



REPORT ON 2019 GRANT PROJECTS

----- UA: PBC -----

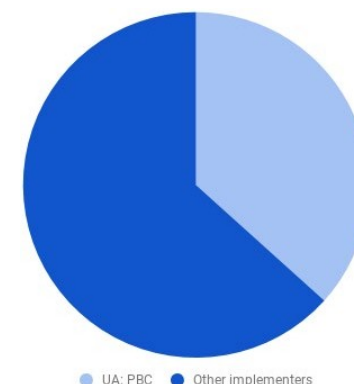
FEBRUARY 2020

OVERVIEW

In 2019, UA: PBC was a beneficiary of 20 grant projects, 11 of which have been already completed. Other 9 projects have longer time frame and are still being implemented in 2020.

The appx. total budget of all the projects which were ongoing in 2019 amounts up to \$21 mln. (please note that budgets are indicated for the all length of projects).

There were launched 11 new grant projects in 2019 amounting to almost \$5 mln. In the diagram there is information about these projects with a breakdown by implementers. (The term Implementer in this report means a budget holder). Most of these projects (which is 63% of the grant projects' budget) are being implemented by partners. UA: PBC implements two projects (which is 37% of the grant projects' budget).



There were different types of support within the projects, namely studio renovations, equipment purchases, TV and radio content production support, expert support, organizational development support, staff capacity building, visibility and promo support, etc.

THE LIST OF PROJECTS IN 2019 WHICH ARE STILL BEING IMPLEMENTED AS OF FEBRUARY 2020, THEIR DONORS AND IMPLEMENTERS AS WELL AS TIME FRAME YOU CAN FIND IN THE FOLLOWING TABLE.

PROJECT	TIME FRAME	DONOR	IMPLEMENTER
Capacity development of NPBU	26.12.2016 – 31.07.2020	JICA	NHK International
Support to the National Public Broadcaster of Ukraine (Newshouse&PM Academy)	01.09.2017 – 30.08.2020	EU, German Federal Foreign Ministry	DW Academie, BBC Media Action, NIRAS
Support to regionalisation of Public Service Media in Ukraine	15.12.2017 – 31.12.2021	SIDA	SR MDO
EU and Council of Europe working together to support freedom of media in Ukraine	01.09.2019 – 09.07.2021	Council of Europe	Office of Council of Europe in Ukraine
Media Program in Ukraine	01.02.2019 – 30.09.2020	Internews Network	UA: PBC
The Economic and Social Development Programme	18.04.2019 – 31.12.2021	Japan Government	Ukrainian Government
Media Content Countering Disinformation	15.12.2019 – 16.04.2020	NDI	UA: PBC
Ukrainian Media Partnership Program	29.09.2017 – 30.09.2020	U.S. Department of State	IREX
Support for Independent Media in Eastern Partnership Countries	01.11.2019 – 31.03.2020	FCO	BBC Media Action

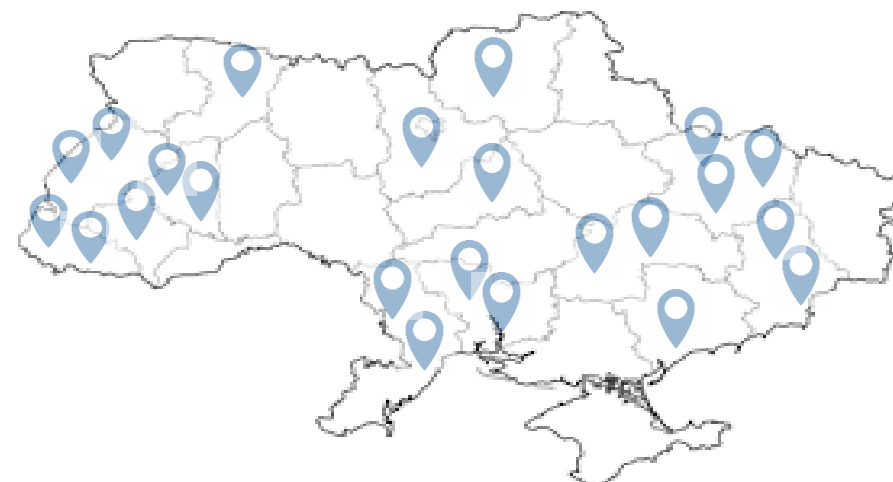
THE LIST OF PROJECTS IN 2019 WHICH WERE COMPLETED AS OF THE END OF 2019, THEIR DONORS AND IMPLEMENTERS AS WELL AS TIME FRAME YOU CAN FIND IN THE FOLLOWING TABLE

