 2015. Each internship will be approximately 5-day long, the program will include at least one visit outside the main oblast city. Each participating journalist will have a local tutor recommended by Education for Democracy or Ukrainian partners (ideally a representative of a media outlet or local NGO). This will ensure greater effectiveness of the internships and allow to build a deeper relationship, strengthening the long-term sustainability of the project and the network of East-West contacts.

Communication Plan

The project will work directly with representatives of local and regional media outlets, and thus we expect its impact to be communicated through a variety of different channels. The participants will use the input and experience from the internships to develop a range of materials (app. 30 articles, TV and radio programs), which will reach app. 70 000 people. Since the participants will be selected in a competitive process from a pre-selected pool of journalists with whom we have previously cooperated, we expect them to be active in covering what they have learned not only in their articles or programs but also via different social media accounts.

Foundation and project partners will also raise visibility of the project via their websites, Facebook profiles as well as other thematic websites on Facebook.

Evaluation

Impact of the project will be evaluated based on:

- Feedback from participants and tutors, their reflections on what the project gave them and whether it was an effective tool; (post-internship survey and report prepared by the tutors)
- Content of the materials published or produced following the internships: how they present local changes, issues and problems, how they address stereotypes persisting between regions; (content-analysis of materials)
- Outreach of materials – based on their readership and audience; (quantitative data).

Sustainability

The Education for Democracy Foundation will be seeking funds from other sources to continue the project. In the future, the NGO and its partners hope to expand this program with other activities to strengthen Ukrainian media, including study visits, internships, and equipment donations. Most importantly, the Foundation expects participants will acquire practical skills and develop their professional network which they will incorporate in their work.

TOTAL FUNDING REQUESTED

\$6,000.00

PROPOSAL DOCUMENT:

[Download budget](#)