

## **2020-2022 STRATEGY OF PUBLIC BROADCASTING COMPANY OF UKRAINE**

### WHEREAS

1. Twenty-eight years of Ukraine's independence laid down the framework for development of a new society. However, this time hasn't been enough to overcome all the obstacles which are substantially slowing down the path to stable democracy. It is still obstructed by considerable influence of the Soviet past, fear and lack of confidence about future, unwillingness to take responsibility for one's own life, lack of trust of one another and inability of representatives of various layers of Ukrainian society to cooperate in constructive manner.
2. Technological and cultural changes made it possible for people not only to consume but to create information by filling the information space with assessments and emotions which drive out facts. Moreover, the information space in Ukraine is overfilled with media taking care of owner's political and business interests much more than of the journalistic standards and professional ethics. Ukrainians are almost deprived of access to impartial information, unbiased news. Hybrid war and influence of the Russian Federation only make the situation worse: among information fuss, propaganda, it is getting harder to distinguish between true facts and populist appeals and assess information in a critical manner.

Within such conditions, Ukrainians especially require an information source to which they could trust, which would foster development of civil society and strengthening democracy, which would be a platform for discussions on the most important public issues. UA: PBC is the media of the kind serving society and being fully accountable thereto.

### **UA: PBC MISSION**

Safeguarding freedoms in Ukraine. Providing the public with truthful and balanced information about Ukraine and the world.

Facilitating public dialogue for enhancing public trust, developing public responsibility, the Ukrainian language and culture, identity and Ukrainian nation.

### **UA: PBC STRATEGIC GOALS FOR 2020-2022:**

Facilitating social and cultural values of Ukrainians, increasing trust in Ukrainian society.

Strengthening critical thinking, decreasing anxiety, adding confidence and reasonableness in assessments.

Being reliable source of news and safe source of information.

Being the center for discussions which influence on how the society defines its priorities.

## **To achieve the goals, UA: PBC:**

- **informs about events of public importance** in Ukraine and abroad in a comprehensive, objective and balanced manner by granting priority to public interests over commercial and political ones;

**explains political processes** taking place in the country and positions of various political forces, **enables** to understand complex processes happening in the country and the world;

- **offers information** under a reliable brand which enables to trust the sources and not to get lost in estimates.

- **inspires with stories of success** of Ukrainians, achievements of our sportsmen, music, achievements of our country, brings values for its audience;

- **builds up strong relations with the audience**, attracts the widest range of communities, various age groups, disabled people, national and other minorities, other social groups by giving them an opportunity to be represented in the information space as an integral part of the unified society;

- **ensures that information, cultural and educational needs of Ukrainian people are being met**;

- **helps to understand modern trends of culture and art**, modern psychology, facilitates personal growth and development;

- **engages child and youth audience** by producing attractive content which is both aimed to form their values, their personal development, media literacy and critical thinking, to build up their ability to interact with each other and the environment and help them to find the answers to difficult questions of their age;

- **facilitates public dialogue**, raises discussions on the most important public issues at the nation-wide level, attracts citizens in solving them, stimulates independent search for solutions;

- **promotes sufficient awareness** of the issues of the country, a region, a community, helps to overcome fragmentation within the society;

- **ensures reasonable balance** between well-argued criticism and positive coverage of public achievements;

- **develops the Ukrainian language and culture**, aims efforts at strengthening the national identity and unity of Ukrainian people;

- **produces** (independently or in coproduction) **fiction films and documentaries, series, cartoons**;

**builds up a demand for qualitatively other content** aimed at education, culture, development of people, ways to find a way out of difficult situations and historic truth;

- **records and stores a considerable archive fund for future generations**: folk songs, symphonic works, music recordings, documentary essays, historic facts which help to study history of culture and restore Ukrainian identity.

UA: PBC **operates** based on the principles of transparency and openness, free expression of views, opinions and beliefs, absence of any type of discrimination.

UA: PBC is independent from the authorities and changes in the political life, commercial influences and interests of large business,

UA: PBC **stands by** the principles of independent journalism. UA: PBC offers comprehensive and reliable information due to compliance with the high standards of journalism. UA: PBC **establishes** the standard of quality, reliability and objectivity of informing the public about events in Ukraine and the world.

UA: PBC **serves** the interests of Ukrainian society and Ukrainian democracy. UA: PBC protects rights and freedoms.

### UA: PBC Values:

**Independence** - from the changes in government and political life, from commercial influences and large business interests; independence in editorial and programming policies;

**Credibility** – materiality which does not allow using unverified data and excessive emotions to the detriment of facts; the public broadcaster provides (verifies) information based on which citizens make their life decisions; balance which gives the audience an opportunity to understand various viewpoints; balance on which the audience trust is based;

**Quality** – which is based on understanding of the audience, making of interesting and up-to-date products, improving content regularly, development of employees' professionalism;

**Openness** - transparency and accountability to the Ukrainian society; open to changes with no bias, openness to innovations, respect for own traditions and openness to new.

**Diversity** – diversity of interests of the Public Broadcaster's audience; broadcasting for everyone and about everyone, diversity of audiences.



## **UA: PBC IS:**

TV Channel **SUSPILNE TV** is a socio-political channel

It decreases the level of social tension and lack of understanding, helps each Ukrainian to be an optimist, look to the future with confidence, feel as a part of positive changes, unite around this with others, be a part of modern civilized society and the world.

**TV Channel UA: KULTURA** is a cultural and educational channel

It's the source of sense in Ukraine. It covers main prospects and successes of Ukraine on the world cultural stage. It forms patriotic feelings. It adds confidence in one's own values. It develops along with the country.

**24 regional TV channels UA: REGION** – a regional channel

It covers important regional events. It shows diversity of the region and all the corners of Ukraine. It discovers a region together with the stories of places, people and nationalities. It gets you acquainted with a region and the whole country.

**UKRAINIAN RADIO** is a talk radio

It informs about important. It analyzes without bias and manipulations. It is everything about politics, economics, sport and society and the history of Ukraine. The whole country is on the same wave.

**Radio PROMIN** is a youth and music radio.

It discovers new names on Ukrainian stage. It forms music trends. It develops taste and respect to Ukrainian music.

**Radio KULTURA** – is a cultural and educational radio

It forms an interest to the culture. It develops view of life and broadens the horizons. It is a place for a meeting with people of art, conversation about creative projects and cultural events. It integrates into the world's art and culture space.

## **RECORDING HOUSE, ORCHESTRAS AND CHOIRS**

It stores music heritage. It gives an opportunity to people of art to realize their own potential. It promotes symphonies, folk songs, oratorios and soundtracks. It represents Ukraine on the world stages.

## **SUSPILNE.MEDIA website**

It gives a feeling of the country's pulse. It is the place of independent journalism where news is impartial and without manipulations. It makes a full information picture of the day. It gives a context of events and answers to questions.