PROJECT	TIME FRAME	DONOR	IMPLEMENTER
Ukrainian News Now in Hungarian on UA: PBC	08.04.2019 – 30.09.2019	USAID	Chemonics International
High Quality Content at UA: Donbas	02.05.2018 – 28.02.2019	USAID	Chemonics International
Strengthening Freedom of Media, Access to Information and Reinforcing Public Broadcasting System in Ukraine	1.06.2018 – 30.08.2019	Council of Europe	Office of Council of Europe in Ukraine
English Language Training for Civil Servants	18.09.2018 – 30.06.2019	British Embassy	British Council
Together (Spilno)	01.12.2017 – 31.07.2019	GIZ	DW Academie
The Suchasna Hromada. The Whole Country	22.10.2018 – 31.12.2019	GIZ	The Charitable Foundation for Support and Development of the Public Service Broadcasting of Ukraine (The Charitable Foundation)
The Regional Debates	12.09.2018 – 12.08.2019	U.S. Department of State	The Charitable Foundation
An audience study: How regional audiences consume content and What is the level of trust in content across multiple devices and platforms	01.08.2019 – 31.12.2019	U.S. Department of State	The Charitable Foundation
2019 Parliamentary Elections: Political Manipulation Analysis and Fact-Checking for a Conscious Choice	25.06.2019 – 30.08.2019	International Renaissance Foundation	The Charitable Foundation
Higher Quality Local Broadcasting	03.07.2019 – 03.01.2020	SlovakAID	UA: PBC
Gender Equality at the Center of Reforms, Peace and Security	01.08.2019 – 30.11.2019	Government of Sweden	UN Women

There were 9 regional projects or projects with regional component, 6 of which ended in 2019 and 3 projects are still being implemented in 2020.

Detailed information on 20 projects with indication of budgets, time frame, location as well as projects' goals and components is on the next pages. For convenience, projects promoting development of regional branches are described in a separate section.

When getting acquainted with the projects which are still being implemented please note that activities that are in process or planned are italicized and marked with blue color. This should provide you with the full understanding of projects' goals and can be an entry point of finding the ways of achieving synergy between the projects.

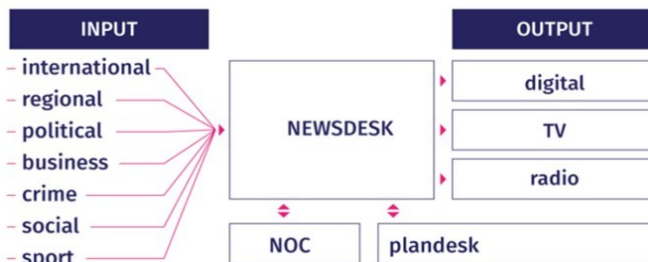


SUPPORT TO THE NATIONAL PUBLIC BROADCASTER OF UKRAINE

DONOR: EUROPEAN UNION, GERMAN FEDERAL FOREIGN MINISTRY
 IMPLEMENTERS: DEUTSCHE WELLE AKADEMIE (DWA), BBC MEDIA ACTION (BBC MA), NIRAS
 TIME FRAME: 1 SEP 2017 – 30 AUG 2020
 BUDGET: EUR 6 250 000
 LOCATION: HEAD OFFICE AND REGIONS
 DESCRIPTION:

News house

- Renovation and equipping (DWA and NIRAS) (Location: Khreshchatyk Str.; 1000 sq. meters; open space, *renovation should start in spring*)
- Development of the Multiplatform News Production workflows (BBC MA);
- Providing the training sessions for News house staff (BBC MA);
- Evaluation of News outputs via Videometrics & media monitoring (DWA).



Public Media Academy (DWA)

- Creation of training/coworking space in the regions (the pilot hub in Odesa opened): renovation, equipment, workflows and training plan. *PMA Radio Hub in Kyiv to be opened in spring 2020;*
- Training sessions;
- Capacity building of Public Media Academy in Kyiv and regions (currently, in Odesa): developed visual identity, sustainability strategy and financing plan, on-going advice.



Organizational development

- Capacity building for UA: PBC's management (workshops and consultations);
- Support to regional cooperation development (coordination meetings for regional branch managers and producers);
- Support to the implementation of the Roadmap (support to new OD structure, RACI matrix development, HR Department workshops).

The project is aimed to help UA: PBC in creation of a permanent basis for quality, objective, and unbiased news content for all population segments (TV, radio and news media) both at national and regional levels) in Ukraine.

CAPACITY DEVELOPMENT OF THE NATIONAL PUBLIC BROADCASTER OF UKRAINE

DONOR: JICA
 IMPLEMENTER: NHK INTERNATIONAL
 TIME FRAME: 26.12.2016 - 31.07.2020
 BUDGET: USD 2 718 000
 LOCATION: HEAD OFFICE
 DESCRIPTION:

Equipment management

- Analysis and improving of operational & maintenance system of TV broadcasting equipment;
- Staff training on equipment exploitation.

Emergency reporting

Establishing of emergency reporting structure (incl. development of the Manual for Reporting on Natural Disaster and Emergencies and reaching agreements with official organisations concerned).

Educational Programs Production

- Permanent analysis, consultancy and development of the Handbook for production methods, study visits for UA: PBC staff;
- Production of the show "The Together" 15 episodes. A weekly social TV show on UA: PERSHYI dedicated to life and problems of people with disabilities;



[See TV show ►1](#)

- Production of a Puppet Show. A weekend TV show for children, 12 episodes (12 min);



[See TV show ►2](#)

- *A website for the program "The Together" is to be launched;*

- *Production of a science show for kids – in development.*

The project greatly improves employees' ability to use and maintain equipment, develop educational and cultural programs, as well as accurately and quickly cover natural disasters and emergencies throughout the territory.

THE ECONOMIC AND SOCIAL DEVELOPMENT PROGRAMME

DONOR: JAPAN GOVERNMENT
 IMPLEMENTER: UKRAINIAN GOVERNMENT
 TIME FRAME: 18 APRIL 2019 - 31 DECEMBER 2021
 BUDGET: USD 2 115 000
 DESCRIPTION:

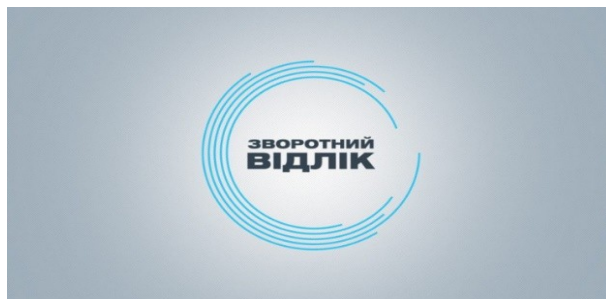
The grant to the Government of Ukraine for purchase of a special equipment for UA: PBC in order to improve UA: PBC's technical condition.

MEDIA PROGRAM IN UKRAINE

DONOR: INTERNEWS NETWORK
 IMPLEMENTER: UA: PBC
 TIME FRAME: 01.02.2019 – 30.09.2020
 BUDGET: USD 1 649 067
 DESCRIPTION:

Support of content production (incl. purchase of TV and radio equipment, decorations)

- Radio programs;
- Political talk show;
- The Countdown:
 - The most balanced and neutral talk show
 - The only talk show involving fact-checking of studio guests' statements
 - Every 4th voter in Ukraine watched Countdown during presidential campaign



[See the program](#)

Strengthening institutional capacity

- Support for the development of automation of financial and HR processes;
- Development of new salary payment structure;
- Establishment of additional internal channels of communication with staff: corporate mail and corporate portal;
- Development and implementation of marketing strategy for Ukrainian radio; regional promo campaign for UR1.

Support to the Supervisory Board

- Study visits;
 - Expert support.
- Project significantly increases quality content at UA: PBC and its local affiliates and strengthens the institutional capacity due to the said support.

SUPPORT FOR INDEPENDENT MEDIA IN EASTERN PARTNERSHIP COUNTRIES

DONOR: FCO
 IMPLEMENTER: BBC MEDIA ACTION
 TIME FRAME: 01.11.2019 – 31.03.2020
 DESCRIPTION:

- Content acquisition and dubbing;
- Suspilne Studio refurbishment;
- Relaunch support (researches for UA: PBC related to UA: Pershyi relaunch);

- Marketing campaign;
- Ad Hoc Consultancy on UA: PBC's Capacity building.



Studio model

The UK Foreign and Commonwealth Office's Eastern Partnership Media Development Programme being implemented by BBC Media Action and Thomson Reuters Foundation supports selected media partners across Eastern Partnership countries which aim to provide public service journalism. The Programme supports the development of their organisational strategies, build capacity of the media practitioners and enhance content production across multiple languages and platforms as well as help them improve their financial sustainability. The Programme's aim is to ensure that these media outlets maximize their impact and that independent, quality journalism reaches the widest possible audience.

STRENGTHENING FREEDOM OF MEDIA, ACCESS TO INFORMATION AND REINFORCING PUBLIC BROADCASTING SYSTEM IN UKRAINE

DONOR: COUNCIL OF EUROPE
 IMPLEMENTER: OFFICE OF COUNCIL OF EUROPE IN UKRAINE
 TIME FRAME: 1 JULY 2018 - 30 JUNE 2019

DESCRIPTION:

Project is implemented within the Council of Europe Action Plan for Ukraine 2018 - 2021.

Providing expert support

- Examination of the existing model of financing, development of alternative models;
- Expertise on content improvement, ratings, formats for covering the elections, national minorities, etc;
- Legal expertise (development of draft Compliance Program, draft Code of Ethics).

Promotion of reform, raising public awareness

Including organization of different events and experts engagement.

Personnel, Management and Supervisory Board capacity building



Development of a mobile application and a [mobile website](#) ▶ for 3 national radio channels



Awareness Campaign Support

- Two promotional animated videos about the Public broadcasting reform;
- Branding of 18 trolleybuses for three months in Kyiv, Dnipro, Lviv promoting Ukrainian Radio, the FM frequencies in each city, and mobile application Suspilne.radio.



- Promotional videos and graphic images providing information about the UA: PBC's radio channels and possibility of their listening via mobile application;
- Production of visual identity.

Activities within the Project contributed to UA: PBC's ability to produce higher quality content, engage new audience and conduct organizational transformation.

EU AND COUNCIL OF EUROPE WORKING TOGETHER TO SUPPORT FREEDOM OF MEDIA IN UKRAINE

DONOR: EUROPEAN UNION, COUNCIL OF EUROPE
IMPLEMENTER: OFFICE OF COUNCIL OF EUROPE IN UKRAINE

TIME FRAME: 1 SEPTEMBER 2019 – 9 JULY 2021

DESCRIPTION OF ACTIVITIES:

Staff capacity building

- Support of the strategic session for the Supervisory Board and Managing Board;
- Study tours and visits;
- Training for editorial departments of national minorities.



Work on the change of UA: PBC's financial model

Providing expert support

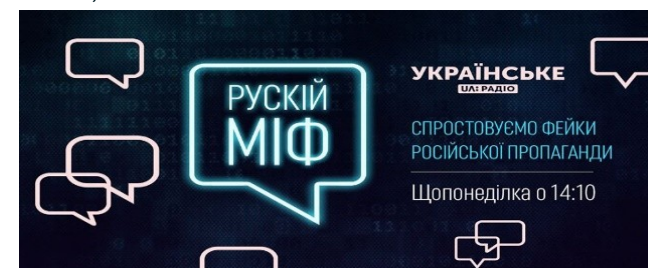
- Support in the development of the Concept of children's and youth broadcasting;
- Support of the Roadmap implementation – *planned*;
- Audience research – *planned*.

Support of UA: PBC's GR development – *planned*

MEDIA CONTENT ON COUNTERING DISINFORMATION

DONOR: NATIONAL DEMOCRATIC INSTITUTE (NDI) IMPLEMENTER: UA: PBC
TIME FRAME: 15.12.2019 - 16.04.2020
BUDGET: USD 75 137
DESCRIPTION:

- Production of 40 radio programs and podcasts in Ukrainian and Russian languages that will debunk Russian propaganda myths and fakes;



[Listen to the program](#) ▶

- Production for UA: Donbas 8 episodes “Fake or not Fake” and 8 video explainers aiming to help citizens understand the differences between the ways and approaches used to present fake information.

THE SUCHASNA HROMADA. THE WHOLE COUNTRY

DONOR: GIZ
 IMPLEMENTER: THE CHARITABLE
 FOUNDATION FOR SUPPORT AND
 DEVELOPMENT OF THE PUBLIC SERVICE
 BROADCASTING OF UKRAINE TIME FRAME:
 22.10.2018 - 31.12.2019
 BUDGET: EUR 39 197 (as declared by the Foundation)
 PLATFORM: UKRAINIAN
 RADIO DESCRIPTION:

- Radio program aims to convey objective information on the decentralization reform, bring out its advantages, and encourage people to active engagement in sociopolitical activities in their cities or villages.
- Support is provided within the project U-LEAD with Europe: Ukraine – Local Empowerment, Accountability and Development Programme.
- 50 episodes, 28 min each



[Listen to the program ►](#)

2019 PARLIAMENTARY ELECTIONS: POLITICAL MANIPULATION ANALYSIS AND FACT-CHECKING FOR A CONSCIOUS CHOICE

DONOR: INTERNATIONAL
 RENAISSANCE FOUNDATION
 IMPLEMENTER: THE CHARITABLE
 FOUNDATION FOR SUPPORT AND
 DEVELOPMENT OF THE PUBLIC SERVICE
 BROADCASTING OF UKRAINE
 TIME FRAME: 25.06.2019 - 30.08.2019
 BUDGET: USD 19 654 (as declared by the Foundation)
 PLATFORM: UKRAINIAN RADIO
 DESCRIPTION:

- Creation and distribution of content (live broadcasts and interactive video clips with accompanying material) on the platform of the Channel One of Ukrainian Radio and on Facebook that analyzes modern political technologies, methods of influence and manipulation in the pre-election period, reveals the language of hatred and makes fact-checking of statements of representatives of various political forces;
- 20 live talk shows, 20 program clips, 3 open discussions for representatives of the population vulnerable to manipulation.



[Listen to the program ►](#)

GENDER EQUALITY AT THE CENTER OF REFORMS, PEACE AND SECURITY

DONOR: GOVERNMENT OF SWEDEN
 IMPLEMENTER: UN WOMEN UKRAINE
 TIME FRAME: 1 AUGUST 2019 - 30 NOVEMBER 2019
 DESCRIPTION:

Engaging an expert to support integration of gender into UA: PBC's policies and practices, development of training materials and guidelines for journalists and providing training sessions on gender-sensitive journalism.

ENGLISH LANGUAGE TRAINING FOR CIVIL SERVANTS

DONOR: BRITISH EMBASSY IN UKRAINE
 IMPLEMENTER: BRITISH COUNCIL
 TIME FRAME: 18 SEP 2018 - 30 JUN 2019
 DESCRIPTION:

- The project is aimed at building the capacity of Ukrainian Government institutions involved in the implementation of EU-Ukraine Association and/ or in other reform initiatives by providing English language training and testing to relevant civil servants.
- Through training sessions (as two-hour lessons delivered twice a week), 14 UA: PBC employees have greatly improved their level of English and further used it in their work.



UKRAINE MEDIA PARTNERSHIP PROGRAM

DONOR: U.S. DEPARTMENT OF
STATE IMPLEMENTER: IREX
TIME FRAME: 29 SEP 2017 - 30 SEP 2020
DESCRIPTION:

In 2019, the Program provided internships for 13 UA: PBC's representatives in USA as well as study trips of American media professionals to UA: PBC organized to share experience and promote long-lasting partnerships between American and Ukrainian media organizations.

As a result of the project, program participants have upgraded their professionalism and got new ideas for improving the quality of content.



PROJECTS PROMOTING DEVELOPMENT OF REGIONAL BRANCHES

SUPPORT TO REGIONALISATION OF PUBLIC SERVICE MEDIA IN UKRAINE

DONOR: SIDA IMPLEMENTER: SR MDO
TIME FRAME: 15 DEC 2017 – 31 DEC 2021
BUDGET: SEK 4 403 000
LOCATION: RIVNE, IVANO-FRANKIVSK,
KHARKIV, LVIV (AS OF NOW)
DESCRIPTION:

Project is aimed to developed workflow, digital news publishing and increased public outreach in UA: PBC's regional branches to strengthen Public Service Media in Ukraine.

Project team was developing and testing regional news digital product strategy and digital workflow in UA: Rivne pilot branch. In 2019 the developed model was scaled up to UA: Lviv, UA: Kharkiv, UA: Ivano-Frankivsk *and will be scaled up to all branches.*

Project tracks:

Developed editorial workflow and digital news publishing

- The model of Public service Criteria and its indicators are developed;



- The Regional News Digital Product Strategy is developed;
- Support of the development of the Overarching News Digital product strategy;
- Development of the system Suspilne News 2.0. The system will become a single point of planning, production, publishing and measurement tool for all regional newsrooms.

Audience trust and public outreach

- The outreach baseline for each pilot region is documented;
- The audience research in Rivne, Lviv, Ivano-Frankivsk, Kharkiv is conducted;
- The reputational audit of UA: PBC is conducted.

Central news website development (pooled newsfeed produced by regional and central newsroom desks)

- The functionality and design of MVP (at the development stage);
- News website [Suspilne.media](https://suspilne.media) is launched
- The CMS of the website will be assembled to the system Suspilne News 2.0;
- Upgraded equipment in the project pilots (Cameras, LiveUs, mobile kits, etc.).

Strengthening of management and journalistic capacity

- Provision of workshops and study visits on editorial development related to planning, production and measurement, change management.

THE REGIONAL DEBATES

DONOR: U.S. DEPARTMENT OF STATE
IMPLEMENTER: THE CHARITABLE FOUNDATION
FOR SUPPORT AND DEVELOPMENT OF THE
PUBLIC SERVICE BROADCASTING OF UKRAINE
TIME FRAME: 12.09.2018 – 12.08.2019
BUDGET: USD 600 006 (as declared by the Foundation)

LOCATION: KYIV, DNIPRO, MYKOLAIV, LVIV,
KHARKIV, ZAPORIZHZHIA
DESCRIPTION:

The project increased capacities of 6 branches to produce high-quality content as well as increased participation of local people in decision-making process through debate platforms in 6 selected regions.

Studios sets and props

Sets and props design and development for 6 branches was held after evaluation of local buildings and capacities to ensure that further studios are designed with common approach, but preserving local specifics.



Equipment procurement

Procurement and installation of equipment needed to produce debates for 6 branches.

Production of Regional Debates

Regular production of six (one in each project region; about 60 minutes) episodes of debates per week. Each regional broadcaster covered 24 important regional issues with the show.



HIGH QUALITY CONTENT AT UA: DONBAS

DONOR: USAID
IMPLEMENTER: CHEMONICS INTERNATIONAL INC.
TIME FRAME: 02.05.2018 - 28.02.2019
BUDGET: USD 150 000
LOCATION: SIEVIERODONETSK (UA: DONBAS)
DESCRIPTION:

Support is provided within the Confidence Building Initiative II (UCBI II) which is funded by the U.S. Agency for International Development.

Project objectives:

- To enhance the quality of local content for the local public channel rebroadcasts;
- To increase consumption of high quality relevant local news that reinforce positive narratives about Ukraine in Donbas communities;
- Increase availability of diverse, tailored pro-reform content on local and national media.

Procurement of TV and broadcasting equipment

As well as set up of the new equipment and training of UA: Donbas' staff on how to use it.

Studio renovation

Procurement of studio furniture and building materials.

Mentorship support to TV production team

Providing 3 mentors for 5 months in the following areas of content production: news, social-political direction, entertainment content.

With the new equipment, studio and capacity building support, UA: Donbas is able to organize live broadcasts of local events and develop new studio programs. These new programs, including a morning show and an evening news broadcast, allow UA: Donbas to provide the kind of high-quality content that will attract an additional audience.

THE TOGETHER (SPILNO)

DONOR: GIZ
IMPLEMENTER: DEUTSCHE WELLE AKADEMIE
TIME FRAME: DECEMBER 2017 – JULY 2019
LOCATION: ODESA, KHARKIV, CHERKASY, TERNOPIL
DESCRIPTION:

Production of 40 episodes of a show about decentralization

Including also 4 focus groups regarding the perception of the show and its improvement in the future as well as digital marketing activities to promote the show.



[See the program ►](#)

Creation of studio design and purchase of studio equipment (Odesa)

Purchase of technical equipment for shooting and splicing (Kharkiv, Cherkasy, Ternopil)

Training sessions for staff

A series of workshops for journalists on the features of coverage of the decentralization process in Cherkasy, Odesa, Ternopil and Kharkiv

The project improved the quality of the broadcast in four branches by having upgraded the technical equipment and building capacity of local teams to produce high-quality and up-to-date content.

AN AUDIENCE STUDY: HOW REGIONAL AUDIENCES CONSUME CONTENT AND WHAT IS THE LEVEL OF TRUST IN CONTENT ACROSS MULTIPLE DEVICES AND PLATFORMS

DONOR: U.S. DEPARTMENT OF STATE
IMPLEMENTER: THE CHARITABLE FOUNDATION FOR SUPPORT AND DEVELOPMENT OF THE PUBLIC SERVICE BROADCASTING OF UKRAINE
TIME FRAME: 01.08.2019 - 31.12.2019
BUDGET: USD 75 401 (as declared by the Foundation)
LOCATION: DNIPRO, MYKOLAIV, CHERNIHIV, TERNOPIL

The project aimed to find out how regional audiences consume content and what the level of trust in content is across multiple devices and platforms, what will enhance the quality of content and ways to interact with the audience, and thus the level of trust in UA: PBC branches. Within the project was studied the general picture of media consumption in selected regions and consumption by platforms for selected region as well as determined the level of trust in media and content.

Project stages:

- 5 focus groups (Mykolaiv, Kyiv, Sumy);
- 4 regional studies (Dnipro, Mykolaiv, Ternopil and Chernihiv);
- National research (in a representative way).

UKRAINIAN NEWS NOW IN HUNGARIAN ON UA: PBC

DONOR: USAID
IMPLEMENTER: CHEMONICS INTERNATIONAL INC
TIME FRAME: 08.04.2019 - 31.10.2019
BUDGET: USD 38 552
LOCATION: ZAKARPATTIA
DESCRIPTION:

Equipment of Hungarian Language Editorial Department with technical equipment and Hungarian translator as well as tools for an outreach campaign to develop high-quality daily and weekly news and cultural Hungarian language content.

Content produced within the project:

- Socio-cultural programs about life of Hungarian community *Négyszemközt*;
- Stories about Hungarian community for the morning program;
- Stories for *Ethnovision* program;
- News in Hungarian.



MEDIA CONTENT ON COUNTERING DISINFORMATION

[See p.6](#)

- Production for UA: Donbas of 8 episodes of “Fake or not Fake” program and 8 video explainers aiming to help citizens understand the differences between the ways and approaches used to present fake information.

SUPPORT TO THE NATIONAL PUBLIC BROADCASTER OF UKRAINE

[See p.4](#)

Public Media Academy (DWA)

- Creation of training/coworking space in the regions (the pilot hub in Odesa is opened): renovation, equipment, workflows and training plan. [PMA Radio Hub in Kyiv to be opened in spring 2020](#);
- Training sessions;
- Capacity building of Public Media Academy in Kyiv and regions (currently, in Odesa): developed visual identity, sustainability strategy and financing plan, on-going advice.

HIGHER QUALITY LOCAL BROADCASTING

DONOR: SlovakAID
IMPLEMENTER: UA: ZAKARPATTIA
TIME FRAME: 03.07.2019 - 03.01.2020
BUDGET: EUR 4 700
LOCATION: ZAKARPATTIA
DESCRIPTION:

The project aims to improve the quality of the broadcast by upgrading the technical equipment of editorial office for programs of national minorities.

THANK YOU FOR
FINDING TIME TO READ
OUR REPORT!